

UNiDAYS

Back to CAMPUS



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Intro

In the heart of a student brand-discovery frenzy lies an ideal opportunity for retailers. It's time to seize the moment, captivate students' interest, and transform your brand into a campus staple.



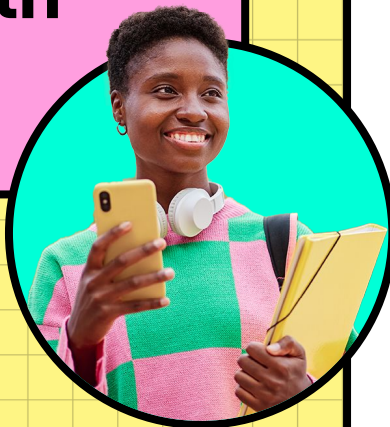
Our 2023 Back to Campus research, unearthing the shopping habits of **947 UK and 1,002 US students**, unveiled that students are already browsing. Sashay into their sights with your clever marketing ploys and tempting discount strategies.

Inflation is biting, with students having to dig deeper into their pockets than last year. **UK students plan to spend 54% more**, with their **US counterparts rallying a 48% budget bump**.

Still, they're playing a canny game, eyes peeled for those irresistible discounts. Deals and promotions? They've rocketed to star player status in every category, from the allure of beauty and fashion to the practicality of homeware and tech.

With student buying decisions on the horizon, August and September will be the crucible months. The countdown to campus return is on, and there's no better time to unveil a discount strategy so epic, it'll go viral in the student community.

Unlock back-to-campus success with UNiDAYS



Students are swarming **UNiDAYS**, scouting for the choicest deals from beloved brands as the new academic year approaches.

Partnering with us opens up more than a coveted gateway to this trendsetting demographic. Think of us as your backstage pass, feeding you insights that empower you to vibe with students on their wavelength, concocting deal strategies that strike a chord.

A sneak peek from our Back to Campus research unveils how UK and US students are poised to elevate their tech gear with new smartphones and tablets for the upcoming academic

year. We'll align your promos with the summer's freshest tech drops to drive traction, boost brand visibility, and enhance student engagement.

Plus, it's the freshers and freshmen who are splashing out on kitchen and bedroom gear. And they crave discounts like avocado on toast. Why not whip up a student loyalty program with our help? Load it with exclusive perks and discounts, all guided by **UNiDAYS** intel about what first-years really want.

Increasing student sales for UNiDAYS partners

Our track record is studded with success stories.



Our track record is studded with success stories. **The Fragrance Shop** (TFS) is one. We helped them whip up a media strategy tailored to the thrifty mindset of students, spotlighting TFS's generous student discount (up to 15% off), the convenience of their online shop and relatability of their brand image. The outcome? TFS watched their **total order revenue rocket by 124%, daily engagements leap year-on-year by 43%, and average order value swell by 8%.**

And let's not forget Apple. We backed their **discount game plan**, helping students, parents, and teachers snag new Macs or iPads at a 10% discount with **UNiDAYS** education pricing. Buyers simply had to confirm their eligibility with

UNiDAYS, creating a win-win scenario—**Apple boosted sales**, and their audience got the tech they crave at a sweeter price.

Partnership with **UNiDAYS** also unfolds into captivating content marketing campaigns. Consider **VOXI's recent triumph**. An awareness-centric video series, tailor-made for the student return to campus, **catapulted their sales by 307%, revved up engagement by 57%, and nudged their conversion rate up by 12%.**

Let's plunge into the fresh insights from 2023/24 that could fuel your next student-spending success story.

Students projected spend for 2023

Our research pinpoints an **average spend of £1585 per UK student**, spanning across categories and contributing to a **total projected splurge of £4.5bn**.

American students are stepping up their game too, with the **average spending expected to hit \$2017**, contributing to a **staggering forecast of \$39.9bn**.



So, where's all this cash going?

- [Tech](#)
- [Subscriptions](#)
- [Electronic gadgets](#)
- [Food and household essentials](#)
- [Homeware](#)
- [School supplies](#)
- [Beauty](#)
- [Fashion](#)

Tech

With the highest anticipated spend among all categories, students are earmarking **£1.5bn in the UK** and **\$13bn in the US** for computers and hardware.



