

BACK TO SCHOOL 2026



AUCHAN, FRANCE

What's going on In-Store?

Shopper Marketing and In-Store Experiences across the globe



CONNECT



EVOLVE



SUPPORT



RECOGNIZE

SHOPPER MARKETING & INSTORE EXPERIENCES BACK TO SCHOOL 2026

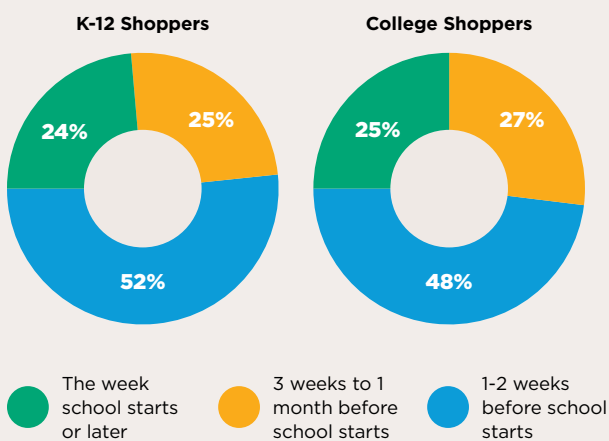
To serve our members, partners and countries across the globe we are happy to share creative and inspirational insights on Displays, Visual Merchandising, Store design, Digital and Interactive solutions, Sign, Promotions, Decoration, Props, Lighting, Print media, Adhesives and many more with one purpose to improve the shopping experience and create revenue's during the BACK TO SCHOOL period 2026, this report will show you Shopper Marketing & Instore Experiences in many different categories, we collected photos from the Czech-Republic, France, Hungary, Netherlands, Spain, UK-Ireland and the USA. We hope that all of this will inspire you and hopefully it brings you creative thoughts!

USA MARKET

Value drives back-to-school shopping as classes begin

NRF's back-to-school notebook: Families are finishing their back-to-class purchases with help from AI tools, discounts and a growing appetite for secondhand products. *Source & courtesy: Lea Grgich, Senior Research Analyst, August 18, 2026*

WHEN CONSUMERS PLAN TO MAKE THEIR LAST BACK-TO-SCHOOL PURCHASE



Top ways consumers are using AI to support back-to-school shopping



Percent of consumers purchasing secondhand or refurbished back-to-school materials



Source: NRF's 2026 August survey, conducted by Prosper insights & Analytics

Shoppers:

More back-to-school shoppers are picking up secondhand materials as they tick items off their list than they did last year — about one-third (32%) of K-12 shoppers and nearly half (47%) of college shoppers have purchased or plan to purchase secondhand

or refurbished items. Although both groups are buying secondhand more this year than last, college shoppers in particular have upped the ante from 40% last year.

Retailers focus on value:

Through it all, retailers remain focused on

delivering value, providing shoppers with options and competitive price points. About three-quarters (73%) of back-to-school shoppers say the sales and promotions on the materials they needed this year were the same or better than last year. And their value-seeking attitude remains front

and center as consumers make good use of the deals, with an average 48% of purchases made by K-12 and college shoppers having been driven by coupons, sales or promotions.

More information: <https://nrf.com/blog/value-drives-back-to-school-shopping-as-classes-begin>

Source & Courtesy: NRF

Specific information on Shopper Marketing and In-Store Experiences

Why is this report a valuable asset when you are working in the industry?

Below is an overview of important take aways during the BTS period.

It's about Brand presence and shopper experiences, what are brands and retailers doing across the globe. You will find many examples of great creative ideas, design, instore elements, action-mechanism's, materials, placement and execution.

IN-STORE STRATEGIES

- Brand visibility
- Cross categories: Sports, Electronics, Shoes, Gifts, Bags, Office, Apparel,
- International brands: Bic, Pilot, Stabilo, Maped, PAW Patrol, Hello Kitty, Faber Castell, Rotring, Pritt, Pelikan, Netflix, Lego, Staedtler, Harry Potter, Crayola.
- Retailer / Privat label branding
- Price & Discount % approach
- Clubcard prices
- Multi brand communications
- EDLP

IN-STORE DESIGN

- Theme approach
- Pictures full color, people and products
- Primary colors
- Graphics
- Cartoons
- Decoration
- Typo graphic's, Uppercase and Bold
- Medieval theme (Hema NL)
- Jungle theme (Auchan Hungary)
- Movie Characters
- School bus the well-known Icon
- Life size Crayons

IN-STORE TACTICS

- 1th line presentations by entering the store
- Concentrated at the entrance
- Theme and cross category presentations
- End cap & Backwall usages
- Actional/promotional mechanisms
- Second placement
- Volume merchandise presentations
- Dedicated spaces for BTS.

