

# Marketing to Parents - UK - 2022

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## This report looks at the following areas:

- A demographic overview of parents in the UK.
- Market factors impacting the lifestyles of parents, including the rising cost of living.
- Parents' spending changes since the pandemic.
- How parents are spending their time since the pandemic.
- Family eating patterns.
- How children spend their free time.
- Experiences/interactions which parents think are important in their children's education about diversity.

Having spent far less money and time on leisure and travel over the past two years, there will now be a willingness from parents to create new memories and enjoy time together as a family outside of the home. Travel and leisure brands should be providing the space for families to enjoy themselves in a post-COVID world and celebrate the increased sense of closeness among families.

Parents are increasingly prioritising their own health, with 36% saying eating healthily and exercising are higher priorities now than before the pandemic and 27% saying they are exercising more. And yet, just 27% of children aged 3-18 are engaging in exercise or sport in their free time. This highlights that while parents have picked up healthy habits, benefiting from an increased amount of time over the past two years, they are struggling to encourage these same healthy behaviours in their children's lives and need support from brands to do so.



"While the rising cost of living will undoubtedly have an impact on household finances and cause many to economise, this can be countered by the pent-up demand for novel experiences and the desire to make up for 'lost fun' among parents."

- **Francesca Smith, Research Analyst, March 2022**

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