

# Marketing to Moms - Canada - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on Canadian moms.
- Market factors impacting moms and families.
- Profiles of four identified mom segments.
- Shopping habits of moms.
- Parenting supports relied upon by moms.
- Attitudes and behaviours of Canadian moms.

Canadian moms have dealt with extraordinary circumstances over the pandemic. From trying to keep their families safe and healthy, to school closures and juggling childcare with their typical workloads, moms have been stretched like never before. Despite these unique challenges, moms continue to deal with whatever new obstacle is thrown at them – because that’s just what moms do! Moms are generally satisfied with parenthood and take pride in their children, though mom guilt, judgement and feelings of being overwhelmed continue to persist despite the joys. Canadian moms are receptive to information that will help them be better parents and streamline their busy days. Going forward, moms will be seeking support from brands and products that offer convenient products and services to help them transition back into busier out-of-home schedules as the pandemic wanes.

The analysis in this Report looks at moms’ relationships with their children and their perspectives on motherhood and parenting supports. Furthermore, there is a specific analysis of parenting amid COVID-19 – both in terms of the challenges moms are facing as well as some of opportunities that have presented themselves as pandemic silver linings. Understanding moms can give brands valuable hints about a market’s direction as a whole, as moms significantly influence their homes’ decision-making and the children they are raising.



“While moms as individuals vary considerably in their interests and approaches to parenting, as a collective, moms are generally satisfied with motherhood and take pride in their children. The pandemic has been particularly challenging for moms, who saw their household workloads increase significantly.”

– **Meghan Ross, Senior Home & Beauty Analyst**

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