

# MARKETING TO BLACK MOMS – US – 2023

Black moms are looking for relief. They want to help their families financially, spend time on self-care and create efficiencies for household responsibilities.



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# Marketing To Black Moms - US - 2023

## This report looks at the following areas:

- Trends in Black maternal health and Black family dynamics
- Comparison of needs of Black moms based on marital/relationship status and comparison to general population of moms
- Childcare solutions and implications of family care vs paid childcare services
- Attitudes toward self-care and support around the home
- Marketing communication and opportunities to target Black mothers



Black moms are looking for relief. They want to help their families financially, spend time on self-care and create efficiencies for household responsibilities.

## Overview

Considering the many decisions that mothers make for their families – around childcare, meal preparation and general household functions – **lifestyles play an important role in understanding the nuances in their decision making**. For Black moms, their households are nearly equally split with half raising their children as single mothers and the other half married or partnered. This household dynamic **plays an important role on how some decisions are made**.

Compared to the general population of moms, Black moms typically begin their journey to motherhood much earlier meaning they may be in the position where they need additional support from family to supplement their inexperience and limited finances. These factors, coupled with a higher rate of predominantly female-headed households leaves many Black

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moms feeling burnt out. This burnout results in an increased desire for self-care and less of a desire for interaction with their kids in their spare time.

The Report analyzes how these variables impact Black moms in comparison to the general population of moms. Analysis will also consider the differences and similarities between single Black moms and married/partnered Black moms.

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# Report Content

## Key issues covered in this Report

- Overview

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

## BLACK MOMS IN AMERICA: AN OVERVIEW

### Black moms by the numbers

- 23.7 million Black women in America
  - Graph 1: female population, by Black and non-Black, 2018-28
- Nearly 5 million Black moms with children under age 18 account for about 14% of US moms
  - Graph 2: living arrangements of mothers with children under age 18 in the home, by race/Hispanic origin, 2022
  - Graph 3: mothers with coresident children under 18 in the home, by race/Hispanic origin, 2022
- Black women become mothers at a slightly younger age than the average at 25.3 years
  - Graph 4: births, by race/Hispanic origin of mother, 2021
  - Graph 5: age of mother at first birth, by race/Hispanic origin, 2020
- Black households are more prevalent in the South and overindex for urban areas
  - Graph 6: households, by region and race/Hispanic origin, 2021

### Market context

- Black moms are redefining their family dynamics
- Education allows more Black women to be breadwinners for their families
  - Graph 7: bachelor's degrees conferred by postsecondary institutions, by sex of student, 2015-21
- Increased education gives Black women greater earning potential than their partners
  - Graph 8: employed Black people's occupation, by gender, 2022
- Maternal mortality rates are the highest amongst Black women
  - Graph 9: maternal mortality rate, by race/Hispanic origin, 2018-21
- Live births, maternal deaths, and maternal mortality rates, by race and Hispanic origin

## CONSUMER INSIGHTS

### Consumer fast facts

#### Childcare support

- For Black moms, childcare is managed at home or with extended family
  - Graph 10: moms' in-person childcare support, by Black moms vs all moms, 2023
- Young, working Black moms are leaning on extended family for affordable childcare solutions
- Childcare needs for Black moms vary by generation...
  - Graph 11: Black moms' in-person childcare support, by generation, 2023
- ...and age of children
  - Graph 12: Black moms' in-person childcare support, by child age, 2023
- Analyst POV: although trusted and affordable, moms are concerned that family care compromises learning for their children
- Partner with popular educational YouTube series to encourage caretakers to focus on learning
- Grandparent involvement is less prevalent among Black moms than it is among the general mom population
  - Graph 13: grandparents as childcare option, by Black moms vs all moms, 2023

