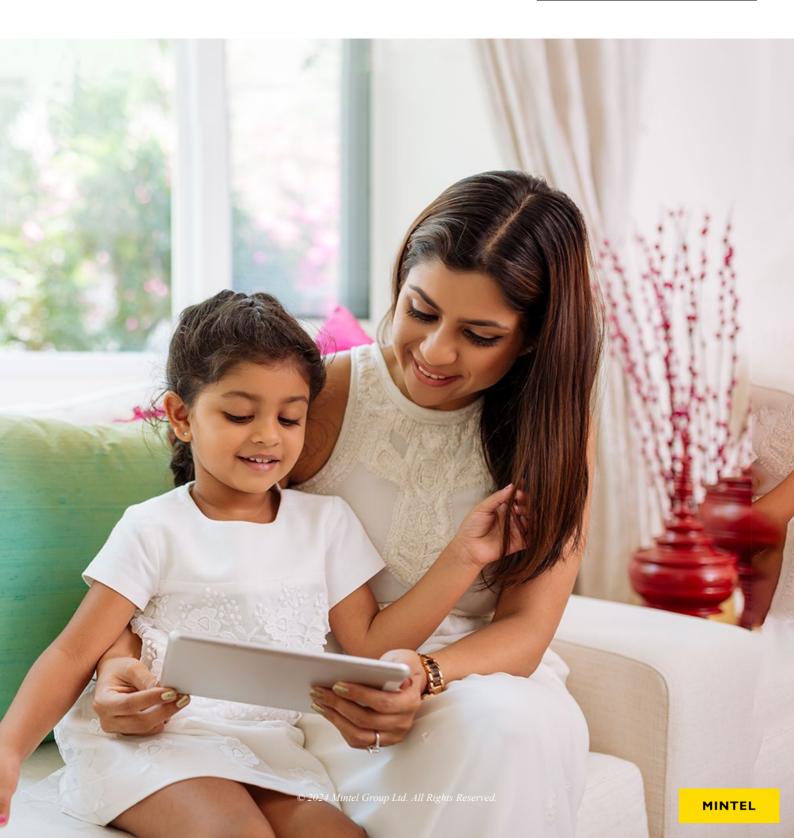
LIFESTYLE OF MUMS – INDIAN CONSUMER – 2018

Offer products to suit the lifestyles of evolving mothers. Help mothers strike the right balance between responsibilities and self-care.



Saptarshi Banerjee, Senior Research Analyst – Lifestyle, India



Report Content

EXECUTIVE SUMMARY

- · What you need to know
- Create brand value with offers suitable to modern Indian mothers; emphasise self-care along with family responsibilities
- · Government attempts to bridge the gender divide in the job market
- Offer support to mothers suffering from depression
- Limit junk food consumption
- · Help mums do it all manage homes, kids and self
- · Encourage mothers to spend time on themselves for better mental states
- What it means

KEY TRENDS

· What you need to know

Key drivers

- · Changing role of women in society more independent and involved in decision making
- Brands must connect with the needs of the evolving modern women
- High disposable incomes + smaller families = more spending power
- · Digital revolution leads to new class of mums aware and ready to share

Global trends and how they are playing out in India

- · Offer consumers the opportunity to break stereotypes with a rise of 'new age' fathers
- · Turn to the digital world for solutions to motherhood issues

CONSUMER INSIGHTS

· What you need to know

Priorities of a mother - children's health and education

- · Promote healthy eating habits for kids the biggest worry for mothers
- · Partner with mothers to offer healthy, wholesome food for kids balance indulgences with health
- · Draw inspiration from global products to offer healthy indulgences to kids
- · Offer products to promote good health among kids, combining healthy eating with a healthy lifestyle
- · Target homemakers with innovative products to help educate children about healthy food habits
 - Graph 1: Top concerns about child's wellbeing Select, May 2018
- Prioritise marketing of kids' brands by mothers' concerns which vary by region

The perfect mum

- Help mothers live up to their expectations of a 'perfect mum' with tricks and tips
- Bundle trusted household brands with adjacent products to help mothers achieve their goals of 'clean and tidy' homes along with self-care
- · Help mothers indulge in self-pampering
 - Graph 2: Qualities of a good mother Select, May 2018
- · Olay targets mums' beauty through brand endorsement from a celebrity mother
- · Offer 'healthy treats' to help mothers raise well-behaved children
- Strategise marketing of products to help women become 'good mothers'
- · Highlight the importance of all-around development of kids to low tier mothers
- Enable women to focus on themselves provide beauty regimes suitable to mothers' lifestyles
 - Graph 3: Qualities of a good mother Select, by age, May 2018

The new age mother – issues and concerns

- · Adapt to changing societal needs mothers keen to receive help to reduce their burden
- Target products that can ease cooking and cleaning tasks, particularly for younger mothers
 - Graph 4: Top five tasks that mother seek help in Select, by age, May 2018
- · Draw inspiration from some brands offering to reduce the domestic load of mothers
- Understand regional preferences to cater to the growing needs of mothers
- Brands must tweak their offerings based on the evolving needs of mothers across city types
- Provide mothers the opportunity to live beyond family and kids 'me' time is the keyword
- · Associate with mothers to help fight the ill effects of modern lives impacting children

MARKET OPPORTUNITIES

Opportunities: Key areas of focus

Opportunities

- Help mums reduce time spent on domestic chores
- · Take a cue from the freshness assurances coupled with convenience offered by these products targeted at mothers
- Support women spending time on themselves stress the importance of 'me time'
- Swiggy shows how mothers can do more than just cook
- · Connect with mothers to address the challenges of young kids

Who's innovating

- · Extend the presence of art and educational subscription boxes for kids' entertainment
- · Extend the convenience offered by niche brands in reducing mothers' efforts in cooking and providing healthy snacks
- · Rise of organised home cleaning services
- Beauty products for mums and dads

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Global innovations

- Take a cue from global innovations to ease the lives of mothers
- · Healthy subscription boxes for kids

APPENDIX

• Consumer survey methodology

MINTEL INDIAN CONSUMER - OTHER REPORTS AVAILABLE

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Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

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- Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

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