

Media Trends & Shopping Habits for Mom-Approved Marketing

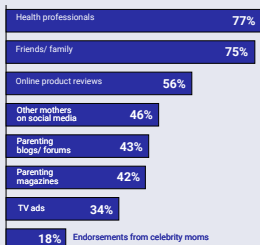
Be the go-to brand for busy moms by understanding the where, when, and how of their purchase journeys.



SHOPPING HABITS

Mothers Know Best

Sources That Influence Mothers' Purchase Journeys



Moms trust their friends family almost as much as their doctors. They also look to product reviews and recommendations from other moms across social media and parenting blogs.

TAKEAWAY

Consider partnering with micro-influencers and bloggers to promote your product, but steer clear of celebrity endorsements and TV ads that perpetuate unrealistic ideals of motherhood.

Winning Moms' Loyalty

79%

Utilize sales, coupons, and deals when they shop

80%

Think loyalty programs are a great way for brands to reward customers

71%



of moms are planning to **cut back on spending** in the next year, relying on **deals and rewards** to be kinder to their wallets

TAKEAWAY

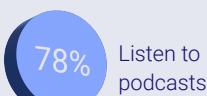
Launch a loyalty program with personalized offers or leverage post-transaction ads on your ecommerce confirmation page to promote special deals and enhance the customer experience.

MEDIA HABITS

Taking Advantage of "Me" Time

With **62%** of moms reporting getting less than an hour to themselves each day, time is a precious commodity. Amidst their busy lives, moms are making time to play mobile games, listen to podcasts, and connect with their communities on social media.

TUNING IN TO ONLINE AUDIO



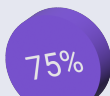
Listen to podcasts

Moms spend over **15 hours each week** listening to online audio including AM/FM radio stations and podcasts.

TAKEAWAY

Leverage audio ads to promote your brand via podcasts targeted at moms.

SMASHING GAMER STEREOTYPES



Play Video Games

Moms take an average of **35 minutes** out of their day to play, most commonly on their mobile phones.

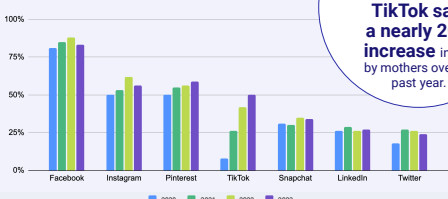
TAKEAWAY

Launch in-app ads to reach moms through an untapped channel.

TikTok
Takes
the Crown

93% of moms use some form of social media, checking their newsfeeds an average of **15 times per day**.

Social Media Platforms Used By US Mothers



While Facebook and Instagram are losing ground among moms' most-used social platforms, **TikTok saw a nearly 20% increase** in use by mothers over the past year.

TAKEAWAY

Takeaway: Lean into moms' social media habits, leveraging platforms like Facebook and TikTok to amplify organic recommendations, encourage product reviews, and establish a sense of community.

Sources:

[Everyday Health Group Pregnancy & Parenting Talk to Moms® Monthly Poll](#), [BabyCenter In a Growing Share of U.S. Marriages, Husbands and Wives Earn About the Same](#), [Pew Research Center](#)
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[Motherhood Matrix Survey, Everyday Health Group Pregnancy & Parenting](#)
[State of Motherhood: 2023 Survey Reports, Motherly](#)
[US Marketing to Moms Market Report 2023, Mintel](#)