

Marketing to Moms - US - September 2013

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“In addition to advertising overexposure, moms are confronted with issues such as safety, childhood bullying, health and nutrition, and the influence of social media. Understanding moms’ top concerns as they relate to her children—and her aspirations for them—can help brands tailor messaging that will resonate with moms and assist with solutions.”

– Fiona O’Donnell, Senior Lifestyles & Leisure

This report looks at the following areas:

- How do moms feel about their children and social media?
- What do moms worry about the most when it comes to their children?
- What do moms want most for their children?

In the U.S., more than eight in 10 women aged 15-44 are mothers; moms account for more than 85 million of the population and represent \$2.4 trillion in buying power. Moms today have more avenues to research products and parenting than ever before, and in turn, her purchases are subject to a wider range of influences. However, despite the rise of online research and social media sharing, moms’ children are the most influential when it comes to making purchases for them. Considering that the cost for the average family to raise a single child to the age of 18 has been estimated at \$165,630, children—particularly older kids—also deserve attention from marketers to moms.

Readers of this report will gain an understanding of the changing demographics and parenting situations of moms; her purchasing influencers; how she spends her leisure time—and how she would like to spend it; moms’ top concerns and aspirations when it comes to her children; as well as attitudes toward parenting, her relationship with her children, and how these can be used to craft marketing effective at gaining her attention.

This report focuses particularly on the mindset and behaviors of Millennial moms and offers an analysis of moms based on their children’s ages. Mom segments based on kids’ ages include: Young children moms (moms of children aged 0-5, only—none older than 5), Elementary kids moms (moms of children aged 6-11, only—none younger than 6 or older than 11), Young teen moms (moms of children aged 12-14, only—none younger than 12 or older than 14), and Teenager moms (moms of children aged 15-17, only—none younger than 15). Moms of young children are further broken into New moms (children aged 0-1, only—none older than 1), Toddler moms (aged 2-3, only—none younger than 2 or older than 3), and Preschool moms (aged 4-5, only—none younger than 4 or older than 5).

This report builds on findings published in Mintel’s *Marketing to Moms—U.S., February 2011*, as well as the February 2010, February 2009, October 2007, and July 2005 reports of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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