



♥ babylist

Future of Family Report 2022

A woman with long, wavy brown hair is shown from the side, holding a baby. She is wearing a black and white striped long-sleeved shirt. The baby is wearing a white short-sleeved shirt with a red heart on the front that says "HUG ME" in white cursive. The baby also has a red headband with a bow. The background is a plain, light gray wall.

Overview

Babylist is releasing new data from two studies of more than 7,000 people collectively. Both take a deeper look into the evolving purchasing behavior of new parents and their support systems to better understand what families need in this life stage.

Babylist is best known as a universal baby registry used by more than half of first-time parents. However, the company also has an unmatched relationship with and insight into the community of family and friends who support parents. These grandparents, aunts, uncles, coworkers, best friends, godparents, and other loved ones turn to Babylist for content and commerce. Babylist owns the family graph, helping guide the purchase decisions of more than 8 million people each year.

Methodology

- 🌸 **The Future of Family** quantitative study launched in August 2022 and surveyed over 4,334 new and expecting Babylist parents. It asked them to share details about their support system, their process for building their latest registry, their interest in social causes, self care and more.
- 🌸 **The Holiday Gift Giver** quantitative study launched in July 2022 asked 2,624 people about what they're gifting, where they're shopping, how much they plan to spend, and who they are buying for ahead of the holiday shopping season.



About Babylist

Babylist is the leading vertical marketplace and commerce destination for baby, driving purchase decisions for more than 8 million people each year. Utilizing robust proprietary data, patented technology, and unbiased editorial guidance, Babylist recommends expert-tested products to those starting their parenting journey so loved ones can offer their support. Babylist registries connect new parents and their community of family and friends who help plan, prepare, and shop for a child's arrival. Babylist is the generational brand in baby, leading the \$67 billion baby products market as the trusted go-to solution for growing families.



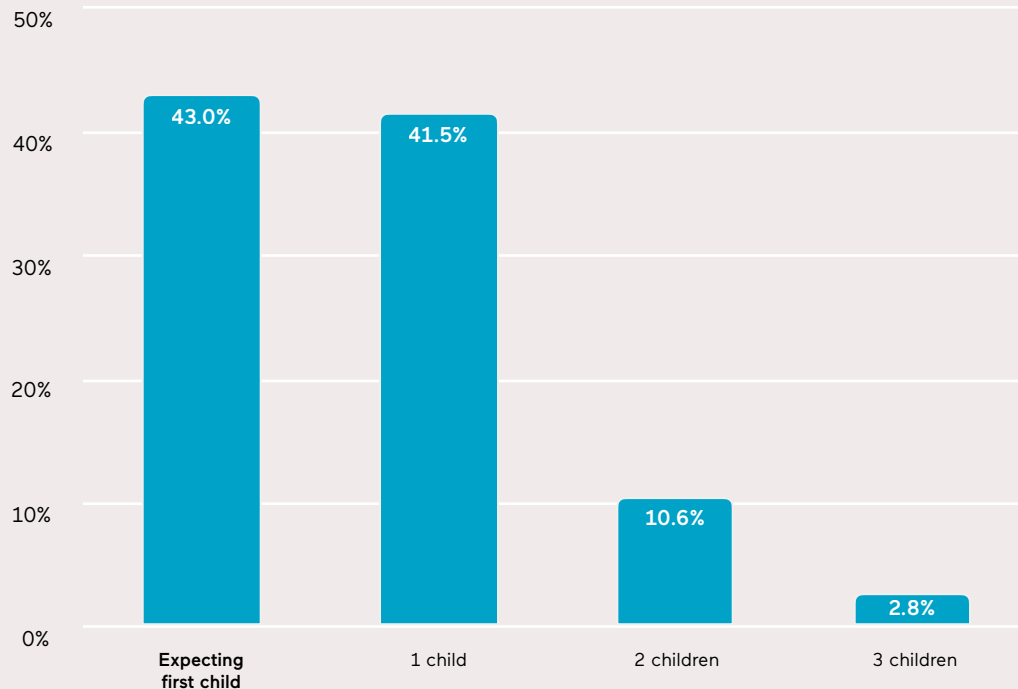
Family Dynamics

Number of Children in Household

43% of respondents are expecting their first child.



How many children are you currently the parent or guardian for?

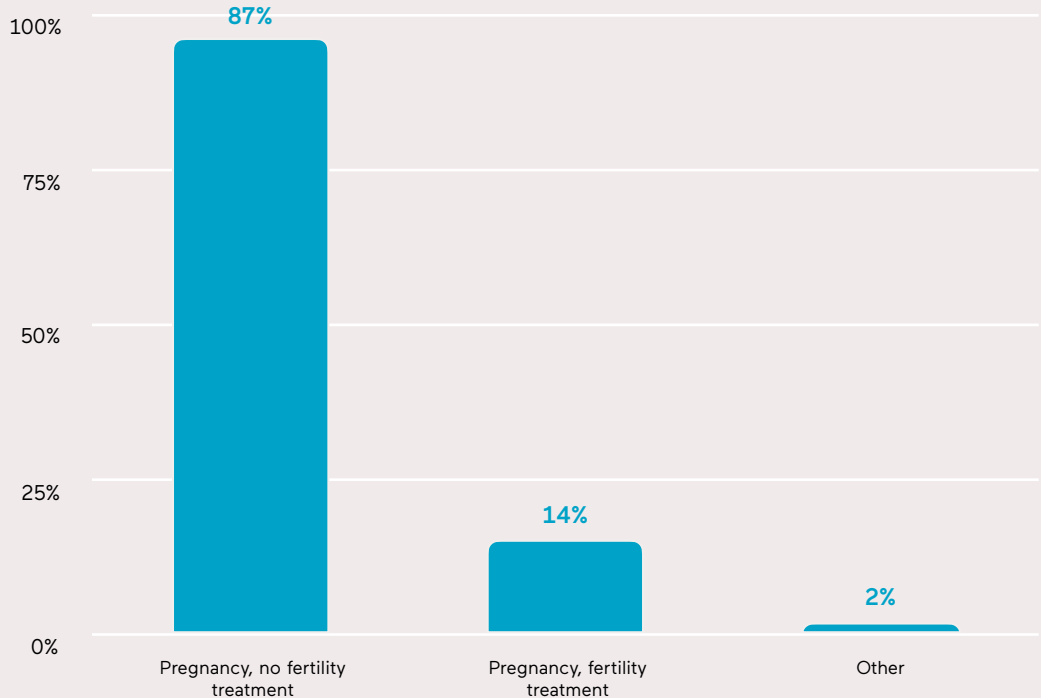


Popular Paths to Parenthood

87% of respondents began their road to parenthood via a pregnancy with **no fertility treatment**, while **14%** used a **fertility treatment**.



Including babies you are currently expecting, which of the following path(s) led you to becoming a parent? Select all that apply.

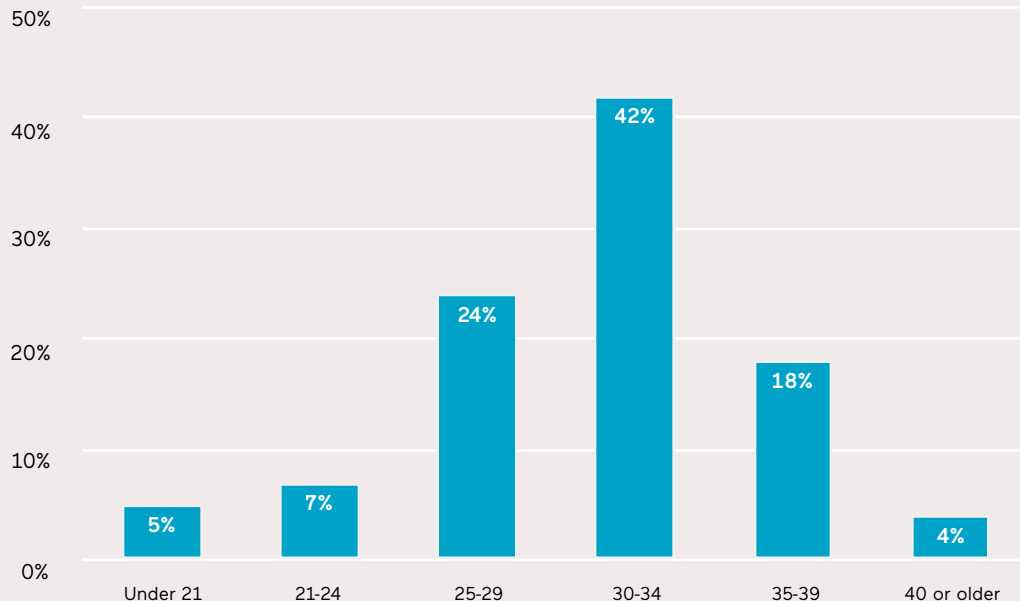


Age When First Child Arrived/s

85% of respondents were between the ages of 25-39 when they had their first child or will be 25-39 when their first child arrives.



What was/will be your age when your first child arrived/arrives?

