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OFFICEWORKS REVEALS BACK TO SCHOOL SHOPPING TRENDS OF 2026 AS FAMILIES RUSH TO STOCK UP ON THE ESSENTIALS

For immediate release – Officeworks has revealed the top shopping trends emerging as families, teachers and students gear up for the 2026 school year, with early data showing strong demand for classic classroom essentials, creative supplies and teachers' most-trusted tools.

Across the first major Back to School shopping weeks of January, Officeworks customers purchased more than 200,000 [Bostik Glue Sticks](#) (from \$1.60), enough to supply all the students in more than 7,000 classrooms, making it one of the most popular items in school desks across Australia. The [Studymate Mega Monster Scrapbook](#) (\$1), [Casio fx-82AU PLUS II Scientific Calculator](#) (\$35.50), and [Staedtler Natural Graphic Pencils \(HB\)](#) (from \$1) were also among the top sellers, reflecting the continued importance of foundational learning tools in classrooms.

Teacher-focused products are also proving to be in high demand, with [whiteboard markers](#) (from [\\$1.50 for a 3 pack](#)), [Bostik Blu Tack](#) (from \$2.15) and [laminating pouches](#) (from \$11) topping the list of items teachers are purchasing outside of standard school lists, as they prepare to refresh and personalise classroom spaces for Term 1.

Officeworks General Manager Merchandise Tim Lane said, as a dad, he too knows how quickly the Back to School checklist can pile up - so the brand is focused on making it feel simpler, with great value on everyday essentials and easy ways to shop in-store or online.

"We know Back to School can be a big moment for families - and it can be expensive and overwhelming. So, we've worked hard to keep the classic, everyday essentials that pop up on booklists around the country affordable, with many items starting from just 10 cents."

"From free 2-hour Click & Collect to fast and flexible delivery options, including Uber Eats offering for those last-minute items, we're focused on giving families more choice in how they shop. Whether you're uploading a school list in minutes, getting help to match a BYOD device to school requirements, or using our Price Beat Guarantee*, our goal is simple: take the stress out of Back to School and help families start the year feeling confident and ready."

Parent of three, Sarah Galbraith, said being able to find everything in one place helps make the busy period easier.

"With different needs for each of my kids, I love how convenient it is being able to find everything in one place," she said. "Being different ages, my children all follow different trends, so being able to choose items that suit their personal style helps them start the year organised and confident."

Teachers are also seeking ways to set up their classrooms efficiently and affordably. Primary school teacher Monica Burchill said having a reliable source for classroom essentials makes all the difference.

“Setting up classrooms and planning lessons at the start of the year requires a lot of resources,” Monica said. “As many teachers purchase supplies out of our own pocket, having access to everyday essentials from just 10 cents helps us create engaging learning spaces without compromising on quality.”

Back to School Shopping at Officeworks by the Numbers:

- In just one week, Australians bought enough [glue sticks](#) to supply more than 7000 classrooms, assuming 30 students per class.
- Lunchtime is the peak Back to School shopping hour at Officeworks, with more customers visiting stores around midday than any other time of day.
- Despite the rise of tech in classrooms, scrapbooks remain one of the most-purchased Back to School items nationally, with the [Studymate Mega Monster Scrapbook](#) selling 17x more units than the closest tech product ([Keji Headphones](#), \$6) last week.
- HB pencils continue to dominate over all other grades, accounting for the majority of pencil sales - showing classroom habits haven't changed in decades.
- Blue pens are still the most popular writing colour, though more and more customers are opting for assorted sets with blue, black and red

Services helping families shop smarter

Alongside growing product demand, Officeworks' time-saving services continue to support busy households during January peak season:

- [School List Service](#) – upload a school list in under three minutes and Officeworks will match items at the lowest prices available.
- [BYOD support](#) – expert in-store guidance and online resources help parents choose the right device for their child's school requirements.
- **Price Beat Guarantee** – Officeworks will beat any lower priced identical stocked item by 5%.
- **Uber Eats delivery** – customers can access thousands of Officeworks Back to School items via the “Retail” or “Shopping” section of the Uber Eats App or simply search Officeworks.
 - Orders placed through the Uber Eats app are then picked by Officeworks team members and delivered by delivery people
 - Delivery in under an hour in most metro areas
 - Cut-off and times beyond: 60 minutes prior to store closure for rapid delivery of last-minute gifts and essentials

- ENDS -

For further information or interview opportunities, please contact:

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Content Available:

- [Product Imagery - Classroom Ready Essentials](#)
- [Product Imagery – On Trend Statement Stationery](#)

About Officeworks:

Established in 1994 in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community, and stakeholders. It operates 175 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow and Australians to work, learn, create and connect.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing, and career progression of the more than 9,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building, and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.

About Uber Eats x Officeworks

Customers can access Officeworks via the “Retail” or “Shopping” section of the Uber Eats App or simply search Officeworks.

- Orders placed through the Uber Eats app are then picked by Officeworks team members and delivered by Uber Eats.
- Delivery in under an hour in most metro areas.
- Uber Eats customers can enjoy up to \$10 off their first Officeworks order over \$100. This offer is available to customers until 28 February 2026^

Click & Collect

- Available at all Officeworks stores nationally.
- Fast, free and convenient.
- Most orders are ready for collection within **2 hours**.

* Find a lower price identical stocked item and we'll beat it by 5%. Excludes gift cards, cash back & coupon offers, commercial quantities & pricing and stock liquidations, price including delivery.

First time customers only, via the Uber app^ This offer is for up to \$10 off your first order from Officeworks in the 'Retail' category on the Uber Eats app if you order at least \$100 (excluding fees) (Offer). Delivery Fee applies to delivery orders. Service Fee applies to orders delivered by Uber Eats and is based on order value (before promotion). An amount of up to \$10 will be deducted from your total order value as a promotion at checkout. \$10 off does not apply to fees. Limited to intended recipients of this email only. You may redeem this Offer once only. Subject to stock availability, operating hours and availability of participating merchants in your area via the Uber Eats app. This Offer may not be valid in conjunction with certain other offers or promotions. Offer may be withdrawn at any time. Valid in Australia where Uber Eats is available. Expires at 11.59pm local time on 28 February 2026, unless withdrawn earlier.