34%

Of all UK students plan to spend an average of £525 on computers and hardware, a figure that rises to 47% among freshers with a lower average spend of £380.

37%

Of all US students expect to spend an average of \$659 on computers and hardware. Among freshmen, this proportion increases to 66%, with a lower average spend of \$546.

47%

Of US freshmen are first-time laptop buyers. Plus, 25% are hunting for a PC replacement. What's more, 1 in 5 students are showing an affinity for pre-loved hardware—marking the highest intention to buy second-hand across all categories.

Subscriptions

Claiming the runner-up spot in the spend-a-thon, subscriptions are a student must-have.

UK students are set to splurge £1.08bn, with their **US counterparts laying down a cool \$8.7bn** over a year.

Subscriptions are on the radar for 34% of all UK students, each spending around £381. Freshers up the ante, with 39% shelling out an average of £383.



40%

Of all US students plan to part with around \$440 on subscriptions.

Freshmen are more eager, 43% plan to subscribe, but are a tad thriftier, spending around \$416.

60%

Of US students and 63% of freshmen will purchase a TV subscription, while

81% of students and 67% of freshmen are ready to hit play on music services. Notably, a higher proportion of freshmen (67%), compared to their older peers (46%), are gearing up to join a gym or health club.

75%

Of UK students aim to score gym memberships, 64% are in for music services, 48% will lock in TV subscriptions, and 20% want online gaming passes.

Electronic gadgets

Trailing slightly behind computers and subscriptions, the projected spend for electronic gadgets is **£782m for UK students** and **\$7.1bn for US students**. Not too shabby.



29%

Of all UK students and 41% of freshers plan to spend £277 and £255 respectively on gadgets. In the US, 39% of all students and 50% of freshmen anticipate spending \$361 and \$424.

US

Students have their sights set on smartphones and tablets, with most students poised for gadget upgrades. The majority are dipping their toes into the world of tablets for the very first time.

UK

Students favour smartphones (50%), tablets (49%), fitness trackers (33%) and **video games** (25%).

Food & household essentials

Gotta eat to study, right?
Predicted student spend on groceries and household essentials rings in at **£237m for UK students**, and **\$3bn for US students**.

Half of all UK students are budgeting around £83 for eats and necessities. That number pops up to 71% for freshers, but their average spend chills at £69. **Echoing last year**, this suggests older students might lean more on the comforts of home, indulge in takeouts, or pool resources for communal shopping when sharing digs.

As for all US students, 71% aim to spend about \$151 on groceries. This dips to 66% of freshmen, spending an average of \$137. The only category where fewer freshmen plan to spend, and spend less. They're either living on-campus using pre-paid meal plans, using Mom and Dad to cover that first big shop, or just underestimating.



Homeware

The projected spend for kitchen and bedroom items is **£220m for UK students** and **\$2.2bn for US students**.



65%

Of all UK students are setting aside around £59 for these essentials

77%

Of freshers stepping it up to an average of £68.

US students are putting their money where their room is, outspending their UK counterparts across the board. 75% of US students are allocating an average of \$116 to kitchen and bedroom items. Freshmen take it up a notch, with 86% planning to part with an average of \$136.

US students' penchant for sprucing up basic dorms could account for their higher home expenses. Unlike UK counterparts in furnished digs, they're decorating hotshots, footing bills for things like cookware, towels and linens. The case of American dorm living influencing spending habits, perhaps?

School supplies

School supply splurges are pencilled in at **£168m in the UK** and **\$2.2bn in the US**.



UK

65% of students and 77% of freshers are earmarking around £59 and £68, respectively, for academic necessities.

US

75% of students and 86% of freshmen anticipate spending averages of \$116 and \$136 on supplies, demonstrating a slightly higher budget among freshmen.

Interestingly, US students plan to allocate a similar budget for school supplies and homeware. This might be because their book game isn't about library borrowing like their UK counterparts, but more about buying, renting or buddy-swapping. With textbooks costing a pretty penny and limited library luck, their wallets feel the pinch.

