

## Marketing to Black Moms: Incl Impact of COVID-19 - US - September 2020

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“Black moms are aware of the unique parenting challenges they face this year amid COVID-19 and an intensified focus on social justice. However, they want to avoid making their kids fearful of the world, and instead give them confidence to overcome any challenge they face. Their primary focus is their children and providing them with a safe environment, education and a ton of love.”

– **Ariel Horton, Lifestyle and Leisure Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on Black moms, including their employment and financial situations.**
- **How Black moms are discussing difficult topics with their children this year.**
- **The networks Black moms rely on for parenting advice and support.**
- **Black moms' hopes for their children's future.**

All moms are navigating the many curveballs that 2020 has thrown their way; however, many of these challenges are amplified for Black moms. Black moms are dealing with financial and lifestyle upheaval caused by the COVID-19 pandemic, while also feeling the need to address and educate their children on difficult topics like racism and discrimination. Even with these challenges, more than eight in 10 Black moms say they love being a mom and they continue to be optimistic about their children's future.

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## Table of Contents

### Overview

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: US market context

### Executive Summary

- Top takeaways
- Target audience overview
  - Figure 1: Living arrangements of Black children under age 18, 2018
- Impact of COVID-19 on Black moms
- Concerns over risk of exposure
- Concerns over financial impact
  - Figure 2: Short-, medium- and longer-term impact of COVID-19 on Black moms, September 2020
- Opportunities and Challenges
- Create space for Black moms to find community
  - Figure 3: "I have made new mom friends," by race and Hispanic origin, June 2020
- Provide expert brand advice
  - Figure 4: Tell us how you really feel – advice, Black moms indexed to all moms, April-June 2020
- Reflect Black moms' positive parenting perceptions
  - Figure 5: Parent associations, by myself, my mom and my dad, June 2020
- Help Black moms prepare their children for the future
  - Figure 6: Hopes for the future, Black moms indexed to all moms, April-June 2020

### Target Audience – What You Need to Know

- Black moms are the head of household
- Black moms are engaged on social media
- Black moms are looking for support and advice
- Black moms are feeling the impact of COVID-19

### Black Moms by the Numbers

- Black families make up 14% of American families
  - Figure 7: Households with related children, by race of householder, 2018
  - Figure 8: Family formation, April-June 2020
- A shrinking birth rate among Black moms
  - Figure 9: Percent change in number of births, by race and Hispanic origin of mother, 2018-19
- Single moms are the most common household type
  - Figure 10: Living arrangements of Black children under age 18, 2018
- Providing a safe environment

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Figure 11: "My child is growing up in a safe environment" – CHAID – Tree output, April 2020

Black moms are working hard

Figure 12: Employment, Black moms indexed to all moms, April-June 2020

## Market Opportunity: Moms on Social Media

Black moms are engaged on social media

Figure 13: Social media weekly visits, Black moms indexed to all moms, April-June 2020

They are OK with their kids' engagement with technology

Figure 14: Tell us how you really feel, Black moms indexed to all moms, April-June 2020

## Market Opportunity: The Moms Network

Black moms connect to other moms at work

Figure 15: "I have made new mom friends," by race and Hispanic origin, June 2020

Figure 16: Mom friends, by age and employment, April 2020

Black moms are looking for advice

Figure 17: Tell us how you really feel – advice, Black moms indexed to all moms, April-June 2020

Black moms seek more community

Figure 18: Stories of black motherhood, August 2018

## Impact of COVID-19 on Black Moms

Risk of COVID-19 exposure heightened for Black moms

Figure 19: Concern about COVID-19 exposure, by moms and Black moms, April 2020

Black moms feel the financial effects of COVID

Figure 20: Financial situation, by moms and black moms, April 2020

Figure 21: Future financial situation, by moms and black moms, April 2020

Adjusting to school at home without adequate resources

Figure 22: Parenting during COVID – school, by race, June 2020

The pressure of balancing work and childcare responsibilities

Figure 23: Single moms are pandemic heroes too post, June 2020

## Companies and Brands – What You Need to Know

Physical challenges for expecting and new moms

Maintain their psychological health through protests

Empowering their voices

Finding community support

## What's Happening Now

Mintel Trend Driver: Wellbeing

Figure 24: Mintel Global Trend Driver Wellbeing

Early stages of motherhood are fraught with physical challenges

Increased risks of mortality for expecting Black moms

Figure 25: Mama Glow Birth Equity Webinar Post, April 2020

Finding breastfeeding support

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Figure 26: Virtual baby café, August 2020

