



THE SEPTEMBER SHOPPING MOMENT

WHERE CONSUMERS ARE SPENDING
AND HOW BRANDS CAN SHOW UP

The September shopping moment

The high-intent buying window brands are missing

While brands treat September as a quiet "gap month" before Christmas, millions of UK consumers are actively resetting their routines and searching for products to anchor their new normal.

Our creator campaigns across food, fitness, home, and beauty prove that September is one of the most powerful commercial windows of the year.

Brands that take this window seriously not only win, but they also significantly outperform the competition across every metric we track.



The September shopping moment

September signals an end-of-summer consumer reset that rivals January, but with far less competition

September is far more than kids heading back to school; **university students** are buying everything from homeware to skincare & new clothes, **parents** are rebuilding household routines, and **young professionals** are investing heavily in new habits.

The ONS confirmed that food and drink, and clothing and footwear were the largest contributors to household spending growth in Q3 2025.

GIFTA

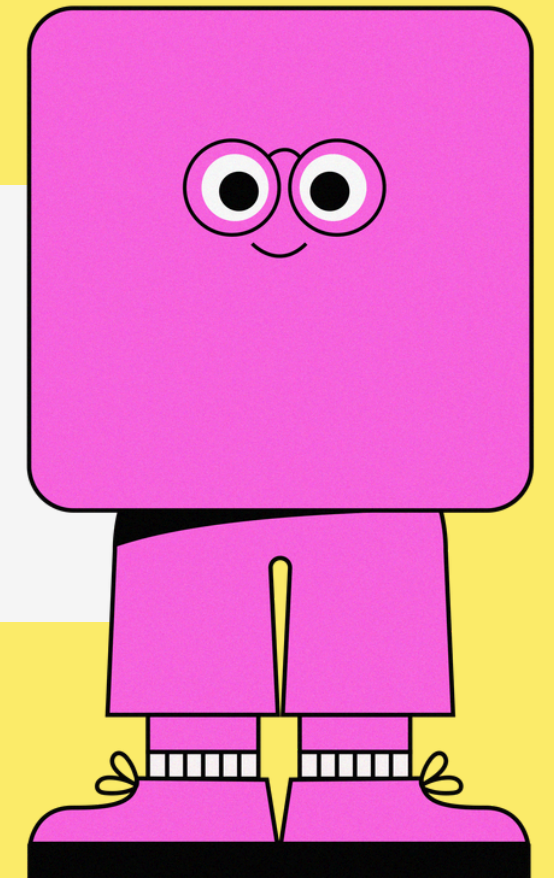
578k

new students started university in 2025, a record intake

+18%

growth in the 2025 back-to-school market

September isn't just a kids' shopping season; it's an unclaimed, cross-category marketplace where every demographic is resetting.



Who to target

The 4 audiences that are shopping in September

The Parent

To convert parents during the September routine reset, leverage authentic creator content that mirrors their real, daily challenges. Such as a school morning, packing a lunchbox, or back-to-school necessities.

The Student

By showcasing products naturally within student-led content, like a flat tour, or pack for uni with me. Brands can capture students who have no existing loyalty and establish habits that last for years.

The Young Professional

Brands can capture motivated young professionals who are actively investing in products for new routines in their fitness or lifestyle as they reset after summer.

The Household

With content focused on deep-cleaning or organisation, like a fridge restock or a cleaning cupboard overhaul, brands can easily dominate in September.

Briefing your creators

The right brief is the separator for campaign success

Our most successful campaigns are the ones where we briefed a life moment, not a product.

The natural temptation is to brief with complicated product USPs and Do's & Don'ts, but the result is content that looks like an ad, performs like an ad, and gets scrolled past like an ad.

92% of consumers trust individuals more than branded content.



Ryman

We partnered with 40 family, student and lifestyle creators to showcase stationery hauls, desk organisation and preparation the new term.

We saw that back-to-school isn't just for students. Organisational and productivity-focused content resonated with parents, university students and young professionals alike.

90%

post rate

3.3%

engagement rate



We briefed 500 creators around a household problem, not a product. Creators showed audiences the dust hidden inside their mattresses or sofas. The brief was simple: show the problem, let the product solve it.

