

# Back-to-school Market to Reach \$131.18 Bn, Globally, by 2030 at 4.8% CAGR: Allied Market Research

*Rise in government expenditure and emphasis on primary education and launch of innovative products drive the growth of the back-to-school market.*

PORTLAND, PORTLAND, UNITED STATES, December 16, 2021

/EINPresswire.com/ -- Allied Market

Research published a report, titled, "[Back-to-school Market](#) by Product Type, (Backpack, Electronic, Stationery, Clothing, Shoes, and Others) and Sales Channel (Hypermarket/Supermarket, E-commerce, Dollar Stores, Specialty Stores, and Others): Opportunity Analysis and Industry Forecast, 2021–2030." According to the report, the global back-to-school industry garnered \$66.16 billion in 2020, and is projected to reach \$131.18 billion by 2030, witnessing a CAGR of 4.8% from 2021 to 2030.



## Drivers, restraints, and opportunities

Rise in government expenditure and emphasis on primary education, surge in campaigns and sales promotions, and launch of innovative products drive the growth of the global back-to-school market. However, choking hazards related to small components and toxicity of certain stationery products hinder the market growth. On the other hand, digital transformation in education and rise in prominence of online shopping create new opportunities in the coming years.

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## Covid-19 Scenario

The production activities of back-to-school products hindered during the pandemic due to lockdown measures. Moreover, disruptions in supply chain and closure of supermarkets led to

reduced sales volumes.

Owing to vaccination programs conducted by governments of various countries, the schools began operations from school premises rather than conducting classes online. This led to increased demand for back-to-school products.

Innovative products have been launched and the demand from supermarkets, hypermarkets, and online channels increased considerably.

The stationery segment to continue its leadership status during the forecast period

Based on type, the stationery segment contributed to the highest share in 2020, accounting for more than two-fifths of the global back-to-school market, and is projected to continue its leadership status during the forecast period. Moreover, this segment is estimated to manifest the highest CAGR of 6.5% from 2021 to 2030. This is attributed to necessity of various stationary products such as pens, pencils, rulers, sharpeners, color pencils, and notebooks across the globe. The report analyzes the segments including backpack, electronic, clothing, shoes, and others.

The hypermarket/supermarket segment to maintain its dominant share during the forecast period

Based on distribution channel, the hypermarket/supermarket segment contributed to the largest share in 2020, accounted for nearly two-fifths of the global back-to-school market, and is estimated to maintain its dominant share during the forecast period. This is due to availability of broad variety of products under a single roof and ample availability of parking space and convenient operation timings. However, the e-commerce segment is projected to portray the fastest CAGR of 6.0% from 2021 to 2030. This is due to ease in availability, benefits such as information about the attributes of the products, time-saving features, and facility of home delivery provided by online platforms.

Asia-Pacific, followed by Europe and North America, to maintain its lead position by 2030

Based on region, Asia-Pacific, followed by Europe and North America, accounted for the highest market share in 2020, contributing to around two-fifths of the global back-to-school market, and is estimated to maintain its lead position by 2030. Moreover, this region is expected to register the largest CAGR of 6.0% during the forecast period. This is due to huge consumer base and massive opportunities for growth.

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Acco Brands

Faber-Castell

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Mitsubishi Pencil Co., Ltd.  
Pelikan International Corporation Berhad  
Schwan stabilo group  
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