The psychological impact of the protests

Figure 27: Advice on coping with racism amid protests of police violence after George Floyd's death, June 2020

## What's Happening Next

Mintel Trend Driver: Rights

Figure 28: Mintel Trend Driver Rights

Black moms found self-expression through protests long before 2020

Figure 29: Important issues, Black women indexed to all adults, June 2020

Figure 30: The Main Thing Post, June 2020

Black moms are using their voices in the upcoming election

Figure 31: Politics, Black moms indexed to all adults, February 2020

Figure 32: I accept your nomination for Vice President of the United States, August 2020

Mintel Trend Driver: Identity

Figure 33: Mintel Trend Driver Identity

Black moms are the least receptive to their children being LGBTQ+

Figure 34: "I would be ok with my child being LGBTQ+," by race, June 2020

New Black mom lifestyle brand centers around community

Figure 35: Welcome to Sugaberry Post, March 2020

## The Consumer – What You Need to Know

Finding the positives in motherhood

Supporting Black culture

Having difficult conversations with their children

Looking to the future

## Finding Joy in Motherhood

Loving motherhood increases with more support

Figure 36: "I love being a mom," by employment status, by income group, April 2020

Younger moms feel more connected to their partners

Figure 37: Relationship with partner, by age, April 2020

Black moms trust their parenting instincts

Figure 38: "I have felt judged by another mom for my parenting choices," by race, June 2020

Finding the positive in negative situations

Figure 39: "I have gotten closer to my family during the COVID-19 pandemic," by race, June 2020

## Supporting Black Culture

Higher-income moms support Black-owned businesses

Figure 40: "I buy products for my kids that reflect my culture," by income and education, April 2020

Figure 41: Founders We Believe In: The Honey Pot, February 2020

Exposing children to cultures different from their own

Figure 42: "I try to expose my child to cultures different from my own," by income and education, April 2020

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Figure 43: 10 Minutes of Spanish Nurse Rhymes, September 2018

## Addressing Difficult Topics

### Black moms are proactively tackling difficult conversations

Figure 44: A is for Activist, January 2020

Figure 45: Tackling difficult topics, Black moms indexed to all moms, April-June 2020

### Black moms with sons focus more heavily on certain topics

Figure 46: Tackling difficult topics, by gender of children, April 2020

Figure 47: When They See Us Clip – Mother and Son, October 2019

### Moms feel the weight of these conversations and look to family to help

Figure 48: Who is helping tackle difficult topics, Black moms indexed to all moms, April-June 2020

Figure 49: I rely on my family to help with childcare, by race, June 2020

### Moms may be uneasy about their kids' social circles

Figure 50: "I like my kids' friends," by race, June 2020

## Children's Future

### They believe their children's future will be better than their own

Figure 51: "My child's future will be better than mine" – CHAID – Tree output, April 2020

Figure 52: Coco'Pie Clothing Instagram Post, July 2020

### Reflecting on their own parents

Figure 53: Parent associations, by myself, my mom and my dad, June 2020

### Hopes for their children's future

Figure 54: Hopes for the future, Black moms indexed to all moms, April-June 2020

### Expecting their children to rely on them in the future

Figure 55: Children relying on parents repertoire, June 2020

Figure 56: Children relying on parents, Black moms indexed to all moms, June 2020

## Appendix – Data Sources and Abbreviations

### Data sources

Consumer survey data

### Abbreviations

Abbreviations

## Appendix – The Consumer

### CHAID

Figure 57: General mom attitudes – CHAID – Table output, April 2020

### Methodology

#### College enrollment rates

Figure 58: College enrollment rates of recent high school graduates 16 to 24 years old by sex, race, October 1994–2019

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