

Marketing to Moms - US - September 2015

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"The US could experience a "baby bounce" if women have the children they put off having during the recession and economic recovery. The "traditional" family is no longer the norm in the US. Modern American families are incredibly diverse. This has rendered the "one size fits all" approach to marketing to moms ineffective and, at times, insensitive."

- Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Fertility mostly stagnant – Will it bounce back to prerecession rates?
- The "traditional" family continues to fade
- Others' opinions have more influence than advertising on moms' purchases
- Expectations of egalitarian parenting not living up to reality

This Report provides a picture of perceptions and attitudes of moms to understand how they make purchase decisions for their families and children.

When referring to the consumer data in this Report, moms are defined as female parents or guardians of children younger than 18 living in the home. Another definition of mom, used to a lesser extent, is women aged 15-44, or women of childbearing years, as defined by the US Census Bureau.

This is one of many Reports that Mintel has produced on Marketing to Moms. Readers may also be interested in Mintel's *Marketing to Hispanic Moms – US, September 2015*, *Marketing to Black Moms – US, September 2015*, and *Marketing to Asian Moms – US, September 2015*.

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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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