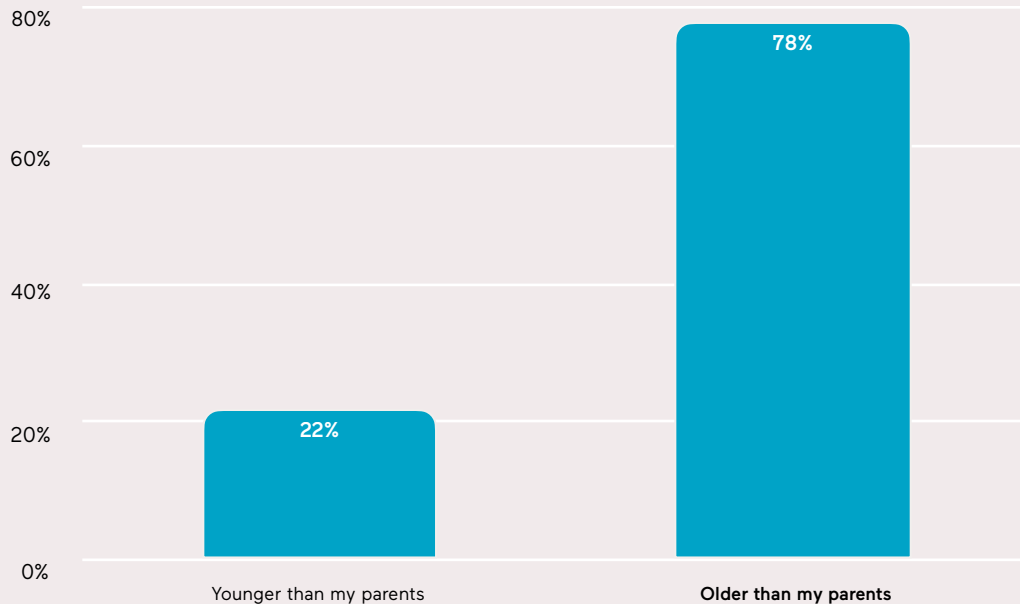


Younger/Older Than Parents

78% of respondents said that they are/were **older than their parents were when they decided to start a family.**



When you welcome(d) your first child, will you be/were you younger or older than your parents were when they decided to start a family?

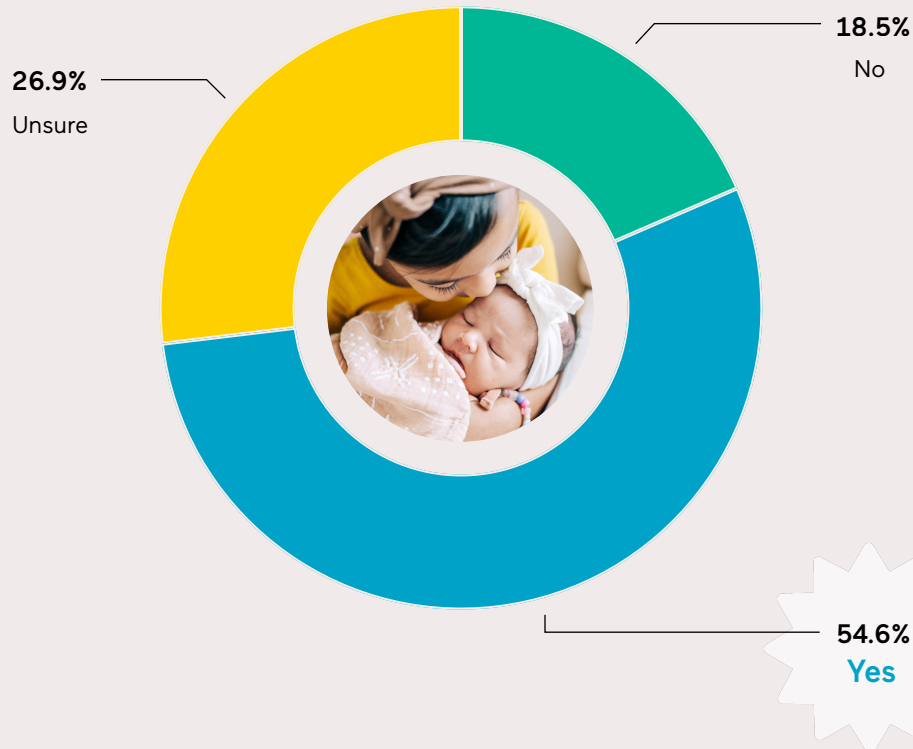


Future Family Additions

55% of respondents indicate that at this time they are planning on **adding more children to their family in the future**.



At this time, are you planning on adding any more children to your family in the future?



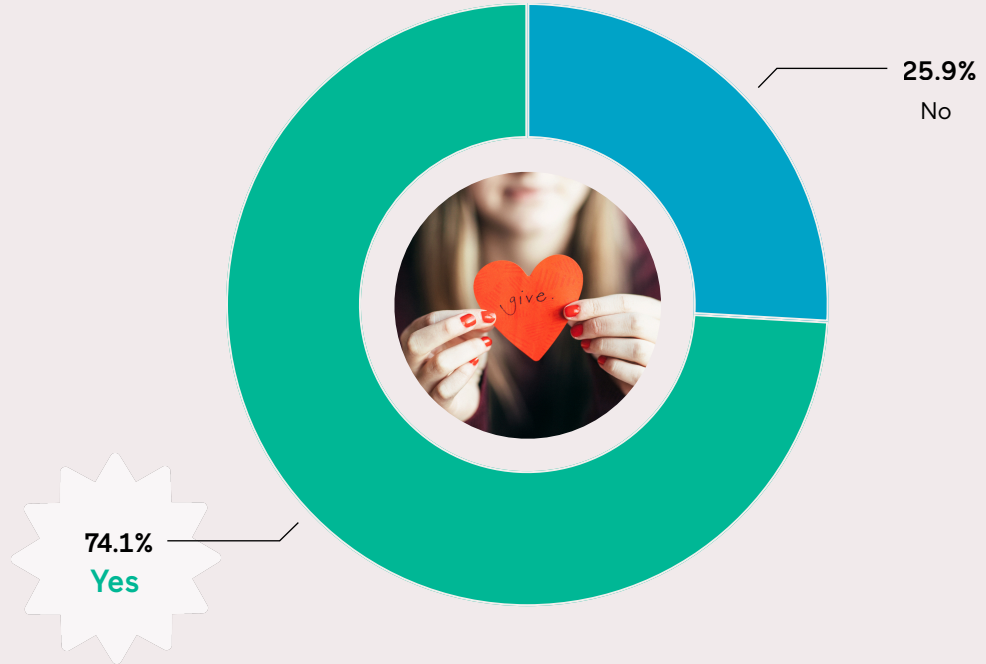
Social Causes

Social Causes Impact on Purchases

74% of parents say that if a company supports a social cause they also support, they would be more likely to purchase the product or add it to their registry.



If a company supports a social cause that you also support, would you be more likely to consider adding their product to your registry or buying their product?

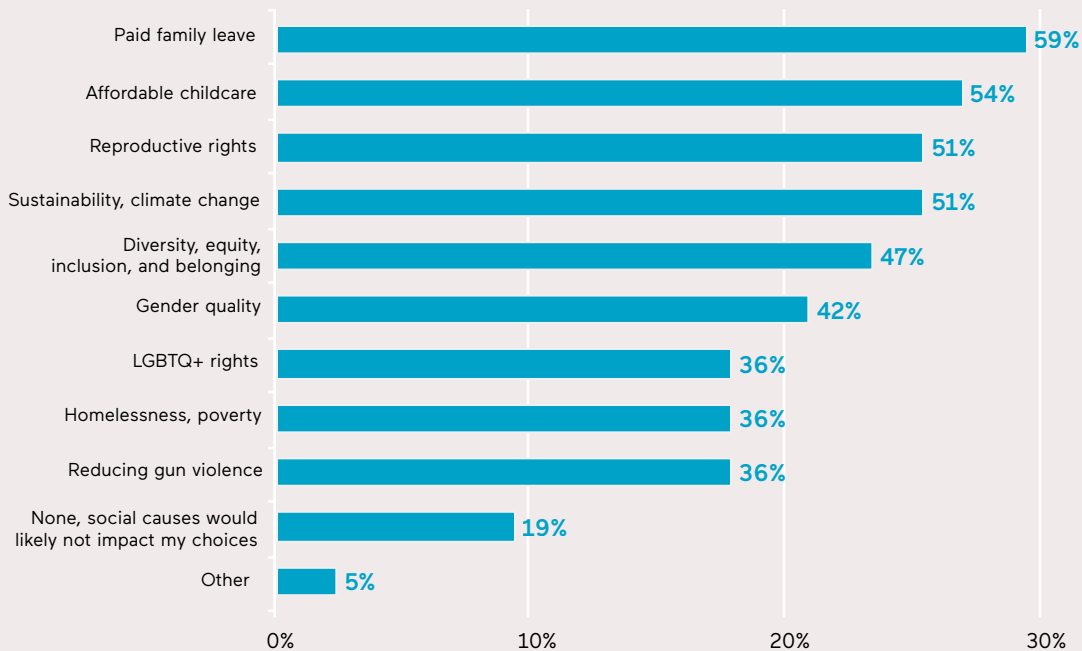


Social Causes That Drive Consideration

New and expecting parents are highly influenced by a company's open support for social causes.



Which of the below social causes could a company openly support that would make you more likely to consider buying products from that company or adding products to your registry?
Select all that apply.

