MiQ

2025 Canada Insights
Back-to-School

2025 Back-to-School
A can't-miss season

72% of Canadians expected to shop, with 73% spending up to $150.

Back-to-School is the **second-largest retail event of the year**, but consumer habits are evolving, and economic factors are making it harder to predict where and how to invest.

Back to School sales are expected to reach **upto $40 billion in 2025** *(increase by 7.7% YoY).*

Three audiences, one season – align with what matters most to Students, Parents & Educators.

MiQ

The New-Age Student Shopper:
Bold, Social-First, Influence-Led

Today's students are culturally driven and digitally native — discovering brands through TikTok, gaming, and influencers. They value self-expression, representation, and insider access, making authentic, creator-led campaigns essential for engagement.

The Modern Provider:
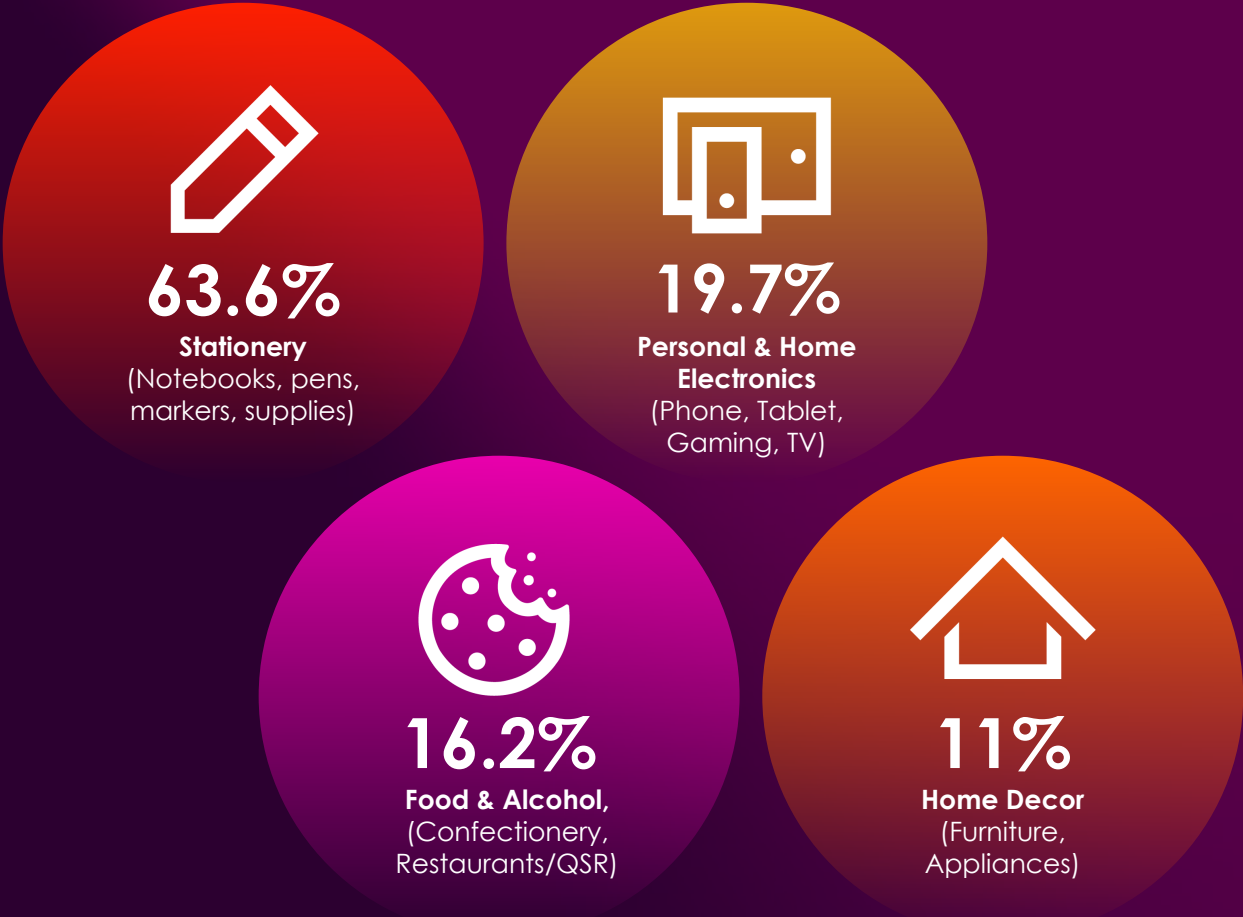*Practical, Deal-Driven, Loyalty-Minded*

These parents are purposeful shoppers who value brands that simplify their lives and offer real utility. They respond best to trusted recommendations, meaningful incentives, and messages that align with family values and financial responsibility.

