

## How marketers can make a difference

Building relationships with moms of today – and tomorrow – is a top priority for thousands of brands. GfK Consumer Life data show that moms today face extraordinary pressures – and have extremely high ambitions for themselves.



### Mom stress is like no other

Two-thirds of moms with children under age 13 feel stress and tension at least once or twice a week – 11 points above the US average. Here are some of the sources...



Weight



Health



Too noisy



No sleep

**U** Real-time coaching – marketers can help moms get motivated to take care of themselves, through wearable tech, apps, and more.

## Streamlining – a cornerstone for moms

Streamlining is one of the fastest rising macro trends among moms; they want to consume less and focus on getting high quality, and they are willing to pay more for products that make life easier.

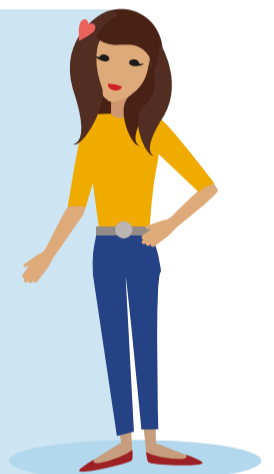


"I wish I had a solution for the **difficulties I face keeping up with housework**"



"I wish I had a solution or the **meal planning, shopping & preparation**"

**U** Make homes smarter – "command centers" that control multiple home technologies from one device can simplify



## Moms dream big, want fulfillment

Though they face a host of challenges, moms still have lofty goals – and they need a lot of help to live up to their own expectations.



"**Being busy** makes me feel **successful**"



"I'd rather have **more time** than more **money**"

**U** Challenge your brand to amplify fulfillment and raise empowerment in moms' lives – what can you do today?



## Preview: The Now Generation and moms

GfK Consumer Life studies show that the Now Generation (ages 15 to 25) will be very different as parents. Here are some of their key characteristics.

Seeking style as well as substance

Need to feel empowered and validated by the brands they choose

Unusually concerned about safety and security