



How to Seize the Heart of Yummy Mummy?

Marketing to the new generation of mothers in China has always been a hot spot of many FMCG and maternal-child brands. As a special group, these new mothers are mainly constituted of post-85s and post-90s growing up in the era of Internet. How do they apply the media? What are their considerations when making purchase decisions? How should a brand respond to these habits?

New-mother portrait:

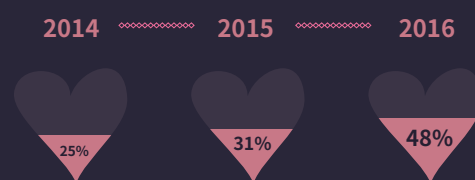
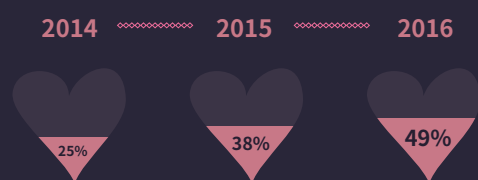
Post-90s new mothers grow rapidly in population and show high demand for properties and private cars



Of the new mothers in 2016, 49% were born in the 1990s, up 11% and 24% as compared to 2015 and 2014!



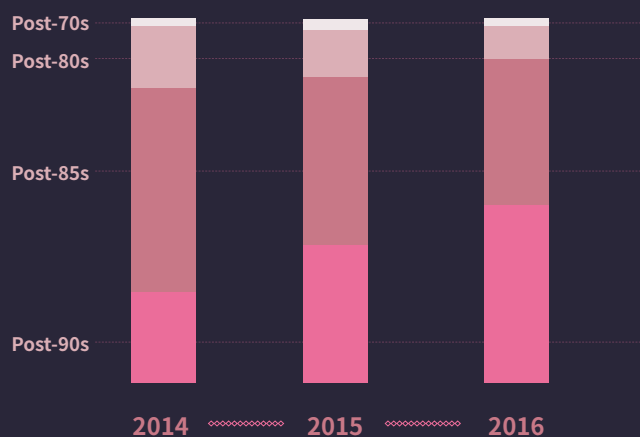
In mothers of 1-year-old children, post-90s accounted for nearly half (48%), significantly higher than the 31% in 2015, and 25% in 2014.



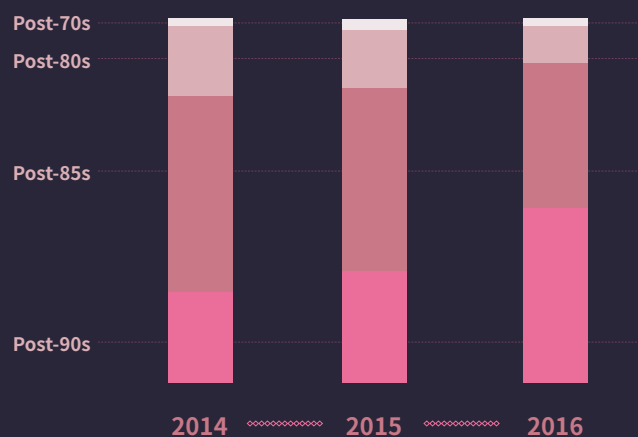
Age Distribution of New Mothers



Pregnant



Mother of 1-year-old kid



Whether to buy or change the house after having baby/babies

Having several houses, enough for living

11%

Having a house, enough for living

46%

Having a house/houses, to buy a bigger one

16%

No house, to buy one soon

5%

No house, common economic basis, to buy one in several years

17%

No house, weak economic basis, no purchase plans

6%

75%

young parents had their own properties in the place of origin or elsewhere

38%

planned to exchange house or buy a new one.

Whether to buy or change the car after having baby/babies

52%

young parents owned private cars

47%

wanted to exchange for a new one.

