

Annual research from specialist PR & marketing agency,

Azaria reveals latest mindset of the UK family*.

Shopping Habits amongst UK Parents in 2025

PURCHASING POWER

Sustainability has become a key consideration.

- Parents like to purchase multiple products from the same, trusted brand.
- Personal experiences and authentic advice builds a strong connection.
- Consistent quality and positive experiences drives brand loyalty.
- Value for money is fundamental. Parents purchase based Word of mouth is a on a balance between
- price and quality.

powerful tool - making customers your sales team!

How parents discover new products

FINDING NEW BRANDS

36.6% Influencer Marketing

22.5% Online Searches

22% Social Media Ads

receptive to targeted social media advertising.

Parents said they are



MAKING THE DECISION TO BUY

99.5% of those surveyed have recommended

products to other parents.

Six out of 10 ask family or friends for recommendations.

influence their purchasing decisions



know they can trust.

60% of shoppers buy from brands they

DOES PRICE MATTER? 7/10 parents are willing to wait for sales!

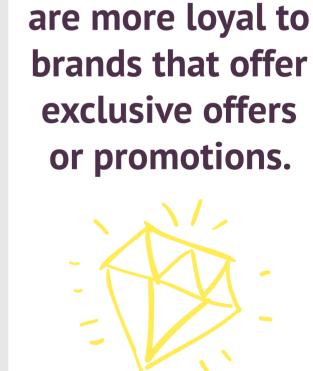
Meaning dates such as Black Friday,

31.1% say affordability

remains a key purchasing

January Sales, etc. remain key.





57.9%

96% are willing to pay more if added features provide real value, increase safety and well-being, or making their own lives easier. Cashback sites are becoming an increasingly valuable tool for UK parents, with FOUR OUT OF 10 now using them to save when making purchases.

closely followed by a

percentage discount.

"This year's research has shown that parents are increasingly turning to trusted brands that offer quality, value and experiences that positively impact on both their family and the environment." **AMBER STEVENTON MANAGING DIRECTOR**

ONLINE AND INSTORE

SEVEN OUT OF 10 said the biggest advantage of shopping instore is seeing and feeling the product

CARING FOR OUR PLANET

brand's sustainability credentials

considering this before purchasing.

Parents continue to value a

with EIGHT OUT OF 10 now



then making an

67.5% of parents continue to make most of their purchases online. 6 OUT OF 10 agreed online purchasing is convenient and saves time.

"PR and digital marketing have never been so important. It cuts through the mass of noise with messages that truly resonate, engage and ultimately drive purchase."

AMBER STEVENTON MANAGING DIRECTOR











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immediate purchase.

*Based on responses from 209 UK parents. Azaria independent survey during January 2025. All raw data available.

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