



# Marketing to Hispanic Moms - US - 2022

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## This report looks at the following areas:

- Life satisfaction
- Family and household responsibilities
- Parenting challenges
- Moms' hopes for the future
- Parenting identities

Family is very important for Hispanic moms, but household chores and family responsibilities are posing challenges, like getting enough sleep, for over half of the segment. Hispanic moms continue to face constant pressure to balance their careers, caregiving responsibilities, and household chores, as balancing responsibilities as a mother with other responsibilities is a top cited parenting challenge.

Moms continue to be solely responsible for household tasks, regardless of employment status or household income. Persistent gendered division of labor is leading many women to over-perform to meet expectations, but they are on the path to burnout. While most mothers are satisfied with their health and generally feel fulfilled, mothers balancing employment and house chores have the potential to drive lower life satisfaction numbers in the future.

As children face mental health issues, it is imperative that brands take part in helping moms have more time to parent or by taking part in the mental health conversation to enact meaningful change. Brands can encourage dads to step up through marketing materials and tools and help moms feel in control and build resiliency so they can create a sense of stability no matter the circumstances.



"Hispanic moms are striving to balance their careers and their caregiving responsibilities, but oftentimes this means putting the needs of others before their own to the point of burnout."

- **Stefanie Kundakjian,**  
**Multicultural Consumer**  
**Insights Analyst, Hispanic**  
**Focus**

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