

## Lifestyles of Mums - UK - September 2014

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“To a new mother, her baby is the apple of her eye, and she would spare nothing to ensure their needs are met, even if that means that her own needs and interests are neglected. Brands could re-ignite mums’ passion for their habits and lifestyle before they had children and show they do not have to run counter to being a parent.”

- Ina Mitskavets, Senior Lifestyles and Consumer Analyst

## This report looks at the following areas:

- Pre-empting new mums’ concerns about harmful or unhealthy ingredients in baby food, drink and personal care
- Fashion, beauty and leisure brands could encourage mums to have more ‘me time’
- More opportunities for promoting analogue family activities

Having children changes the dynamic within the parents’ relationship and has an immediate impact on the family’s financial priorities. A new mother’s focus is traditionally on the needs of her baby, which is also reflected in her shopping habits. Over six in 10 mothers with babies and toddlers feel better about buying things for their little ones, rather than for themselves or their partners, whilst over three quarters admit their own needs take second place now that they are a parent. There is scope for brands to re-ignite parents’ interests in their lifestyle and habits before they had children and show that they can be compatible with being a parent.

This report will look more closely at how mums’ priorities and habits change once they become parents and examine how they utilise the internet during and after pregnancy. It will further explore families’ financial goals and how they manage childcare arrangements. Finally, it will look at the role of technology in family leisure and what mothers do in their spare time that is not related to looking after children.

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