

Insights from  
LTK's national  
consumer study



The All-in-One Creator Playbook for

# Back-to-School Success

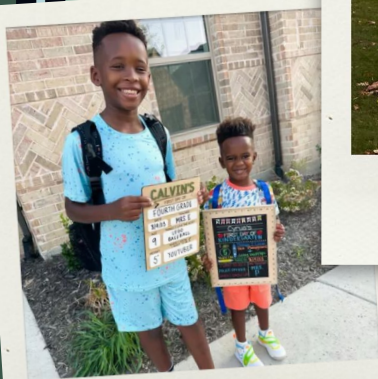
May 2025



@britt\_ware



@leximars



@tarynnewton

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LTK community

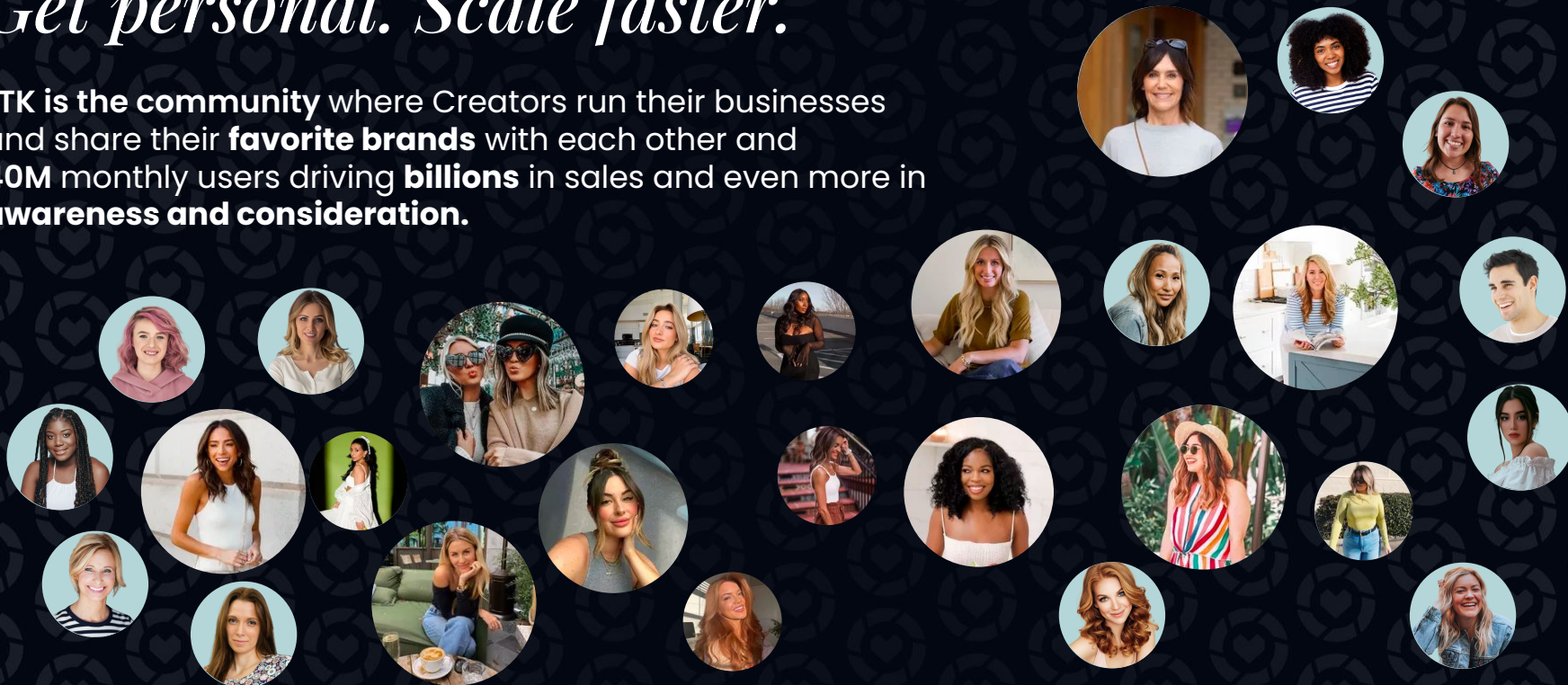
Chapter 2:  
LTK Back-to-School Consumer Study

Chapter 3:  
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# *Get personal. Scale faster.*

LTK is the **community** where Creators run their businesses and share their **favorite brands** with each other and **40M** monthly users driving **billions** in sales and even more in **awareness and consideration**.



