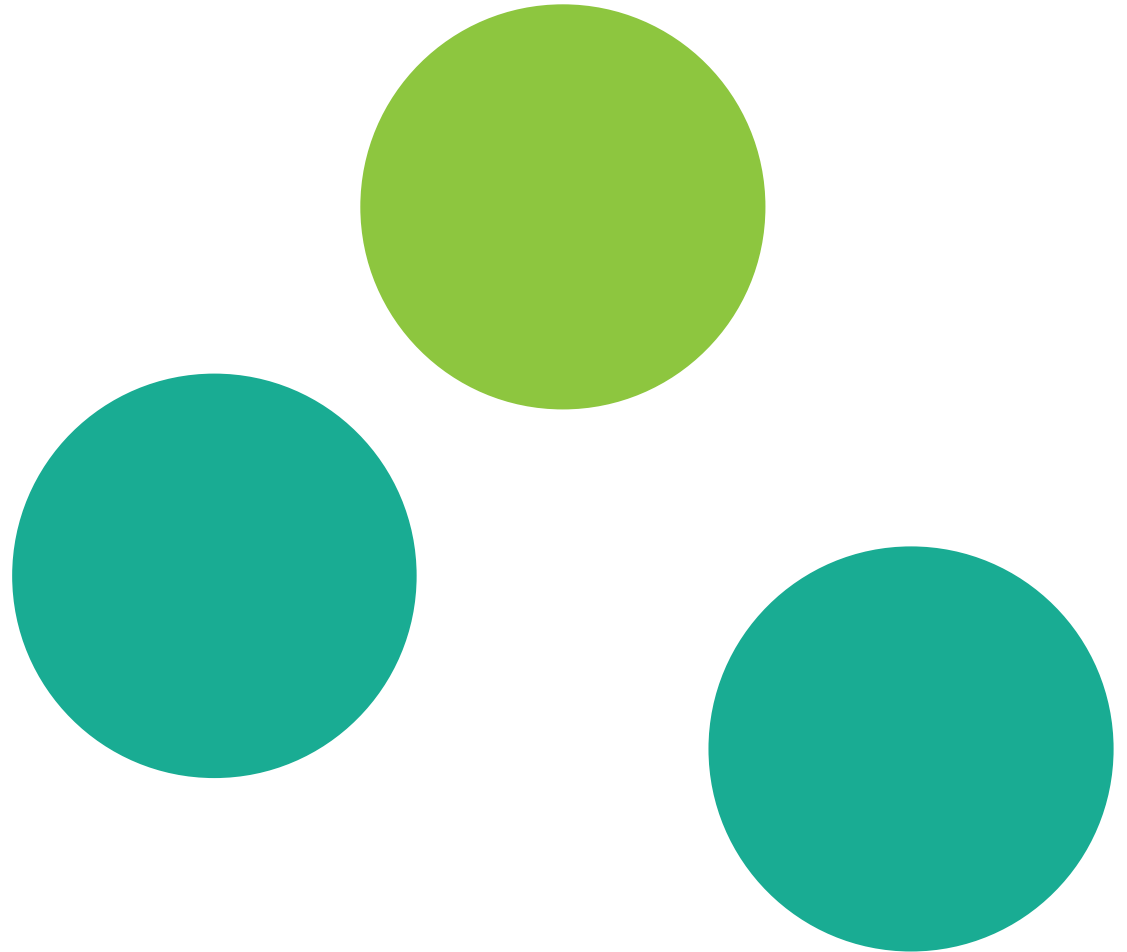




ParentsandBrands

What Parents Told Us About Buying Baby Products

January 2021



What We Did

We ran a **two week** Insights project asking parents about **buying baby products**

We asked them to **answer questions**, actively **share their opinions** and give **detailed commentary** around how they buy for their baby

We ran an insights panel with **18 parents**, and an online survey with **164 responses**

Key Stats

Where do you mainly buy skincare products for your baby?

