

Marketing to Black Moms - US - 2022

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This report looks at the following areas:

- Children's influence on purchases
- Parent identity
- Parenting and technology
- Health and pregnancy
- Goals for children

Black moms are making many changes to their lifestyles to best serve their kids. They are focused on making purchases that ensure their kids' needs are met and also open to exploring new ways to encourage their children to be successful members of society. There is also a focus on health and wellness as well as how their children are interacting with technology. In all that, Black moms are still saving a piece of their thoughts for themselves and their identity. With concerns about who they are and how they look, ample opportunities exist for brands to support moms finding personal fulfillment within the context of their busy lives. As they look into the future, moms want to strike the perfect balance between successful mom and successful woman.



"Black moms are dynamic in how they choose to present themselves. They are focused on ensuring their children have everything they need and are set up to succeed, yet moms don't lose sight of the person they are outside of motherhood."

– Courtney Rominiyi,
Multicultural Consumers and
Culture Analyst

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