



Adversity & Opportunity:

*How Office & School
Supplies Are Navigating
Today's Consumer
Economy*

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August 4, 2026





We capture the complete
\$3.5T retail market across **8 segments**



Complete Food
& Beverage



Home



Fashion



Complete Beauty
& Health



Entertainment



Technology



Tobacco



Auto Aftermarket &
Tires

Office Supplies Shoppers Face A Variety of Economic Challenges

Industry Headwinds

Rising Prices at Retail

Economy/Labor Anxiety Weighs on Consumer Spending

Geo-Political

AI Opportunity Costs Raise BTS Tech Prices

Consumer Impact

Household Spending Stretched

Consumers Redefine Value

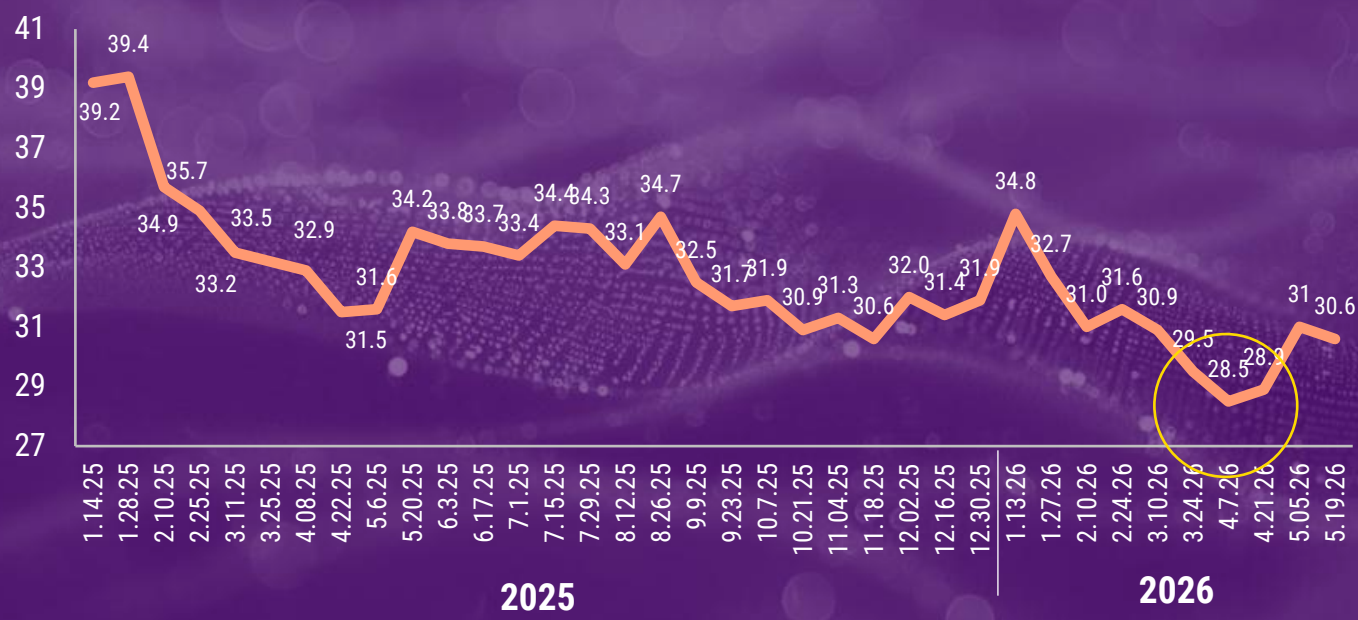
High Promotional Responsiveness at Shallower Discount Depths

Economic Impact on Young Families



Soft Macro Indicators Weigh on Consumer Confidence in the Economy

CivicScience Consumer Economic Sentiment Index – Biweekly Percentages



Economic Growth

+1.5%
US Q2 GDP Growth



Unemployment

4.2%
June 2026



Inflation

+3.5%
June 2026



Avg. Price of Gallon of Gas

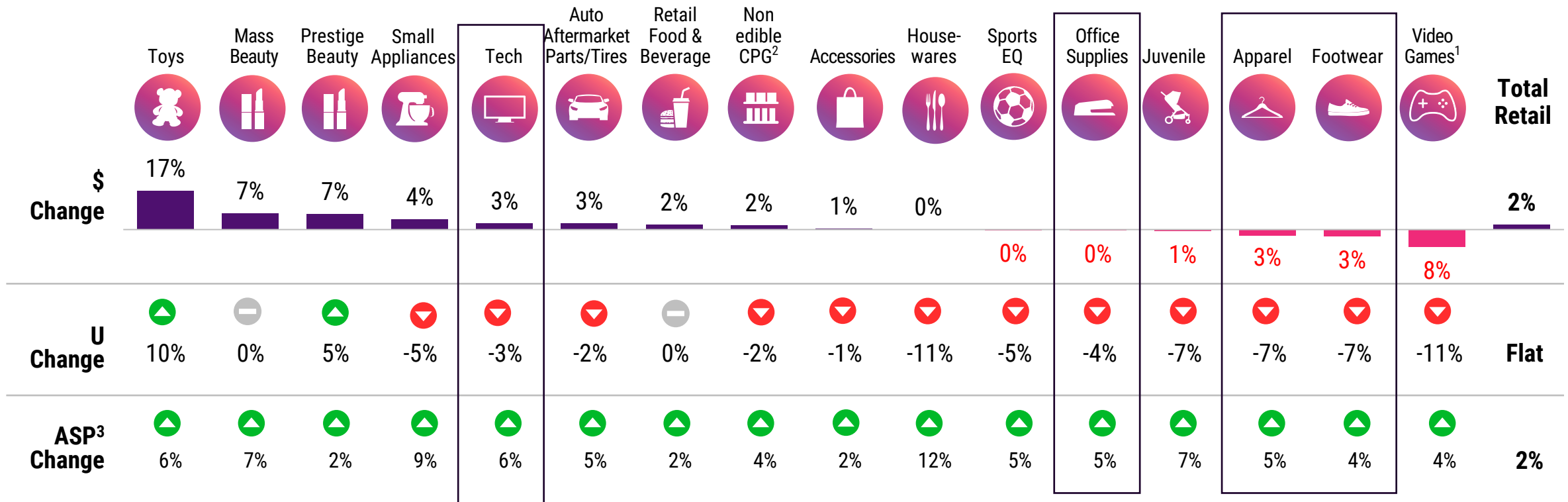
\$4.09
vs 2026 High of \$4.56



Source: Circana partner, CivicScience
The Penta-CivicScience Economic Sentiment Index (ESI) is a 'living' index that measures U.S.S adults' expectations for the economy going forward, as well as their feelings about current conditions for major purchases.; US BLS, BEA, AAA