The Purpose-Driven Educator:
Family-Oriented & Tech-Savvy

Educators value family, learning, and sustainability. They engage daily on Meta platforms, discover brands through word-of-mouth or online, and are motivated by rewards, quality, and values that align with their lifestyle.

Source - GWI Data Canada

Classroom basics like stationery, clothing, and books remain prime Back-to-School purchase categories.

MiQ

63.6%
Stationery
(Notebooks, pens, markers, supplies)

19.7%
Personal & Home Electronics
(Phone, Tablet, Gaming, TV)

16.2%
Food & Alcohol,
(Confectionery, Restaurants/QSR)

11%
Home Decor
(Furniture, Appliances)

Back-to-School Categories Driving Consumer Spend

Source - Retail Council Canada

When it comes to shopper choices, deals are the tipping point.

MiQ

92% of Canadians anticipate **spending the same or more** this year

More than half of parents expect to **spend over $724**

~23% parents expect to purchase **fewer supplies** this year

~18% of parents anticipate to being in **credit card debt and/or taking out loans**

Over half Of parents plan to shop for Back to School **during sale promotions**

Spending smarter

Canadians are prioritizing smarter spending — looking for ways to stretch their dollars while still meeting back to school needs.
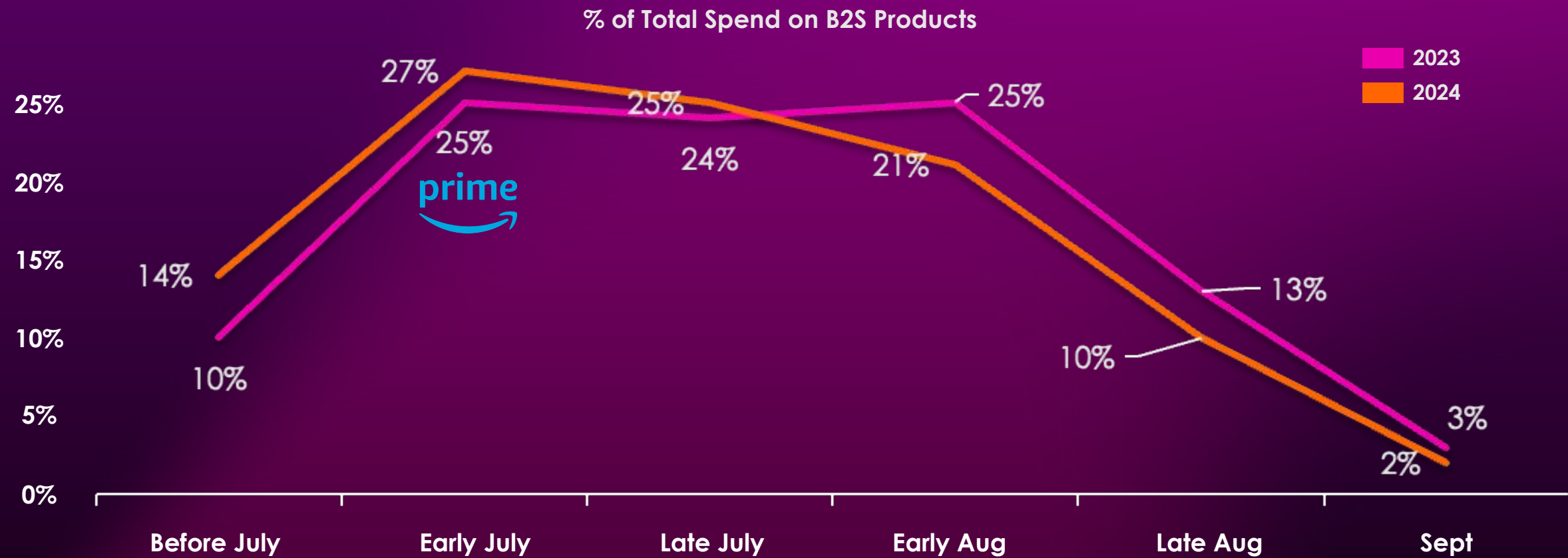
Under pressure

Parents are facing financial strain, with a growing portion turning to credit or loans to manage B2S costs.