Early majority consumers

Early adopting Creators

Campaign with casted Creators

Early adopting Creators

Early majority consumers







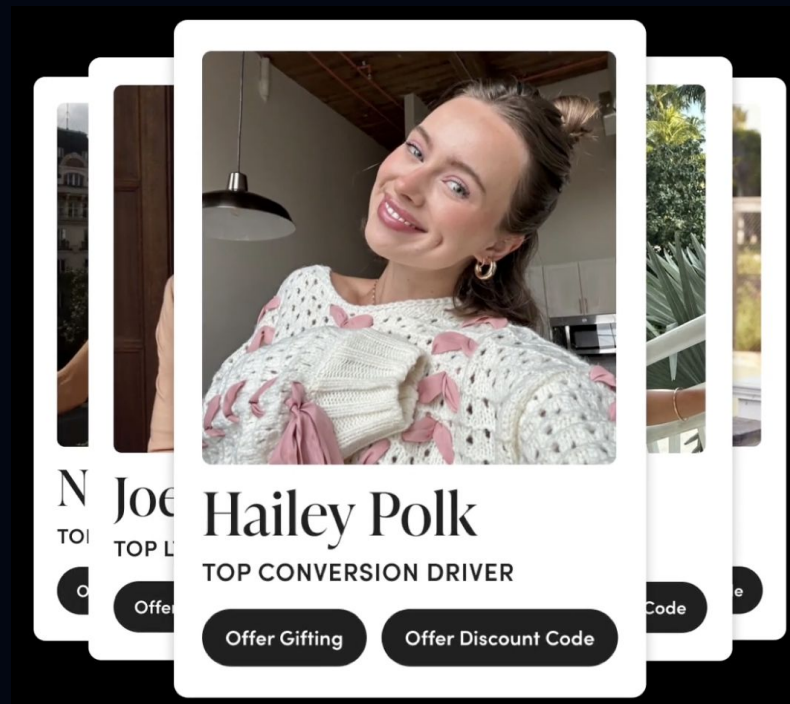
+ \$5B

*Annual retail sales  
and more in  
awareness driven  
by LTK Creators*



# *All of your* Creator marketing in *one place*

Drive efficiencies & outcomes across your  
entire marketing team.



# LTK consumer study methodology

This report summarizes key findings related to LTK's Back-to-School Consumer Study conducted in April 2025.

## Methodology

LTK's Back-to-School Consumer study conducted April 2025 with 1,029 participants, reflective of US population with 97% confidence.



@marisahope



@kitkeenan

What consumers want

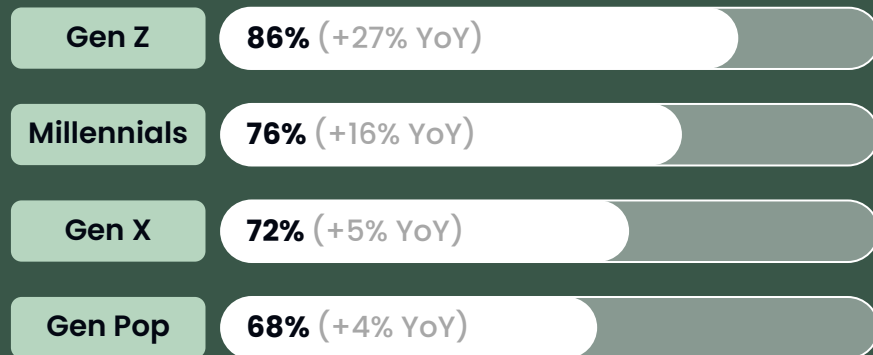
# Creators growing in importance





# Creators growing in importance YoY

Percentage of consumers making  
purchases through Creators during B2S:



LTK's 2025 Back-to-School Consumer Study  
YoY Growth based on LTK's 2024 Back-to-School Study



**KEY INSIGHT**  
Promoting  
trending items  
with availability  
will be more  
important this  
year.



# LTK consumer priorities ideal for quality brands

## MOST IMPORTANT BACK-TO-SCHOOL PURCHASE FACTORS:

LTK Users	General Population
01 Availability	01 Price
02 <b>Brand</b>	02 Quality
03 Price	03 Availability
04 Quality (tie)	04 Convenience
05 Convenience (tie)	05 <b>Brand</b>

# Majority plan to shop back-to-school

Percentage of consumers shopping for back-to-school this year:

