

MARKETING TO MOMS – US – 2023

Marketing to moms must expand beyond themes of child rearing. Moms want support across a wider range of needs, including life management and self-care.



Fiona O'Donnell, Senior Director - Lifestyles, Culture & Identity, Multicultural, Travel & Leisure



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This report looks at the following areas:

- Types of in-person childcare support
- Top areas of support moms desire
- How moms would spend extra time
- What makes moms feel like they're winning
- Products/services moms are willing to pay for
- Attitudes toward parenting

Overview

In addition to child rearing, moms are often primary decision makers for the household, choosing activities for children, food for the family, and caring for the house. Moms desire support in tasks beyond caring for their children and want to be seen beyond their role as mom, suggesting that representation of a wider range of responsibilities and multiple facets of their identity are necessary and that marketing to moms goes beyond kid-centric brands.

Moms are expressing overwhelm and feel they're not able to be the parent they want to be. The weight of these responsibilities leaves them in need of support in personal wellbeing and self-care making space for brands that put the focus on moms as people with identities beyond that of mother, including that of spouse, friend and individuals with unique opinions/needs.

Age of childbirth is creeping higher, lending to a slightly more resourced mom, including higher earning potential and education levels, and wider life experience. Still, women – moms



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in particular – are more likely to be cost-conscious. This results in moms rewarding brands that deliver value and those that provide support in ensuring financial security for their family.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- The five year outlook for marketing to moms
- Opportunities

MOMS IN AMERICA: AN OVERVIEW

Moms by the numbers

- Nearly 35 million moms with children under age 18 in the US; more than 50 million who are moms of children of any age
 - Graph 1: number of co-resident mothers in the US, by age of mother, 2022
 - Graph 2: number of co-resident mothers in the US, 2022
- COVID birth rate bump short-lived
 - Graph 3: fertility rate, 2010-21
 - Graph 4: annual births, 2010-22*
- Fertility rate of younger women continues decline; slight increase among older women...
 - Graph 5: fertility rate, by age of mother, 2016-21
- ...contributes to ongoing trend of increasing age of first-time moms
 - Graph 6: average age of mother at first birth, 1980-2020
 - Graph 7: share of births, by age of mother, 2020 vs 2000

Moms and support

- One in five moms of children under age 18 are without a partner present in the household
 - Graph 8: living arrangements of moms with coresident children under 18, by age of children, 2022
- A third of moms receive no in-person childcare support
 - Graph 9: in-person childcare support, 2023
- Moms carry a heavier weight of childcare in the early years
 - Graph 10: where toddlers/preschoolers spend time during a typical week, by gender of parent, 2022
- Support drops off as children age
 - Graph 11: parenting attitudes and behaviors – how moms are managing, by age of children in household, 2023

CONSUMER INSIGHTS

Consumer fast facts

How moms are managing

- Moms are overwhelmed, despite receiving support; assistance and encouragement is needed
 - Graph 12: parenting attitudes and behaviors – how moms are managing, 2023
- Brands can ingratiate themselves to moms by encouraging others to pitch in
- Moms are more fiscally conscious, if not more likely to be in financial need
 - Graph 13: financial situation, by parental status, 2023
- Financial situation directly impacts moms' wellbeing
 - Graph 14: parenting attitudes and behaviors – how moms are managing, by financial situation, 2023

Desired areas of support

- Moms want help around the house more than help with their kids
- Moms are more likely to want more help around the house than with their kids
 - Graph 15: top areas of support desired (any rank 1-3), 2023
- Household brands aim at moms through ease of use and convenience
- Moms of younger children need more support entertaining them
 - Graph 16: top areas of support desired – entertaining my children (any rank 1-3), by age of children in household, 2023
- CAMP takes the weight off planning by providing rotating experiential programming
- Higher-earning households have outsized interest in food prep support
 - Graph 17: top areas of support desired, by household income, 2023
- Food brands cater to moms willing to pay for convenience

How brands can help

- Moms are more willing to pay for help with cleaning/cooking more so than for childcare
- Brands have a more receptive target in first-time moms
 - Graph 18: areas where companies can help (any rank 1-3), by first-time moms, 2023
- Gerber jockeys for connection even before kids are born
- Young moms, those with newly mobile children are most willing to pay for meal prep tools
 - Graph 19: areas where companies can help – tools/services to help speed up the meal preparation process, by age, of mom and age of children, 2023

Mom wins

- "Super-mom" status requires wins beyond childcare
 - Graph 20: mom wins (any rank 1-3), 2023
- Financially healthy moms have the luxury of calling quality time a "win"
 - Graph 21: mom wins (any rank 1-3), by financial situation, 2023

Marketing to Moms – US – 2023

- Life Cereal allows moms to learn from their peers
- Moms of young children find most success in completing chores
 - Graph 22: mom wins – get my household chores done (any rank 1-3), by age of children in the household, 2023

How moms would spend extra time

- Moms most likely to use found time focused on herself than for more time with kids/partner
 - Graph 23: how extra time would be spent (any rank 1-3), 2023
- Welch's puts the spotlight on parents with new storybook
- Moms who are struggling financial show greatest desire for "me" time and quality time with a partner
 - Graph 24: how extra time would be spent (any rank 1-3), by financial situation, 2023

Beyond mom

- Moms want to be seen beyond their role as moms
- Athleta highlights the mom as athlete
- Finding time for fun is a challenge before kids hit teen years
 - Graph 25: "It is easy for me to find time in my day/week to do something fun" – any agree, by age of children in the household, 2023
- Instacart highlights the need for "mom-ents"
- Younger moms less likely to compromise their personal lives
 - Graph 26: parenting attitudes and behaviors – beyond mom – "I have an active social life", by age, 2023

COMPETITIVE STRATEGIES

Launch activity and innovation

- Supplement brands save moms time by specifying the audience and the outcome
- Time-savings also comes from aligning with familiar and trusted authorities
- Michelle Obama launched a brand focused on making BFY products for kids

Marketing and advertising

- Connecting with cost-conscious moms
- Utilizing nostalgia to put the attention on the parent
- Big brands throw back
- Adept marketers talk to the person beyond the mom
- Two international campaigns focus on mom when marketing kid brands
- Children's Day in China becomes about the parents

Opportunities

- Budgeting/financial planning will resonate with cash-strapped moms
 - Graph 27: top areas of support desired – managing household budget (any rank 1-3), by financial situation, 2023

- Graph 28: areas where companies can help – help managing household finances (any rank 1-3), by financial situation, 2023
- Social media is an impactful channel for finance tips
- Moms carry the brunt of the early childhood engagement load
 - Graph 29: out-of-home activities, by gender of parent, 2022
 - Graph 30: in-home activities, by gender of parent, 2022
- Encourage mom playdates for mental health
- Moms seek options their kids will like in order to make their own lives easier
 - Graph 31: important to you when choosing food for your kids (any rank 1-3), by gender of parent, 2021
 - Graph 32: important factors considered when choosing activities for toddlers/preschoolers (any rank 1-3), by gender of parent, 2022
- Despite skepticism, moms value humor, education in social media influencers
 - Graph 33: [no title]
 - Graph 34: attitudes toward influencers – reasons for following – NET – any agree, by gender of parent, 2022

THE MARKET

Market context

- US economic indicators trend positive

Market drivers

- Inflation continues to hamper consumer confidence
 - Graph 35: CPI change from previous period, 2020-23
 - Graph 36: consumer sentiment index, 2020-23

APPENDIX

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

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| <u>US</u> | <u>+1 (312) 932 0600</u> |
| <u>Australia</u> | <u>+61 (0)2 8284 8100</u> |
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