Having several cars, enough for use

4%

Having a car, enough for use

40%

Having a car/cars, to buy a larger/better one

8%

No car, to buy one soon

12%

No car, to buy one in several years

27%

No car, no purchase plans

8%

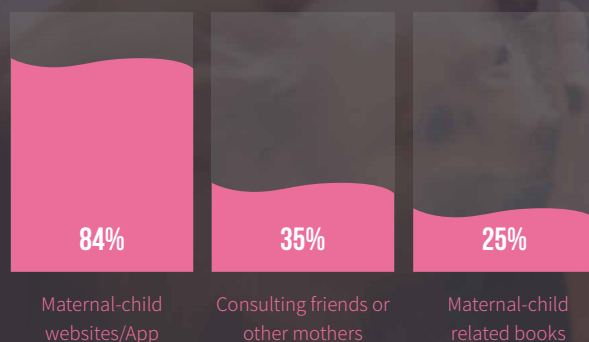
Data source: Ipsos

New mothers' accesses to media:

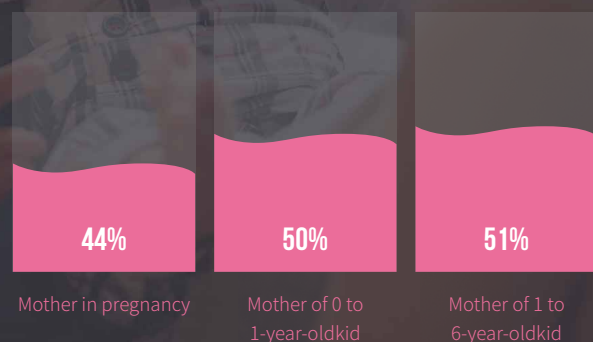
Maternal-child websites / APP are the most popular, and the demand for mobile devices increases considerably in time of pregnancy

Maternal-child websites / APP are Chinese new mothers' most important accesses, or 48%, to parental knowledge, and the proportion is even higher after the baby is born.

Access to parenting knowledge Top3



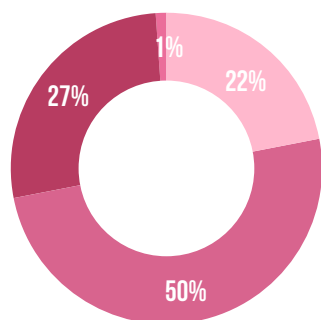
Proportion of maternal-child websites and APP in the use of the Internet



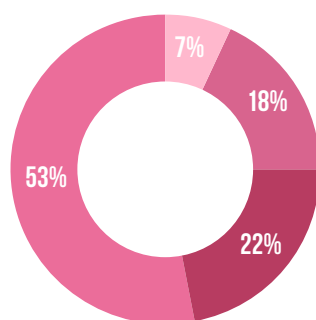
Data source: Ipsos

Use of networking devices during pregnancy

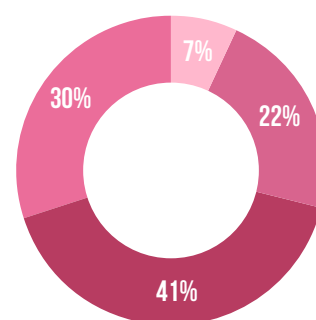
More than before The same as before Less than before Rarely use before and at present



Smart Phones



Tablet PC



PC

Data source: Ipsos

In pregnancy, most new mothers reduce the use of computers, and rely more on smart phones, which further highlights the importance of mobile Internet.

New mothers' online / offline purchases

85% of the mothers have purchased maternal-child products online, and those from 1st-tier cities show the highest confidence and frequency of shopping online.