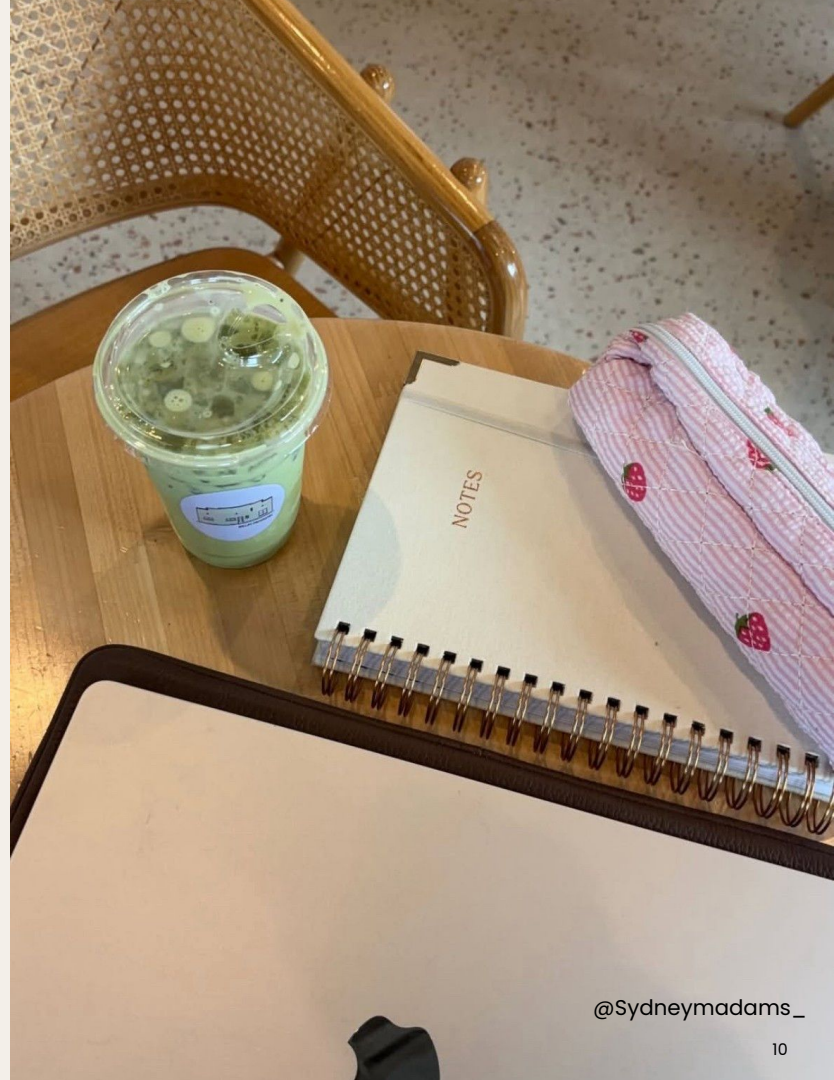
75% Gen Z

79% Millennials

71% Gen X

67% General Population

LTK's 2025 Back-to-School Consumer Study





# LTK users and college shoppers skew higher

Percentage of consumers shopping  
for back-to-school this year:

94%

of LTK's 40 million users

93%

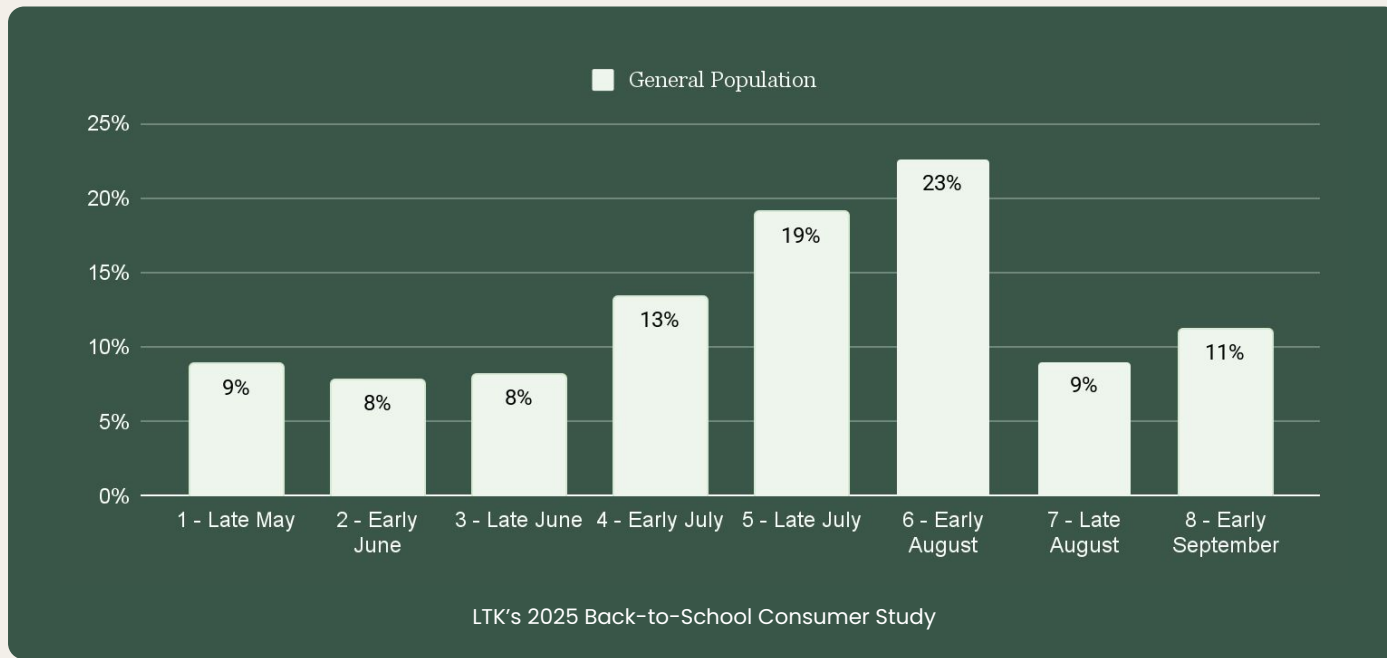
of college shoppers

LTK's 2025 Back-to-School Consumer Study



# 62% of Gen Pop shop late July–early Sept

**Anticipated shopping start for the general population:**



# 40M LTK users have *strong* intent during Back-to-School

## LTK user Back-to-School searches:

- ◆ Teacher outfits
- ◆ Sneakers
- ◆ Back to school
- ◆ Family photo outfits
- ◆ Game day outfit
- ◆ Homecoming dress
- ◆ Backpack
- ◆ Toddler girl/boy outfits
- ◆ Back to School outfits
- ◆ College outfits

Source: LTK Data



# 33%

Lift in LTK user consideration during Back-to-School season

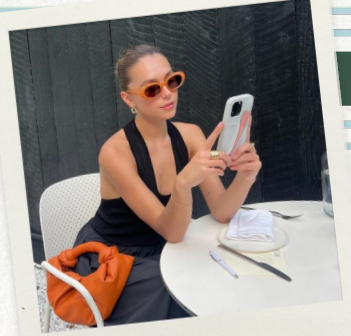


Back-to-School content

LTK is the platform  
of choice for *original*  
Creator content



@Thetwinsthatteach



@ellarose



@shaymone

More than

7 *million*

pieces of *original content* are  
published to LTK every year

80%

Growth in video content  
YoY

55K

Collaborations through  
LTK every year

350K+

LTK Creators

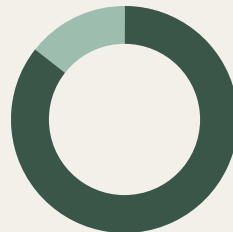
14

Years and billions  
of data points



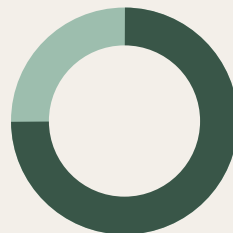
# LTK *users* are full funnel

The majority use LTK for *both* inspiration and purchasing.



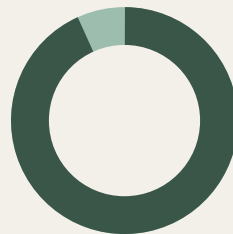
**82%**

Have more or the same  
spending power YoY  
(72% of Gen Pop)



**75%**

Plan to spend more or the  
same on Back-to-School  
(68% of Gen Pop)



**92%**

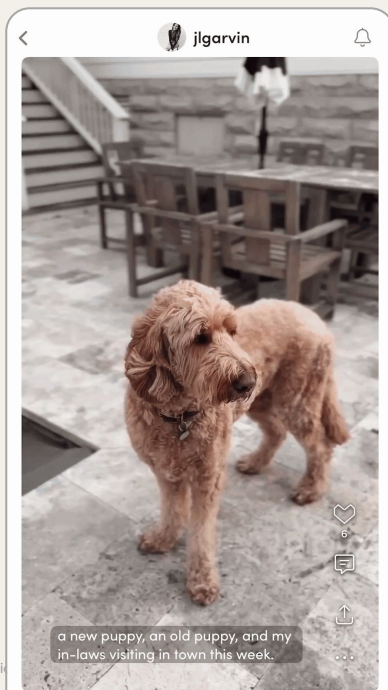
Follow Creators that share  
Back-to-School content  
(44% of Gen Pop)



