

Marketing to Moms - US - September 2017

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"The 43 million moms in the US are an important segment for marketers to understand, as they are often making purchases for the entire household. Although some family dynamics have changed, some traditional norms remain. Moms still prioritize spending time with their kids over their household chores, with the perspective that spending quality time with their children is irreplaceable."
- Dana Macke, Sr Lifestyles and Leisure Analyst

This report looks at the following areas:

- **Moms' parenting role includes household management**
- **Young women more taken aback by the #ParentLife**
- **Marginalized moms looking for representation**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Moms' parenting role includes household management

Figure 1: Moms' priorities, by moms and dads, May 2017

Young women more taken aback by the #ParentLife

Figure 2: What makes moms different – Select items, by age, May 2017

Marginalized moms looking for representation

Figure 3: Targeting moms – Select items, by marital status, May 2017

The opportunities

If moms had the chance, they'd leave the house work to someone else

Figure 4: Mom survival, May 2017

Moms agree that dads aren't as clueless as they appear on TV

Figure 5: Targeting moms, May 2017

Moms more price sensitive when shopping for basics

Figure 6: Correspondence analysis – Product purchases, May 2017

What it means

The Market – What You Need to Know

Number of moms in the US estimated at 43 million

Average age of moms continues to increase

New moms may not be married, but they aren't necessarily "single"

Moms still more likely to be the stay-at-home caregiver

Social media appeals to the mom audience

The "modern mom" may be code for the "educated mom"

Fertility rate at an all-time low

Moms By the Numbers

An estimated 43 million moms in the US

Figure 7: Number of women who have ever given birth (in thousands), by age, June 2016

Average age of moms creeps up

Figure 8: Average age of women giving birth in specified year, 1990-2015

Figure 9: Birth rates, by age of mother, 1990-2014

Cohabitation drives rise in births to unmarried women

Figure 10: Mothers' relationship status at first birth, by year of first birth, June 2016

Stay-at-home moms greatly outnumber stay-at-home dads

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Figure 11: Married couples with a child under age 15 at home, by presence of stay-at-home parent, 2006-16

Two is the magic number

Figure 12: Women's number of children ever born, by age, June 2016

Characteristics of Modern Moms

Moms overindex on social media usage

Figure 13: Social media usage – At least daily, June 2017

“Chore wars” between men and women continue

Figure 14: Parental time use, by moms and dads, 1965 and 2011

Education drives delayed family planning

Figure 15: Share of high school sophomores in 2002 who were parents 10 years later, by level of education, 2012

Educated women more likely to be in the work force

Figure 16: Labor force participation for women aged 16-50 who gave birth in the past 12 months, by level of education, 2006-15

The US “baby bust” expected to continue

Figure 17: Annual births and fertility rate, 2005-15

Key Trends – What You Need to Know

Flexibility may be key to improved maternity benefits

Brands encourage moms’ “imperfect parenting”

Diaper brands push more expensive training pants

Parental burnout mirrors professional burnout

Meal kit competition continues

Support for moms comes in many forms

Mom’s always watching

What We’re Into

Employers develop tangential maternity benefits to support new moms

Yoplait takes aim at mom shaming

Figure 18: Yoplait ad – “You’ve Got This, Mom On!”, June 2017

Figure 19: Yoplait ad – “Oh Hush, It’s Just Yogurt,” June 2017

Kraft reminds us that moms are people too

Figure 20: “Kraft Macaroni & cheese Shapes: Spectator,” March 2017

Figure 21: “Kraft Macaroni & Cheese: Swing,” March 2017

The Baroness embraces messiness over perfection

Figure 22: Red Baron Pizza Presents The Baroness: War Stories, May 2017

Figure 23: Brawny Pick-A-Size Paper Products, July 2017

Dove uses #RealMoms as a springboard for new baby line

Figure 24: Baby Dove | #RealMoms, April 2017

Figure 25: Dove Baby Rich Moisture Baby Bar, May 2017

What We’re Over

Most day care options offer limited flexibility for parents

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Huggies marketing strategy may face backlash

Figure 26: It's time to potty! March, 2017

Moms face the brunt of sleeplessness

Marijuana use during pregnancy is still a question mark

Moms can experience parental burnout, much like professional burnout

What's Next

The popularity of meal kits spawns other mothers' helpers

Can the Peanut app help match moms?

