

## Family Report 2023

Azaria reveals latest mindset of the UK family.

Annual research from specialist marketing agency

2,044 UK parents aged 16-46, were surveyed by Mumsviews

13% currently pregnant

have children 10 or under

3/4



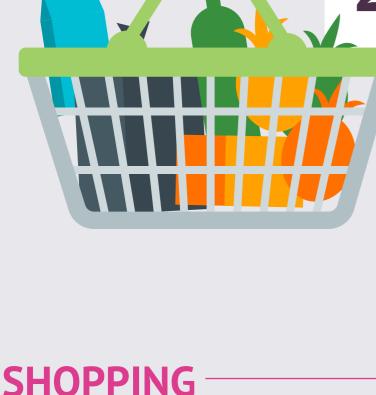
THE BIGGER PICTURE

HALF are still feeling pandemic related anxiety (but the majority of 58% don't believe it's affecting their kids anymore) 69% say that the cost of living is negatively affecting their everyday life

is directly affecting purchasing decisions."

"The cost of living crisis

46% think that supermarkets no longer offer the best value for money



65% spent less on Christmas in 2021

35% regularly use second hand

sites such as eBay or Vinted

regularly use

## food shop and...

73% of those do it in-store 1-5 times in the whole of last year

do one big weekly

see holidays as an essential, whilst 64% say they're a luxury

Only 37% visited their local high street 47%

> change concerns have affected purchasing decisions "Is a rise in using second hand stores a reflection of the cost of

say that climate

22% spend 5-6 hours per week browsing products when pregnant, whilst 36% spend 2-4

hours per week

living increases or being more

conscious of the environment?

Most likely it's a bit of both."

60% value brands

**BRANDS** 

more conscious living, there are opportunities for brands with a higher purpose to connect and engage with their end

with a higher purpose

"As we enter into an era of 61% of respondents like brands to contact them via email, 39% customer like never before." via social media



**DIGITAL LIFE** 

**36%** occasionally view Tik Tok,

47% don't understand what the Metaverse is

66% recipes

Respondents use

social media as

inspiration for;

46% cleaning hacks

63% parenting tips

54% homes

are currently lost on many."

"With over half of respondents rating their general family life an 8 out of

10, it is clear that we are enjoying getting back to 'normal' after several

years of pandemic disruption. However, rising living costs are having a

**AMBER STEVENTON MANAGING DIRECTOR** 

"Social media continues to be a key

source of information and inspiration

for the UK family, whilst it seems that

developments into the Metaverse

direct impact on things such as our weekly shop. This means that many respondents shopping more selectively, including second-hand."