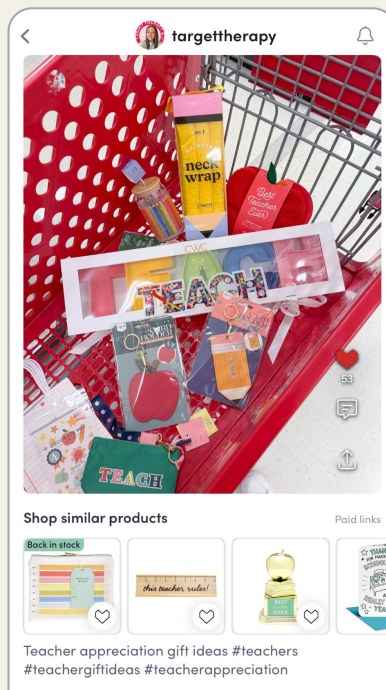
# 70% prefer video content for Back-to-School

Types of back-to-school content watched:

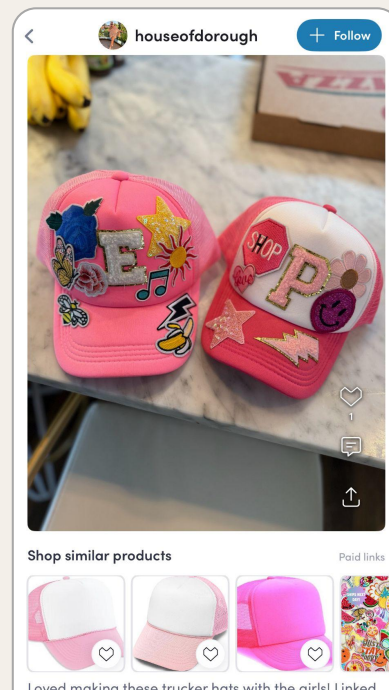
Daily routines



Creators shopping in store



DIY projects



# Watch Creators *near you*

## EXPERIENCE

LTK community updates empower consumers to **watch Creators** locally and around the world based on their interests to drive greater brand engagement.

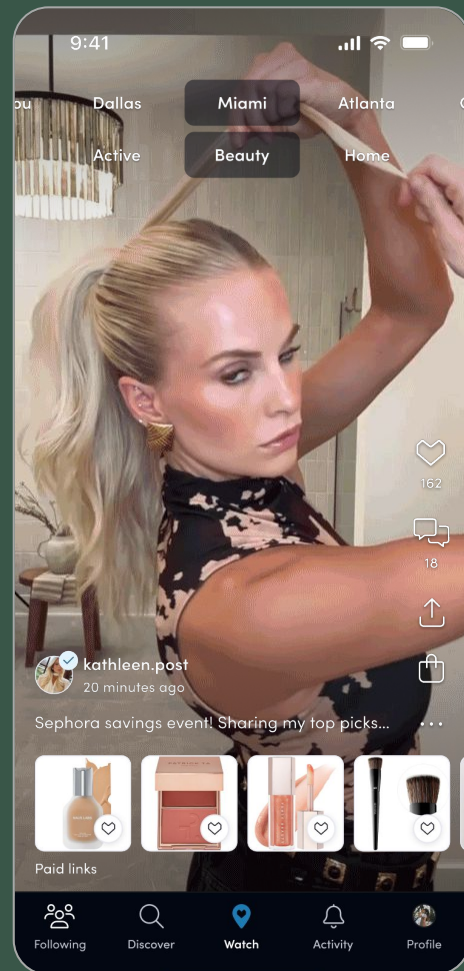
Connect and optimize to grow your audience through Creators from the global leader.