Rising ASPs Impact Sales Volume Across Industries

Year to Date % Change, 26 weeks ending July 4, 2026



Source: Circana, Retail Early Indicator (general merchandise), ¹video games includes physical hardware and accessories. Does not capture digital software or downloads; Retail Tracking Service (prestige beauty), Circana, Total Market View MULO+ with Conv & Perimeter (F&B/nonedible CPG- ²excluding tobacco and mass beauty)- week ends on a Sunday ³ASP reflects average price per unit

Office Supplies Industry Developments



Resilient Demand for
Office Products as ASPs
Rise



Sales Steadily Shift Online

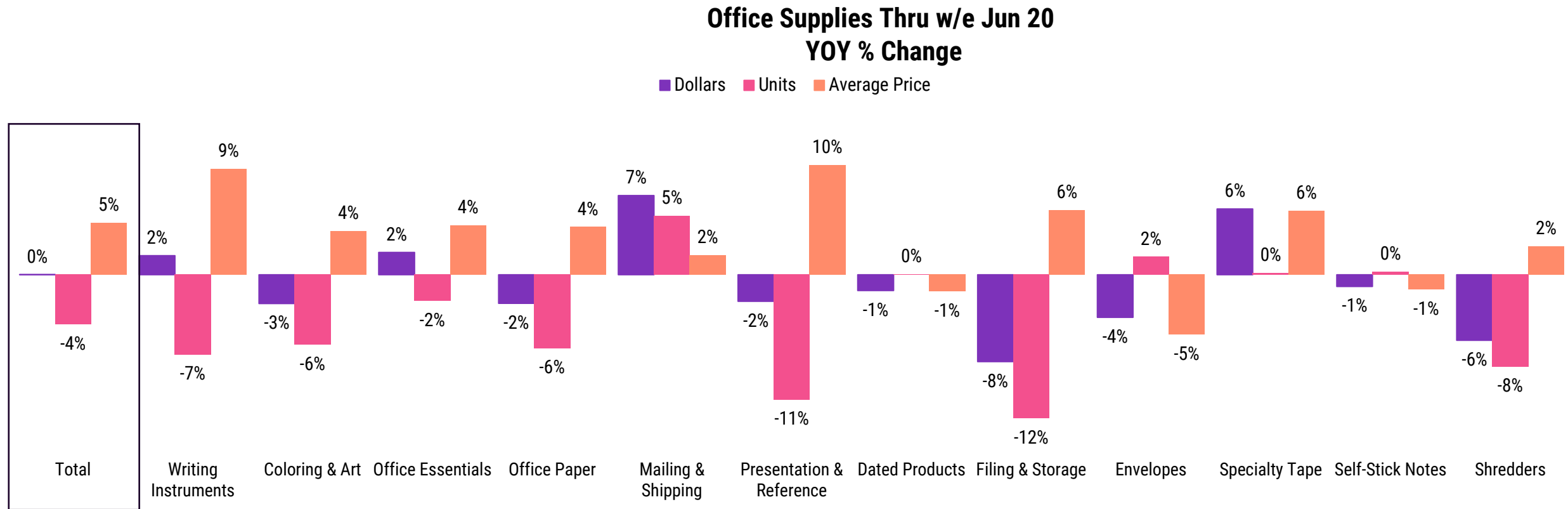


Some RTO But
Remote/Hybrid Work
Remains



Office Shoppers are
Looking for Value

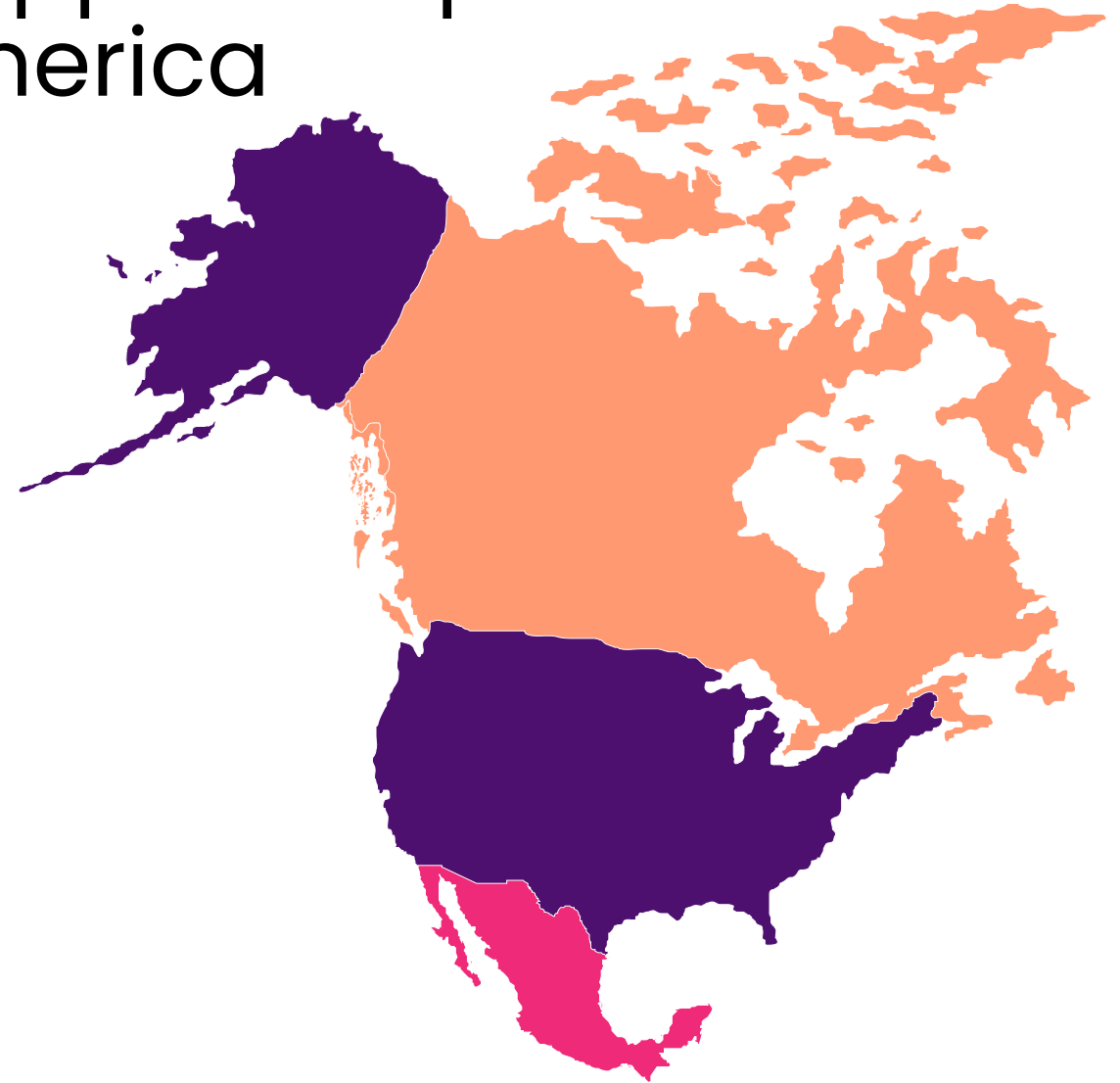
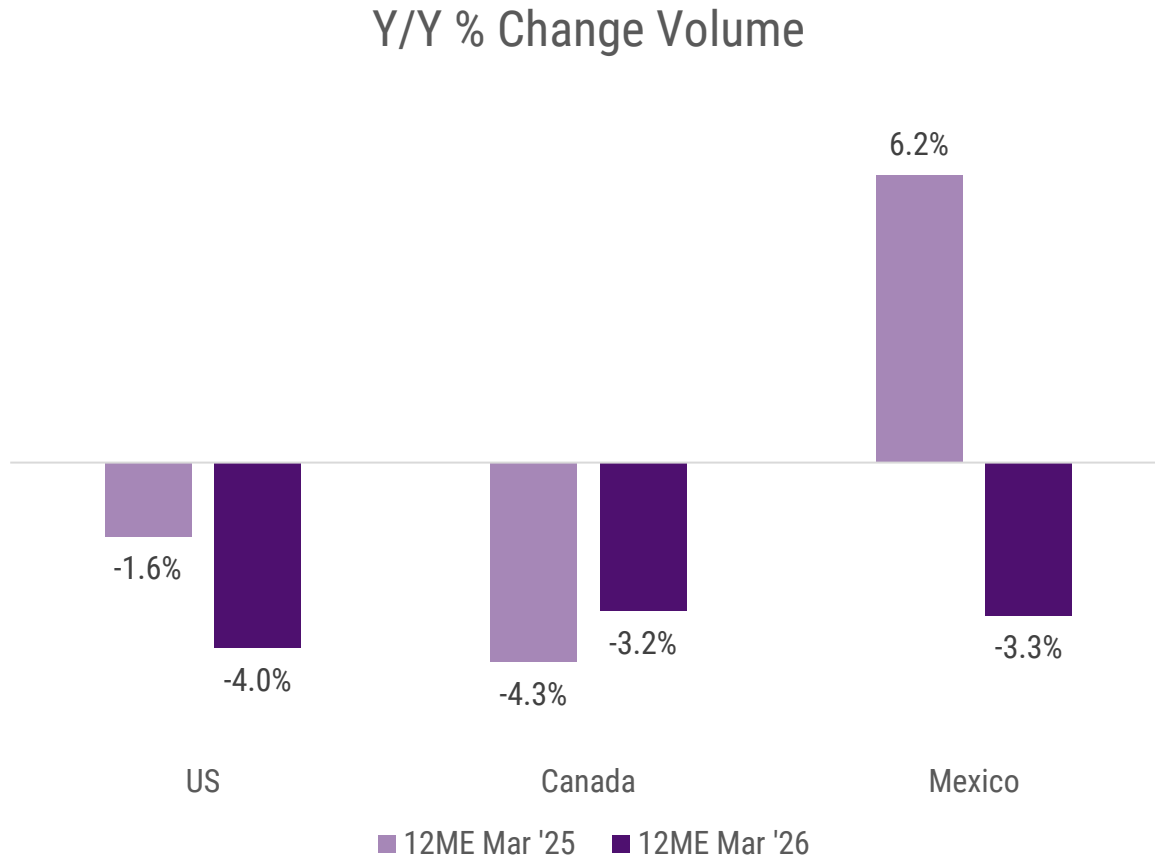
YTD Office Supplies Performance by Category