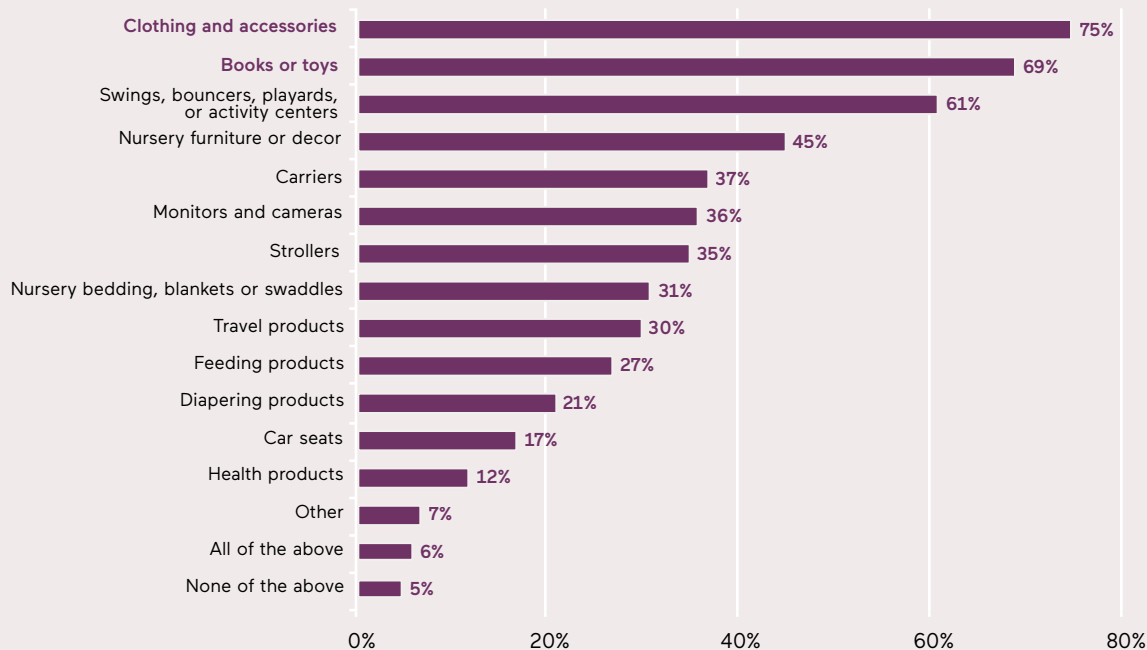


Satisfaction With Used Products

Parents say they would be satisfied to receive the clothing or books used or as a hand me down.



Which of the below products would you be satisfied to receive used or as a hand me down? Select all that apply.



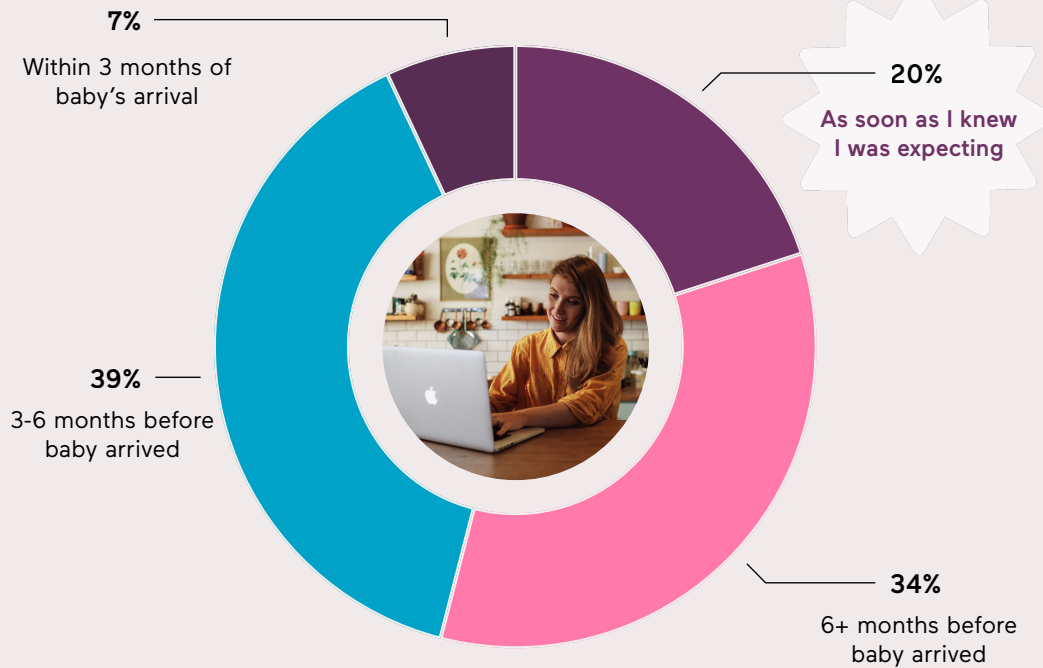
Product Discovery

Registry Creation Timeline

1 in 5 respondents (20%) began making their most recent baby registry as soon as they knew they were expecting.



When did you start making your most recent baby registry?

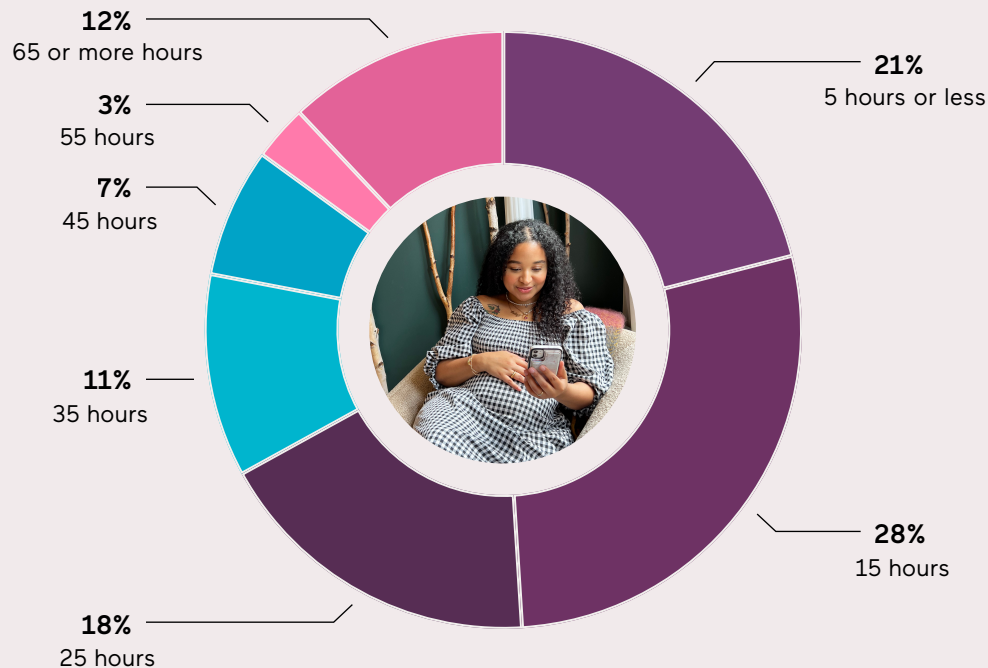


Total Hours Spent Creating Registry

More than half of parents conduct **at least 25 hours** of research when adding products to their registry while **12%** spend **65 hours or more**.



From the below options, which most accurately represents approximately how much time you spent creating your registry and researching the products to include?

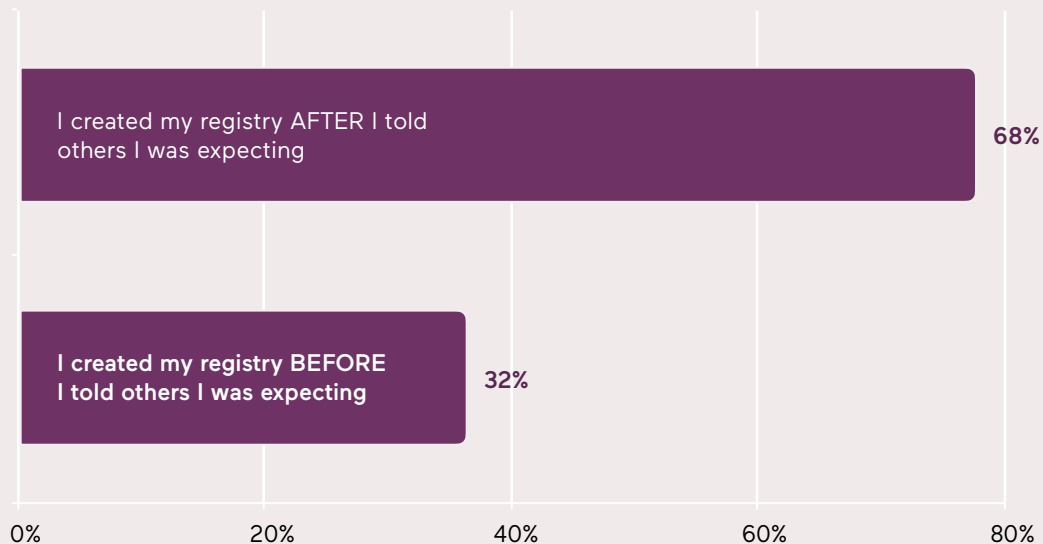


Timeline for Registry Communication

32% of respondents created their registry **before** they told others they were expecting.



Which of the below statements are true when it comes to your baby registry?