Value-driven

Consumers are syncing their purchases with key sale events, planning around promotional windows.

66% of B2S shopping wraps up by August, fueled by Prime Days. Early action is key to capturing spend.

MiQ

% of Total Spend on B2S Products

■ 2023
■ 2024

prime

	Before July	Early July	Late July	Early Aug	Late Aug	Sept

2023 values: 10%, 25%, 25%, 25%, 13%, 3%
2024 values: 14%, 27%, 24%, 21%, 10%, 2%

25%
20%
15%
10%
5%
0%

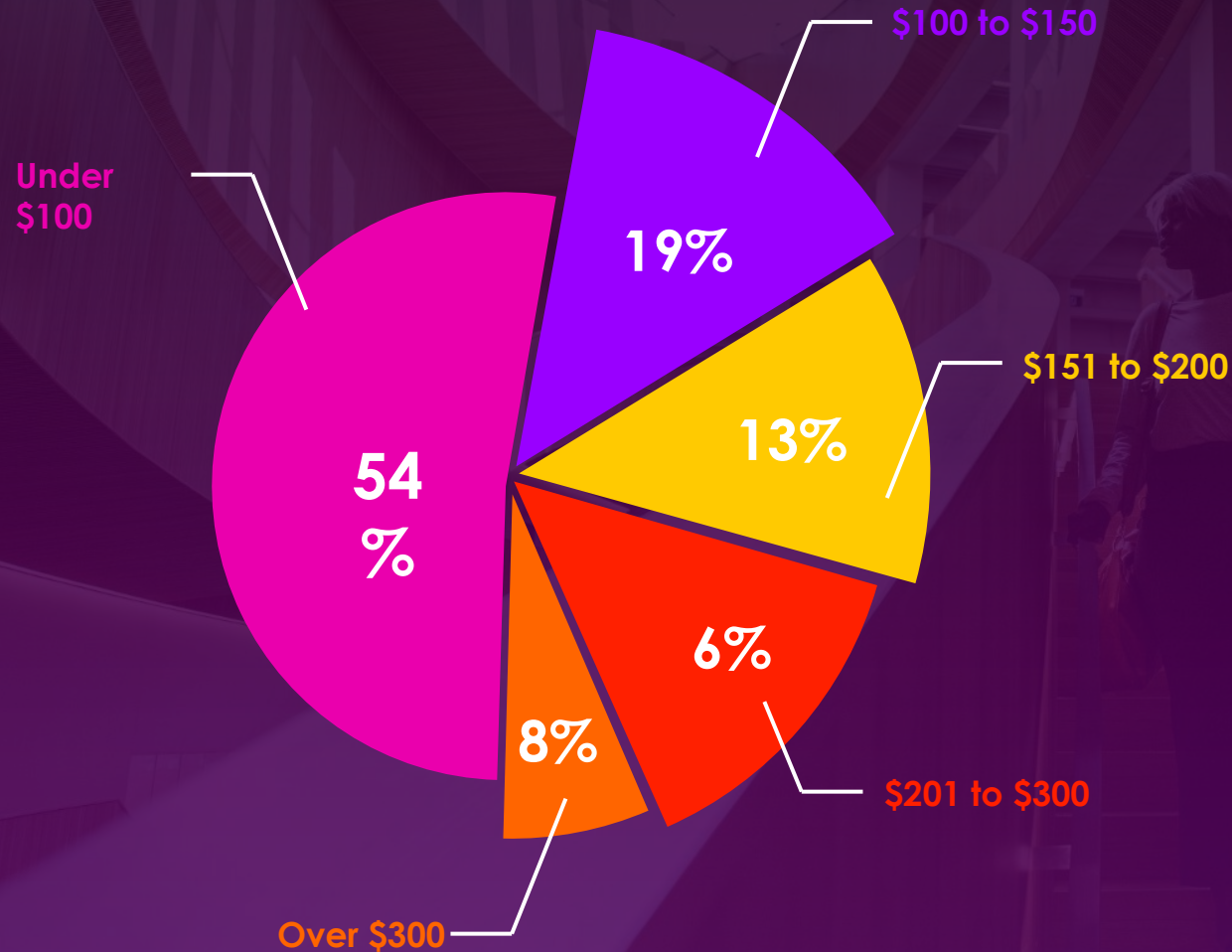**19%** believe the best prices and deals come early in the summer break