Category Groups ranked on dollars

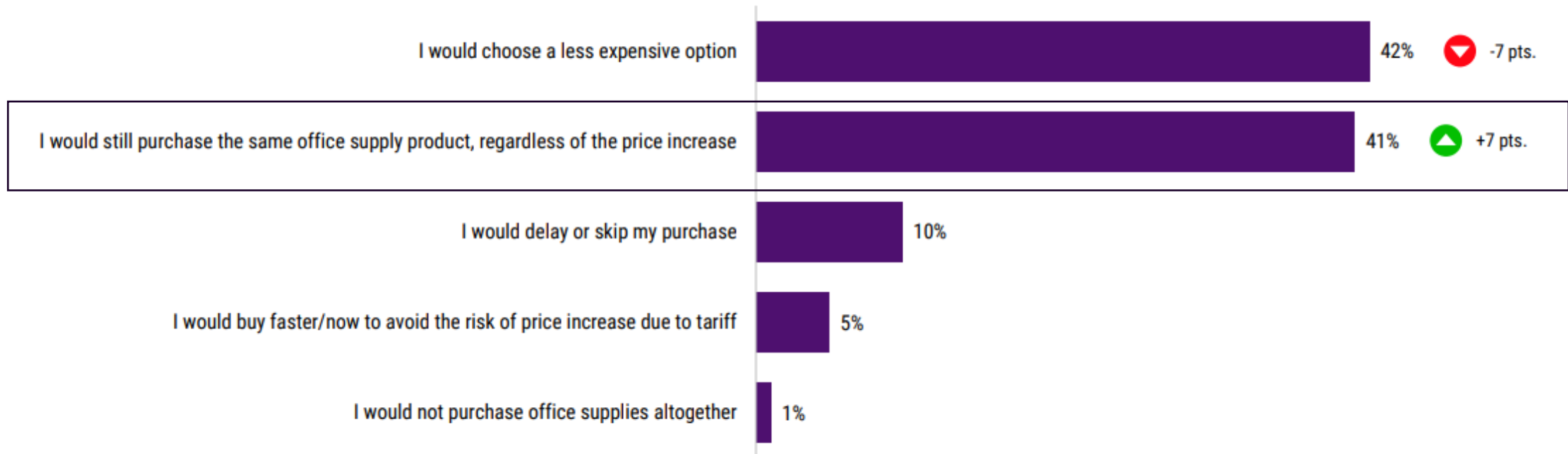


Higher ASPs for Office Supplies Impacts Volume Across North America



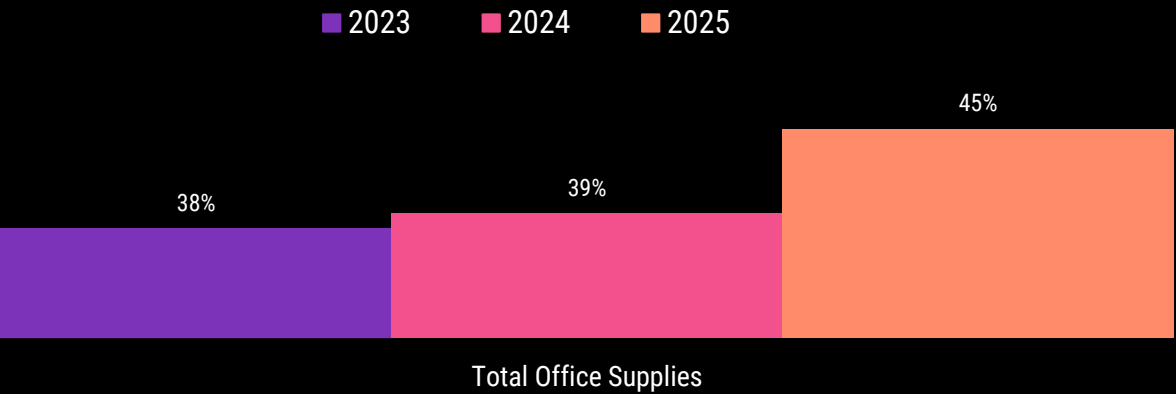
Office Shoppers Are (Mostly) Brand Loyal

“We’d like to better understand how your spending may or may not change due to the new tariffs. Would you...?”



Back-to-School Discounts Have Gotten Shallower

Q3 % Units Sold on Promotion



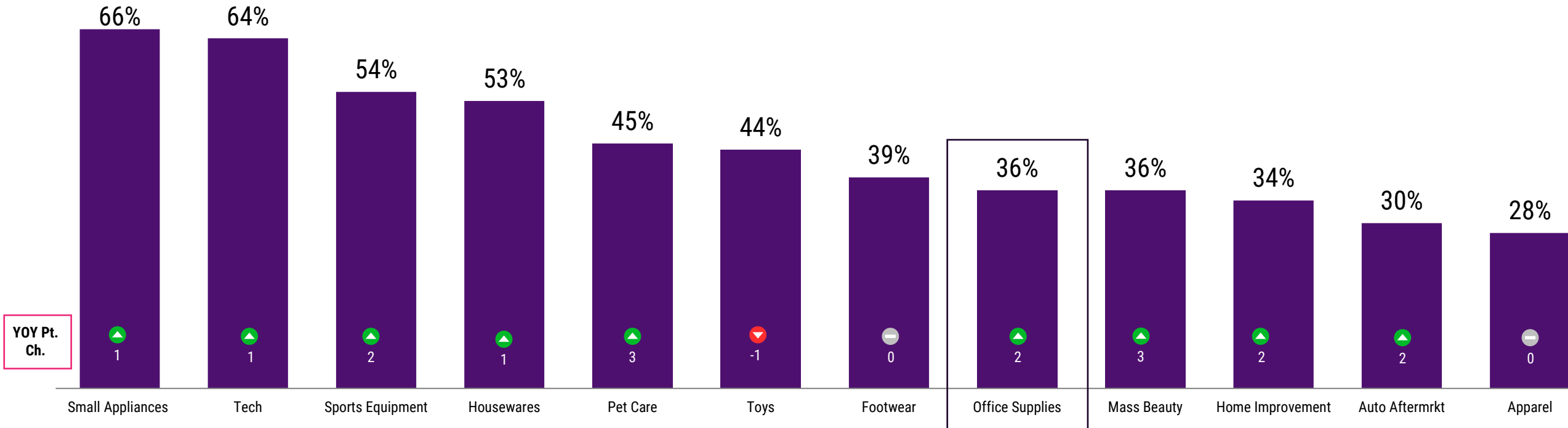
Avg Discount %	33%	31%	30%
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Office Supplies Sales Continue to Migrate Online

