

Family Entertainment - US - 2023

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This report looks at the following areas:

- How inflation and shifting family dynamics impact family activities
- Digital, screen-free, and out-of-home activities parents have done with their children
- Motivations for family activities
- Attitudes toward family entertainment
- Types of experiences parents want for their children

As families continue to return to more prepandemic activities, they are now faced with the challenge of navigating increased prices across categories. For some families, this will impact the types of activities they do and content they consume; 71% agree inflation makes it difficult to do the family activities they want to do, and 69% are staying home more often to save money. That said, nearly half (48%) are not willing to cut back on their family entertainment budget. This likely means some parents may look to cut back spending in other categories to ensure they don't have to adjust their family approach. This will be based on several factors such as shifting family dynamics and financial stability.

Additionally, how and where families look for and engage with different activities will shift as technology and personal interests evolve. As such, parents will be looking for activities and content that are offered across channels and that provide both monetary and emotional value.



"The activities and experiences families can enjoy together are evolving due to emerging technology and in-person offerings. For parents, it's less about the quantity of time with their kids and more about having quality time and shared experiences. Brands must offer experiences and content that align with parents' goals involving their children."

- Vince DiGirolamo, Reports Director

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What's included

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