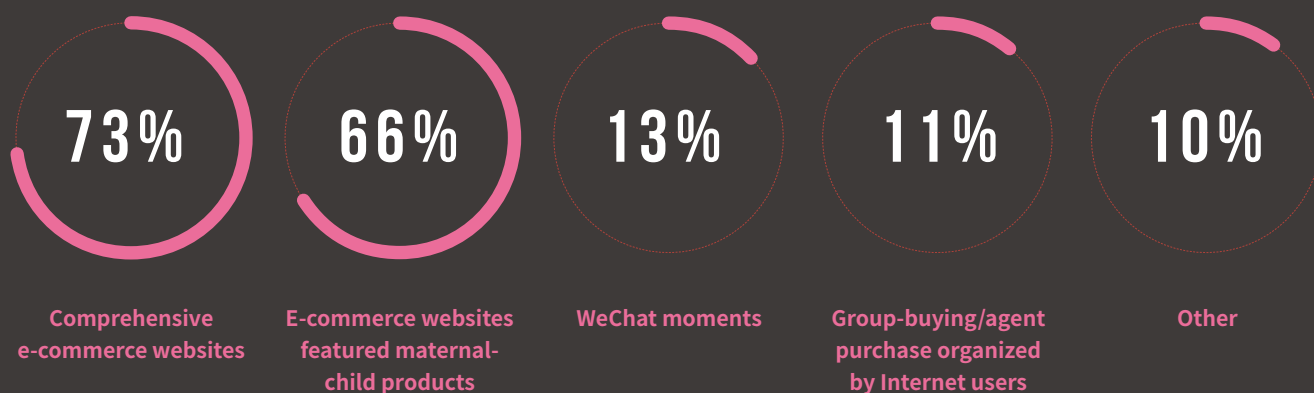
Unit: RMB



The survey shows that on average **RMB 877** is spent on maternal-child products each month, and the amount is even larger in groups of higher income and from cities of higher tiers.

Data source: Ipsos

85% of new mothers said they had bought maternal-child products online. In particular, comprehensive e-commerce websites made up the highest part (73%), followed by those specialized in maternal-child products (66%).



Data source: Ipsos

Of those not to buy maternal-child products online, most (66%) are worried that they may buy fake ones, which is particular the case in lower tier cities. It is crucial to enhance brand credibility in communication, especially in new mothers of low-tier cities.