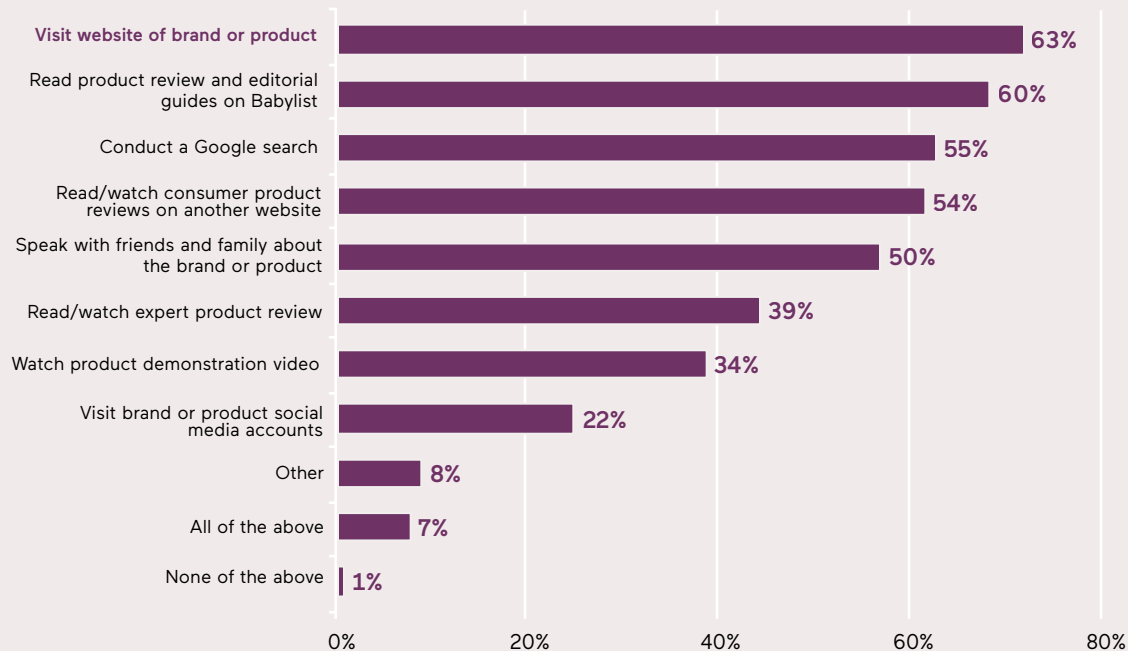


Post-Discovery Research

After initial discovery, **63%** of parents visit the website of the brand or product to ensure the product is the right fit for their unique needs.



Once you discover a brand or product you might consider adding to your registry, what type of additional research do you typically conduct in order to ensure that it was the right fit for your needs? Select all that apply.



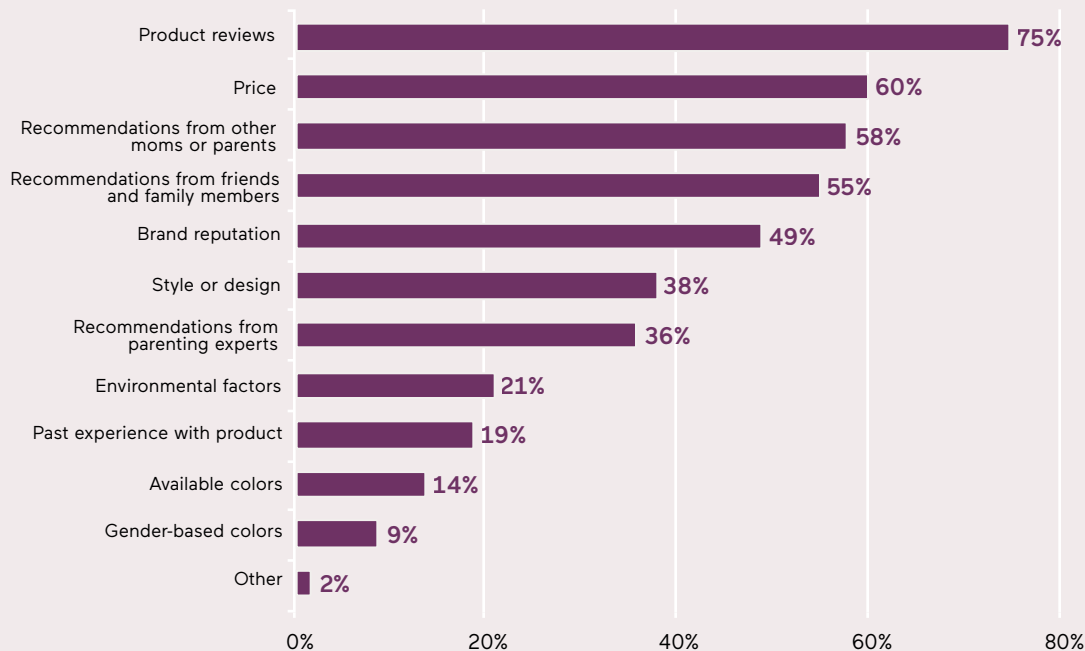
Decision Drivers For Registry Additions

Registry decisions are driven by

- Reviews (75%)
- Price (60%)
- And recommendations



What were the most important factors you considered when deciding which products to ultimately add to your registry? Select all that apply.

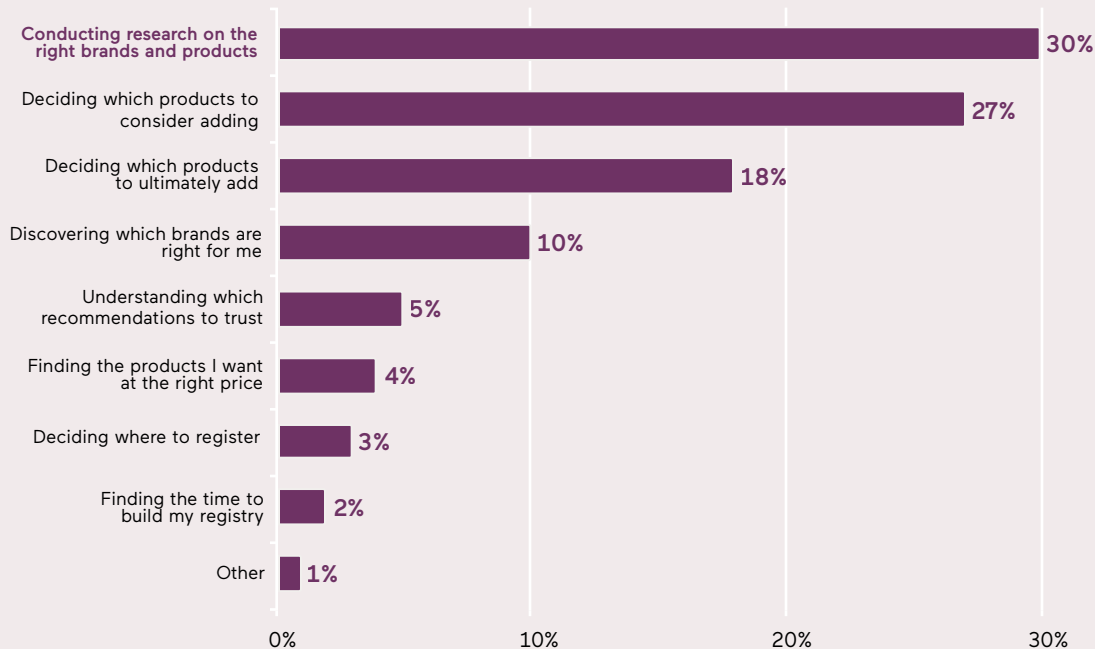


Registry Building Challenges

30% of parents say conducting research to find the right brands and products was the most challenging part of building their registry.



What was the most challenging part of building your registry?

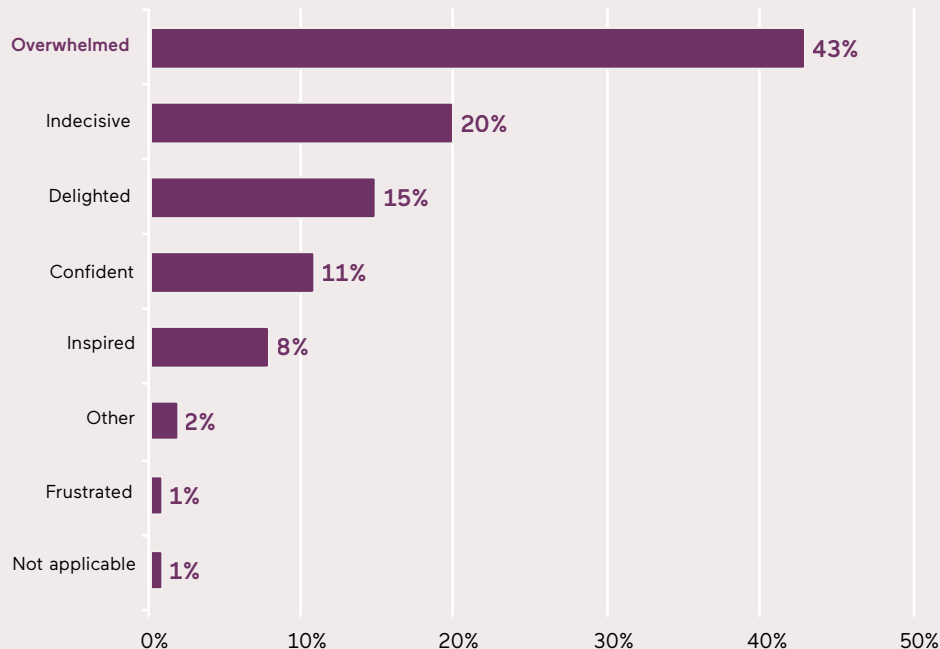


Emotions Felt During Registry Creation

Parents admit to feeling overwhelmed while building their registry, seek expert advice to help them feel more confident in their decisions.



What emotion did you feel most strongly when selecting items for your registry as an expecting parent?



