

# TODAY'S MOMS



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"Moms have traditionally been known as the primary caregiver, gatekeeper of the pantry, and taxi driver with a pragmatic approach, efficient and rooted in reality. Moving beyond nurturer and provider, today's moms have strong ties to technology which provide new avenues for pinching pennies and keeping her family first."

## FEEDING THE FAM

Time crunched and always go-go-go, today's working moms include about 72% of all moms with children over age one. As highly educated, working professionals climbing the corporate ladder, moms have become savvy spenders making every dollar count. Focused on convenience and health—moms are seeking products and brands with integrity, such as Chipotle's 'feed your kids sustainably' campaign offering mom with convenient solutions that cater directly to the differentiating values of health and trust. "You're seeing a strong consumer trend towards healthy food. Basically, there's nothing more important to mom than taking care of her kids," explains Hy Nguyen, Brand Manager of Unilever's Skippy Peanut Butter.



As mom tries to fill the pantry with healthier options, it is not always as clear as black and white. Moms must read between the lines and decipher nutrition labels to ensure products are top notch. According to Mintel, 85% of moms say that they read nutrition labels at the grocery store.

Products like Veggie-Go's fruit leather are taking this once sugar filled snack to a healthier level by using organic ingredients and adding veggies. The Boulder-based company sources 100% organic ingredients at local farmers' markets. These fruit leathers are sugar-free and vegan. Some of the many flavors include Mountain Berry Spinach, Cinnamon Spiced Beet. This product is an excellent way to get kids to eat hidden veggies like beets and spinach!



**TWO**  
BILLION MOMS  
WORLDWIDE

**65%**  
OF MOMS OWN A  
SMARTPHONE

## MOM TESTED. KID APPROVED.

Here are a couple of recent product introductions that help meet mom's need to protect and nurture her kids while focusing on health and nutrition.

**Celestial Seasonings Sleepytime Kids Herbal Tea**  
Herbal tea made just for kids. Featured in Goodnight Grape, this tea is naturally sweetened and contains 20% of your daily Vitamin C per serving.



**Nestle Juicy Juice Fruitfuls**  
All natural juice with 35% less sugar than regular juice, no artificial sweeteners and a serving of fruit in every box. Available in three flavors: Berries, Apple and Grape.

**Plum Kids Organic Mashups Squeezable Fruit Pouches**  
A blend of real fruits and veggies in a convenient squeezable pouch. Available in two flavors: Blueberry Blitz and Strawberry Banana.



## SOCIAL BUTTERFLIES

While mom is busy wearing a variety of hats and playing many roles, she is sure to stay connected with her mom cohorts and post pictures, check-in and shop online. Moms with kids under 18 are 19% more likely than the general population to engage in social networking. Mommy blogs—or whatever they are calling them these days have taken over the web in record numbers in the past few years. 3.9 million moms in the US identify themselves as a blogger. Whether a mommy fashionista, product reviewer, crafter or baker—moms are looking to be inspired and inject their day with a dose of fun and creativity for the whole family.



An excellent example of a hands-on mommy blogger, and one of my favorites, is Ree Drummond, i.e. The Pioneer Woman. In her blog, Ree shares her love of photography, life on the ranch, as well as her recipes of anything and everything to fill the bottomless pits of her four children. From Sunday stew to the perfect iced coffee—any mom or food lover can find just what they are looking for with Ree.

## A HEALTHY FUTURE

Moms will continue to seek products that focus on nutrition, safety and convenience. While stocking the pantry, the desire for convenience may come in conflict with the goal of better nutrition as well as finding products that meet the needs of their savvy little tasters. Classic flavors like grape, strawberry and banana will continue to remain on top while products offer hidden nutritional benefits such as vegetables and servings of fruit.