

# Marketing to Asian Moms - US - 2023

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## This report looks at the following areas:

Achievements needed to make them feel like a 'super-mom' and barriers to achieving this

Areas where Asian Moms would like some help and what they're willing to pay for

Areas Asian Moms would prioritize if they had an extra three hours in their day

Perceptions on ability to balance their own needs against the needs of their children



"Asian moms may seem to have it all: they are on average more affluent, more educated and more likely to be living with a spouse than other moms. At the same time, they are also the most likely to admit they feel overwhelmed with the responsibilities of being a parent."

– Carol Wong-Li, Director – Consumers and Culture

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