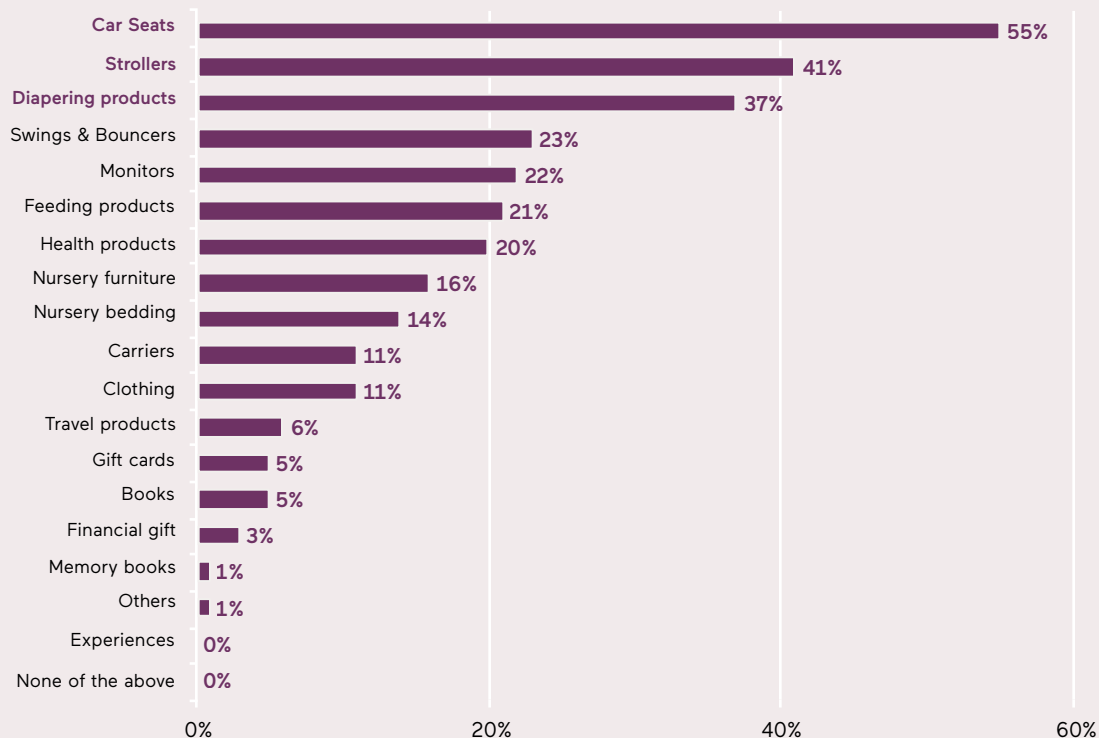
Registry Essentials

- Car seats (55%)
- Strollers (41%)
- Diapering products (37%)

are the most important items
respondents are adding to their registry.



What products on your registry do you consider your top, must-have essentials? Select up to three products.



Registry Items Most Excited to Receive

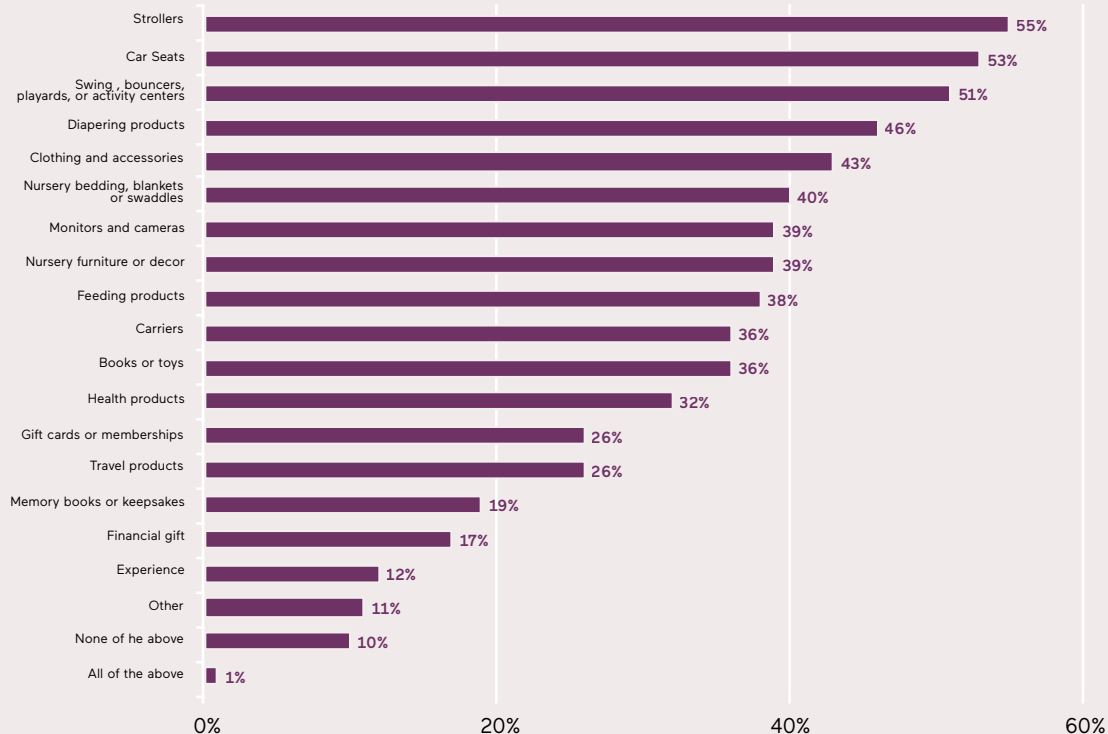
Parents are most excited about receiving

- Strollers (55%)
- Car seats (53%)
- Swings/bouncers/activity products (51%)

from their registry.



Which of the below products are/were you most excited to receive from your registry? Select all that apply.

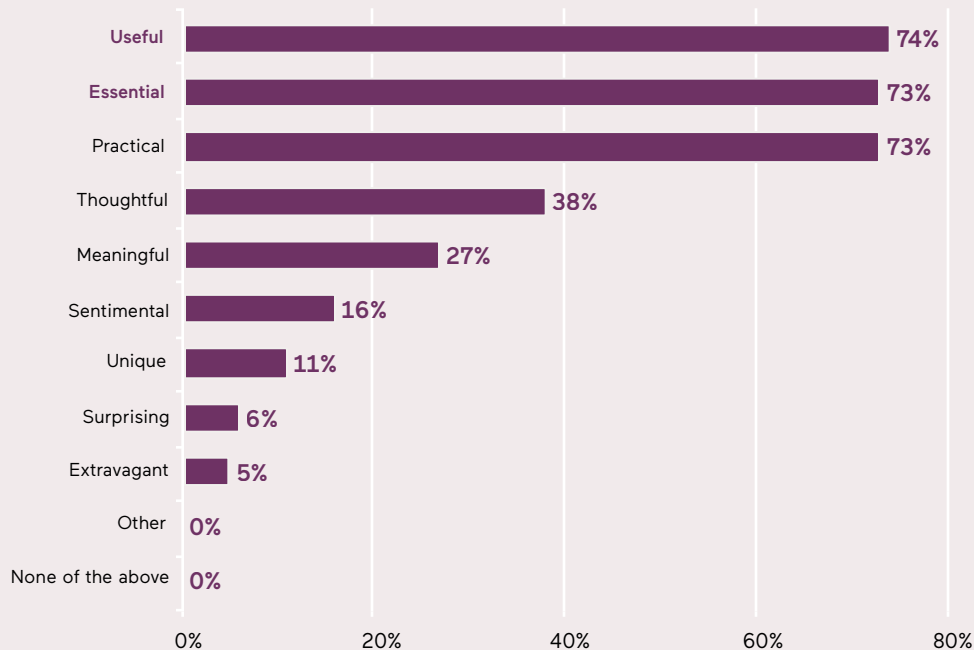


Types of Gifts Hope(d) to Receive

While baby clothes are cute, over 70% of parents would prefer useful essentials.



Which of the below words best describe the types of gifts you hope(d) to have purchased from your registry? Select all that apply.

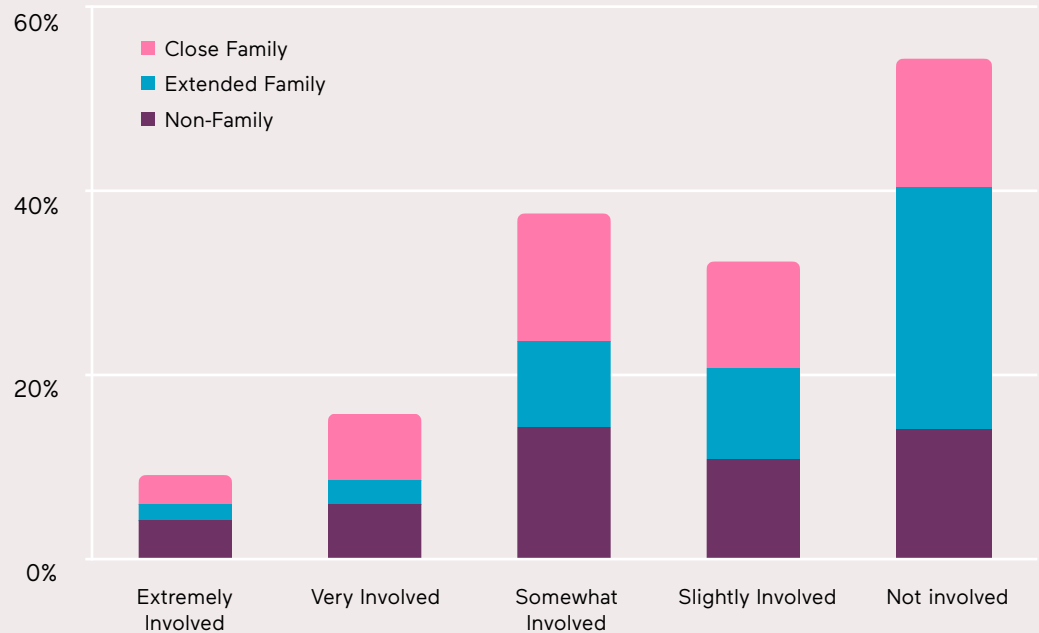


Registry Involvement by Group

72% of respondents say their close family was involved in helping them decide which products to add to their registry.



