

AZARIA

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Family Report 2023

Annual research from specialist marketing agency Azaria reveals latest mindset of the UK family.

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

13% currently pregnant

3/4 have children 10 or under

THE BIGGER PICTURE

HALF are still feeling pandemic related anxiety (but the majority of 58% don't believe it's affecting their kids anymore)

"The cost of living crisis is directly affecting purchasing decisions."

69% say that the cost of living is negatively affecting their everyday life

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

65% spent less on Christmas in 2022 than in 2021

SHOPPING

3/4 do one big weekly food shop and...
73% of those do it in-store

35% regularly use second hand sites such as eBay or Vinted

Only 37% visited their local high street 1-5 times in the whole of last year

34% see holidays as an essential, whilst 64% say they're a luxury

47% say that climate change concerns have affected purchasing decisions

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

"Is a rise in using second hand stores a reflection of the cost of living increases or being more conscious of the environment? Most likely it's a bit of both."

BRANDS

60% value brands with a higher purpose

"As we enter into an era of more conscious living, there are opportunities for brands with a higher purpose to connect and engage with their end customer like never before."

61% of respondents like brands to contact them via email, 39% via social media

DIGITAL LIFE

47% don't understand what the Metaverse is

Respondents use social media as inspiration for;

54% homes

46% cleaning hacks

63% parenting tips

66% recipes

36% occasionally view Tik Tok, but 49% have never been on the platform

"Social media continues to be a key source of information and inspiration for the UK family, whilst it seems that developments into the Metaverse 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 direct impact on things such as our weekly shop. This means that many respondents shopping more selectively, including second-hand."

AMBER STEVENTON MANAGING DIRECTOR

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www.azariapr.co.uk

@azaria_ltd

hello@azariapr.co.uk