

# Gen Z's View on Back to School 2022: Australia

After nearly 2 years of living in uncertainty Gen Z is ready to get back to normal life (or the new norm, at least).

With more students returning to full-time campus learning and First-Years attending O-Week, we wanted to understand the sentiments of UNiDAYS members in Australia and how they're preparing for the academic year ahead. We also dug into spending behaviours and projections for each vertical within this group to help brands plan ahead.

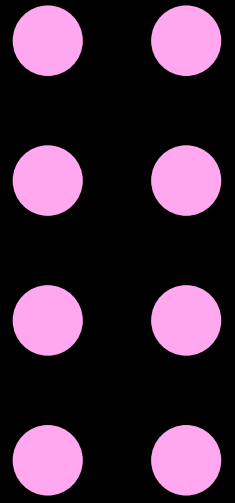


Despite feeling anxious and nervous about the new year, students are also **excited and optimistic** about going back to school and returning to some kind of 'normal'.

Students are **feeling noticeably less Anxious (-8%) and Overwhelmed (-11%)** since we surveyed them in July, which is a positive sign as we head into 2022. And, the majority of First-Years are planning to attend O-Week, setting the stage for the year to come.

# Key insight #1

**Students are intending to spend \$571M on academic items for the new year in the AU market.**



## \$1200

ESTIMATED SPEND PER STUDENT



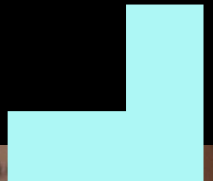
The majority of students plan to shop in-store or a mixture of both online and in-store and making their purchase decisions based on Price and Quality. These are the most important factors for Gen Z followed consistently by Discounts and Promotions. To put this in context, Price is the top priority in every category with the exception of Computer and Hardware where quality is most important.

## \$1400

ESTIMATED SPEND PER FIRST-YEAR STUDENT

## \$127M

PROJECTED SPEND BY FIRST-YEAR STUDENTS

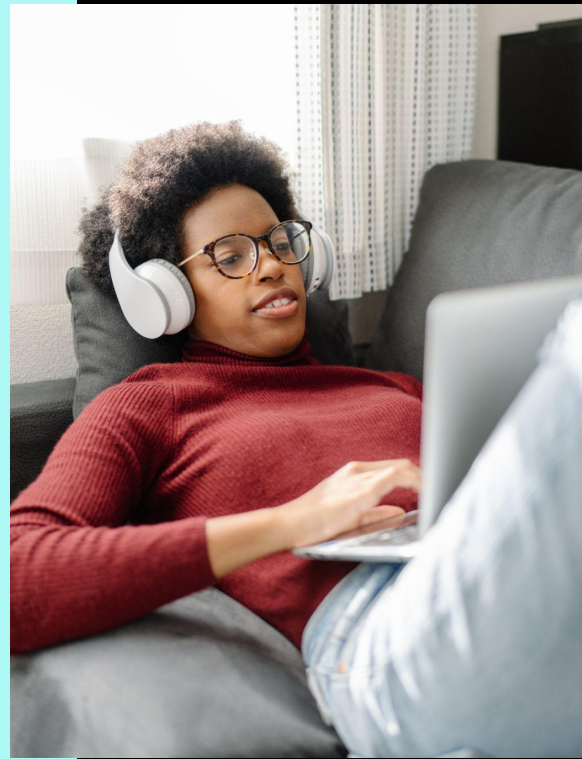


# Key insight #2

**Gen Z poised to spend  
\$330M on Tech ahead of  
this academic year**

## \$170M

PROJECTED SPEND ON COMPUTERS  
AND HARDWARE



## \$161M

PROJECTED SPEND ON  
ELECTRONIC GADGETS

Gen Z is projected to spend \$170M on computers/hardware (highest spend on laptops and monitors) and \$161M on electronics (smartphone/new contract and fitness trackers/wearables were the most popular with the highest spend on TVs) for the new academic year. As we'd expect, First-Years are planning to spend more in this category ahead of starting out at university.

Of the students buying a laptop, 38% will be upgrading a laptop, whilst for 37% it will be a like-for-like replacement. Almost 1 in 5 students (18%) will be purchasing a laptop for the first time.



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# Key insight #3

**Looking and feeling good is most important to these image conscious consumers. It's no surprise that fashion and food top purchase priorities for two thirds of students.**

## 67%

PLAN TO BUY  
CLOTHING &  
ACCESSORIES

## 1 IN 4

WILL SPEND \$200+

## TOP FASHION BRANDS

COTTON ON  
THE ICONIC  
KMART  
ASOS  
GLASSONS

### **66% plan to buy groceries and household items**

\$43M Projected spend in Grocery/Household  
Popular brands: Coles, Woolworths, Aldi, Kmart, IGA

### **63% plan to buy school supplies**

\$36M Projected spend on School Supplies  
Popular brands: Officeworks, Kmart, Booktopia, Coles, Woolworths

### **50% plan to buy cosmetics**

\$34M Projected spend on Cosmetics/Beauty  
Popular brands: Mecca, Sephora, Coles, Priceline, MYER

### **36% plan to buy kitchen/bedroom items**

\$22M Projected spend in Kitchen/Bedroom  
Over 2 in 3 students (69%) will spend \$51 - \$200  
Popular brands: Kmart, Target, Adairs, IKEA, MYER

### **\$61M Projected spend on Subscriptions**

Popular types: Music, Gym, TV, Learning Languages, Clothing, Beauty Boxes, Online Gaming, Recipe/Food Boxes

# Key insight #4

**Majority of students plan to live at home for the new academic year with more First-Years living at home than past years because of the pandemic.**

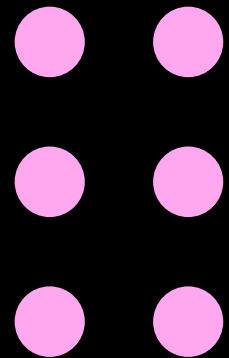


**60%**

of students plan to live at home this year.

While 1 in 3 students has always chosen to live at home an additional 25% have cited the pandemic for staying put this academic year. This shift suggests Gen Z is still very concerned about the pandemic with a strong desire to stay safe at home with family.

Despite the fact that they'll be living at home, Gen Z reports their expenses will remain the same. With groceries and household spending forecasted to decline, our research shows a clear intent to put their money into other consumables.



Now that you know where they will be, how much they will be spending and what they plan to buy, take the opportunity to build affinity with Gen Z and influence their purchasing decisions in the pre Back to School period. Give students a reason to shop with exclusive offers, giveaways and content they'll love to engage with and share.

# Thanks!

**Have a question for  
verified students?**

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brand, product,  
and/or discounts in  
front of Gen Z?**

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