How involved were each of the following groups in helping you decide which products to add to your registry?

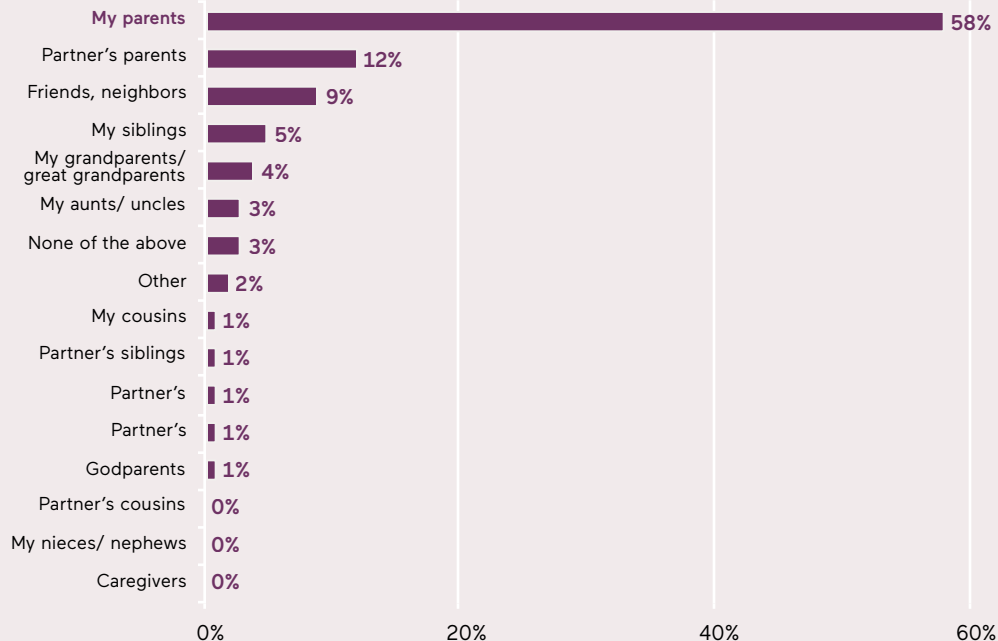


Relative Spending Most on Registry

Grandparents spend the most on baby, more than 2x than any other relative, friend, or acquaintance combined.



Who do you think will spend the most on gifts from your registry?

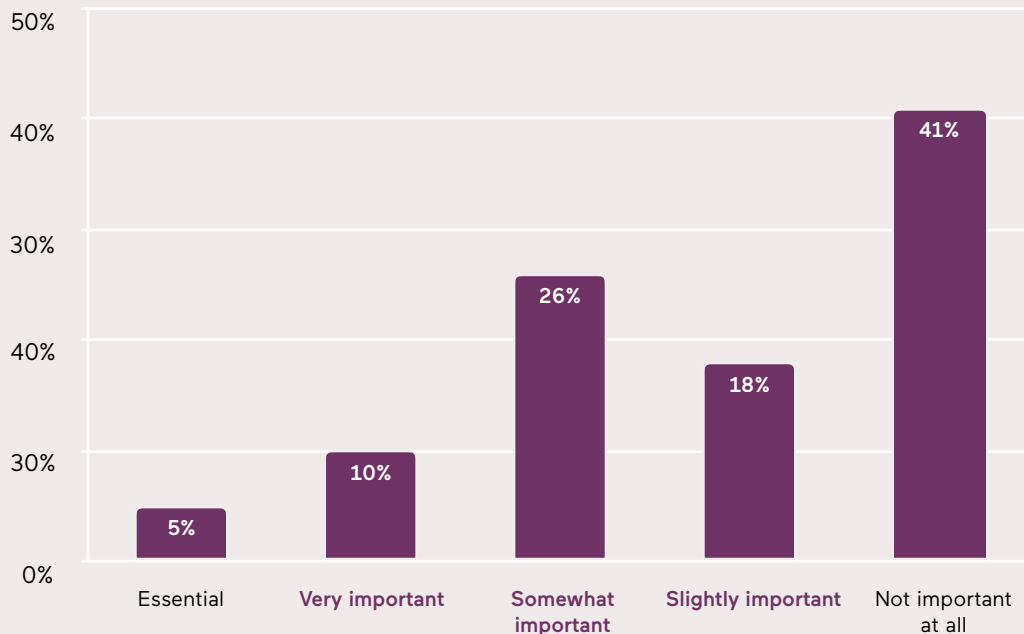


Importance of Gender-Designed Products

59% of parents say it's important the products they add to registry are designed for their child's gender, however only 5% said that it was essential.



How important is it to you that products you add to your registry are designed for the gender of your child?

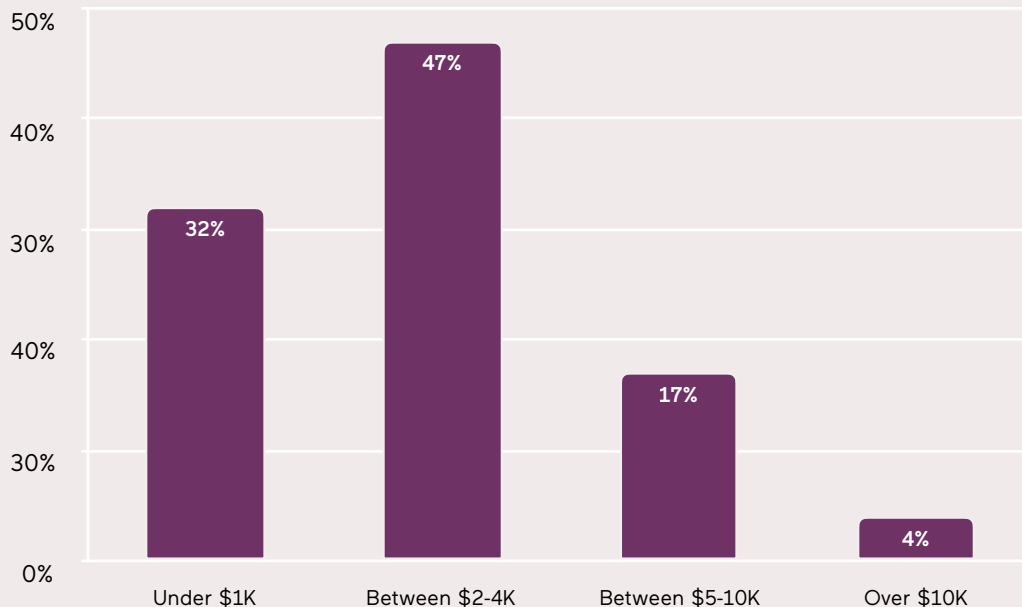


Amount Budgeted/ Spent on Specialists

79% of parents say they budgeted up to \$4K on newborn supplies and specialists/education before or during their child's first year.



How much did you budget for or have you spent (ballpark) on newborn supplies and specialists/education before or during your baby's first year?

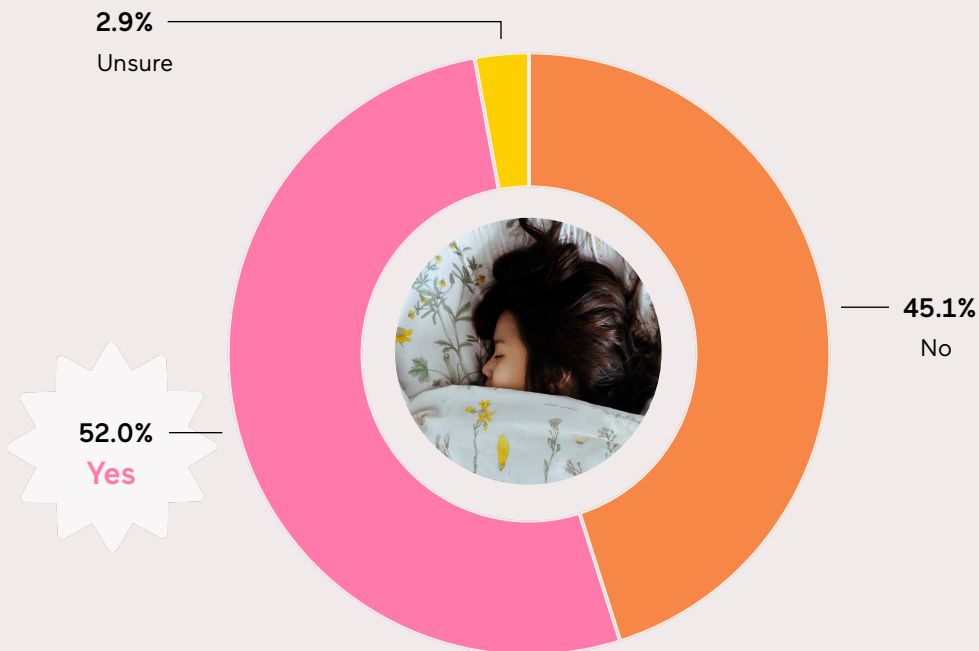


Self-Care & Postpartum Registry Additions

52% of parents have added **self-care** or **postpartum recovery** products or **services** to their registry.



Have you added products or services to your registry for your own self care and/or your postpartum recovery?