Impact of the new LTK app:

# 138%

**Increased session time for users visiting the Watch Tab in their session**



What college students want

# Reach the Back-to-Campus crowd

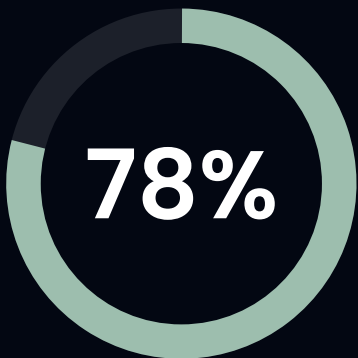




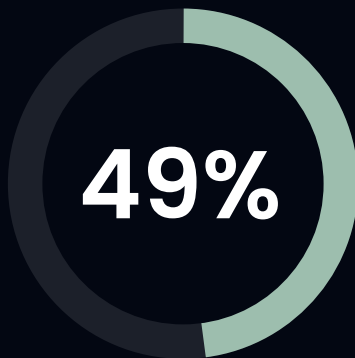
# Get to know the college shopper

Shopping peaks early August

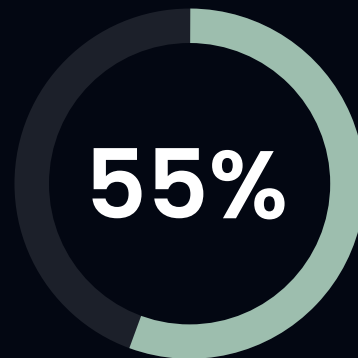
Purchases for self and children



Shopping for self



Buying for children



Majority shopping online

*LTK's 2025 Back-to-School Shopper Study*



# Get to know the college shopper

Interested in deals

- 01** Shop some at big sales
- 02** Wait and watch for specific big ticket items to go on sale
- 03** Buy after the Back-to-School season to save on clearance items
- 04** Shop all at once at big sales

# College shoppers *and* Creators

Watch Back-to-School content for:

Daily routines/Day in the life

DIY projects

Creators shopping in store

Organization tips

Hauls

GRWM

Packing for school

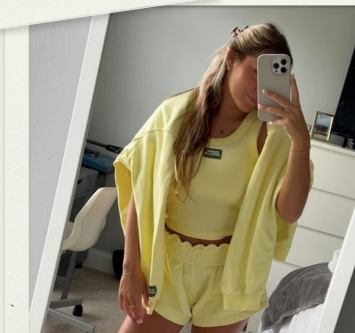
**63%**

Follow Creators that share  
Back-to-School content

LTK's 2025 Back-to-School Consumer Study



@laurenkennigan



@miaspellman

# Top categories college shoppers plan to buy



Adult Clothing



Adult Shoes



Accessories



Core Supplies



Beauty & Personal Care



Gear  
(Backpacks, Lunchboxes,  
Water Bottles)

Categories shopped more  
than Gen Pop:

+193%

Campus Housing Decor

+70%

Health & Wellness

+67%

Electronics



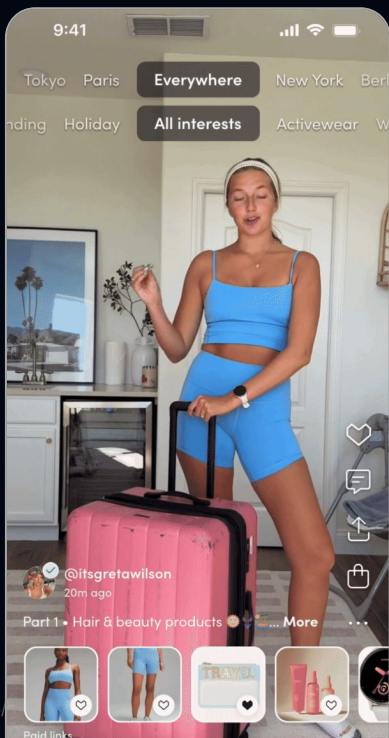
# 🔥 What's trending on LTK

## College

## Noise-canceling earbuds



## Coordinated activewear



## Retro styles



**+21%**

## Headphone LTK posts

+52%

## "Active set" LTK searches

**+28%**

## "Retro" & "Vintage" LTK posts

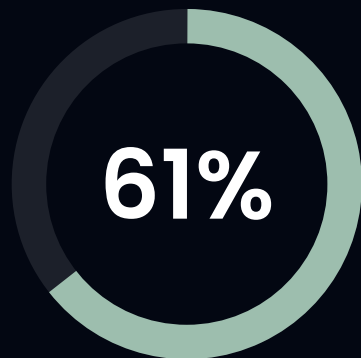
What Gen Z wants

# Tapping into Gen Z's fall mindset

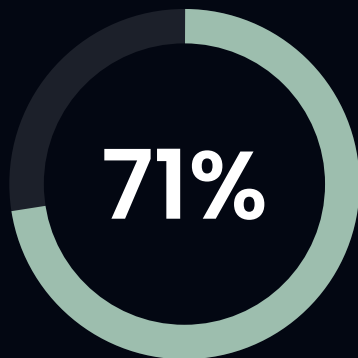


# Get to know Gen Z

Shopping peaks early August



Shopping for self



Plan to spend more or the same

*LTK's 2025 Back-to-School Shopper Study*







# Get to know Gen Z

Savvy & deal-driven

A donut chart with a dark blue center and a light blue outer ring. The ring is filled with the light blue color to represent 54% of the total.

