

Marketing to Moms - Canada - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Providing greater incentives for ‘liking’ a brand like contest entries, free sample products, the ability to be among the first to try new products or the ability to provide feedback, may help to develop brand engagement.”

– Jason Praw, Senior Lifestyle Analyst

This report looks at the following areas:

- Engaging with Canadian mothers on social media
- Mothers are driving healthy living in Canada
- Marketing to moms when they are without their children
- Focusing on Canada's changing family structure

The majority of Canadian mothers are raising their children with a spouse or partner. Among the coupled population, there are an increasing number of children being raised by same-sex partners. Brands, retailers and other child-related companies should look to reflect this changing family structure in their product portfolios and supporting marketing messages in order to resonate.

Canadian mothers are generally highly engaged with social media, regularly viewing or posting photos and videos, looking for discounts, interacting with their favourite brands and seeking or providing advice to other parents. There remains an opportunity for marketers to continue to further mine this medium, especially as mobile device and app usage is expected to continue rising in the coming years.

This report explores the family structure, social media and spending habits of Canadian mothers by life stage and various demographic groups. The report also looks at trusted sources that help guide family or child-related purchases, characteristics that are associated with being a good mother and aspirations Canadian moms have for their children.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Marketing to Moms - Canada - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Methodology

Abbreviations

Executive Summary

Market overview

The Canadian female population is aging; as is the average age of women at childbirth

Figure 1: Total Canadian population of women, by age, 2008-18

Figure 2: Average age of mother at childbirth and percent of births to mothers over 30-years-old, 1974-2010

The consumer

Most Canadian mothers are married or coupled, with three quarters being married to an opposite-sex partner

Figure 3: Parenting situation among Canadian mothers, August 2014

Figure 4: Ages of children among surveyed mothers, August 2014

Almost all Canadian mothers are using social media

Figure 5: Social media participation in the past 3 months, August 2014

Canadians mothers are most likely to spend their money on clothes and food

Figure 6: Category spending among mothers, August 2014

Family and friends are the most trusted source among Canadian mothers

Figure 7: Trusted sources for purchase decisions, August 2014

Always being there and being patient are most widely cited as defining a good mom

Figure 8: Characteristics associated with being a good mother – Top-five ranked, August 2014

Canadian mothers hope their children will be happy and confident in themselves

Figure 9: Moms' aspirations for their children, August 2014

What we think

Issues and Insights

Engaging with Canadian mothers on social media

The facts

The implications

Mothers are driving healthy living in Canada

The facts

The implications

Marketing to moms when they are without their children

The facts

The implications

Focusing on Canada's changing family structure

The facts

The implications

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Marketing to Moms - Canada - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Trend Application

- Trend: Click and Connect
- Trend: Let's Make a Deal
- Trend: Switch Off

Market Drivers

Key points

Demographic overview

The Canadian female population is aging

Figure 10: Total population of women in Canada, by age, 2008-18

Figure 11: Total female population in Canada, by province, 2013

Births and birth rates have slowed in recent years

Figure 12: Annual births and birth-rate*, 1981-2011

Figure 13: Fertility rate by age group (per 1,000 women), 2001-11

Figure 14: Average age of mother at childbirth and percent of births to mothers over 30-years-old, 1974-10

Economic overview

Income and savings on the rise

Figure 15: Household disposable incomes and savings in Canada, 2008-14

Figure 16: Inflation rate in Canada, 2004-14

Figure 17: Monthly movements in selected major components of the Canadian Consumer Price Index, seasonally adjusted, 2007-12

Canada's employment rates remain steady

Figure 18: Canada's unemployment rate, by gender, 2008-14

Shopping-specific overview

Shopping opportunities have increased in Canada

Figure 19: Total number of shopping centres in Canada, 2001-12

Figure 20: Retail e-commerce sales in Canada (in billion US dollars), 2012-17

Nut-free school lunches still affects food purchasing

Advertising and Online Resources for Canadian Mothers

Key points

- Advertising focusing on moms
- Canadian blogs and other online outlets for moms
- Mother's Day can be a lucrative opportunity for brands

The Consumer – Canadian Moms and Family

Key points

Married couples remain the top family structure but are declining in share

Figure 21: Distribution and percentage change of census families by family structure, 2001-11

Most Canadian mothers are married or coupled, with three quarters being married to an opposite-sex partner

Figure 22: Parenting situation among Canadians mothers, August 2014

Profiling of Canadian moms

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Marketing to Moms - Canada - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Ages of children among surveyed mothers, August 2014

