

Marketing to Moms - US - October 2018

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The competition among brands to get moms' attention is fierce. Only a small share of moms say they have the money to pay for everything their kids want to do, meaning brands have to put in a lot of effort to make it to the top of moms' list.

- Dana Macke, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- **Moms, kids, and technology**
- **Moms and social media**
- **Moms at work and at home**
- **Moms and finances**

One way brands can provide moms more value is by helping her balance all the contradictions she faces: wanting her kids to understand technology, but not be consumed by it; wanting to be a full-time parent, and also a part of the working world; wanting to connect with other moms, but perhaps not feeling comfortable sharing the intimate details of family life.

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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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