

Marketing to Moms - US - 2022

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This report looks at the following areas:

- Moms' attitudes toward parenting
- Activities that bring moms the most enjoyment
- Considerations moms have when shopping for the home
- Value-seeking behaviors moms have done recently

Nine out of 10 moms say they usually put their children's needs before their own, but nearly as many agree that moms should maintain their own identity outside of parenthood. This tension drives moms to try to "do it all" – often at the expense of their own needs.

Moms are concerned about inflation, and they approach shopping with a budget-conscious mindset. The nearly one quarter of moms who are single are especially hurt by rising consumer prices.

The majority of moms are employed, but they also take on more childcare and household responsibilities than dads do. As a result, moms are often stretched too thin and are unable to spend time doing things for themselves, such as exercising. Brands can help moms by offering convenience, but much could also be done to encourage dads to pick up some of the slack around the house.



"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of household responsibilities."

- **Kristen Boesel, Senior Lifestyles Analyst**

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