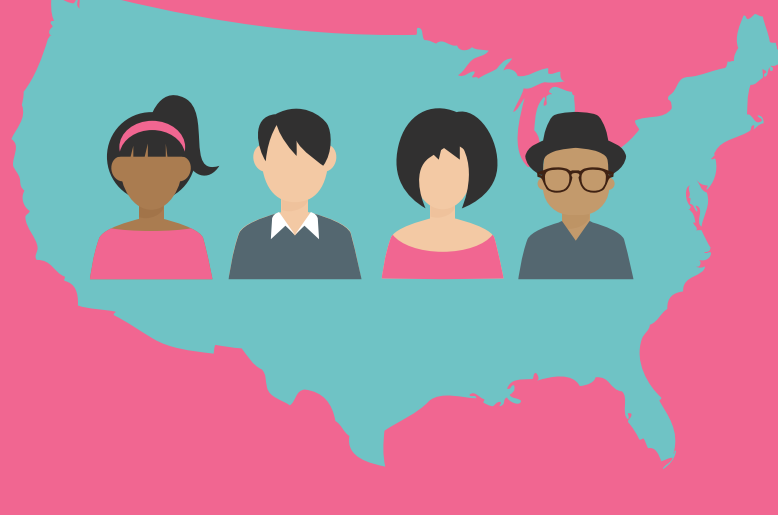


# 22 FACTS YOU SHOULD KNOW ABOUT MILLENNIAL MOMS

## DEMOGRAPHICS

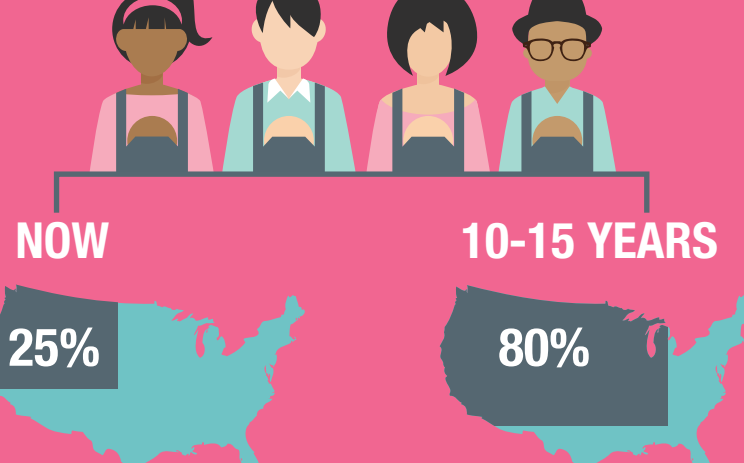
As a generation, Millennials are now the most populous (surpassing Baby Boomers), diverse and highest spending generation in America's history, comprising of more than a third of the workforce - making them a demographic no brand should ignore.

There are an estimated **72.1 million** Millennials in America.



Millennials account for **22%** of the population in the United States.

In the coming 10 to 15 years, **80%** of Millennials will be parents.



About **1 in 5** of the mothers in America are Millennials.



More than **1MM** millennials are becoming moms each year

**67%** of Millennial Moms are multi-cultural



**53%** of Millennial moms are working full-time



## PURCHASING POWER

Millennials women are the most financially independent and the most educated generation in history. **7 out of 10** participate in the workforce.



Millennials are the highest spending generation with **\$1.4 trillion** in disposable income in 2020



Millennial Moms contribute a significant part of the household income **30%** contribute half or more **30%** contribute between quarter and half

Millennials have an average expenditure of approx **\$59,000 +** a year in the US

At **86.5%**, Millennials are the largest generation of 'digital buyers'



## SHOPPING HABITS AND LOYALTY PROGRAM PREFERENCES

More than **50%** of Millennial parents are loyal to a brand they think is the perfect marriage of quality and price

Millennial shoppers typically look for **authenticity, meaningfulness, uniqueness and innovation** in a brand

Brand loyalty has a lot to do with service and experience for this demographic



**71%** will pay more for a brand / product associated with a charity

They support brands that promote **safety, healthiness, nutrition and education.**



Millennials cite **Convenience** as their key online shopping benefit

## HOW THEY USE TECH, THE INTERNET AND SOCIAL MEDIA

Millennial Moms love brands that seamlessly integrate technology, particularly **mobile**, into daily tasks for effective time management.

**8 in 10** Millennial Moms use their mobile phone to shop.



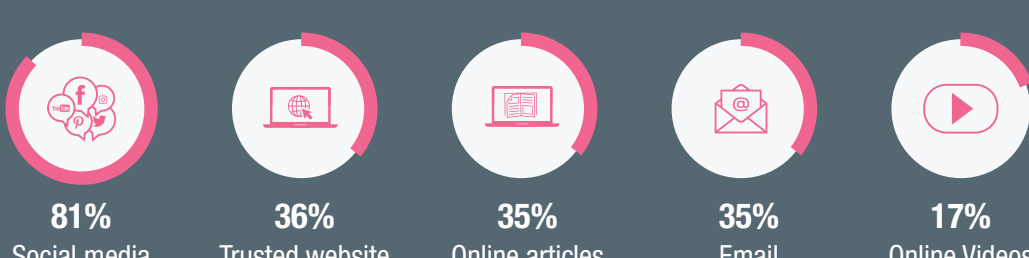
More than **3 out of 4** Millennial Moms use the Internet for parenting advice - twice as likely than to ask other people, such as relatives or friends.



Millennial Moms have an avg of **3.4 social accounts** and spend **17.4 hours** per week on social networks.

**81%** of Millennial women say social media is the best way to reach them

The most effective way for brands to reach them:

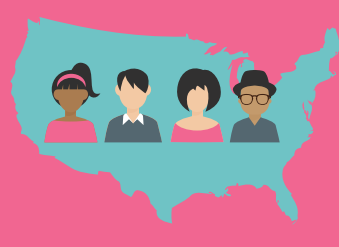


**35%** of Millennial women say social media and online interactions are key purchase influencers.

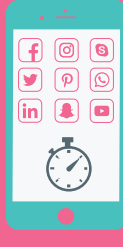
**90%** of Millennial Moms share information about purchases they've made



## WHAT BRANDS SHOULD KEEP IN MIND



There are too many to ignore (they are large spenders!)



Leverage technology (they are digital natives!)



Align with their values (they will pay more and be loyal!)