

BACK TO SCHOOL



Back to School Market Capacity Data -US/Europe Market

According to 2023 data, the total back-to-school season spending

in the United States reached approximately(NRF data)

with an average per capita expenditure of around \$890 (including K-12 students and college students)



USD

in the Europe reached approximately (Statista)







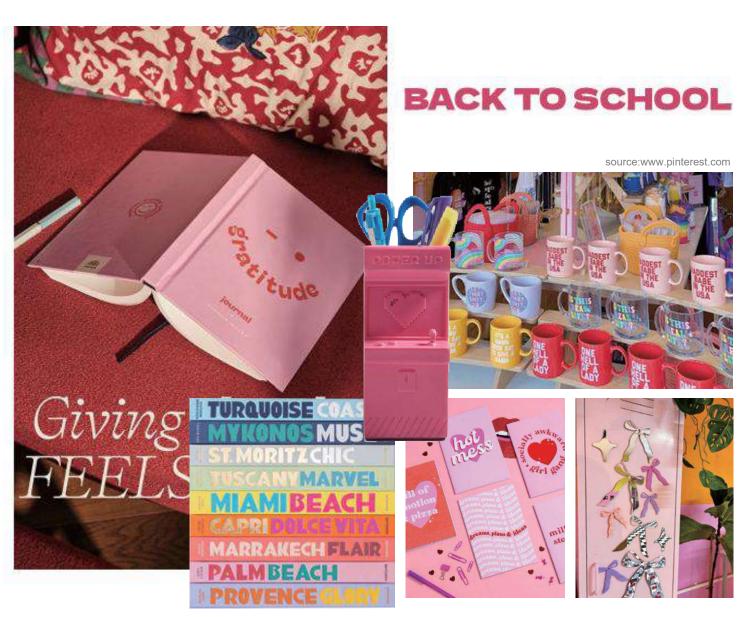


Top Categories for 2024 Back-to-School Season in U.S./Europe











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SS25 Floral

Key words

- Petals •
- Garden
- Spring
- Vibrant
- Fresh •



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CT240729012

CT240729018



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CT240729019

CT240729013



CT240729020









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Oranges Kawaii **Strawberry**









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CT240729028



CT240729031 CT240729032



CT240729030





CT240729049

CT240729046





CT240729050

CT240729051



CT240729029

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SS25 Cherries

Key words

- Cherry blossom •
- Red •
- Sweet •
- Glossy •







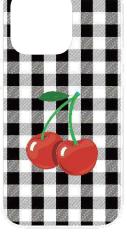


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SS25 Stripes 7409

IJ

1690

169C

Key words

- Luxurious
- Veined •
- Textured •
- Flowing











SS25 | Stripes







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15-199th April 2025

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18–21_{st} April 2025

Booth:3F20/9J20



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