

MARKETING TO PARENTS – GERMANY – 2022

Whilst cost of living is rising, brands can still utilise the pent-up demand for travel and leisure by providing affordable experiences for families to enjoy.



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Marketing To Parents - Germany - 2022

This report looks at the following areas:

- A demographic overview of German parents and families.
- Market factors impacting the lifestyle of parents, including the rising cost of living.
- Parents' spending changes since the pandemic
- How parents are spending their time since the pandemic
- Family eating habits.
- How children are spending their free time.
- Experiences/interactions which parents think are important in their children's education about diversity.



Whilst cost of living is rising, brands can still utilise the pent-up demand for travel and leisure by providing affordable experiences for families to enjoy.

Overview

40% of German parents are spending more quality time with their family now than compared to before the pandemic. With all of its negatives, the COVID-19 outbreak did give families the opportunity to spend more time together than ever before and reignited a sense of closeness.

Rising inflation, which was at 7.3% as of March 2022, and the consequent increase in the cost of living has already been felt by parents and is predicted to rise further due to the conflict in Ukraine.

While the rising cost of living will tighten parents' budgets, the effects on household finances will not be felt equally. While for wealthier households, rising inflation will be an irritation, for

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households already on a tight budget, it will be a serious threat to their finances meaning they will have to cut back on discretionary spending such as luxury goods, travel and leisure.

However, as of January 2022, financial wellbeing remains steady among 79% of parents and coupled with the fact that parents have spent far less money on day trips and holidays in the past two years, there will still be demand for fun family experiences to be enjoyed together outside of the home. Travel and leisure brands can celebrate the increased closeness among families and position their experiences as being a central opportunity for families to spend quality time together.

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Report Content



EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview

Market context

- German parents' budgets will feel the effects of rising living costs
 - Graph 1: household and lifestyle issues faced by parents in the previous two months, 2022
- The diversifying German family

Mintel predicts

- Pent-up demand for family day trips and holidays will counter rising costs
- Sustainable and responsible travel for families will boom

Opportunities

- Offering flexibility will be central to getting parents on board
- Employers need to support parents' wellbeing in a return to the office
 - Graph 2: proportion of parents who are spending more time on selected activities since the COVID-19 outbreak, by their working location, NET, 2022
- Parents are still willing to spend on leisure and travel
- Invest in sustainable and cultural family holidays
- Brands should celebrate the increased closeness among families...
 - ...and create quality time in the 'everyday'
- Social media platforms need to create a positive online world to gain parents' trust
- Quick download resources

MARKET DRIVERS

COVID-19 and the German economy

- German economy hit hard by COVID-19 disruptions
- Strong post-COVID-19 bounceback followed by a period of slower growth
 - Graph 3: key economic data, in real terms, 2019-23
- The impact of the economy on parents
 - Graph 4: changes in financial situation since the start of the COVID-19 outbreak, by parental status, 2022

Parents' financial wellbeing

- Parents feeling the effects of rising inflation and supply shortages...

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- Graph 5: household and lifestyle issues faced by parents in the previous two months up to April 2022
- ...which will impact parents' budgets
- German parents remain generally financially confident
 - Graph 6: parents' financial wellbeing, 2022

Demographic overview

- Number of families continues to decline
 - Graph 7: total number of families, 2000-20
- Birth rate on a slight decline in recent years
 - Graph 8: birth rate per woman, 2010-20
- The makeup of families continue to diversify
 - Graph 9: families with children in the household, by family type, 2000-20
- The environment for same-sex families is improving
- Age of mothers continues to rise
 - Graph 10: average age of mothers at birth of the first child (among married women), 2000-20
- Attitudinal shifts lead to women starting a family later in life
- German families remain small
- Diversity and inclusion is an issue of rising importance

WHAT CONSUMERS WANT AND WHY

Parents' spending changes since the COVID-19 pandemic

- Parents are prioritising spend on digital entertainment
 - Graph 11: change in parents' spending habits since the start of the COVID-19 outbreak, 2022
- The pandemic accelerated viewing trends
- Cater to parents' desire for flexibility and convenience in their lives
- Parents of older children are spending more on educational resources
 - Graph 12: parents' spending on "educational resources for children" since the COVID-19 outbreak, by age of children in household, 2022
- Brands can help bridge the learning gap
- Financial services should empower mothers to take charge of family finances
 - Graph 13: parents' spending on "adding to a children's savings account" since the COVID-19 outbreak, mums vs dads, 2022
- Promote ethical savings accounts for children to parents
- Drastic spending cuts on day trips and holidays...
 - ...leading to pent-up demand for family experiences and holidays
- Travel brands should celebrate the increased closeness among families
- Invest in sustainable travel opportunities for families
- Deutsche Bahn is making travelling sustainably easier

How parents are spending their time since the COVID-19 pandemic

- Families are spending more quality time together since the pandemic
 - Graph 14: changes in time spent by parents since the start of the COVID-19 outbreak, 2022
- Cooking from scratch experienced boom over lockdowns and will remain
- Social media brands can bring parents and children together through home cooking
- Exercise falls by the wayside for parents
- Brands need to provide fitness solutions that fit into parents' lifestyles
- Working from home gives parents time back
 - Graph 15: proportion of parents who have more time for selected activities since the COVID-19 outbreak, by their working location, NET, 2022
- Health benefits of working from home realised
- Employers will need to offer flexibility at work
 - Graph 16: factors that working parents think would be most beneficial to their health and wellbeing, 2021

Family eating habits

- Brands should help maximise family time around meal times
 - Graph 17: family eating times, 2022
- Cater to different family members' preferences through customisation
- Brands can help build positive family meal time behaviours
 - Graph 18: where families eat together, 2022
- Parents are more likely to move to the sofa to eat when not eating with their children...
 - Graph 19: where children and parents who mostly eat at different times eat their meals, 2022
- ...but current sofa-eating options are typically unhealthy
- Brands can capitalise on sofa-eating by providing suitable healthy options

How children are spending their free time

- Younger children are engaging in physical play and experiences...
 - Graph 20: how children aged 5-11 are spending their free time, 2022
- ...while older children are spending more time online and using technology
 - Graph 21: how children aged 12-18 are spending their free time, 2022
- Children's social media usage is unavoidable in modern life
- Social media platforms can gain parents trust by creating a positive online world...
- ...and help manage children's social media feeds
- Get parents moving by providing family fitness experiences
- Children exercising increases the demand for healthy food and drink

Children's learning about diversity

- Parents think real life interactions are the most important for their child's learning about diversity
 - Graph 22: important sources of education for children about diversity, 2022

- Parents think social media can be an influential learning tool for older children
- Parents looking for brands that speak out
- Zalando celebrates diversity in all its forms
- Holidays are an important experience in a child's development...
- ...opening up opportunities for responsible cultural holidays for families

APPENDIX

Appendix – products covered, abbreviations, consumer research methodology and language usage

- Abbreviations
- Consumer research methodology
- A note on language

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