

Marketing to Mums and Mums-to-be - UK - September 2011

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“With women putting a higher priority on their education, careers and financial stability, the average age of becoming a mother has gone up to 29.5 years. With 2.8 million breadwinner mothers in the UK, partners play an increasingly important role in the upbringing of their offspring, even though women are still considered to be the primary carers. However, with the cost of childcare on the rise, some mothers (especially those returning to a part-time job) start to weigh out whether or not it’s worth returning to work at all.”

– Ina Mitskavets, Consumer and Lifestyles Analyst

In this report we answer the key questions:

Some questions answered in the report include:

- What is the dynamic between mums and dads when caring for their children?
- What are the key reasons that mums return to work and what proportion of mums decide to stay at home with the baby?
- Is there a gender divide in the childcare responsibilities that mums assume?
- Do mums prioritise work or family?
- Pester power has long been touted as a key purchase influencer but in which sectors do mothers succumb to it?

For the purposes of this report, a mum is a female over the age of 16 who has at least one child under the age of 21 living within the household. Mintel estimates that there are 8.5 million mothers living in the UK. Data from the Office for National Statistics show that single mothers comprise 14% of all UK family types.

The employment gap between women with and without children has been narrowing down since the late 90s, with more women choosing to return to work full-time after having a child. Current economic uncertainty and the rising cost of living, coupled with the government’s austerity measures have had an impact on British families, and fears over job security likely impact on mothers’ decisions to go back to work. With financial concerns being the primary force for driving mothers back to work, growing numbers of women breadwinners will see partners pitch in more around the household and in helping out with raising the children.

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