68% will consider shopping for B2S items on Prime Day

52% believe best deals come later in the summer before school starts

Source - Retail Council of Canada, Nerdwallet, Flipp

Shoppers are spending less, prioritizing value, and using mobile to watch, browse, and buy.

MiQ

$100 to $150

Under $100

19%

54%

$151 to $200

13%

6%

8%

$201 to $300

Over $300

*How much Canadians normally spend for Back to School, 2024*

- +3% more Canadians (YoY) plan to spend under $100, signaling tighter budgets amid economic pressures.

- Electronics spending is expected to rise, particularly among high-income Canadians.

- Mobile shopping for Back to School will account for 69% of sales, with 40% of transactions made through digital wallets.
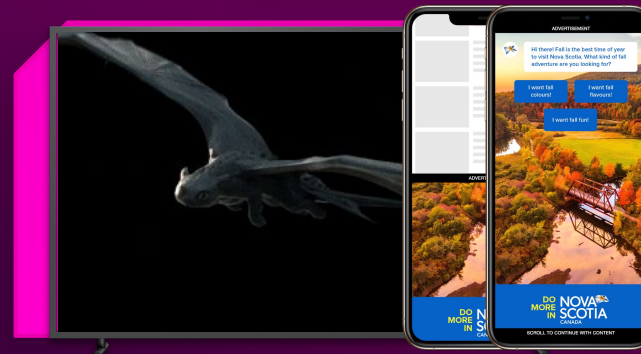
Source - Retail Council of Canada & Snipp

Stay relevant to their interests.

Be present where they expect you to show up!
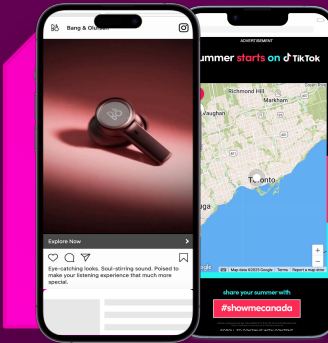
Nearly half spend 2+ hours daily on Social Media, with 37% streaming music for 4+ hours—this audience lives online and expects brands to keep up.

They champion brands that include them, offer insider access, and make them feel like part of the story – not just the audience.

Ambitious and image-conscious, the younger generation chase success and self-expression – especially through fashion and career goals.

Guide B2S audiences to the right online and offline channels to support every stage of their journey.

MiQ

- Utilize location data capturing users around supply stores, community centres, movie theatres.

- Tailor dynamic ad messaging and visuals, serving Store Locator creatives to users in areas more likely to visit a store, and site-driven creatives to those in areas showing higher digital engagement.