54%

Like to watch Creators  
post deals and savings

A donut chart with a dark blue center and a light blue outer ring. The ring is filled with the light blue color to represent 91% of the total.

91%

Plan to shop sales  
during Back-to-School

*LTK's 2025 Back-to-School Shopper Study*



# Gen Z *and* Creators

Watch Back-to-School content for:

Daily routines/Day in the life

DIY projects

GRWM

Hauls (tie)

Packing for school (tie)

Organization tips

Creators shopping in store

# 53%

Follow Creators that share  
Back-to-School content

LTK's 2025 Back-to-School Shopper Study



# Top categories Gen Z shoppers plan to buy



Adult Clothing



Adult Shoes



Core Supplies



Gear  
Backpacks, Lunchboxes,  
Water Bottles



Accessories



Beauty &  
Personal Care

Categories shopped more  
than Gen Pop:

+39%

Cleaning Supplies

+35%

Beauty & Personal Care

+33%

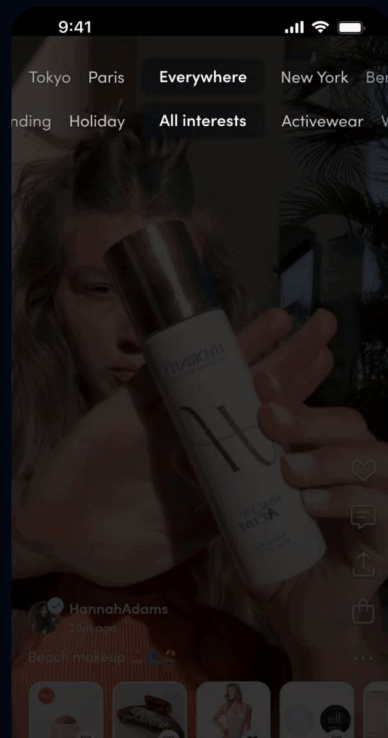
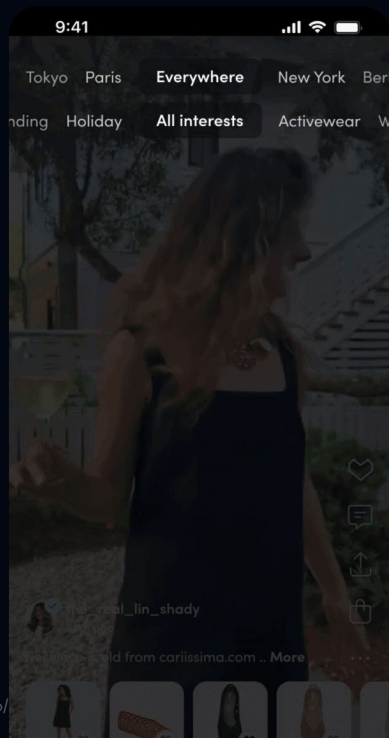
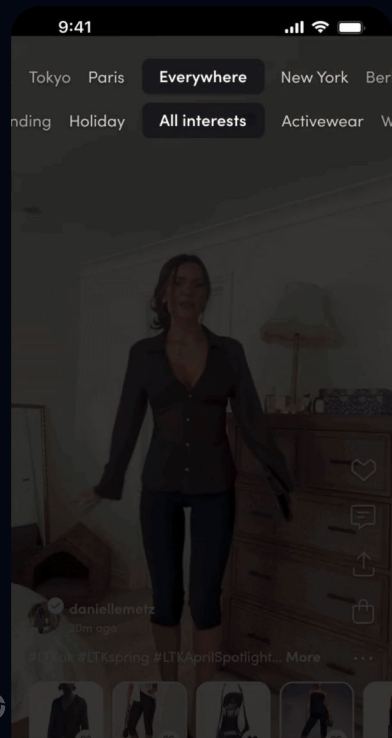
Electronics

