

Marketing to Moms - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on US moms
- The different groups of moms based on the attitudes toward parenthood
- The mix of emotions moms felt in the past year
- What changes moms anticipate once COVID-19 is no longer a concern



“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Brands have an opportunity to accompany and guide this change.”

– Juan Ruiz, Director of Hispanic Insights

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- COVID-19: market context
- Economic and other assumptions

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on moms
Figure 1: Short-, medium- and long-term impact of COVID-19 on moms, 2021
- Opportunities and challenges
- Make sense of moms' attitudinal diversity
Figure 2: Moms' attitudinal segments, 2021
- Help moms visualize their path
Figure 3: Post-COVID-19 time requirements, 2021
- Empower moms to take care of their mental wellbeing
Figure 4: Prevalent emotions during COVID-19, 2021

A DEMOGRAPHIC OVERVIEW OF MOMS – KEY TAKEAWAYS

- Moms' numbers and diversity make them a critical target
- Moms are learning to live with the pandemic
- Stagnant household income forces moms to prioritize spending

MOMS BY THE NUMBERS

- 35 million moms manage US households
Figure 5: Number of moms with coresident children under 18, by age of the mom, 2020
- US moms are diverse
Figure 6: Population by race and Hispanic origin, 2016–26 : Figure 7: Population distribution, by age and race/Hispanic origin, 2021
- Declining birth rates
Figure 8: Births, by race and Hispanic origin of mother, 2018–19
- Younger moms are more likely to raise children without a significant other
Figure 9: Marital status moms with coresident children under 18, by age, 2020

What's included

- Executive Summary
- Full Report PDF
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- Powerpoint Presentation
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Figure 10: Marital status, moms with coresident children under 18, by race and Hispanic origin, 2020

MARKET FACTORS

- **Impact of COVID-19 on moms**
- **Immediate impact (2020)**
- **Short term (2021)**
Figure 11: CDC Facebook post, 2021
- **Recovery (2022-25)**
- **Real median household income of families with children shows modest growth**
Figure 12: Median household income of families with related children, in inflation-adjusted dollars, 2007-19
Figure 13: Median household income, by race and Hispanic origin of householder, 2019
Figure 14: Household income distribution by race and Hispanic origin of householder, 2019

MARKET OPPORTUNITIES

- **Mintel Global Trend Drivers**
Figure 15: Mintel Global Trend Drivers
- **Rights: respect, protect, and support moms**
Figure 16: Moms’ perception of support, by moms’ attitudinal segments, 2021
- **Identity: something moms want to uncover on their own**
Figure 17: Moms’ attitudes toward parenthood, 2021
- **Wellbeing: help moms stay sane**
Figure 18: H-E-B Grocery Stores Facebook post, 2021

COMPETITIVE STRATEGIES

- **Exclusive products to enhance the shopping experience: Target**
- **Engage moms and kids live and virtually: Walmart**
Figure 19: Walmart Stores creative, 2021
- **Remind moms of value propositions in relatable settings: Clorox**
Figure 20: The Clorox Company creative, 2021

THE CONSUMER – KEY TAKEAWAYS

- **Support from others key to defining moms’ lives**
- **COVID-19 added to moms’ mental strain**
- **Moms want more time with family and friends, and more time for themselves**

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- **Most moms foresee that their time commitments won't change**
- **Working moms stay motivated by not losing sight of why they work**
- **How supported stay-at-home moms feel shapes their mindset towards parenting**

MOMS' ATTITUDINAL SEGMENTS

- **Moms' attitudes show different groups**
- **The four segments**
Figure 21: Motherhood attitudinal segments, 2021
- **Independent Moms (22%)**
Figure 22: Profile of Independent Moms, 2021
- **Pressured Moms (27%)**
Figure 23: Profile of Pressured Moms, 2021
- **Supported Moms (30%)**
Figure 24: Profile of Supported Moms, 2021
- **Unsupported Moms (21%)**
Figure 25: Profile of Unsupported Moms, 2021
- **Key segmentation themes**
- **Moms see support as a full glass or an empty glass**
Figure 26: Moms' perception of support, by moms' attitudinal segments, 2021
- **Parenting is a full-time job that is worth it**
Figure 27: Moms' attitudes toward parenting, by moms' attitudinal segments, 2021
- **Pressure to live up to expectations makes moms see things harder**
Figure 28: Moms' attitudes toward parenting, by moms' attitudinal segments, 2021

PREVALENT EMOTIONS DURING COVID-19

- **Moms felt the weight of COVID-19**
Figure 29: Prevalent emotions during COVID-19, 2021
Figure 30: Colgate Instagram post, 2021
- **Close circles influence moms' emotions**
Figure 31: Prevalent emotions during COVID-19, by moms' attitudinal segments, 2021
- **Lifestyle impacts moms' joy and optimism**
Figure 32: Emotions during COVID-19 – Joyful vs optimistic, by age, 2021
Figure 33: General Mills Facebook post – Pillsbury Cookies & Brownie Doughs, 2021

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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NEXT YEAR'S WISHES

- **Moms wish for financial security, bonding with family and some time for themselves**

Figure 34: Next year's wishes, 2021

- **Brands need to be mindful of variations in the desire for more social connection next year**

Figure 35: Next year's wishes – Connections & professional growth, by race and Hispanic origin, 2021

Figure 36: Next year's wishes – Connections & professional growth, by household income, 2021

PRIORITIZING TIME POST-COVID-19

- **Some moms want to prioritize self-care**

Figure 37: Moms' plans to prioritize their time post-COVID-19, 2021

- **Moms' plans may not materialize**

Figure 38: Moms' plans to prioritize their time post-COVID-19 – Will do more, by moms' attitudinal segments, 2021

WORKING MOMS – FEELINGS TOWARD WORK

- **Working moms take pride in being able to do it all**

Figure 39: Working moms' feelings toward work, 2021

Figure 40: PC Express Facebook post, 2019

Figure 41: PC Express – The Talk 30sec, 2019

- **Support is critical to keep working moms motivated**

Figure 42: Working moms' feelings toward work, by moms' attitudinal segments, 2021

- **More affluent moms are more positive about their jobs**

Figure 43: Working moms' feelings toward work, by age and household income, 2021

STAY-AT-HOME MOMS – FEELINGS TOWARD STAYING AT HOME

- **Most stay-at-home moms see it is as the right choice for them**

Figure 44: Stay-at-home moms' feelings toward staying at home, 2021

- **Perception of support makes a significant difference among stay-at-home moms**

Figure 45: Stay-at-home moms' feelings toward staying at home, by moms' attitudinal segments, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

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