Bring Home to Life
Find a Store
IKEA

Bring Home to Life
Shop Now
IKEA
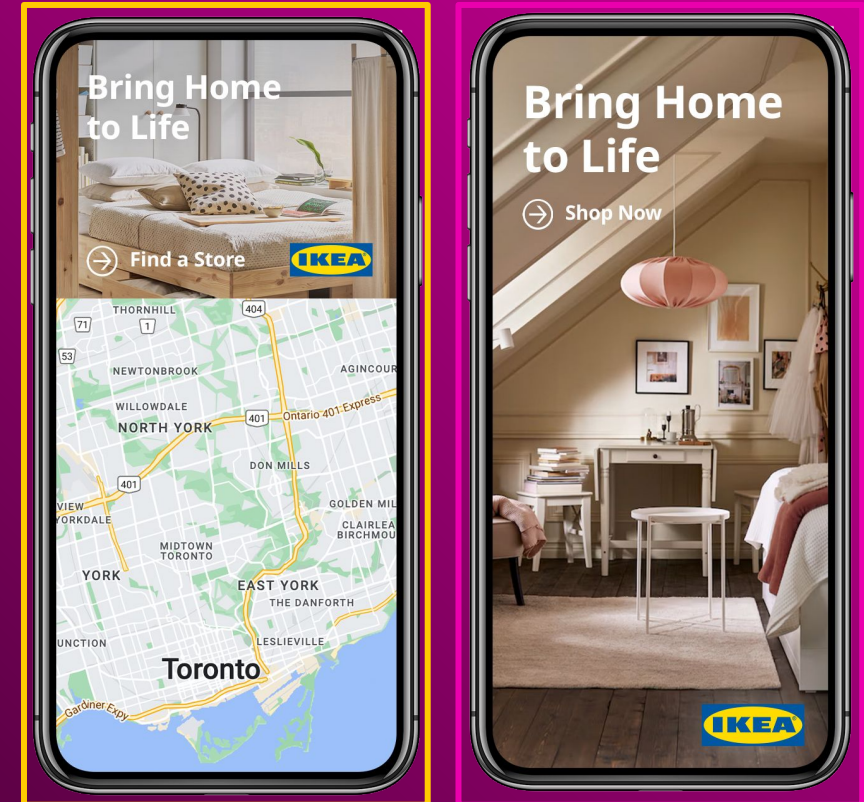
Distance-based Dynamic Messaging
< 15km: Store Locator
> 15km: Driven to Site

Follow through by retargeting engaged audiences to keep them reminded of the brand and event.

MiQ

- **Refresh Creative for Familiarity**
  Use evolving creative—like refreshed messaging or visuals—to stay familiar without causing fatigue

- **Build Urgency Through Context**
  Use urgency cues like countdowns or seasonal prompts to drive conversions among engaged users.

Countdown Messaging

Get personal with your messaging throughout the entire journey with feature-rich experiences.
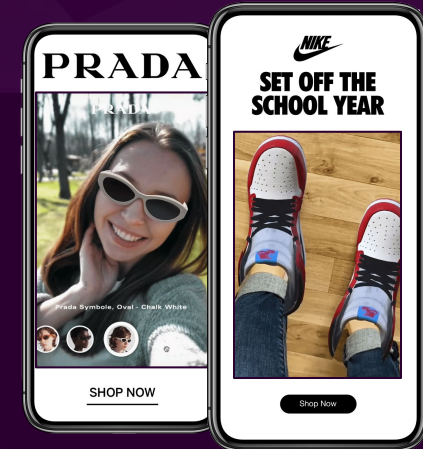
MiQ

Navigator

Find out what it takes to build the best dorm room in this **Room Navigator** that lets users pan through the room and look at the furniture details.

Digital flyer

Find the best deals with this **digital flyer** that dynamically switches products weekly.

Experience BETA

Make sure you are looking your best for the first day of school with our **AR Try On**. Users can see how their apparel items - like shoes, watches and glasses - look before they buy.

Capture B2S audiences across omnichannel video.

YouTube

Extend your campaign reach to audiences who are **proactively engaging** with keyword-relevant content - and are often **only active on YouTube.**

Connected TV

Leverage the **broad reach** of CTV to **raise awareness** with viewers immersed in long-form content.

