

Marketing to Moms - US - September 2016

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"Moms today are having their first child later in life and are choosing to have smaller families. Increasing childcare costs and limited benefits for working moms (such as paid maternity leave), are leading more moms to consider staying at home. Ultimately, moms today are proud of their parenting decisions and consider parenting to be a series of personal choices."

- Gina Cavato, Lifestyles & Leisure Analyst

This report looks at the following areas:

- High cost of raising a child, slow wage growth, leading to smaller families
- Moms aren't as likely to value media sources
- Self-care is a common challenge among all moms
- Moms less confident about their own social lives, having it "all-together"

This Report discusses moms' perceptions of parenting resources and attitudes and investigates the challenges and concerns moms face.

When referring to the consumer data in this Report, moms are defined as female parents or guardians aged 18+ who have children younger than 18 living in the home.

- New moms are defined as female parents or guardians who have given birth, adopted, or become the legal guardian of their first child(ren) in the last three years.
- Experienced moms are defined as female parents or guardians who have given birth, adopted, or become the legal guardian of their first child(ren) more than three years ago.

Another definition of moms, 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 2016* and *Marketing to Black Moms – US, September 2016*.

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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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