



Collaborative Whitepaper

Next Generations of Parents' Consumer Trends, Purchase Journeys, and Consumption Habits

Parenting styles and household decisions are evolving, driven by the shifting mindsets and experiences of the next generation of parents.

With Gen-Z and Millennials at the forefront, two generations with distinct personal values, brands and marketers face critical questions.

Information Coverage

- 1. Young parents' profile**
- 2. Parenting style and belief market across various industry**
- 3. Detailed category information**
All list category purchased, and deep dive brand usage & switching for baby toiletries, baby food & snack, milk (formula & liquid)
- 4. Switching habit per each stage vs different stage**
- 5. Shopping habit Purchase channel, role of each channel, category purchased**

Methodology

Quantitative and Qualitative Online Studies using Supermom's panel of mothers

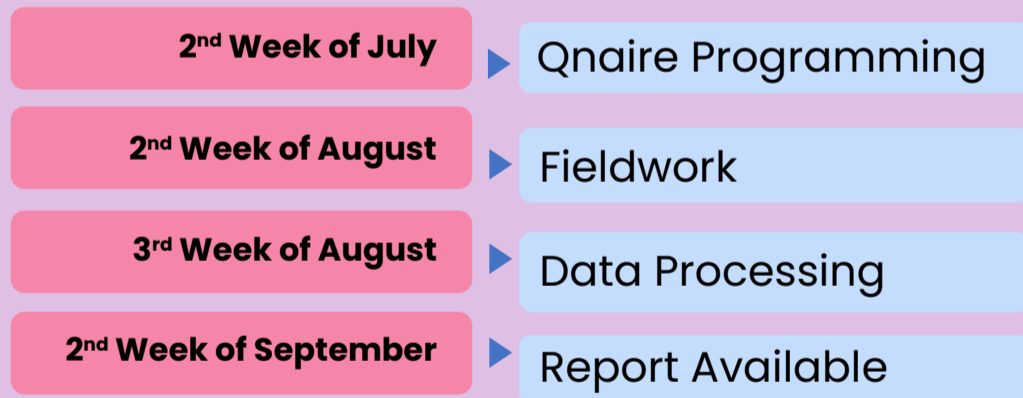
The whitepaper is the integrated report of the Qualitative and Quantitative Studies using Supermom's Panel of Mothers

Sample Criteria

Criteria	Multiple Panels Are Allowed		
	Baby/Kids Toiletries	Baby Food & Snacks	Milk
Panel 1: Expecting Moms	150		
Panel 2: Mom with a Baby	150	150	150
Panel 3: Mom with an Infant	150	150	150
Panel 4: Mom with Toddlers (1-3 Y.O.)	150	150	150
Panel 5: Mom with Child (4-6 Y.O.)	150	150	150
	750	600	600

Timeline

Contact us immediately if you'd like to add questions your brand would like to address in our study's questionnaire



Investment

IDR 120.000.000

(Early Bird: IDR 100,000,000)

*Early Bird Discounts are a time-limited offer, contact us ASAP before it expires!



For more information, please contact:

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