

Marketing to Moms - US - September 2014

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"The modern mom utilizes an assortment of tools and resources to research products and make purchases; most prominent among them is her smartphone, but her arsenal also includes social media, family and friends, and experts."

- Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- The discrepancies between moms and dads in time devoted to work, household duties, childcare, and leisure
- Pressure to be a "super mom"
- Brand loyalty and purchase influencers

Moms today have more avenues to research products and parenting than ever before, and in turn, her purchases are subject to a wider range of influences. This report examines the demographics and parenting situations of moms, as well as moms' social media use, attitudes toward parenting, information sources, brand loyalty, and purchase influencers. The findings in this report can be used to craft marketing strategies to not only reach moms, but to gain their attention.

This report builds on the analysis presented in Mintel's *Marketing to Moms – US, September 2013*, as well as the February 2012, February 2011, and February 2010 reports of the same title. Readers may also be interested in Mintel's *Black and Hispanic Moms – US, January 2014* and *Hispanic Moms – US, February 2013* reports.

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