Figure 24: Number of children in household among surveyed mothers, August 2014

Figure 25: Working status among surveyed mothers, August 2014

Figure 26: Financial situation among surveyed mothers, August 2014

The Consumer – Online and Social Networking Activities

Key points

Canadian moms are highly engaged online

Figure 27: Online activities done in the past month among surveyed mothers, August 2014

84% of moms are using social media

Figure 28: Social media participation in the past 3 months, August 2014

Mothers of younger children are more active on social media

Figure 29: Social media participation in the past 3 months: all mothers vs mothers of children aged 5 and under, August 2014

Almost two thirds of mothers engage in three or more social media activities

Figure 30: Number of social media activities done in the past 3 months, August 2014

The Consumer – Trends in Moms' Spending

Key points

Moms regularly spend money on a number of activities and items

Figure 31: Spending habits among mothers, August 2014

Canadian mothers are more likely to buy clothing for themselves or their spouse than for their children

Figure 32: Spending on clothing, shoes and accessories among mothers, August 2014

Canadian mothers dedicating more money on family meals out

Figure 33: Spending on food among mothers, August 2014

Family outings and/or short family trips are more likely among Canadian mothers than adult-only travel

Figure 34: Spending on family outings and trips among mothers, August 2014

Mothers are not dedicating much of their budget to household items

Figure 35: Spending on household items among mothers, August 2014

The Consumer – Trusted Sources for Purchases

Key points

Family and friends are by far the most trusted source among moms

Figure 36: Trusted sources for purchases, August 2014

The Consumer – Characteristics of Good Moms

Key points

Always being there is most widely cited as defining a good mom

Figure 37: Characteristics associated with being a good mother – Top-five ranked, August 2014

Figure 38: Characteristics associated with being a good mother – #1 ranked, August 2014

The Consumer – Moms' Aspirations for their Children

Key points

Summary of aspirations for their children

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Marketing to Moms - Canada - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Moms' aspirations for their children, August 2014

Appendix – The Consumer – Canadian Moms and Family

Figure 40: Parenting situation among Canadian mothers, July 2014

Figure 41: Parenting situation among Canadian mothers, by demographics, July 2014

Appendix – The Consumer – Online and Social Networking Activities

Figure 42: Social media participation in the past 3 months, July 2014

Figure 43: Most popular social media activities, by demographics, July 2014

Figure 44: Next most popular social media activities, by demographics, July 2014

Repertoire analysis

Figure 45: Repertoire of social media participation, July 2014

Figure 46: Repertoire of social media participation, by demographics, July 2014

Figure 47: Spending situation, by repertoire of social media participation, July 2014

Figure 48: Trusted sources, by repertoire of social media participation, July 2014

Figure 49: Good mother characteristics, by repertoire of social media participation, July 2014

Figure 50: Aspirations, by repertoire of social networking, July 2014

Appendix – The Consumer – Trends in Moms' Spending

Figure 51: Spending habits among mothers, July 2014

Figure 52: Spending on clothing/shoes/accessories for myself/partner and food/drink at home for a special occasion (eg birthday), by demographics, July 2014

Figure 53: Spending on family meals out and take-out/eat-in food, by demographics, July 2014

Figure 54: Spending on family outings and meals out for myself/with partner/with friends, by demographics, July 2014

Figure 55: Spending on clothing/shoes/accessories for my child(ren) and books/DVDs/CDs, by demographics, July 2014

Figure 56: Spending on furniture/home improvements/décor and short family trips, by demographics, July 2014

Figure 57: Spending on toys/games and home electronics, by demographics, July 2014

Figure 58: Spending on short trips for myself/my partner, by demographics, July 2014

Appendix – The Consumer – Trusted Sources for Purchases

Figure 59: Trusted sources for purchases, July 2014

Figure 60: Trusted sources for purchases, by demographics, July 2014

Appendix – The Consumer – Characteristics of Good Moms

Figure 61: Characteristics associated with being a good mother, July 2014

Figure 62: Most popular characteristics associated with being a good mother – Any rank 1-5, by demographics, July 2014

Figure 63: Next most popular characteristics associated with being a good mother – Any rank 1-5, by demographics, July 2014

Appendix – The Consumer – Moms' Aspirations for their Children

Figure 64: Moms' aspirations for their children, July 2014

Figure 65: Moms' aspirations for their children, by demographics, July 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com