E-commerce Dollar Penetration and Point Change vs. Prior Year

12 Months Ending March 2026

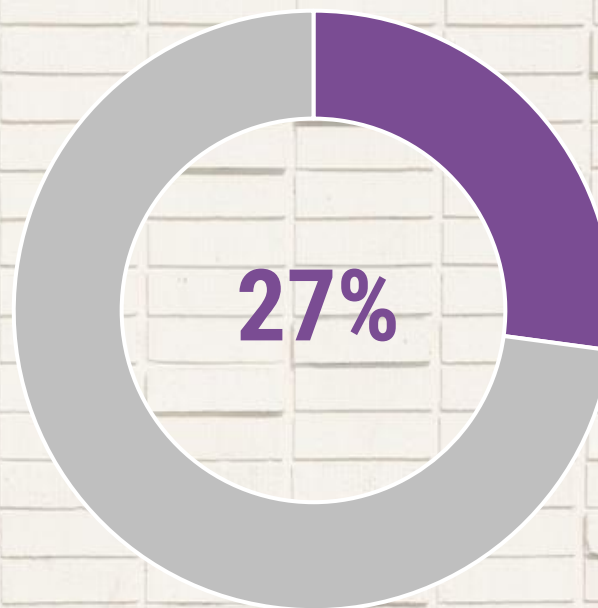


Arrows indicate point change compared to last year
Source: Circana, Checkout (accessories, auto aftermarket [not incl. tires], consumer electronics, furniture, home decor, home improvement, home textiles, housewares, juvenile, office supplies [excludes janitorial/breakroom], small appliances, sports equipment [includes team sports], toys); Consumer Tracking Service (apparel, footwear); Retail Tracking Service (cycling, prestige beauty); CREST® (foodservice), **12ME March 2026**; Omnichannel model for F&B and nonedible (excl. tobacco), Complete Consumer (pet care); 52WE March 22, 2026
Circana, Inc. and Circana LLC| Proprietary and confidential

E-Commerce Accounts for 64% of Retail Growth



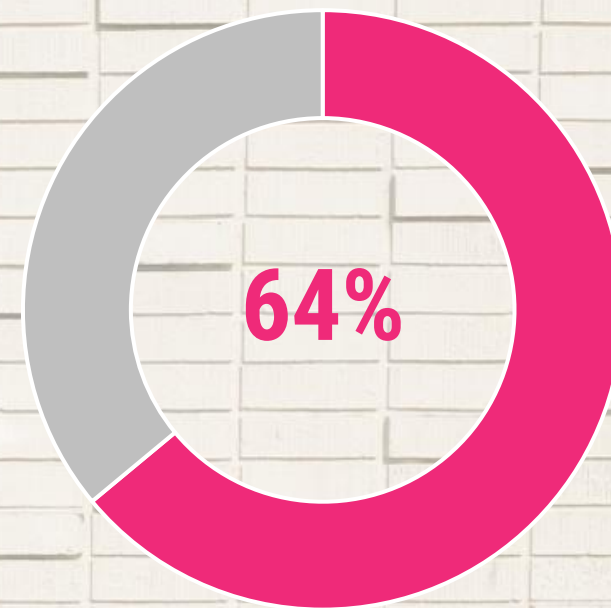
Total Retail E-commerce
Percent of Dollars



+1.3pts vs. prior year

Marketplace: 42%

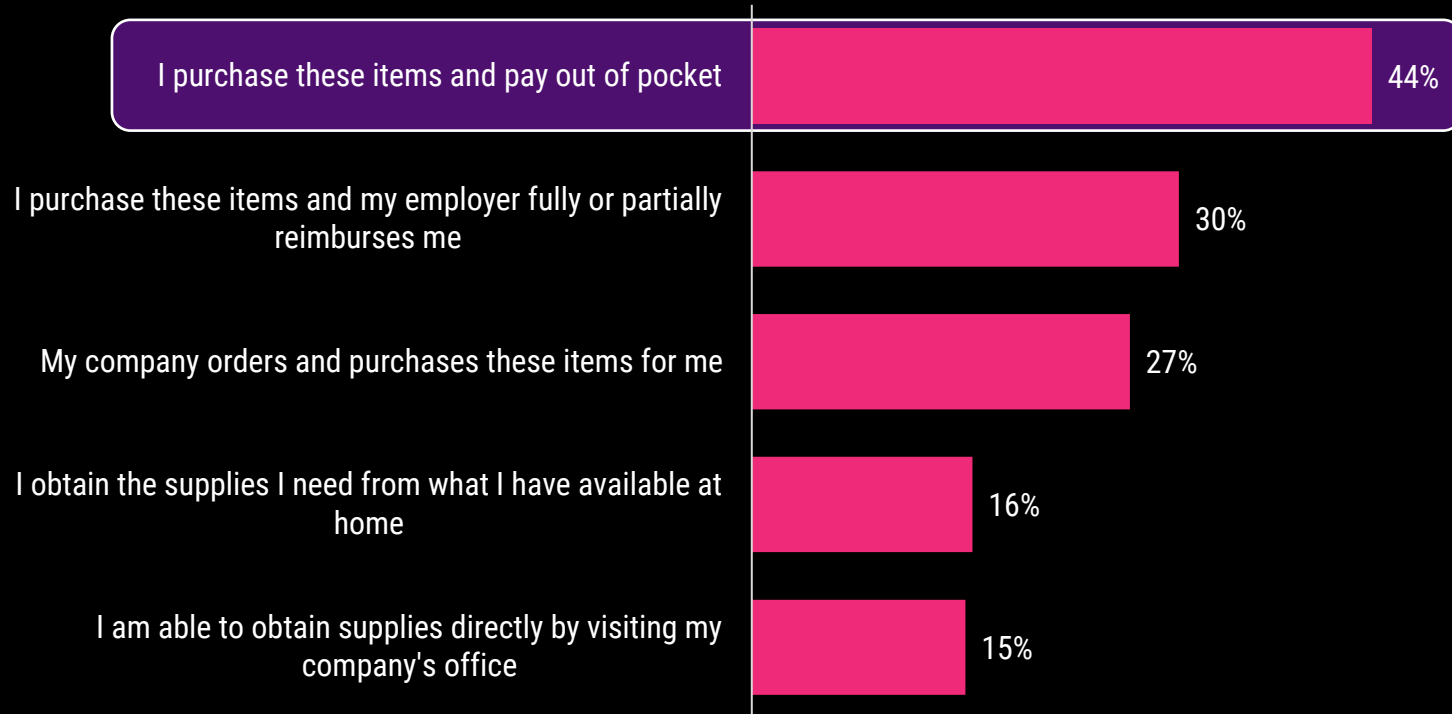
Total Retail E-commerce
Percent of Dollar Growth



