

Marketing to Parents - UK - November 2017

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“While being a parent has never been easy, it could be argued that today’s parents face a unique set of factors that are making them more stressed than preceding generations. With this in mind, campaigns that carry pro-relaxation messages are likely to resonate with this cohort, particularly where they can emphasise that ‘relaxing’ needn’t equal ‘expensive’.”

– **Jack Duckett, Sr Consumer Lifestyles Analyst**

This report looks at the following areas:

- **Helping parents to relax**
- **Getting parents to eat more healthily**
- **Bolstering parents’ exercise habits**

Today’s parents are more stressed than ever as they look to balance the demands of raising a family with their professional lives. As this high pressured dynamic drives up parents’ stress levels, there is a correlating rise in the demand for services that will help them relax and unwind.

Initiatives to help today’s parents make dietary improvements, as well as encourage whole families to be more active, are likely to resonate with this cohort; particularly as they are more health-conscious than previous generations.

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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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Correspondence analysis methodology

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