#### Where Black moms would like support

- Help managing their household is a top desire
- Help managing their household is a top desire
  - Graph 14: top areas of support desired (any rank 1-3), by Black moms vs all moms, 2023
- Overall, multicultural moms want support maintaining their home
  - Graph 15: top areas of support desired (any rank 1-3), by multicultural moms, 2023
- Keeping a clean home is a priority for all Black moms
  - Graph 16: top area of support desired – keeping my house clean (any rank 1-3), by Black moms vs all moms and age, 2023
- Include Black consumers in marketing for automated cleaning solutions
- Encourage home equity for the next generation
- Moms of tweens and teens need meal prep support
  - Graph 17: top area of support desired – preparing food (any rank 1-3), by age of children in household, 2023
- High earning Southern Black moms have a big focus on feeding their family
  - Graph 18: top area of support desired – any food prep (any rank 1-3), by region and income, 2023
- Packaged versions of items from popular Southern eateries can help Southern Black moms get creative with meal prep
- Black moms want on-pack communications
- Budget management is a pain point for stay-at-home moms
  - Graph 19: top area of support desired – managing household budget (any rank 1-3), by married/partnered and employment status, 2023



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- Support Black moms in a digital detox

## Priorities for free time

- Quality time for self and with partners is important to Black mothers
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  - Graph 20: moms priorities for free time (any rank 1-3), Black moms vs all moms, 2023
- Black moms would spend more time on self-care
  - Graph 21: moms' priorities for free time – selfcare (any rank 1-3), by race and ethnicity, 2023
- CBD-infused products across categories
- Family values
  - Graph 22: priorities for free time – more quality time with the kids (any rank 1-3), by marital status, 2023
  - Graph 23: priorities for free time – more quality time with the kids (any rank 1-3), by race and ethnicity, 2023
- Time spent with their partner can be stress reliever for Black moms
  - Graph 24: married/partnered moms' priorities for free time – extra time spent with partners (any rank 1-3), by race and ethnicity, 2023
- Stay-at-home moms feel it the most and are longing for more time with their spouse
  - Graph 25: married/partnered moms' priorities for free time – quality time with just my spouse/partner (any rank 1-3), by employment status, 2023
- Bedroom line dance lessons can help couples connect over a fun activity at home

## Success for moms

- Providing financial stability is key for Black moms to feel successful
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  - Graph 26: how moms measure their success (any rank 1-3), 2023
- Compared to all moms, Black moms overindex in prioritizing their ability to provide for their family financially
  - Graph 27: how moms measure their success (any rank 1-3), by Black moms vs all moms, 2023
- Success for Black moms looks different based on their relationship status
  - Graph 28: how Black moms measure their success (any rank 1-3), by marital status, 2023
- Marriage provides Black moms freedom to consider spending more one-on-one time with their kids
  - Graph 29: how moms measure their success (any rank 1-3), by unmarried Black moms vs all married moms, 2023
  - Graph 30: how moms measure their success (any rank 1-3), by married Black moms vs all married moms, 2023
- Analyst POV: financial success empowers Black mothers and gives them hope for the future
- Black moms seem to have a firm grip when it comes to discipline and are less concerned about emotional regulation
  - Graph 31: how moms measure their success, not lose my temper (any rank 1-3), by race and ethnicity, 2023
- Black moms are aware of their parenting styles and can find fun in it
- Consistent, good nutrition is a win for Black suburban, middle class moms

## How brands can help

- Housekeeping and meal prep are primed for paid support

- Graph 32: services moms are willing to pay for (any rank 1-3), by Black moms vs all moms, 2023
- Market discounted cleaning services to Black moms
- Although they are focused on their kids, Black moms want brands to see them as more than mom
  - Graph 33: attitudes toward parenting, 2023
- Big families don't get as much attention, highlight lifestyles of moms with three or more children
  - Graph 34: attitudes toward parenting – agree, by number of children in household, 2023
  - Graph 35: top areas of support desired (any rank 1-3), by number of children in household, 2023
- Analyst POV: large families still exist, brands can shed light on them in advertisements to help normalize this lifestyle
- Acknowledge the full spectrum of motherhood
  - Graph 36: services moms are willing to pay for (any rank 1-3), by generation 2023
- Encouragement for younger moms from seasoned mothers can help moms keep perspective

## COMPETITIVE STRATEGIES

### Marketing and advertising

- Support Black moms' mental load and help improve skills, eliminate distractions and let her indulge

### Opportunities

- Help reassure younger moms by continuing the focus of older women and mothers
  - Graph 37: attitudes toward parenting (agree), by age, 2023
- Create deals for activities that offer large families a discount
- Cooking with AI to support with meal prep

## APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms

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