Then, optimize for lower funnel video strategies to drive engagement while **effectively managing frequency and exclusions.**
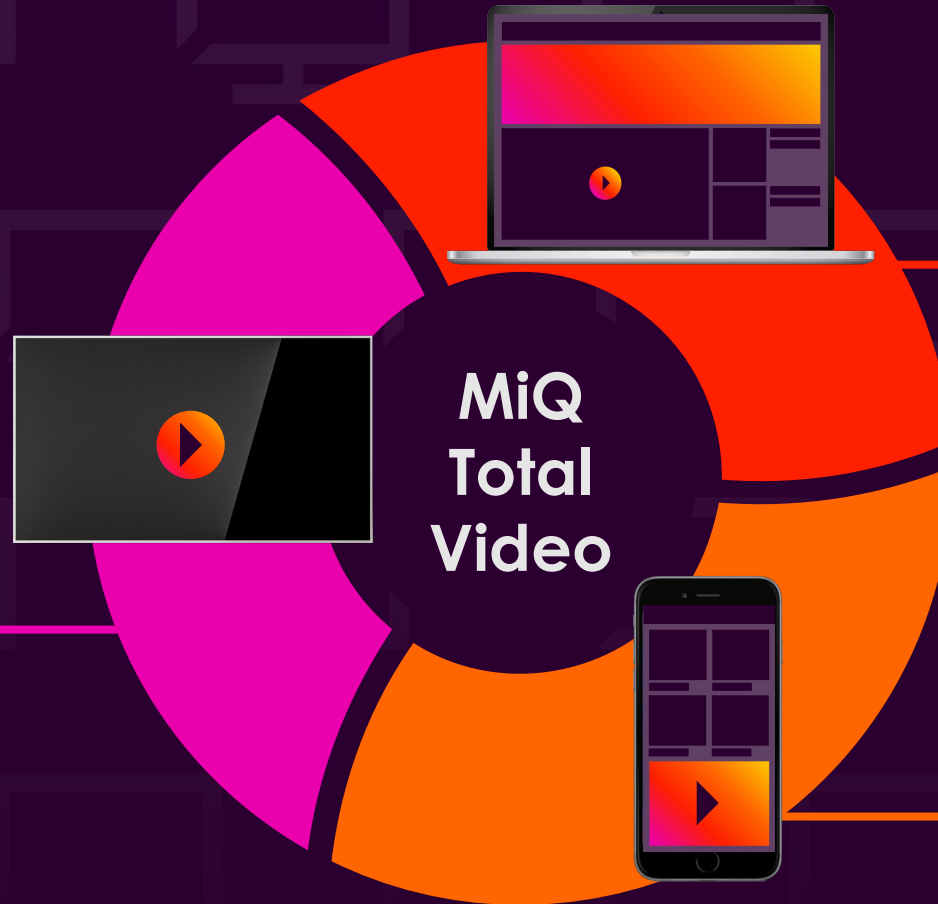
MiQ Total Video

Online Video

Deliver your call-to-action to audiences who are browsing the web and **in the mood for discovery.**

OLV is a **cost-effective channel with wide reach** to deepen the engagement with your audience.

MiQ Shopper & Competitor Intelligence

Understand shoppers and how to they interact with both media and products B2S audiences are interested in, and purchasing.

Media & Lifestyle

Purchase

Competitor TV Exposure
Has seen 3+ competitor TV ad in the last 30 days

Brand TV Exposure
Has seen 3+ brand TV ad in the last 30 days

Contextual Data
Has been searching sports related news

Interests
Music lover, Pet owner

Demography
Female, Age 35-44

Lapsed Customers
Bought in last year but not last 90 days

Brand Loyalists
5x Makeup brand purchases in the last year

Category Spend = High
Skincare > $150 in last year

Retailer Preference
Grocery Brand (location based)

Retail Channel Preference
In-store: Big Box

Product Purchasers
Bought "X Brand Soft Drink, 12 fl oz, 24-pack" in last 90 days

Understand Brand & Competitor Loyalty

Discover FSAs that are Brand and Competitor dominant against your B2S audiences
- footfall or sales data - to help create strategically target and serve personalized messaging.
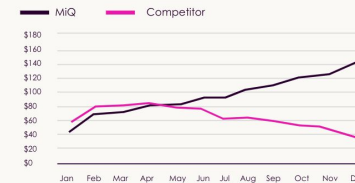
MiQ

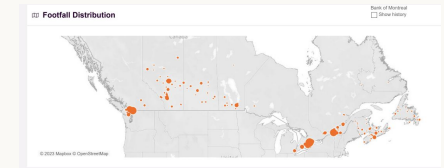# Measure performance from launch to post-campaign with actionable data insights.

MiQ

Advanced Post-Campaign Insights

- Incremental households reached
- Top performing geographies and temporal analysis
- Audience profiles on Brand Loyalist and New Audiences
- Competitor conquesting results
- Sales analysis for revenue driven and unit of product(s) sold across geos
- Category Share insights against key competitors
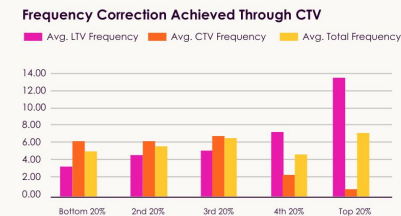- Recommendations for optimizations in future campaigns