Changing Working Arrangements Alter Who Pays for Office Products

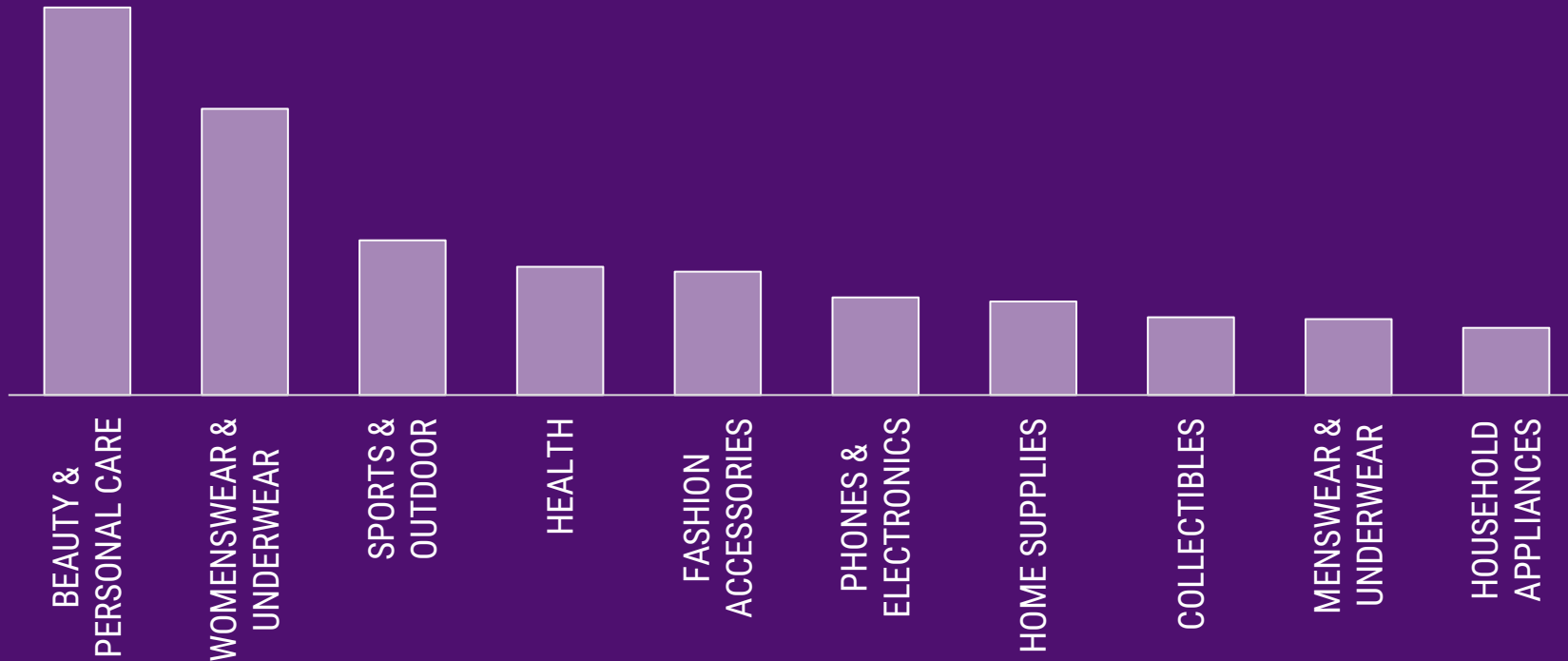
Thinking about office supplies products that you might use throughout your workday, who typically pays for these items?

Among those who work from home/hybrid/offsite



Top TikTok Shop Categories Mostly Relate to Lifestyle

TikTok Shop Top 10 Categories, \$ Volume,
YTD Week ending 6/14/26



On Social Media Creative Trends Go Viral



Clipping



Beaded
Embroidery



Dry Felt
Patchwork



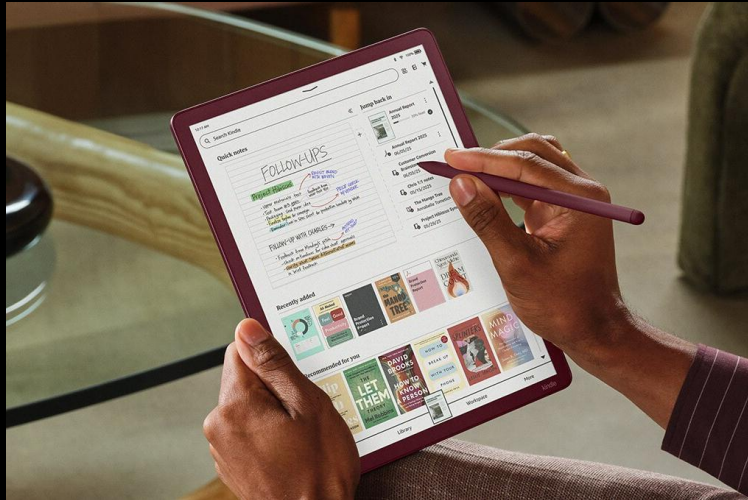
Car
Tassels

Organization Use Cases Revive Mature Tech Categories

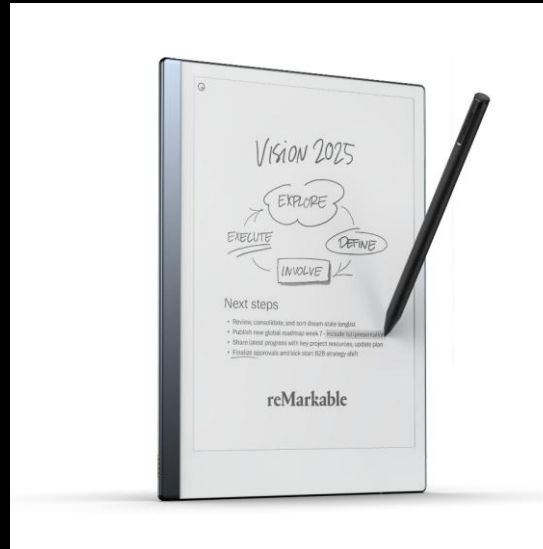
Notetaking e-ink tablets grew 70% in 2025; Smart Displays 15"+ grew 172%

