Back to School Insights

By Ruth Reynolds   25/06/2025
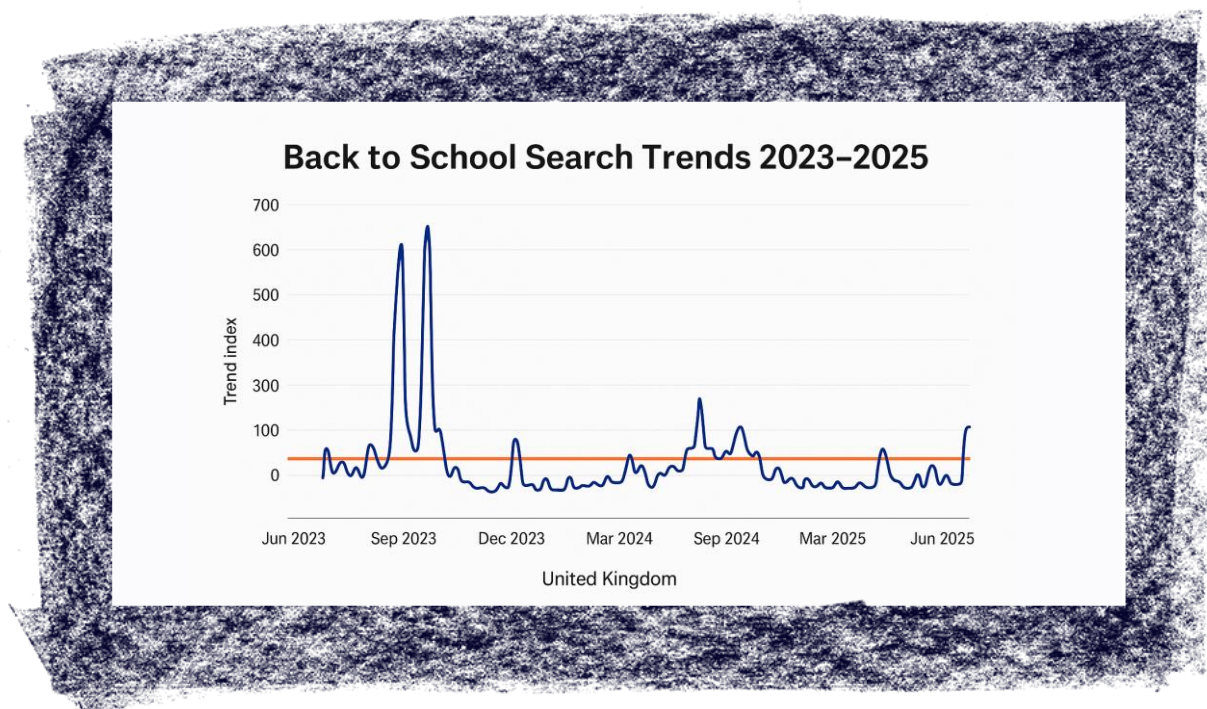
The Market

30% of UK adults have school aged children in the HH

2.7M identify as students, in need of back to university supplies*

*GWI data

Azerion DMP Trend analysis:

Back to School Search Trends 2023–2025

Back to school search trends: what the data tells us

This analysis is based on trend data from Azerion's DMP, looking at Back to School-related online activity in the UK from June 2023 through to June 2025. It offers clear patterns that can help shape media and retail planning.

Peak interest period: late July to early September

Search interest begins to climb sharply in mid to late July, reaching its highest levels in early August. In 2023, this period saw the trend index rise to more than seven times the baseline. The same pattern played out in 2024, though the increase was slightly more measured.

Already in 2025, activity is beginning to rise again as we approach July, indicating that the seasonal lift is underway once more.
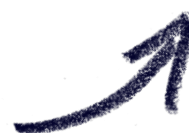
The most concentrated window of consumer attention is from late July through to early September. This is when parents and students are actively researching school supplies, uniforms, shoes and stationery, and when brands need to be most visible.

Implications for media planning

To make the most of this seasonal moment, brands should be preparing to launch campaigns in early July, ahead of the curve.

Messaging and investment should be at their highest between late July and mid-August, with space for retargeting and last-minute purchases in the first week of September.

Waiting until August to go live risks missing the period when attention is already at its peak.

Azerion Insight (YouGov 2025)

Our data shows that parents are discovering Back-to-School products primarily through retailer websites and in-store displays, highlighting the need to reach them where they actively shop and decide.

To maximise impact, brands should use omnichannel media to build familiarity early, then close the loop with retail-focused messaging that drives conversion both online and in-store.

How can Azerion help reach these audiences?

Using our DMP, brands can tap into our Back-to-School audiences based on real shopper behaviour and intent signals, enabling precise, scalable targeting across CTV, digital audio, display, OOH and gaming environments.

Keyword and search themes

Searches typically focus on practical needs – "back to school supplies", "school uniform", "stationery", "school shoes" and "backpacks". These terms should help guide creative messaging and content strategy across digital and retail channels.

Summary

The window for Back-to-School engagement is short but intense. Brands that activate early, maintain momentum through peak weeks and close with urgency-based messaging are likely to capture the most value.

Azerion's DMP data makes it clear – the opportunity starts building in July, and by the time August arrives, consumers are already deep into decision-making.

Want to find out more?

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