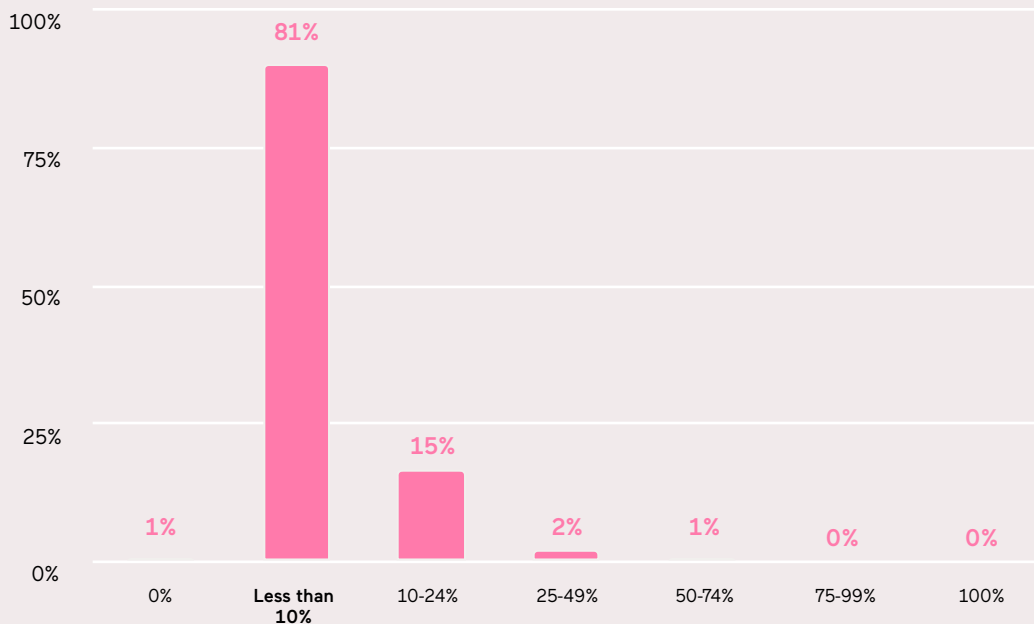


Self-Care As % of Registry Additions

81% of parents say self-care or postpartum products account for **less than 10%** of the total number of products they added to their registry.



If you added products or services to your registry for you and/or your postpartum recovery, approximately what percent of your overall registry are products or services for you?



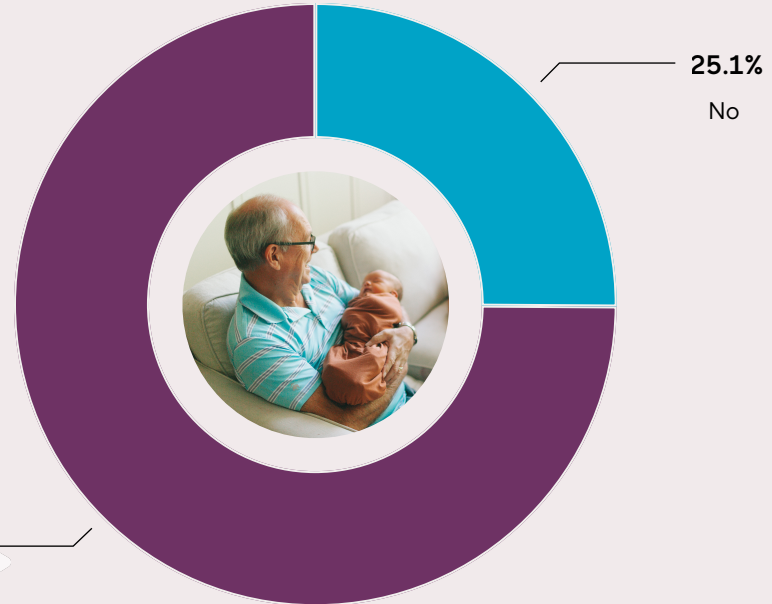
Family Support System

Extended Family Within 1 Hour

75% of respondents say that they have extended family that lives within an hour's drive of where they currently reside.



Do you have extended family that lives within an hour's drive of where you live now?



Traveling From Out of Town to Meet Baby

76% of respondents say that when they welcomed their youngest child, their out of town family or friends traveled to meet the baby.



When you welcome(d) your youngest child, will/did out-of-town family or friends travel to meet the baby?

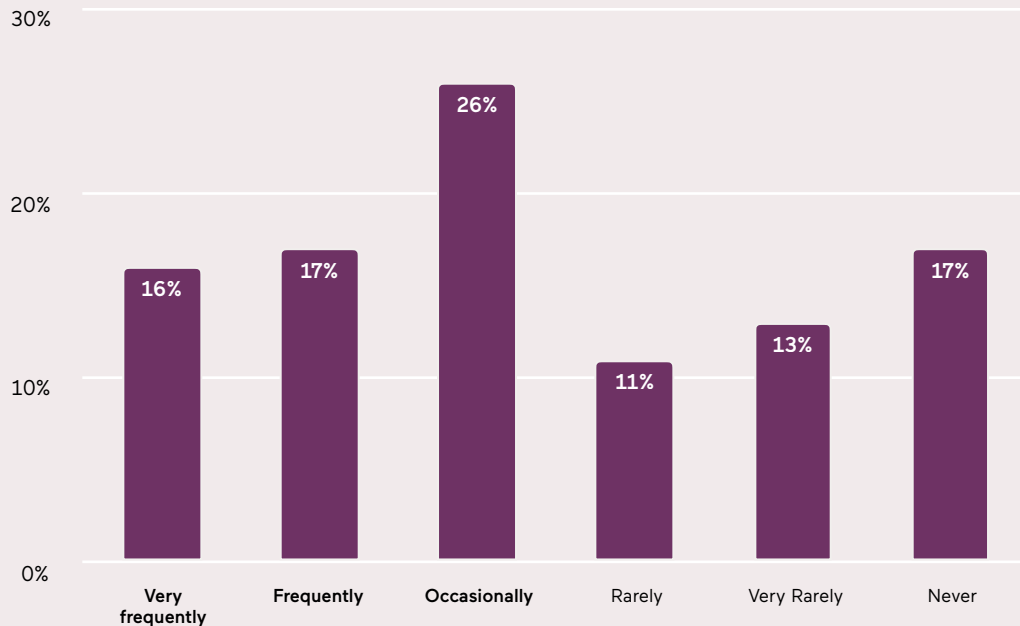


Frequency of Extended Family Watching Baby

33% of respondents say they frequently or very frequently have a member of their extended family act as an unpaid caregiver, while 30% of respondents very rarely or never have this option.



Approximately how often does a member of your extended family act as an unpaid caregiver to look after your child(ren)?



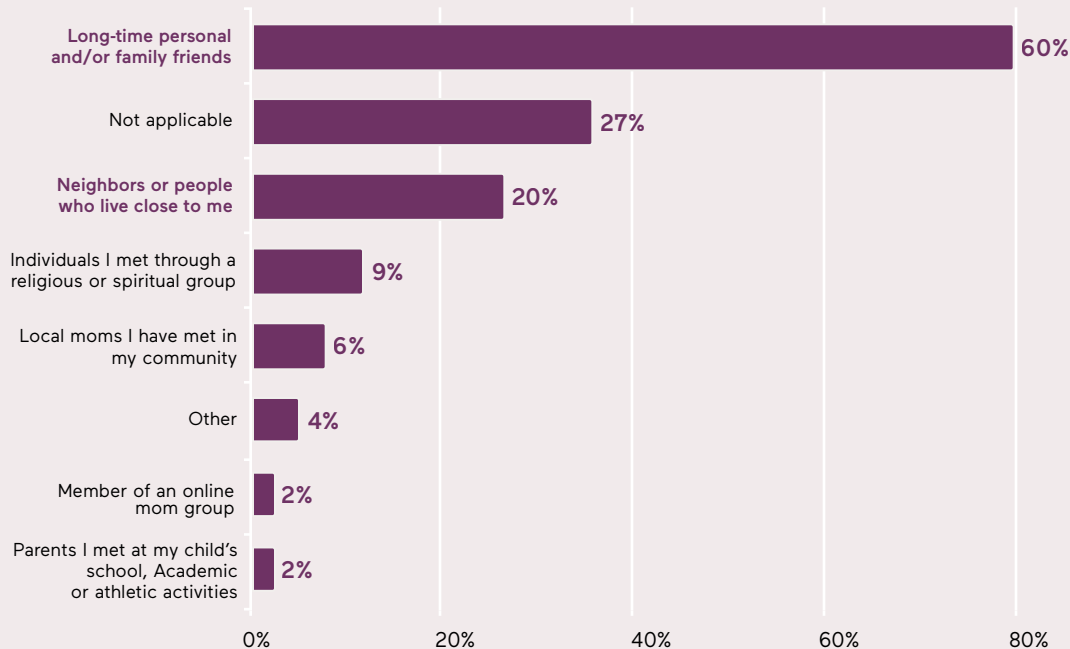
Non-Family Support System

73% of respondents feel they have a non-family support system in which they can ask for occasional help and unpaid support for themselves and their family. Among those that have this support, support is provided by their

- long-time personal or family friends (60%)
- neighbors (20%)



Do you have a non-family support system, such as friends, neighbors, etc. whom you can ask for occasional help and unpaid support for you and your family?