Notetaking Tablets (e-ink)

Amazon Kindle Scribe Colorsoft

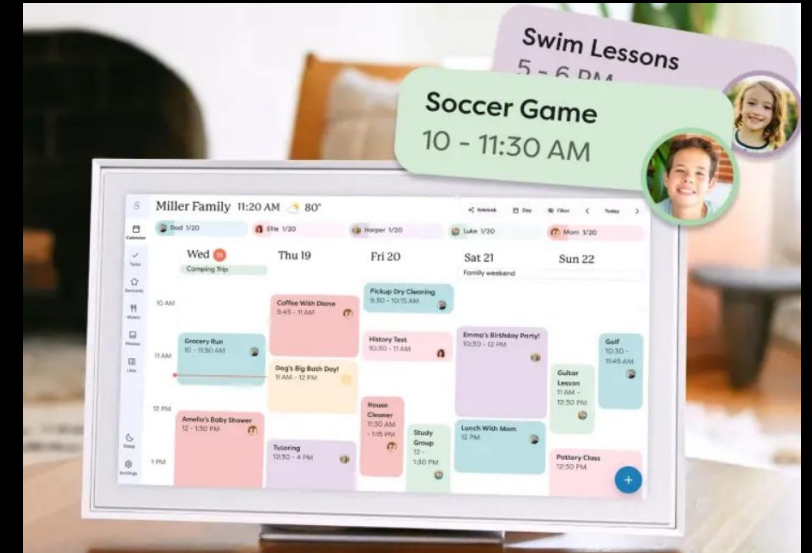


Remarkable



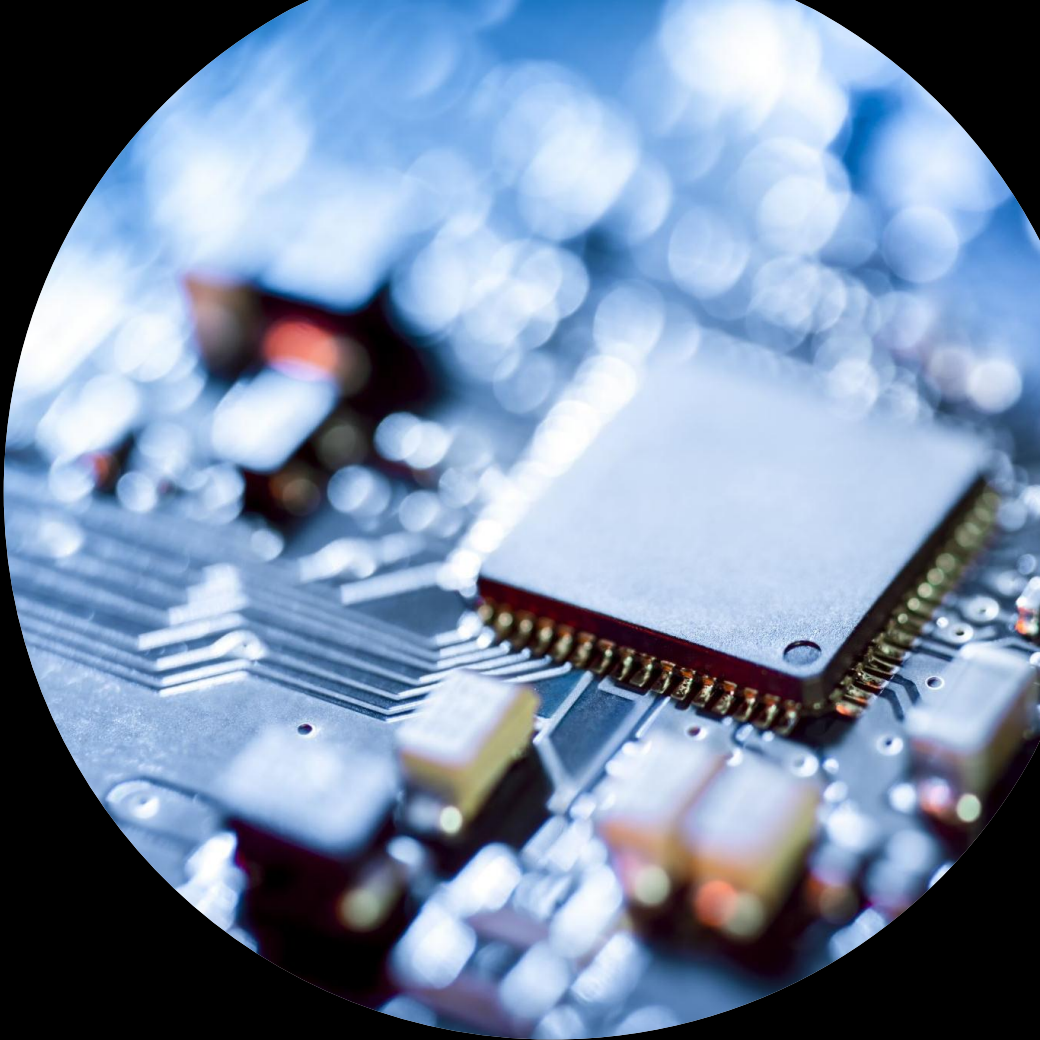
Smart Displays (15"+)

