

Families - UK - August 2014

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"Grandparents play an important role in their grandchildren's lives, offering practical, financial and emotional support. Going forward, brands/retailers could benefit from highlighting this special relationship, not only in their marketing but also in the products and services they offer."

- Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Opportunity to highlight the role of grandparents in the family
- Making families more active

Increasing financial pressures are resulting in a growing number of parents balancing work with raising children, which in turn is leading to a greater number of grandparents stepping in to help with day-to-day childcare duties. This is presenting a significant opportunity for brands to reassess the typical modern family, and to not only target parents but also grandparents with marketing.

But money is not the only area of concern for parents; family health is also top of mind, with many needing help and guidance from brands and retailers to help their children lead active lives and eat healthily, albeit without breaking the bank.

This report explores various areas of family lifestyles, including the role grandparents play in looking after and teaching their grandchildren skills; what families do on typical weekends and what they would like to do on an ideal weekend; where parents hear about new products; and the considerations parents take into account when choosing food and drink, clothing/shoes and entertainment products for their youngest child.

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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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