

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

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

About Mintel India Consumer

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.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✓ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850