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[Logistics Market Snapshot - September 2015](#) [1]

On 15 Sep, 2015

The September Edition of Logistics Market Snapshot is now available!

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With the back-to-school season in full swing, below are a few related data points...

- **Total combined spending for back to school and college is expected to reach \$68 billion in 2015. (Source: NRF)**
- **This year, 41% of college shoppers plan to use a smart phone to research products and compare prices, and 46% will use a tablet to shop. (Source: NRF)**
- **Nearly half of online back-to-college shoppers plan to use ship-to-store or in-store pickup services. (Source: NRF)**
- **When shopping online, 9 in 10 back-to-college shoppers plan to take advantage of free shipping. (Source: NRF)**

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Source

URL:<https://www.toombsconnect.com/connect/news/logistics-market-snapshot-september-2015>

Links

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http://www.georgialogistics.com/images/public/snapshot/Snapshot_2015_9_46.pdf