

## Marketing to Moms - Brazil - December 2015

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"The economy has been influencing the activities moms do with their kids, with many of them trying to save by opting for more affordable leisure activities and spending more time at home rather than going out."

— Renata Pompa de Moura, Research Manager

### This report looks at the following areas:

- Financial security is a great concern of moms
- Single moms are more likely to feel they need more time for themselves
- What can malls and leisure centers do to continue attracting consumers?

Ensuring the future wellbeing of children is not an easy task for Brazilian moms, as safety of children, financial situation and quality of education are uncertain factors for those living through an economic downturn.

While moms are looking to save on leisure activities with their kids, such as opting for in-home activities, many of them are also allocating more time to dedicate to their children and adopting a more flexible approach to educating their kids.

This report not only covers the behavior of this demographic group but it also presents opportunities for brands and marketers targeting Brazilian kids and moms.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Child safety is the top concern of moms

Figure 1: Concerns toward the welfare of child/children, July 2015

More dedicating and less strict parenting

Figure 2: Attitudes toward parenting, July 2015

Moms have been watching more TV with their children

Figure 3: Changes in frequency of doing activities, July 2015

AB moms are the most likely to find more time to spend with their children

Figure 4: Reasons to change the frequency of activities, July 2015

What we think

### Issues and Insights

Financial security is a great concern of moms

The facts

The implications

Single moms are more likely to feel they need more time for themselves

The facts

The implications

What can malls and leisure centers do to continue attracting consumers?

The facts

The implications

### The Market – What You Need to Know

The number of crimes in Brazil is alarming

Inflation and unemployment peak in 2015

Obesity and overweight: a problem among Brazilian children

Moms are having fewer children and at later age

### Market Drivers

Child obesity: a growing problem

Violence and crime rates are high in Brazil

Figure 5: Number of murders in Brazil, 2013 and 2014

Moms are having fewer children and at a later age

Figure 6: Fertility rate, Brazil, 2000-14

Inflation and unemployment keep rising in 2015

Figure 7: Consumer price index (IPCA), in %, Brazil, November 2014- November 2015

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Figure 8: Unemployment rate per trimester in %, Brazil, January 2015- September 2015

## The Consumer – What You Need to Know

Quality of children education: most important for Northeastern moms

A balanced diet is more important to moms than physical activity

Young moms have a higher tendency to reward children for good behavior

Online parenting advice: a resource more used by young moms

Moms could be replacing meals at restaurants by snacks out of home

Although outdoor activities are encouraged, moms are taking kids less often to beaches and parks

## Concern toward the Welfare of Child/Children

Child safety is the top concern of moms

Figure 9: Concern toward the welfare of child/children, July 2015

ABs are the most likely to be concerned with a number of factors

Figure 10: Selected concerns toward the welfare of child/children, by socioeconomic group, July 2015

Moms living in the Northeast are the most concerned with the quality of their children's education

Figure 11: Concern with quality of children education, by region, July 2015

Access to quality healthcare more important to moms with children under 3

Figure 12: Concern with access to quality healthcare, by age of children, July 2015

Good examples to follow: more important to young moms (aged 16-24)

Figure 13: Concern with good examples to follow, by age of moms, July 2015

Moms tend to be more concerned with a balanced diet than physical activity

Figure 14: Concern with a balanced diet and with physical activity, all moms, July 2015

## Attitudes toward Parenting

More dedicating and less strict parenting

Figure 15: Attitude toward parenting, August 2015

Moms of younger children and those in classes ABC1 are more likely to prefer shopping for their children than for themselves

Figure 16: Agreement with the statement "I prefer to shop for my children rather than shop for myself," by age of children, July 2015

Figure 17: Attitude toward parenting, "I prefer to shop for my children rather than shop for myself," by socioeconomic group, July 2015

Young consumers are more likely to reward children for good behavior

Figure 18: Agreement with the statement "I reward my child/children for good behavior," by age of moms, July 2015

20% of moms of children under 3 look for parenting advice on the internet

Figure 19: Agreement with the statement "I look for parenting advice on the Internet," by age of children, July 2015

## Changes in Frequency of Doing Activities

Moms have been watching more TV with their children

Figure 20: Changes in frequency of doing activities, July 2015

Moms could be replacing restaurants by snacks out of home

Figure 21: Changes in frequency of having snacks out of home and going to restaurants, by all moms, July 2015

Activities such as movies, traveling, and shows are suffering

Figure 22: Changes in frequency of going to the cinema, traveling for leisure and going to shows/concerts, by all moms, July 2015

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## Reasons to Change the Frequency of Activities

AB moms are the most likely to find more time to spend with their children

Figure 23: Reasons to change the frequency of activities, July 2015

25% of Brazilian moms have been spending more money on their child/children now compared to 12 months ago

Figure 24: Changes in volume purchased, supermarkets' private label, September 2015

28% of moms have been encouraging their child/children to take part in more outdoor activities

Figure 25: Selected reasons to change the frequency of activities, July 2015

As children age, leisure activities with moms decline

Figure 26: Agreement with the statements "I think that my child/children would rather go out with friends than their parents" and "my child/children are reluctant to take part in leisure activities with me," by age of children, July 2015

## Appendix – Abbreviations

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