



# The back-to-school countdown is on

Back-to-school shopping is a summer-long effort, with Americans spending an estimated \$135.5 billion on back-to-school and back-to-college shopping in 2023. From school supply hauls to outfit ideas to lunch recipes, millions of students and parents turn to YouTube for inspiration to fuel their shopping trips. In 2023, views on back-to-school related content hit 4.4B over the summer, and this year is shaping up to be even bigger.

## Families use YouTube to plan out their shopping trips

A U.S. March LTK study revealed that the most popular back to school shopping period is early August. July had the most back-to-school related YouTube views in 2023, indicating that parents and students went to YouTube to plan and find inspiration for their August shopping trips. The start of this year's back-to-school shopping season indicates that YouTube will be an even bigger resource for shoppers this year.



The biggest two weeks of back-to-school shopping is expected to be early August, when 23% of adults plan to start their shopping. 69% plan to start earlier, with 14% starting as early as May.

From May to August 2023, there were

# 4.4B

back-to-school related views, peaking in July with 1.2B views.

May 2024 saw

# 1.1B

back to school views, a 10% increase over May 2023.



## Back-to-school content is popular across education, art, and family channels

Top channels so far this summer (2024):



A Plus School  
158M Back to School Related Views



Eva Bravo Play  
84M Back to School Related Views



5-Minute Gul Arts 60M  
Back to School Related Views

Contact us for a customized back-to-school package and unlock the full potential of YouTube advertising this summer!

[Let's chat!](#)

## Parents and students find school supplies, clothing, lunch, and decoration inspiration on YouTube

School supply videos dominated back to school content, earning 565M views in summer 2023. DIYs and hauls were some of the most popular content types. School supply content is shaping up to have another big year, with 186M views already recorded this summer.

### Summer 2023 Back-to-School Related Views:



**School Supplies: 565M**

11 Fun DIY School Supplies! Back to School DIY Ideas and Life Hacks - 9M Views



**School Lunches: 101M**

Ryan Kids Size Shopping Cart and Learn Healthy Food choices for Back to School!!! - 6M Views



**Clothes: 217M**

BACK to SCHOOL SHOPPING w/ My 10 KiDS for 2023! \*Clothing Haul\* - 961K Views



**Dorm Tours: 16M**  
I Moved to College - Dorm Tour - 931K Views

### Back-to-school searches increase throughout the summer

In 2023, back to school searches on YouTube ramped up throughout early summer until peaking in the third week of August. Popular back to school search terms of summer 2023:

"School shopping"

"grwm"

"Back to school shopping"

"Haul back to school"

### Leverage Pixability's Back-to-School packages to drive maximum impact

We help brands like yours harness the power of YouTube during back-to-school season. Our proprietary technology and expert guidance deliver:

- **Targeted Reach:** Connect with back-to-school shoppers by running within the content they love and across the wider range of brand-safe videos they view and engage with across YouTube.
- **Custom Packages:** Choose from pre-built YouTube channel lineup packages or work with us to create a tailored strategy that aligns with your specific goals.
- **Brand Safety & Suitability Guaranteed:** Ensure your ads appear only in contextually relevant and brand-appropriate YouTube content.

[Sample Targeting: Back to school shoppers](#) ↗