IN-STORE ELEMENTS

- Dedicated BTS fixtures
- Digital screens
- FSDU
- Displays
- Pallet displays
- Ceiling Hangers
- Stickers
- Window dressing
- Shelf talkers
- Sign, top cards, posters
- Visual merchandising
- Wind masters
- Bunting
- Security shields
- Electronic shelf labels
- Shelf ready packaging
- Dumpbins

IN-STORE MESSAGING

- Back to School
- Win a bike
- Back to school deal, two gifts for free
- Turn back to school
- Wonderland
- Tomorrow is in your hand
- School is Back
- Back to school moves
- WOW
- Big Brands, Little prices
- The School Shop
- Up to half prices
- Bring it on
- School sorted
- Back to School checklist
- Get Set
- Class of 2026
- Get school ready
- Back to cool
- It's on your list
- Expect more pay less
- Make your Mark
- Tacher shop

ALBERT



DEICHMAN



BILLA



HUMANIC



ALBI



KAUFLAND



MCPEN



GRAND OPTICAL



KIDS SHOES



APPLE



YOYOSO



SPORTS VISION



TESCO'S



AUCHAN



CARREFOUR



MONOPRIX



ELECLERC



AUCHAN



AUCHAN



AUCHAN



AUCHAN



TESCO



TESCO



WALMART



DUIFHUIZEN



COMEXPERT



HEMA



HEMA



SCAPINO



BINNERT OVERDIEP



SHOEBY



VAN HAREN Q



DRIM



ABACUS



ABACUS



ABACUS



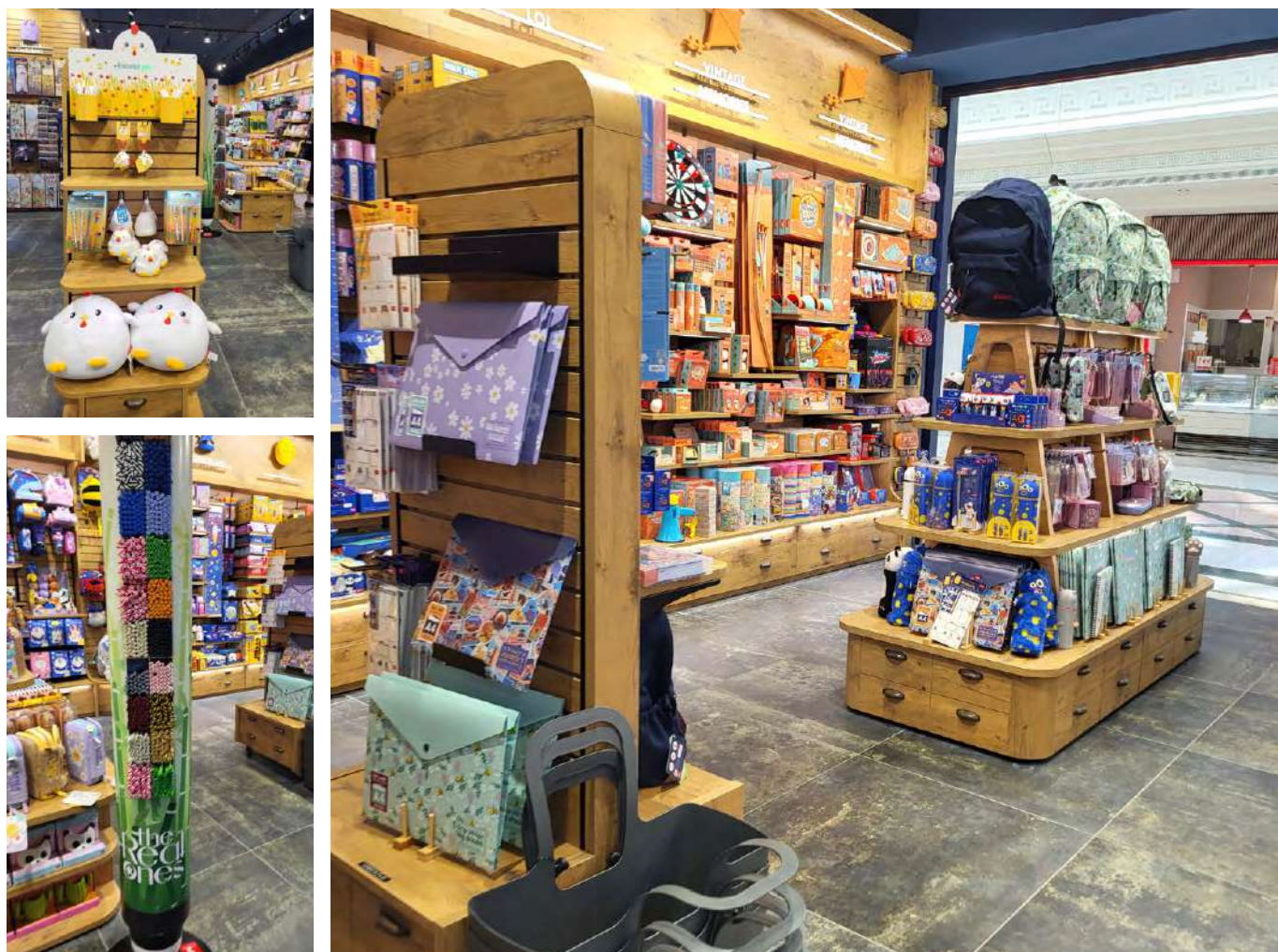
CARREFOUR



CARREFOUR



BOUTIQUE LEGAMI



TEDDY



GEOX



SKECHERS



FOOT LOCKER



OKAIDI



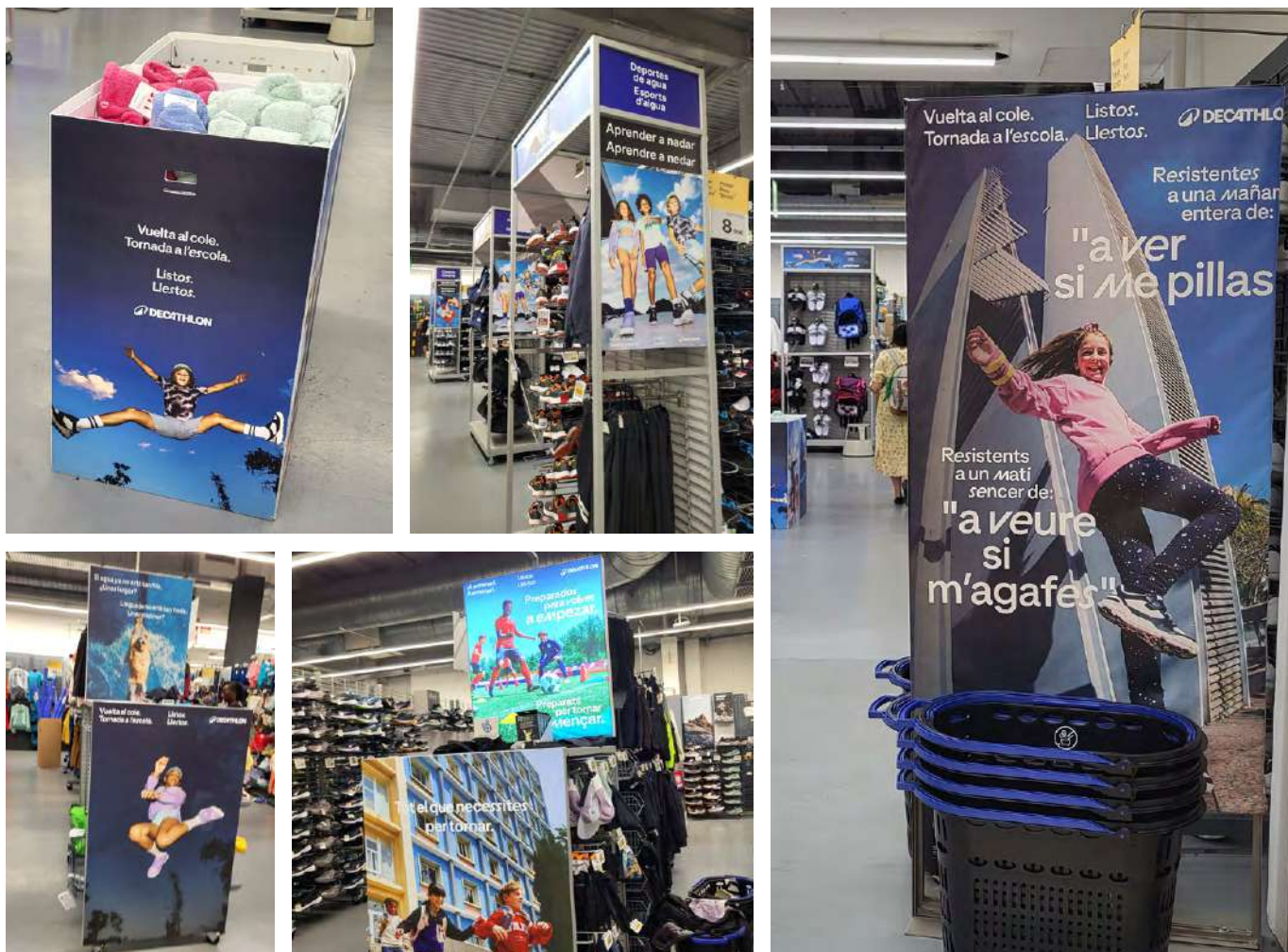
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DECATHLON