Beauty

UK students are set to spend £157m on cosmetics and beauty products, with their **US peers ready to drop \$1.9bn.**



UK

Nearly half of all students plan to spend around £55 on beauty products. This figure ticks up to £57 for 58% of freshers.

US

Beauty is in the spending sights of 53% of US students, each ready to indulge in cosmetics with an average spend of \$100. This enthusiasm extends to 61% of US freshmen, who plan to commit slightly less, around \$93, to their beauty regimen.

Fashion

UK students are budgeting £366m for fashion, while US counterparts aim to spend \$1.4bn.



59%

Of UK students earmark about £128 for fashion, rising to 70% of freshers, who budget £115.

65%

Of US students expect to spend an average \$73 on fashion, increasing to 70% of freshmen, although with a more modest average spend of \$64.

US students' choice to splurge more on beauty than fashion isn't just a sign of rising self-care culture. It could also be a nod to the burgeoning **trend of thrifting**, part and parcel of the same conscious consumption movement. Reinforcing this, 1 in 4 students across the US and UK

are ready to make pre-loved fashion purchases.

Despite a slight frugality, freshers and freshmen still plan to lead fashion spending. In the US, accessories, streetwear, and lingerie find favour, while UK freshers lean towards pre-loved, luxury, and resale items.

How will students shop?



In the fashion arena, students evenly juggle online convenience and in-store experience, reflecting the allure of both online shopping and fitting room trials, particularly for student resellers.

US students' beauty purchases show a slight inclination towards in-store retailers (48%), though a substantial portion still seeks the convenience of the retailer's website (41%). UK students seem to equally embrace both in-store and online options for their beauty needs.

School supplies see both US and UK students gravitating towards in-store shopping. In the US, office supply stores (35%) and department stores (28%) are the preferred venues.

For homeware, the trend of in-store shopping remains strong. Half of the US students prefer department stores, with 40% buying directly from retailers in-store. In the UK, students' choices are divided among department stores and specific retailers.

Tech purchasing shows an interesting balance between online and in-store in both countries. US students show a slight tilt towards online (37%), with UK students also showing a similar split in their preferences.

Boost your back-to-campus game plan

Let's distil these rich insights into a potent cocktail for brand success.

First, **timing is everything** because the race is on: 41% of US students and 37% in the UK are already window-shopping for their needs. The rest are poised to join the retail relay in the coming months. Get off the starting blocks now to win.

Students are breathing life back into brick-and-mortar stores. Cater to this renaissance, making sure your physical stores provide a tangible, immediate, and socially engaging shopping experience, alongside your thriving online platforms.

Quality and discounts go hand in hand. Students are hunting for products that won't just survive the semester but will ace the durability test. Yet, they crave a bargain that transforms an ordinary purchase into a triumphant steal.

Parents deserve your attention too. One in four students will get help from their family to fund purchases. Highlight the long-term value, utility and durability of your products, positioning them to parents as essential investments for their child's academic success.

Sustainability is a demand. In the arenas of tech and fashion, brands with strong pre-loved offerings are the ones wearing the green crown. It's not just about building loyalty, but about enhancing your brand's sustainable credibility.

Categories with a lower projected spend shouldn't be brushed aside. For instance, the widespread interest in cosmetics and consistent spending underscores its enduring market potential. Even small increases in average spend can translate to sizable revenue boosts, proving beauty is more than just skin deep in the retail game.

Finally, don't underestimate freshmen and freshers' buying power. They're not just dipping their toes into the pool of independence, they're doing cannonballs. Despite their thrifty approach across many categories, first-years are making a splash with bulk investments in student must-haves. Imagine them as a latent reservoir of purchasing potential, primed and ready for your brand to unleash their spending spree.

Springboard from insight to impact

Lean on **UNiDAYS** as your strategic partner in decoding student shopping behaviour. We meticulously curate student discount programmes, smartly mirroring shopping trends and echoing student sentiments.

The result? A powerful alliance that supercharges engagement, multiplies orders, and escalates order values, while anchoring your brand in the minds of tomorrow's consumers.

Discover the power of the **UNiDAYS** Marketplace

[Learn more](#)

Make student verification a breeze

[Learn more](#)