September is a household reset, not just a school reset. Hoover had nothing to do with Back to School. The right brief at the right moment works across every category

x2

web traffic

700%

sales uplift

6.7

partnership ad's ROI

TikTok for Gen Z Search, Instagram for Household Conversion

With algorithms favouring "real-life" unfiltered authenticity, both platforms penalise polished brand campaigns, but the platform you choose will depend on your target audience...

- **TikTok:** The primary search and research tool for the 18–29 demographic. If targeting students and young professionals, TikTok creator content is the core strategy.
- **Instagram:** The hub for parent and household demographics 28–45. Offers content longevity, deeper reach, and strong shopping conversions.

49%

of consumers make
monthly purchases driven
directly by influencer
recommendations

75%

of young adults have
purchased products
directly through social
media commerce

56%

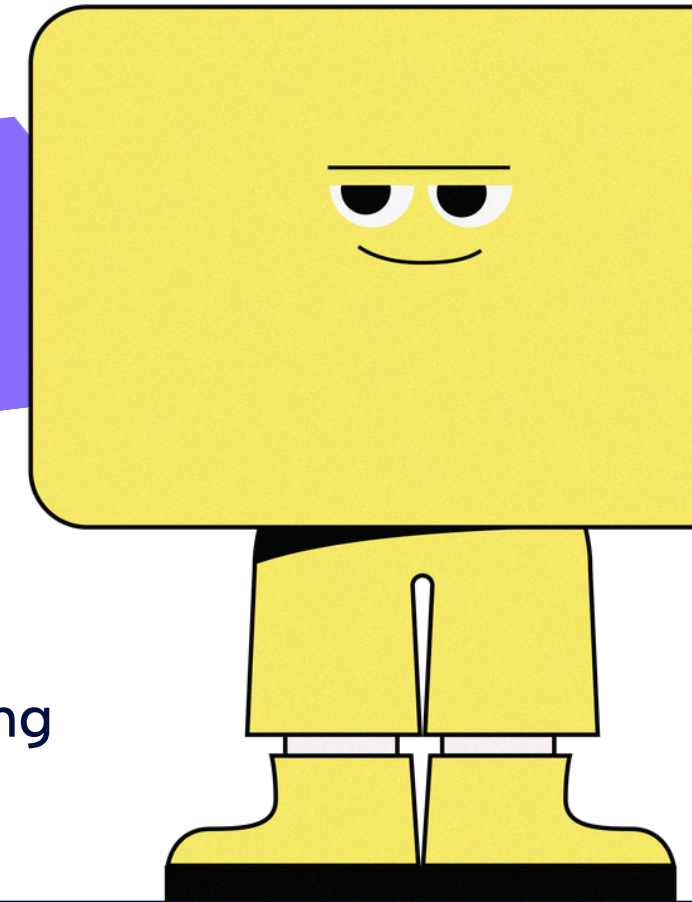
of 18–29yr olds use TikTok
as their primary pre-
purchase research tool

7x

higher engagement rate
on TikTok compared to
Instagram in 2025/2026

A winning timeline to maximise back to school season

YOUR
GIFTING
STRATEGY



- 1** **June**
Create the strategy, target audience & brief
- 2** **July**
Gift creators early to generate more genuine recommendations.
- 3** **August**
The most powerful content window as audiences are researching.
- 4** **September weeks 1–2**
Peak consideration, gift again & amplify best content to drive sales.
- 5** **September weeks 3–4**
Amplify the next wave of content from September gifting through partnership ads.
- 5** **October onwards**
Don't stop, you're now positioned perfectly for Q4



About GIFTA

GIFTA is the UK's leading influencer gifting agency, connecting brands with real creators to build trust, content at scale and long-term impact.

We help brands cut through ad fatigue by putting products into the hands of people who genuinely use, love and talk about them. Working exclusively with nano and micro creators, every partnership is rooted in authenticity and with no brand controlled briefs.

With a community of over 20,000 vetted creators and a proven track record across FMCG, beauty, food & drink, lifestyle and retail, GIFTA delivers campaigns that drive awareness, advocacy and measurable results. Our approach combines strategic planning, seamless logistics, creator relationships, paid amplification and performance reporting, all designed to make influencer gifting simple, scalable and effective.

At GIFTA, we believe trust is the most valuable currency in marketing. When creators trust brands, and audiences trust creators, influence works harder.





Connect with us as we continue to help brands build consumer trust through nano and micro influencers

To find out more visit our website
www.gifta.co.uk or reach out to
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