New research focuses on the difficulty of the "matrescence" transition

Unilever sees women first, moms second

Co-parents don't think of their families as "broken"

Parental controls 2.0

The Consumer – What You Need to Know

Moms prefer their kids to dirty laundry

CEO of the household is still mom

The transition to parenthood may be tougher for young moms

Moms looking for a laugh

Moms seek to save on their regular shopping trips

Moms are comfortable with parenting, but could do without the chores

Mom Survival

Moms look to offload household chores

Figure 27: Mom survival, May 2017

In their own words

Moms face challenges at different stages

Figure 28: Mom survival – Select items, by age of child, May 2017

Married and single moms have a similar list of trials

Figure 29: Mom survival – Select items, by marital status, May 2017

Like most, Hispanic moms may want more help around the house

Figure 30: Mom survival – Select items, by Hispanic origin, May 2017

Moms' Priorities

Moms balance chores and childcare

Figure 31: Moms' priorities, May 2017

Dads less focused on household management

Figure 32: Priorities, by moms and dads, May 2017

Financial concerns outweigh other issues for Black moms

Figure 33: Moms' priorities, by Black vs non-Black, May 2017

Moms of many find it hard to check items off of their to-do lists

Figure 34: Moms' priorities, by number of children under the age of 18 in the household, May 2017

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Changes That Come with Motherhood

Finances are top of mind for new parents

Figure 35: Changes that come with motherhood, May 2017

Moms' and dads' lifestyle transitions are different

Figure 36: Changes that come with parenthood – Select items, by moms and dads, May 2017

Young moms feel the lifestyle shift more acutely

Figure 37: Changes that come with motherhood – Select items, by age, May 2017

New Hispanic moms make major changes

Figure 38: Changes that come with motherhood – Select items, by Hispanic origin, May 2017

In their own words

Targeting Moms

Moms see the lighter side of parenting

Figure 39: Tide | Mega Modern Family, May 2016

Figure 40: Tide | Tide HE Turbo Clean: Baby Food, June 2015

Figure 41: Targeting moms, May 2017

Single moms want to see their lifestyles reflected in ads

Figure 42: Targeting moms – Select items, by marital status, May 2017

Low-income moms feel more connected to “real” moments

Figure 43: Targeting moms – Select items, by household income, May 2017

Ads for Black moms need to reflect their reality

Figure 44: Targeting moms – Select items, by Black vs non-Black, May 2017

Product Purchasing

Moms look for savings on routine purchases

Figure 45: Correspondence analysis – Product purchases, May 2017

Figure 46: Product purchases research steps table, May 2017

After two, the number of kids can influence shopping and saving

Figure 47: Product purchases – Saving, by number of children, May 2017

Single moms demonstrate frugality

Figure 48: Product purchases – Sale purchases, by marital status, May 2017

Moms' Attitudes toward Motherhood Responsibilities

Moms take it all in stride

Figure 49: Ariel - #ShareTheLoad, February 2016

Figure 50: Moms' attitudes toward motherhood responsibilities – How time is spent, May 2017

In their own words

Social media provides some support for moms

Figure 51: Moms' attitudes toward motherhood responsibilities – Technology, May 2017

In their own words

Young moms embrace digital support

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Figure 52: Moms' attitudes toward motherhood responsibilities – Technology, by age, May 2017

With experience, moms feel less overwhelmed ...

Figure 53: Moms' attitudes toward motherhood responsibilities – Stress, by age, May 2017

...but additional children dampen that effect

Figure 54: Moms' attitudes toward motherhood responsibilities – Feeling overwhelmed, by number of children, May 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Correspondence analysis – Methodology

Appendix – The Market

Figure 55: Women's number of children ever born, by age, June 2016

Figure 56: Mothers' relationship status at first birth, by year of first birth, June 2016

Figure 57: Labor force participation for women aged 16-50 who gave birth in the past 12 months, by level of education, 2006-15

Figure 58: Number of women who have ever given birth (in thousands), by age, June 2016

Figure 59: Annual births and fertility rate, 2005-15

Figure 60: Average age of women giving birth in specified year, 1990-2014

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