

## Marketing to Asian Moms - US - September 2015

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"Asian moms are a diverse group, originating from many countries. They are highly educated, with high-household incomes and high expectations for their children's futures. This combination of traits makes Asian moms a desirable market for a wide range of products and brands."

- Fiona O'Donnell, Category Manager - Multicultural, Lifestyles, Leisure and Travel

### This report looks at the following areas:

- Asians a diverse group representing a variety of cultures
- Asian moms trust few information sources
- Asian moms don't see themselves represented in media

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

For the purposes of this Report, Moms are defined as female parents or guardians of children younger than 18 living in the home.

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