# 🔥 What's trending on LTK Gen Z

Capri pant revival

Jelly sandals

"No makeup"  
makeup



+180%

"Jelly sandal" LTK searches  
Growth YoY

What Millennials want

# How Millennials prep for fall





# Get to know the Millennial shopper

Shopping peaks in late July

Shops earlier

More spending power than Gen Pop



64%

Shopping for children and majority also plan to make self-purchases



43%

Majority shopping online



79%

More or the same spending power YoY

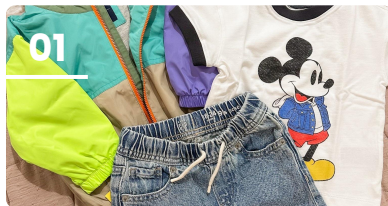


70%

Plan to spend more or the same on Back-to-School

LTK's 2025 Back-to-School Shopper Study

# Top categories Millennial shoppers plan to buy



Kids' Clothes



Kids' Shoes

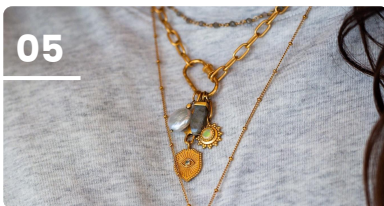


Core Supplies

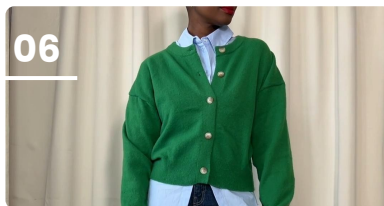


Gear

Backpacks, Lunchboxes,  
Water Bottles



Accessories



Adult Clothes

Categories shopped more  
than Gen Pop:

+47%

Sport Equipment & Clothing

+26%

Cold Weather Items

+26%

Food & Beverage

# Millennials *and* Creators

Watch Back-to-School content for:

DIY projects

Daily routines/Day in the life

Organization tips

Creators shopping in store

Hauls

GRWM

Packing for school

**53%**

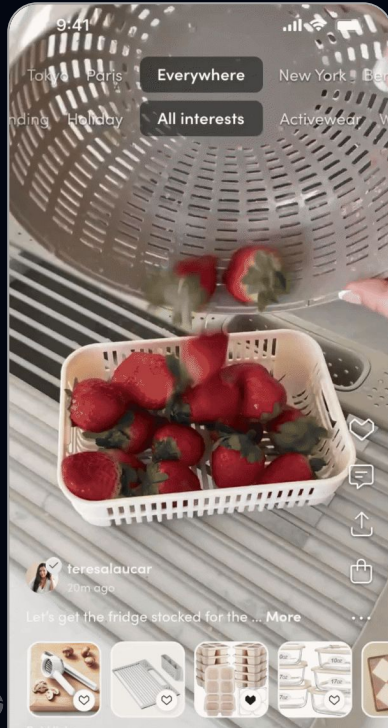
Follow Creators that share  
Back-to-School content

LTK's 2025 Back-to-School Shopper Study



# 🔥 What's trending on LTK Millennials

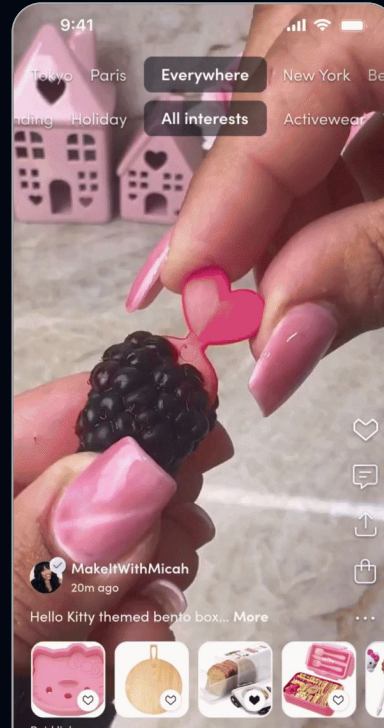
## Aesthetic-driven essentials



## Functional footwear



## Bento boxes



+124%

LTK posts mentioning  
"functional" or "practical"  
Growth YoY





@itstashhaynes

# Summary

Back-to-School Study shows:

- 1 **Creators growing in importance YoY** with 86% of Gen Z shopping Creator (a 26% lift YoY) and 76% of Millennials shopping Creator (a 16% lift YoY).
- 2 LTK Users rank **availability and brand over price** in most important purchase factors, versus the general population who ranks brand last
- 3 **Video over static imagery.** 70% prefer video content for Back-to-School.
- 4 **Shopping for children is top group** for back-to-school. Strategies should start early and extend into August.
- 5 **78% of College Shoppers and 61% of Gen Z shop** for themselves for back-to-school purchases. While majority of Millennials shop for Children and Self.
- 6 Shopping through **Creator is cross category** and majority use LTK for both inspiration and purchasing.



# Thank you!

