

Family Planning and Pregnancy - UK - 2023

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This report looks at the following areas:

- The impact of the cost of living crisis on family planning and pregnancy.
- What family planning and pregnancy products/tools are the most used.
- What is the consumer's pre-purchase journey when buying family planning and pregnancy products.
- What pregnancy symptoms are experienced the most and interest in relevant product innovation.
- Perceptions of family planning and pregnancy information sources.
- Cross-category and category-specific opportunities in family planning and pregnancy.

Consumers are seeking a more holistic and personal perspective, as 54% of women and transgender men aged 18-50 are interested in family planning and pregnancy products that improve overall wellbeing, with a number of ways in which brands can cater to this need. For example, BPC products that are easy-to-incorporate into self-care practices, such as bathing products, which can soothe pregnancy/postpartum symptoms or help relieve anxiety, would appeal.

The rising cost of living crisis is creating stress and anxiety for couples who are considering starting or expanding their family, which could see the birth rate in the UK return to a decline. Brands in this category have a unique opportunity to support expecting and aspiring parents by providing tips on saving money. Additionally, brands and retailers can use loyalty schemes to help alleviate some of the financial burden.

Beyond a declining birth rate, the biggest threat to the category is the sustainability of traditional family planning and pregnancy products, such as digital pregnancy tests. With limited innovation, consumers may begin to scrutinize the environmental impact of the category, or alternatively, a shift away from digital tests towards eco-friendlier alternatives could also erode value sales.



"Since the COVID-19 pandemic's 'baby boom', perspectives on family planning have shifted and hesitancy to start or expand families due to the cost of living crisis. Although this may disadvantage the category, it remains important for brands to personalise and support the journeys of aspiring and new parents."

– Shiyan Zering, BPC and OTC Analyst

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Finally, pregnancy and fertility tracking apps are widely used and seen as innovative, therefore there is an opportunity for brands to either create their own apps to accompany products, or collaborate with well-known/used apps like Flo or Pregnancy+ to support and guide new/aspiring parents. By embracing new technology and providing innovative solutions, family planning brands can stay ahead of the curve and continue to meet the needs of their customers.



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