



# AZARIA

HARNESSING PARENT POWER SINCE 2004

## Family Report 2025

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

### PURCHASING POWER

Shopping Habits amongst UK Parents in 2025

- 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 on a balance between price and quality.



Word of mouth is a powerful tool – making customers your sales team!

### FINDING NEW BRANDS

How parents discover new products

**36.6%** Influencer Marketing

**22.5%** Online Searches

**22%** Social Media Ads

Parents said they are receptive to targeted social media advertising.



**99.5%** of those surveyed have recommended products to other parents.

### MAKING THE DECISION TO BUY

Three quarters said that reviews heavily influence their purchasing decisions

Six out of 10 ask family or friends for recommendations.

**60%** of shoppers buy from brands they know they can trust.

One in three would be more likely to purchase a product if it had an award or accreditation. 85% would choose an award-winning product over another.

### DOES PRICE MATTER?

**7/10** parents are willing to wait for sales! Meaning dates such as Black Friday, January Sales, etc. remain key.

**57.9%** are more loyal to brands that offer exclusive offers or promotions.

31.1% say affordability remains a key purchasing driver, although understandably safety comes out top at 44%.5.



**75.1%** said free shipping is the top purchasing incentive. closely followed by a percentage discount.

**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.



"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

### CARING FOR OUR PLANET

Parents continue to value a brand's sustainability credentials with **EIGHT OUT OF 10** now considering this before purchasing.



### ONLINE AND INSTORE

**SEVEN OUT OF 10** said the biggest advantage of shopping instore is seeing and feeling the product then making an immediate purchase.

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



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

"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

All your PR & marketing needs under one roof.

www.azariapr.co.uk @azaria\_ltd hello@azariapr.co.uk