Skylight Smart Family Calendar



Higher Memory Costs Extend to BTS Tech

% Average Price Increase YTD



AI Productivity Devices Are All the Rage



Plaud.AI

Switchbot MindClip



Omi Pendant

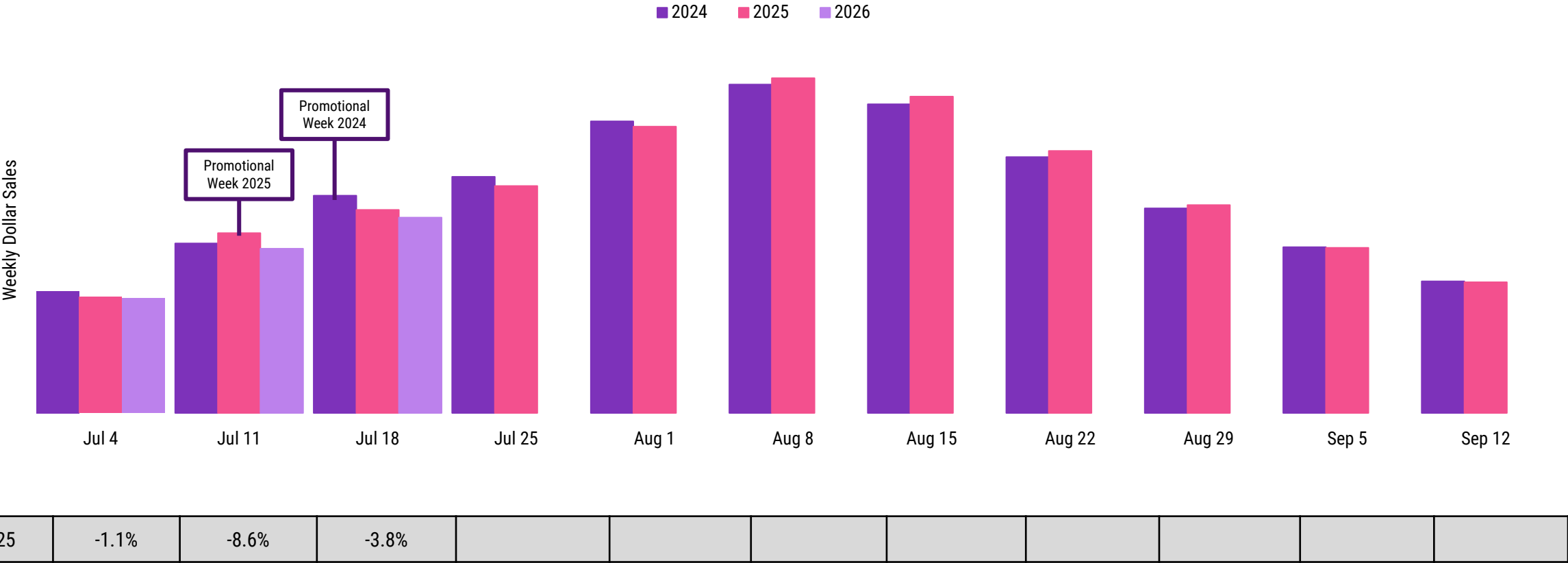
TBA OpenAI



BTS 2026 Outlook/In-Season Update

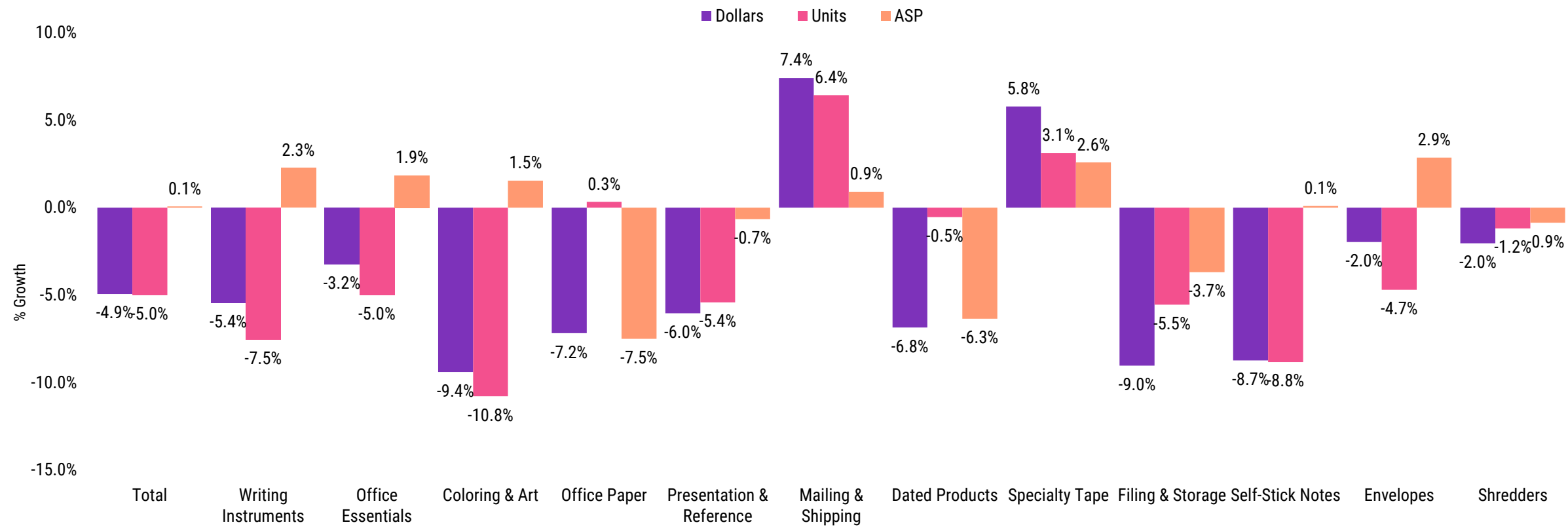
- Higher ASPs and resilient unit demand drive revenue growth
- Adjusted 2026 calendar puts focus on Late Arriving Shopper
- Value Indicators: Promotional Responsiveness, Bulk Sizes, Expanded Brand Consideration
- Writing & Creative categories will lead growth
- Gas Prices, Inflation, Uncertain Economy will impact Young Families
- Technology Refresh and Digital Transition vs AI & Screen Time Skeptics

BTS 2026 Weekly Dollar Sales Trend



Back to School- Season to Date

Office Supplies- 2026 Back to School
YOY % Change



Final Words

Navigate an Office Supplies Landscape Shaped by Changing Productivity & Creative Needs

- Understand the evolving drivers of customer value
- Align with the industry's ongoing digital shift
- Harness lifestyle trends to deepen brand and category loyalty
- Adapt to changing workplace dynamics



Thank you



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