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White Paper

Connecting with Gen Z Moms





Introduction

While millennials continue to be the largest parental segment, Gen Z is the newest generation coming into parenthood.

Born between 1996 and 2010, Gen Z is poised to supersede millennials in population share. Bloomberg¹ projects Gen Z will account for 32 percent of the global population, with millennials right below them at 31.5%.

Marketers, don't be mistaken — Gen Z and millennials are not one and the same. Millennial Moms are often characterized as optimistic and focused on advancing themselves. Gen Z Moms are often characterized as being self-aware, driven to be successful, and more traditional than millennials.

Major life events like the Great Recession have Gen Z Moms opting for a more traditional route than Millennial Moms. Because they have experienced the negative financial consequences of the past and have seen family members burdened by debt, such as student loans, Gen Z knows the importance of being prepared, self-sufficient, and rational when it comes to finances, education, and success. Like other generations, they want to be the best version of themselves, but they have a less optimistic view than Millennial Moms; Gen Z often feels anxious about the future and identifies much more as realists than optimists.

As one of the most diverse populations, Gen Z Moms have an interesting set of characteristics which presents brands with unique challenges and opportunities to reach these moms authentically to earn their long-term loyalty. Gen Z Moms will be an influential group of consumers with buying power in the billions—they're the kind of friends brands need to make and keep.




To understand how to develop successful relationships with Gen Z Moms, we have to answer some key questions: Where do you find them online? What are their media consumption habits and behaviors? What matters to them? Once a connection is made, how do you keep them happy and engaged long term? If this sounds a little like dating, that's because it is. Like any other relationship, building a brand relationship with Gen Z Moms is about investment: make connections, identify something of value, and keep the relationship beneficial, and dependable, with a few surprise and delight moments along the way.





Quick Stats

Millennial Moms are digitally intelligent, but Gen Z Moms are digital nomads. This generation does not know a life without the internet, so they're accustomed to the fast-paced nature of tech. A recent study by BabyCenter² reports:

-  Gen Z Moms clock in 5.9 hours of screen time each day, just an hour less than non-parent Gen Zers.
-  36% of Gen Z Moms worry about missing out on events compared to non-parent Gen Z women (71%).
-  On average, Gen Z Moms spend 30.5 hours per month on social media alone.
-  The top two reasons Gen Z Moms follow brands on social are enjoyable content (61%) and coupons/deals (11%).

Since this generation grew up with social media, they are masters in all things social; however, motherhood has given them a better understanding of the repercussions of social media. Despite recent news, Gen Z Moms continue to favor Facebook the most and use it to distribute news and updates on family life.



1

What Are Gen Z Moms' Digital Habits and What Are They Consuming?

Gen Z Moms Visit Stores but Trust Their Community

Unlike Millennial Moms, Gen Z Moms are less trusting of reviews from celebrities, macro influencers, and bloggers. After the exposure of companies, brands, and individual sellers “gaming” Amazon’s review system by buying or writing their own reviews, Gen Z Moms decided to listen to their gut. When researching brands and products, they do not regard Amazon reviews as a reliable source compared to in-store interactions (48%), family (45%), and online user reviews (31%) (BabyCenter).²

Best in Multitasking

Gen Z Moms are multitasking pros. On average, they use *five screens at a time* while performing other activities, compared to millennials’ use of two or three screens. To stay connected and up-to-date, Gen Z Moms know they have to stay plugged in, but they also know it’s healthy to take a break from screens. It’s all about balance for these new moms, who sometimes can only connect with others and gain advice in the early stages of motherhood through online interaction.

Video Consumption: It’s Not All Entertainment

Gen Z Moms have the highest usage rate on YouTube, in part because YouTube offers snackable videos, a feature Gen Z enjoys. They’ll continue to use the platform throughout motherhood and beyond because they need quick, informative content.





2

What Matters to Gen Z Moms?

Nonprofit and Cause Marketing

Gen Z Moms define giving back and supporting social causes on a broader scale than their millennial counterparts. They march, run social campaigns, start fundraisers, and are more likely not to support a brand if it doesn't align with their personal beliefs. While Gen Z Moms support their local community, they also support their national and global society on issues impacting their families the most. When brands authentically support causes, it goes a long way toward influencing and securing brand loyalty.

Value and Positive Experiences Are Important Purchase Decision Factors

Gen Z Moms like a good deal but aren't as concerned about discounts as Millennial Moms. They are Thrifting Moms, not Amazon Moms, because they care about sustainability and ethical practices. Brands will continue to see this budget-friendly trend grow as upcycle and resale sites like ThredUp increase in popularity. Additionally, Gen Z Moms consider a wide variety of factors when making purchase decisions, including whether or not the item makes them feel good about themselves, receives positive online reviews, helps them stand out, or is based on a recommendation from others they know.



A Note on Coupons and Deals

Growing up, Gen Z Moms saw their Gen X Moms clipping coupons and then later transitioning to finding deals on websites and apps like Groupon and RetailMeNot. Gen X Moms are known for their brand loyalty in the name of quality and status. While Gen Z is starting to transition back to enjoying (some) name brands, this affinity doesn't apply directly to household items. Over the years, Gen Z has seen many major brands exposed for their unethical work practices, harmful ingredients, and problematic sourcing. Gen Z is moving toward brands they can trust, even if a brand is new on the scene. Of course, this doesn't mean Gen Z Moms have no interest in saving. Like anyone else, when Gen Z Moms save money on valued items, they feel good about their purchases. They want to do what's best for their families while being fiscally responsible and need to have these two factors work in tandem. While coupons won't necessarily influence loyalty to a brand Gen Z Moms don't already love and believe in, coupons can influence moms' purchase behavior, desire to try a new product, and where they buy.

The Intersection of Marketing and Gen Z Moms

Many moms already feel like brands don't understand their lives and the diversity and complexity accompanying it. Moms wear multiple hats every day: friend, co-worker, daughter, referee, judge, decision-maker, you name it. In fewer than three years, this group is projected to account for more than half of incoming parents (Michel Carter).³ As Gen Z becomes parents, they will define their brand preferences and influence the relationships their children have with brands.



A Final Note

Gen Z Moms are a growing and impactful group with an enormous amount of purchase power and influence, and they demand the attention of marketers. The key for marketers is to connect and engage with Gen Z when, where, and how they prefer it. Smart marketers will use data to harness the power of Gen Z Moms, creating mutually beneficial relationships through authenticity and technology. Through these efforts, brands will gain credibility, advocacy, increased purchase, and market share growth for a long time to come. Gen Z Moms are powerful ambassadors, as long as you can win them over.



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