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ASDA



THE WORKS



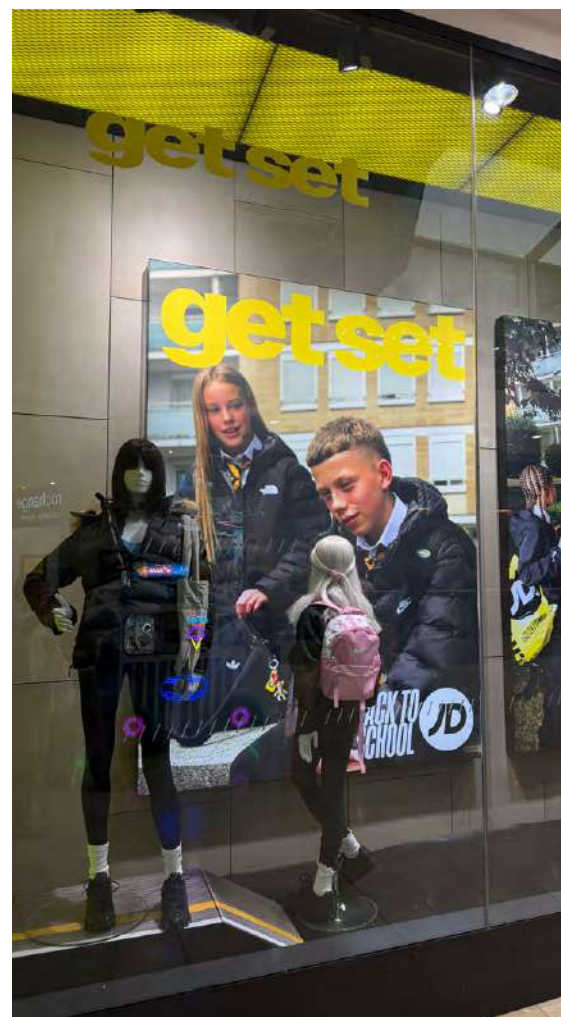
TESCO



TESCO



JD SPORTS



M&S



MOUNTAIN WAREHOUSE



NEXT



RYDERS



SKECHERS



DEICHMANN



TK MAXX



SMIGGLE



TG JONES



SUPERDRUG



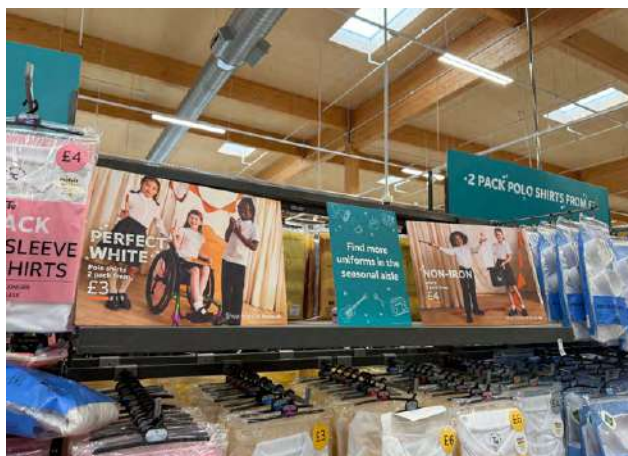
MATALAN



SHOEZONE



SAINSBURY



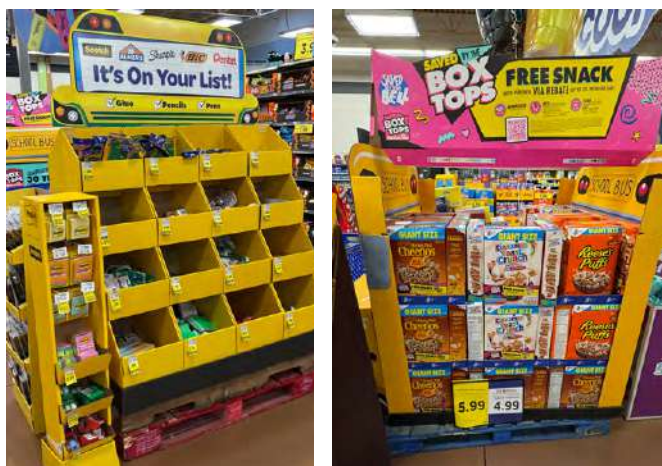
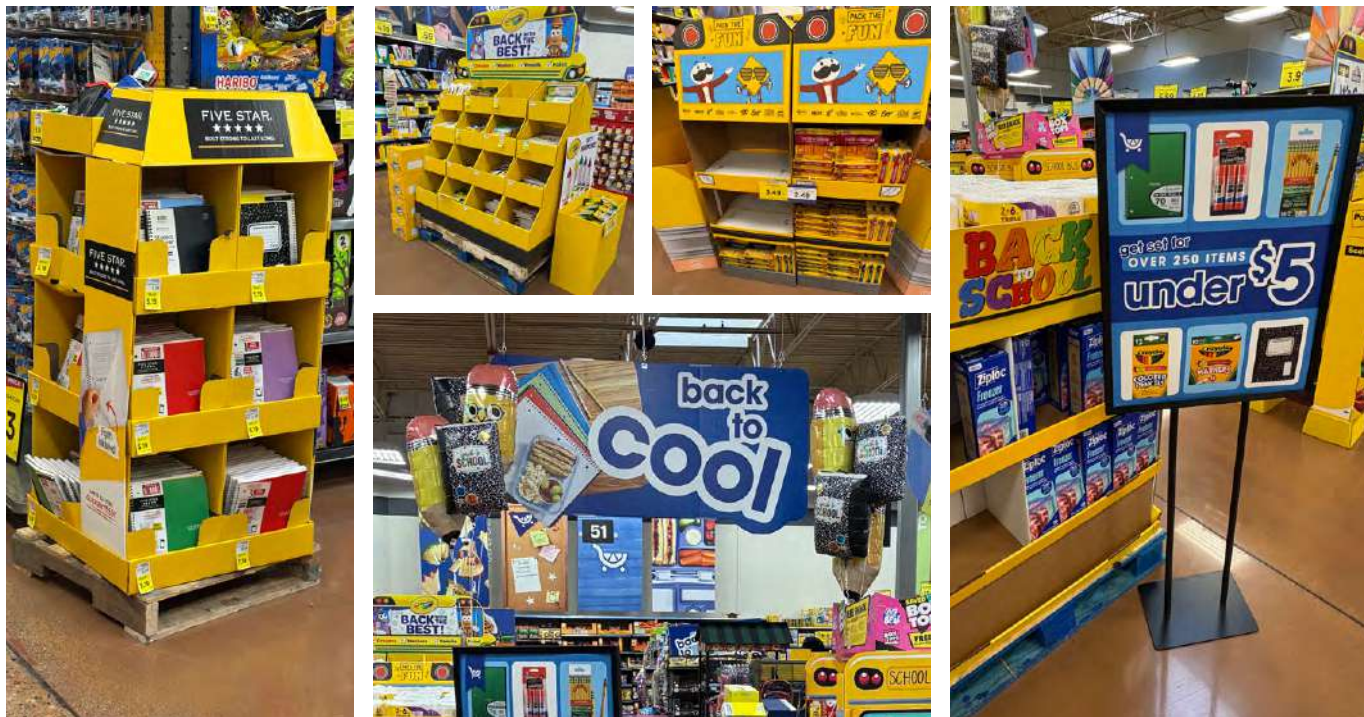
B&M



MORRISONS



KROGER



KOHL'S



TARGET



WALMART



WALMART



STAPLES



MEIJER



MEIJER





ABOUT SHOP!

Shop! Association (shopassociation.org) is the global retail trade association dedicated to elevating the in-store experience and is the catalyst for progressive evolution in retail. Shop! represents companies and affiliates worldwide from 32 countries.

The association brings value to the global retail marketplace through connecting, networking, research and education programs, events and industry awards while also offering business-focused content, support and resources to retailers, brands, designers, producers and suppliers throughout the industry.

For information on Shop! Global Insights projects, please contact:



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