

LIFESTYLE OF MUMS OF BABIES – INDIAN CONSUMER – 2019

Encourage men to play a more active role in childcare, as mothers struggle to balance between caring for their child and home. Use social media to reach mums.



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Report Content

- What you need to know

EXECUTIVE SUMMARY

- Use social media to discuss self-care with mothers; promote the role of fathers in childcare
- Promote products with 'kid-centric claims' to make products lucrative to mothers in their quest for 'clean homes'
- Play up claims like 'time/speed' and 'suitable for kids', as mothers are most concerned about keeping a clean house
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 - Graph 1: Top claim in household products, Oct 2018-Sep 2019
- Provide appropriate education and tools to equip mothers for breastfeeding
- Assist mothers in getting kids into a bedtime routine
- Help mothers find time for themselves; offer beauty and food products which are easy to use and provide an instant gratification
- Key takeaways

KEY TRENDS

- What you need to know

Key drivers

- Changing role of women in society- they're becoming more independent and involved
- Digital revolution cuts boundaries to reach out to mothers across the board
- A rise in the number of online portals and platforms focused on children's development
- Understand the changing focus of new age Indian families, which now revolves around kids

Global trends and how they are playing out in India

- Leverage social media influences to help mothers with their childcare journey
- Leverage social media influences to help mothers with their journey of childcare

CONSUMER INSIGHT

- What you need to know

The perfect mother

- Step in to help mothers keep their homes neat and tidy – the most important self-reported sign of a good mother
 - Graph 2: Attributes of a perfect mother, April 2019
- Support mothers in their quest to breastfeed their kids

- Be a supportive partner for pumping and nursing mothers
- Resonate with mothers' needs for healthy and nutritious food with options they can trust
- Focus on the nutritional aspect of baby food to help garner the trust of mothers
- Leverage the resurgence of traditional Indian grains, such as millets, in baby food
- Brands must collaborate with soft play areas and activity centres for kids
- Cater to diverse regional needs to help mothers become 'perfect'
- Cater to the aspirational needs of Tier 3 mothers – keeping home clean and not spoiling children are signs of a perfect mother
 - Graph 3: Attributes that make a good mother, by city tiers, April 2019
- Take inspiration from beauty products specifically focused on the needs of mothers

Worries of mothers

- Innovate products to address a key concern mothers have – healthy eating habits
 - Graph 4: Top concerns of mothers for their kids, by age group, April 2019
- Bridge the nutritional gaps of babies with a variety of foods with added nutrients – take a cue from global launches
- Help parents align their infants' diets with ones that are proven beneficial for long-term health
- Enter into the space of healthy snacking with healthy, easy food specially formulated for babies and kids
- Encourage mothers to follow a nighttime routine for babies
- Seek inspiration from global brands that offer health/wellness and sleep-aiding benefits for added value
- Brands must help mothers in their effort to get into a teeth brushing habit
- Create a portfolio of products to help build children's immunity.
- Promote immunity-building and nutrition-filled food to kids
- Brands must keep in mind the sugar and salt content of foods formulated for kids
- Leading soap manufacturer ropes in mothers to advertise their handwash
- Diversify product offerings to help care for mothers allay their concerns

Challenges faced by mothers

- Educate mothers on nutrition, not just feeding
- Create products with added nutrition needs for kids
- Encourage fathers to take up an active role in child care to allow mothers a breather
- Create products that make it easy for mums to step out with their kids –feeding and travelling
- Reach out to women from West India as they struggle to balance their own needs with their childrens'
 - Graph 5: Challenges of motherhood – select, by region, April 2019
- Address aspirational needs of Tier 2 mums
 - Graph 6: Challenges of motherhood – select, by city tier, April 2019
- Address aspirational needs of Tier 2 mums
- Promote the need for special foods focused on mothers –especially lactating mums

MARKET APPLICATIONS

- Opportunities: what it means to you

Opportunities

- Help fathers play an active role in childcare with products that simplify household chores
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- Promote convenient products across food and household care to help fathers assume the role of caregivers
- Take inspiration from this popular laundry ad to help bridge the gender divide
- Help men take an active role in child care
- Leverage social media to influence mothers' choices and guide them to make healthier ones
- Inculcate the need for mums to take care of their own health and interests

Who's innovating

- Start-up encourages mums to purchase breastfeeding accessories
- Food start-up offers special food focused on lactating and new mums
- Homegrown natural skincare and makeup brand launches a baby range
- Natural and vegan range of baby care products

Global innovations

- Promote key nutrients in vegan and dairy-free formulas
- NPD with less sugar and less-sweet flavour profiles
- Bb Bloom and Blossom Sleep collections for babies and parents
- Brands showcase hero ingredients to emphasise naturalness and safety

APPENDIX

- Consumer survey methodology

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