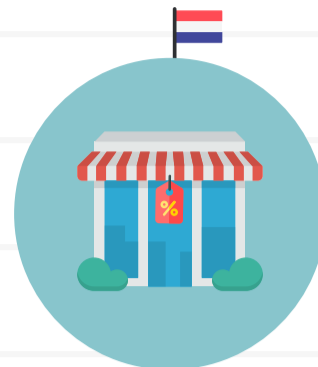
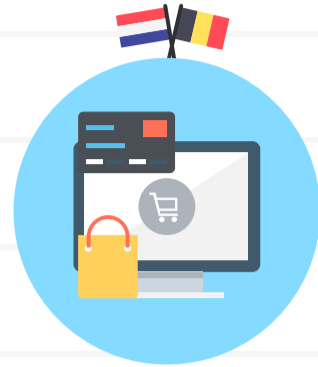


Plenty of opportunities for retailers to sell school supplies online

Dutch and Belgian parents buy their school supplies here

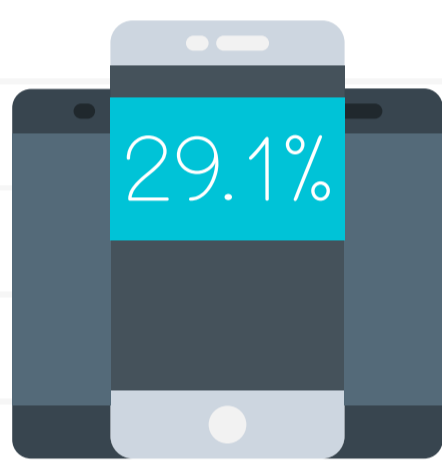


19.6% = 29.3%

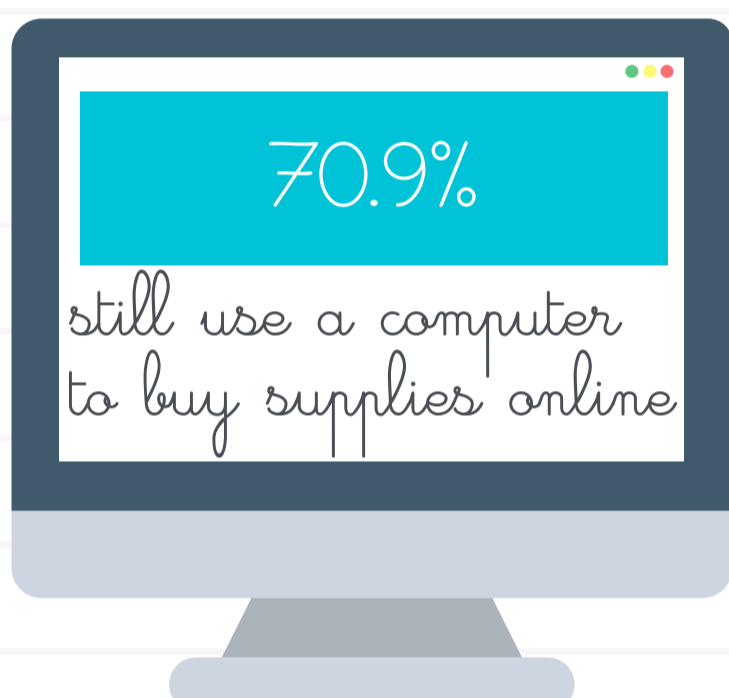
Most parents buy their school supplies in august



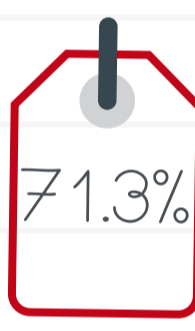
Computers are used the most to buy school supplies online



of parents use their mobile to buy online

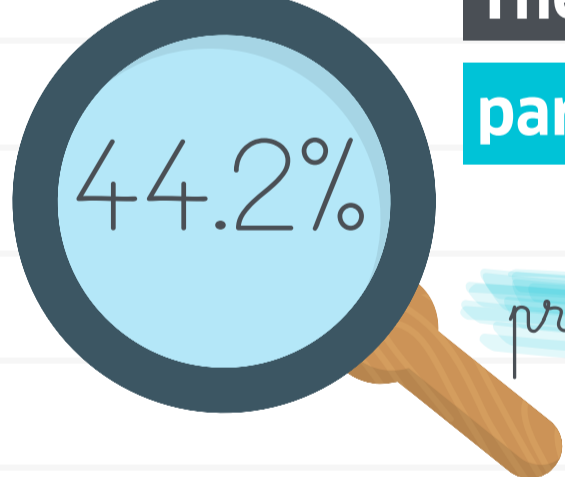


Why do they buy online?



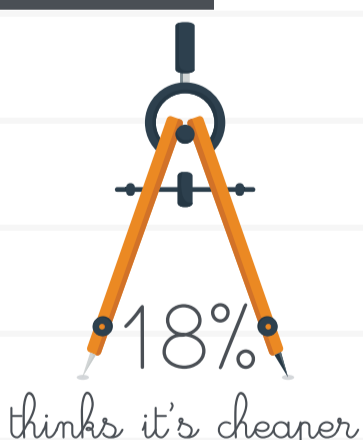
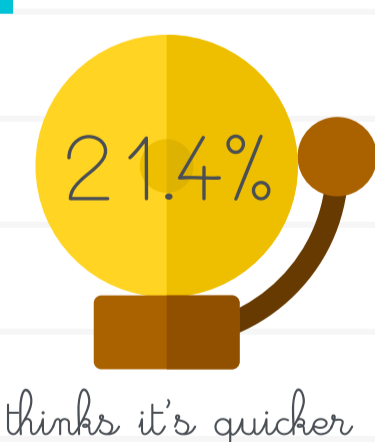
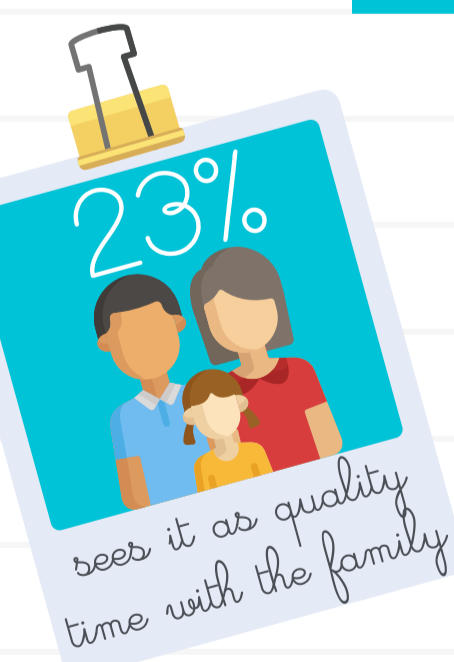
Out of convenience

The biggest motivation for parents to buy in-store



product perception

Parents prefer an offline trip to the store



Preferred online payment methods

