

Being a mom changes your purchasing habits

CHICAGO, US: When Mother's Day nears, many children, fathers and loved ones are shopping for the perfect gift to show their appreciation for their parent or significant other. However, recent Mintel research found that being a mom changes the way women shop, as an increased emphasis is put on the safety, value and nutrition of everyday purchases.



Some 56% of moms who only have children younger than six want things to last longer/be more durable, while 51% say they question how safe things are for their children to eat, use and wear. Additionally, 46% of moms with younger kids say a low price has become more important.

"The considerable expenses associated with having kids make budgeting and value-seeking more essential," says Fiona O'Donnell, lifestyles and leisure analyst at Mintel. "At the same time, the increased time and logistical pressures of parenthood put a premium on convenience. On a more instinctive level, moms' need to protect and nurture their kids puts a sharper focus on safety and nutrition information."

Mintel's research also found how you should shop - or not - for mom this Mother's Day. More than half (54%) of mothers surveyed said their ideal Mother's Day gift would be something handmade from their children. Spending time with family came in a close second with 53% and 38% of mothers would love a spa treatment or massage.

Moms are cautious shoppers

As product recalls continue to appear in the news - from baby durables, to medication and food - moms are also more cautious about their purchases. 40% of moms who only have children younger than six in the household say they think about the long-term impact of products on their children. Meanwhile, 33% are paying more attention to the content of the food they buy and 35% are thinking more about the use of chemicals in food and drink products.

"As compelling as issues such as budgeting, nutrition, safety, and convenience are individually for moms, they also represent trade-offs," notes O'Donnell. "For instance, when it comes to ensuring safety, the lowest price may be a little less important. In food shopping, the desire for convenience may come in conflict with a goal of better nutrition. For retailers and marketers, an overarching opportunity exists in helping moms balance their many priorities."

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