Too many fakes online to use at ease

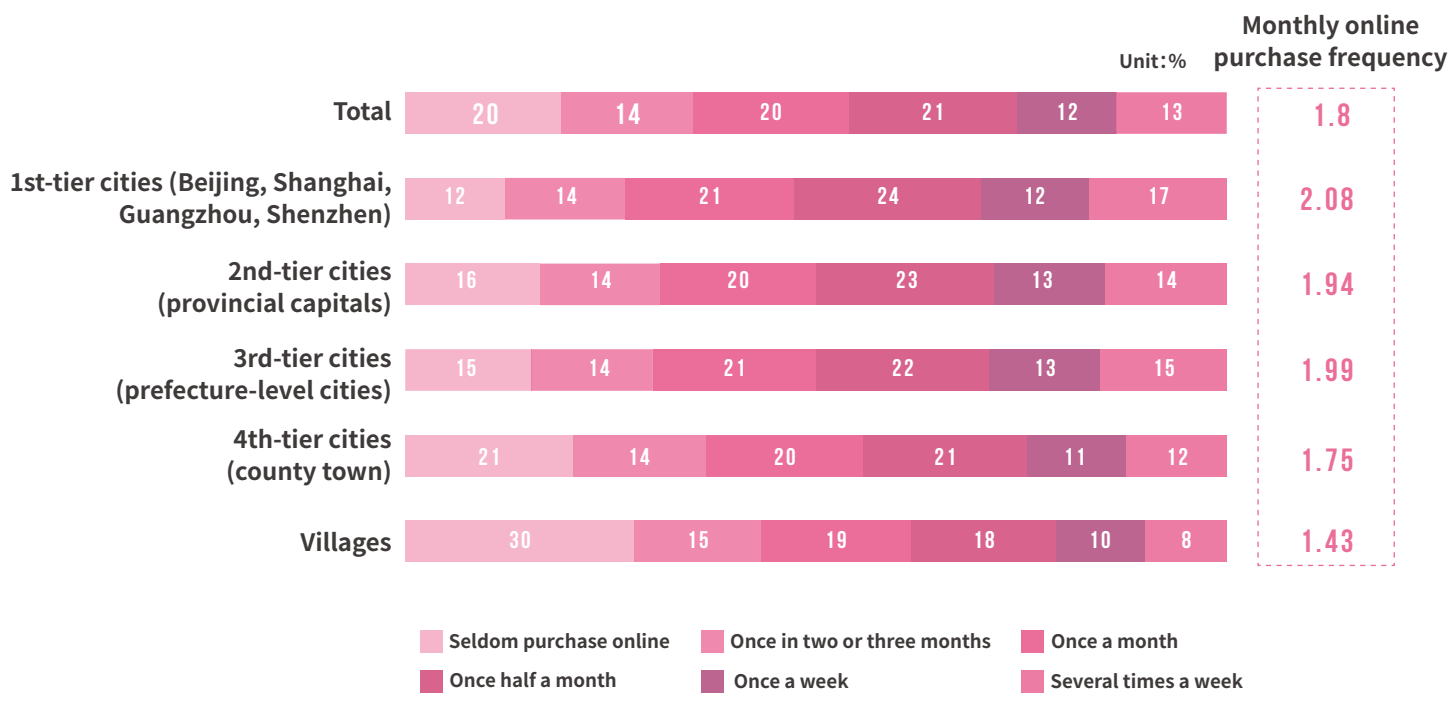


Data source: Ipsos

Reasons for not buying online



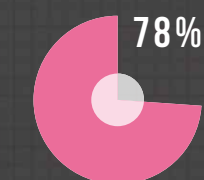
In general, new mothers buy maternal-child products online twice a month on average, and 1st-tier cities see the highest frequency.



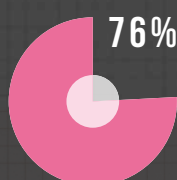
Data source: Ipsos

Scientific parenting has become a trend

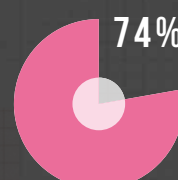
Nearly 80% of parents said they concerned themselves with scientific parenting, and in particular, methods of education, character cultivation, and knowledge learning / intelligence building.



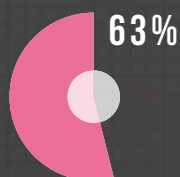
Education Methodology



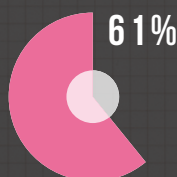
Character Cultivation



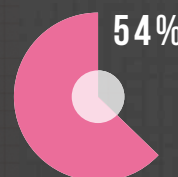
Knowledge Learning/
Intelligence Building



Security Education



Feeding (Picky Eating/
Dietary Bias)



Parenting Style (Too
Strict or Loose)

Data source: Ipsos

As grandparents/maternal grandparents are the main force in babysitting, disagreement generally occurs.

82%

families said they had encountered differences in parenting concepts and methods , especially in feeding, education and parenting styles.

Aspects of difference in parenting concepts

Feeding (Picky Eating/Dietary Bias)



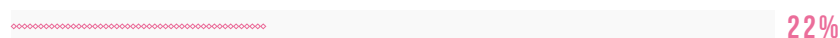
Education Method



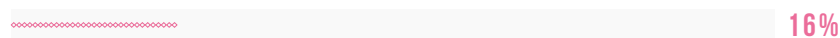
Parenting Style (Too Strict or Too Loose)



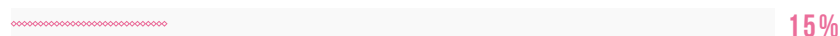
Character Cultivation



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For the complete report, please contact ipsos_china@ipsos.com