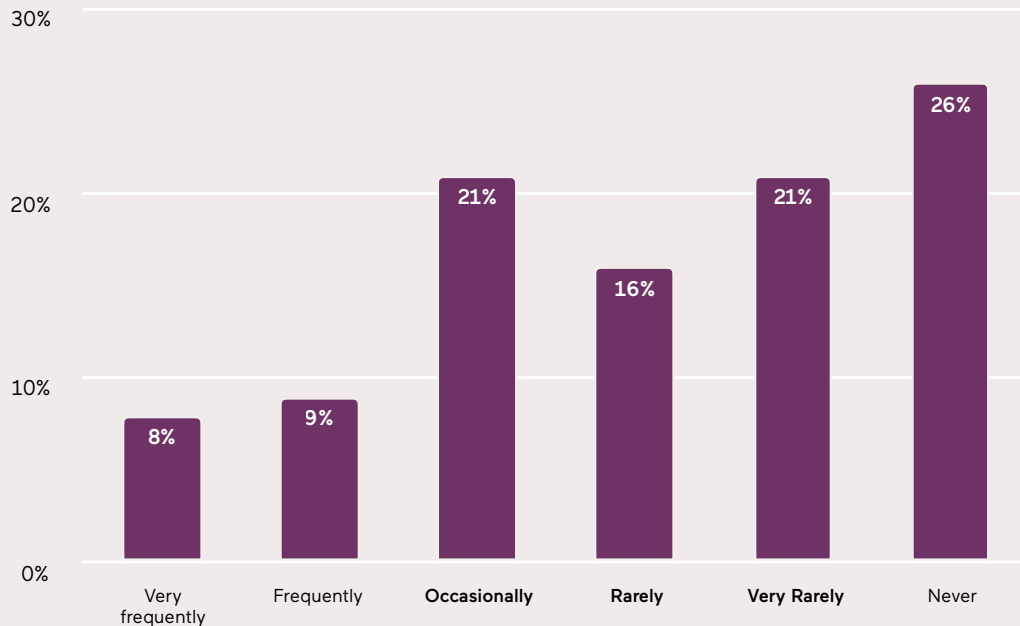


Frequency of Non-Family Support Watching Baby

Among respondents who have a member of their non-family support system act as an unpaid caregiver to their children, 58% said it was **occasional, rare, or very rare**.



Approximately how often does a member of your support system act as an unpaid caregiver to look after your child(ren)?

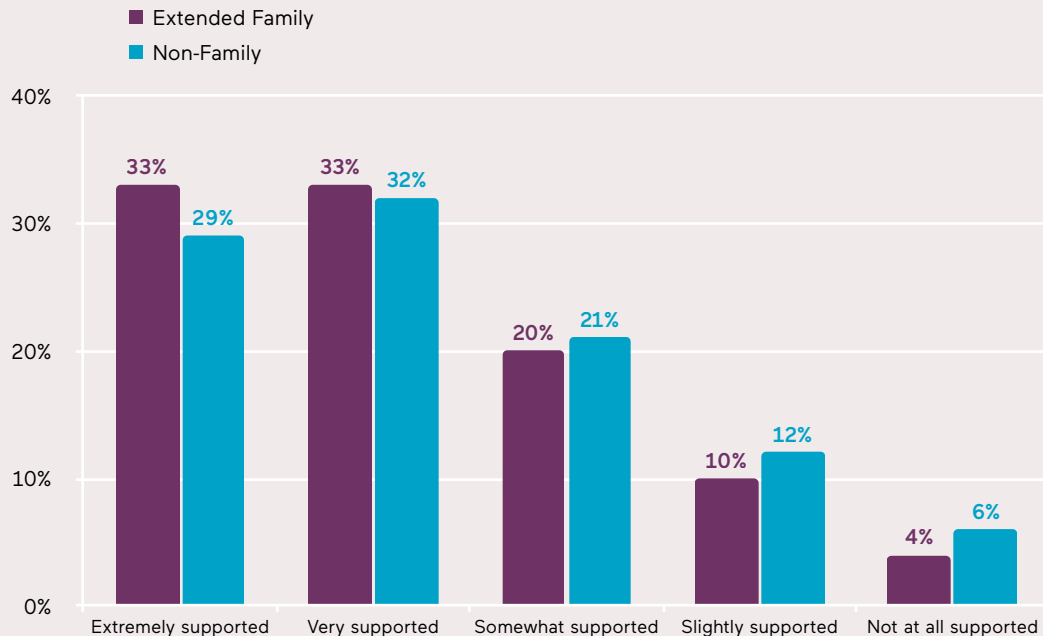


Degree of Support

Overall, 96% of respondents feel **supported by their extended family**, with 66% saying they feel extremely (33%) or very supported (33%). By comparison, 94% feel **supported by their non-family support system**, with 61% saying they feel extremely (29%) or very supported (32%).



Overall, how supported do you feel by your extended family and support system?

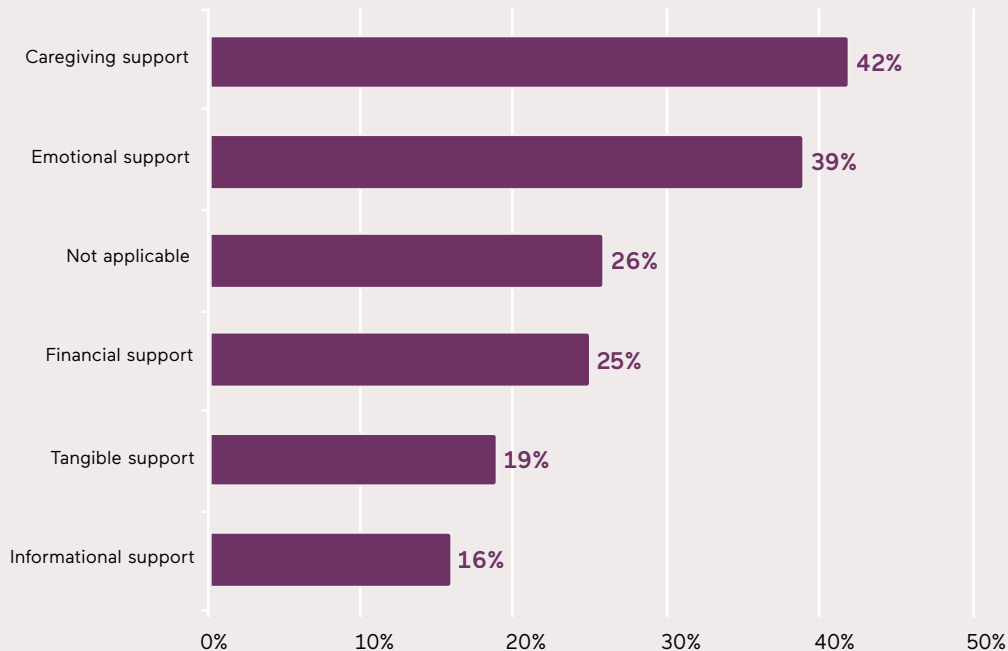


Desired Parenting Support

- 42% of respondents wish they had more help when it comes to **caregiving support** (sharing the lead of raising children)
- 39% would like more **emotional support** (encouragement and empathy)
- 25% would appreciate more **financial support** (financial advice and monetary support).



What type of support do you wish you had more of from your family and support system? Select all that apply.





Holiday Gift Giving

2022 BABYLIST STUDY RESULTS

Despite Stress, People Love Gifting

- 70% of people get excited about holiday shopping, and nearly half (46%) are more excited about this year than in years past.
- However, 69% say that holiday shopping is or can sometimes be a stressful experience, especially when it comes to finding the right gift for everyone on their list.
- 49% admit it's difficult to find the perfect gift, especially for their significant other, in-laws, or parents.



A Head Start on Holiday Shopping

- Nearly 1 in 5 people began shopping for their holiday gifts in the summer (19%), with another 29% planning to begin before the end of October.
- Holiday shopping peaks with another 30% of people starting to shop in early November.
- The majority of shoppers plan to shop during a special shopping day, such as Cyber Monday (76%) or Black Friday (69%), as 65% are likely to wait for discounts, sales, or special offers.



The Economy and Budgeting

- 78% of people plan to set a holiday budget this season.
- 66% indicate that the state of the economy is having an unfavorable impact on their plans for holiday shopping, causing 90% to spend less or the same amount as last year.
- Sales promotions influence 71% of shoppers when deciding where to ultimately purchase gifts.
- New and expecting parents are more likely to be influenced by holiday promotions and seek out discounted prices than extended family and friends.





The Season of Giving

85% of People Plan to Spend Up to \$500 on 5+ Gifts For Baby

- 85% of people say shopping for holiday gifts for baby is easy.
- 42% of people plan to buy 5+ holiday gifts for baby this year, with 85% planning to spend up to \$500.
- People seek to purchase books and toys, clothing and accessories, and swings, bouncers, playards, and activity centers as gifts for baby this holiday season, with 52% preferring to opt for useful gifts.

Beyond Baby, 9 in 10 People Will Spend Up to \$3K on Gifts for Friends & Family

- People plan to buy holiday gifts for their partner or spouse (80%), parents (63%), and other family members.
- Overall, 78% plan to buy 10+ gifts, and 93% plan to spend up to \$3,000 on non-baby holiday gifts.
- Extended family and friends have a higher gifting budget, with 89% planning to spend up to \$3K on gifts. This compares to 90% of expecting and new parents who plan to spend up to \$2K.
- 90% of expecting or new parents plan to spend up to \$149 per gift on closest friends and family, compared to 67% of other people.



Brand Loyalty

- Nearly 8 in 10 people feel it's important to buy gifts from a well-known brand, especially if a retailer offers discounted prices (42%). Toys/games, gift cards, and apparel are the most desired categories.
- Popular shopping destinations for holiday gifts include online-only retailers such as Amazon (80%) and mass-market retailers, such as Walmart or Target (65%).
- New and expecting parents are more likely to shop at online retailers and mass-market retailers. Other people are more likely to shop at department stores.



Thank You!

Questions?

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