In the pharmacy	45%
In the supermarket	33%
In a specialist retailer	9%
Online	9%
Other	4%

Age

25-34	38%
35-44	55%
45-54	5%
55-64	3%

Baby/pregnancy technologies or apps they use

Video monitor	38%
None of these	30%
Baby milestone app	27%
Fertility tracker	27%
Brand apps to order items	11%
Other tech or apps	5%

Where they are on baby journey

Has child > 1 year old	52%
Had baby in last 12 mths	28%
Pregnant	17%
Trying to conceive	3%

What is important when it comes to baby brands

Recommended by another parent	62%
A brand I already know	45%
Recommended by health professional	41%
I've been able to test or try it out	24%
It's within budget	24%
It's won an award	14%
I like the colour/style	7%

Where they prefer to buy for baby

Supermarket with my regular shop	43%
Online website with many brands	38%
A larger multi-purpose retailer	32%
A specialist retailer	28%
Brand website	11%



Topic 1 – How Buying Habits Have Changed Since Lockdown:



“I prefer to see things before I buy so have not really purchased any thing apart from some things from supermarkets during lockdown.



“I’ve changed to buying everything online which means reading reviews online before I buy.”



“Online shopping is a lifeline for a mum with two young children and another on the way. If I need some new products for baby I will do my pricing online and order from local shops if possible.”



“Pretty much the same, for example a recent large purchase I researched online, contacted local store to see what they had on offer and if they could match the price. I will always shop local if I can. The only difference is I had to make an appointment to go in store.”



“All equipment has to be bought online which I find is not ideal as I would prefer to see what I'm getting. I worry about hassle of returning if I don't like the item when it arrives.”



Buying Baby Equipment

What is important to you when it comes to equipment that you buy for your baby? (select all that apply)

Top 5 Factors

- | | |
|---|-----|
| 1. It's been recommended by another parent | 56% |
| 2. It's within budget/price | 45% |
| 3. It's a brand I already know | 42% |
| 4. It's been recommended by a health professional | 31% |
| 5. I've been able to test or try it out | 25% |

Topic 2 – What Can Retailers Do Better For Online Shopping?



“I personally buy based on reviews and recommendations. I like a retailer that has all the detailed product info under the item as some don't always have this. A good description with lots of info and sizing helps a lot.”



“Video demos for items such as buggies to show me how easy it is to use. Especially, as a first time mother, there's a lot to take in and I don't have time to read instructions.”



“Make the website easy to search and provide detailed descriptions of the products, this is especially important in times like these when we cannot go into shops and look and feel the products and talk to the retailers.”



“Good communication online, replying to messages, etc. Giving advice seeing as we can't try the products out. As well as video demonstrations of equipment I like to read reviews from other parents.”



“Easier and free returns process. This allows you to check quality etc before committing.”



Topic 3 – Where Do Parents Get Ideas for Baby Products From?



“Our baby is our first, but both my husband and I have siblings who have children. Most of the advice and ideas came from them. Friends of ours were also expecting at the same time so we would discuss products.”



“I would search websites for ideas and also look at pregnancy magazines or books. Bloggers are good and nothing beats friends’ recommendations.”



“I joined birth groups on Facebook for my birth month & year. Social media and signed up for parenting newsletters. I also followed pregnant bloggers or bloggers with small babies.”



“Family and friends, plus websites and social media. Also hospital classes and pregnancy fairs were useful.”



“I researched online and joined online baby chat rooms. Went to baby fairs. I also found parent pages on Instagram were useful.”



Key Insights from Parents

Parents enjoy reading helpful content about pregnancy, babies and family life

Only 11% of parents buy from brand websites with 38% shopping online from a website with many brands

Parents like to know how a product will perform and to test it out before they buy it

Parents love baby events and will go to a store especially to stock up when they see an event taking place

Parents and parents-to-be buy baby and pregnancy brands products based on recommendations from other parents

Parents pick up essential baby and pregnancy products when they do their main grocery shop.



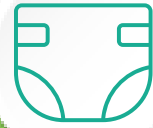
Opportunities for Brands and Retailers

Recommendations matter so ensure you ask for reviews from customers.

Baby Events are still attractive to parents particularly for first time parents

Work with health professionals to get recommendations for your product or service.

Online shopping is now a norm, make your website the best it can be and include reviews.



Parents like to research before they buy. Detailed product descriptions + video demos are essential.

Parents like choice and value and will buy own range products if they are confident about the quality.

Parents like to join forums and groups for advice, is this something you could provide?

Do you have an app? 58% of respondents have used a baby or pregnancy app for tracking milestones or fertility.

How ParentsandBrands Can Help

We can help gather further insights from panels of parents for:





ParentsandBrands