



HAND OUT MUMS

MILLENNIAL MUMS

Research revealed that mums with children aged from new-born to 17 years old could broadly be grouped into four archetypes:

- Millennial Mum
- Earth Mum
- C-Suite Mum
- Juggling Mum

FACTS

The average age of working Mums is 30 and they have an average of 1,9 kids. 22% has three or more kids. The average age of stay-at-home Mums is 32 and they have an average of 2,2 kids. 32% has three or more kids.

Only 33% of Millennial Mums buy products they grew up with, they follow brands on social media and they actively engage with those brands through online communities. Over half of them research products before purchasing them. Millennials are more willing to donate their time to a cause rather than their money or goods.

Asking American Millennials about a sustainable diet gives an interesting result. 37% believe a sustainable diet means that the foods you eat represent a balanced, nutritious meal.

MILLENNIAL MUMS ARE

- Interested in technology
- Takes care of appearance, but not high fashion
- Healthy lifestyle is important
- Values good advice about children in terms of nutrition, psychology etcetera

She is trying hard to balance her career and role of being a mum since she does not want her career to stagnate but also wants to give her child(ren) a great amount of attention.

Per week:

- 21 hours of watching television
- 5 hours on Social Media
- 3 hours watching catch-up television
- 17 hours on the internet

This is LAUREN

29 years-old

Married to Ben

Son, Sam (3)

Works 4 days a week



Do you know the answer to these QUESTIONS?

1. What are the most influential factors for millennials in their choices of food?
2. What do Millennial Mums use internet for?
3. How do you get a Millennial Mum engaged with your brand?