

Marketing to Dads: Incl Impact of COVID-19 - US - November 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“While dads may see themselves as new and improved version of their own fathers, they still see the room for improvement in their roles. They see their partners as the primary parent, which contributes to their lack of confidence in their parenting abilities and potentially difficult time communicating and connecting with their children as they get older.”

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

This report looks at the following areas:

- The impact of COVID-19 on dads.
- Dads’ perception of their personal financial situation, now and in the next year.
- Dads’ confidence in their parenting abilities and where they look for support.
- How dads’ view their relationship with their spouse/partner and children.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Marketing to Dads: Incl Impact of COVID-19 - US - November 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com