Ambos

Market Research

Market Situation

Key Takeaways

•	Ambos will primarily target the family-oriented customer group;

•	Segmentations groups that care for fashion trends and style are the relevant target market for Ambos;

•	Groups which prioritize convenience and time saving are more likely to do online shopping;

For the purpose of the research it was selected three group of market based on Tapestry segmentation.

These groups are choosing as target market for Ambos. In this way, Enterprise Professional is the primary group, Soccer Moms the second and Urban Villages the Tertiary.

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Demographic

Median age: 27 to 39 years Old
Median Household Income: $86.600
Race: Racial and ethnic diversity
Gender: Woman
Marital Status: Married
Education: bachelor's degree or master's degree
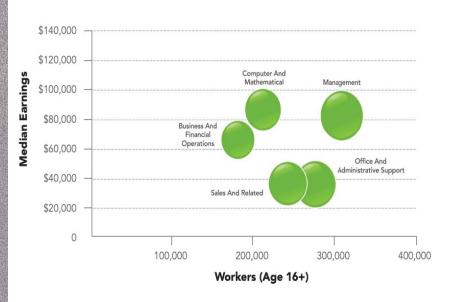Employment: Employed, working 1- 40 hours per week.

Psychographics

The Enterprising Professionals group is formed for diverse racial groups, but the majority are Asians with one-fifth of the population (Tapestry data Website). According to Tapestry data, almost half of households are married couples and their housing is a mixture of suburban single-family homes. They are morelikely to live in condos, townho-mes, or apartments.

The parents of this segmentation are usually well educated over half having a bachelor's degree or higher. Their principal occupation is predominant in STEM (science, technology, engineering, and mathematics).

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Source: Esri Tapestry Segmentation

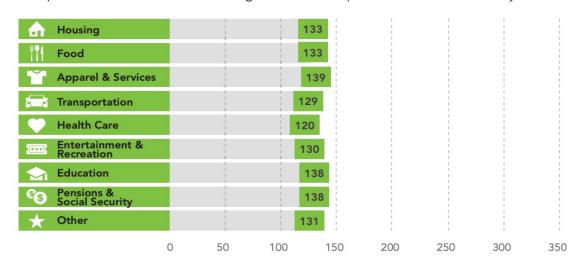Market Situation | Demographic Segments | Enterprising Professionals

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The market for this segment is fast-growing, it is mostly located in lower-density neighborhoods of big metro areas. They also are more likely to maintain their youth and healthy lifestyle; they prefer to eat organic and natural foods and exercise. When they eat out, they opt for places such as the cheesecake Factory, Chipotle Mexican, and Starbucks Coffee.

In terms of consumption, this segment is very adapted to buying big-name brands and trendy clothes online. Moreover, convenience is a very important word for this group because they love to shop on Amazon and pick up drugs at the Target Pharmacy.

As earlier adopters of new technologies, the enterprising professionals' group is very connected. In addition, they enjoy talking about and giving advice on technology. They are also more likely to consume streaming online platforms and to buy digital books, magazines, and newspapers.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	133
Food	133
Apparel & Services	139
Transportation	129
Health Care	120
Entertainment & Recreation	130
Education	138
Pensions & Social Security	138
Other	131

Source: Esri Tapestry Segmentation

Market Situation | Demographic Segments | Enterprising Professionals

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SEGMENT DENSITY

This map illustrates the density and distribution of the *Enterprising Professionals* Tapestry Segment by households.

High

Low

Source: Esri Tapestry Segmentation

According to the Tapestry data, this segment is predominant in metro areas such as Georgia, Boston, Houston, Dallas, New Jersey, Philadelphia, Washington D.C., Chicago, San Jose, and Long Beach.

Market Situation | Demographic Segments | Enterprising Professionals

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Demographic

Median age: 30 to 39 years Old
Median Household Income: $90.500
Race: White
Gender: Woman
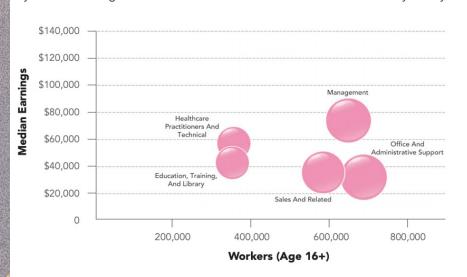Marital Status: Married
Education: bachelor's degree
Employment: Employed, working 1- 39 hours per week

Psychographics

According to Tapestry data, 40.5% are college graduates and more than 72% have some college education. The data also shows that they composed a high workforce participation rate of 71%. In this way, most of the women in this group have white-collar managers and professionals type jobs, such as office and administrative support.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Source: Esri Tapestry Segmentation

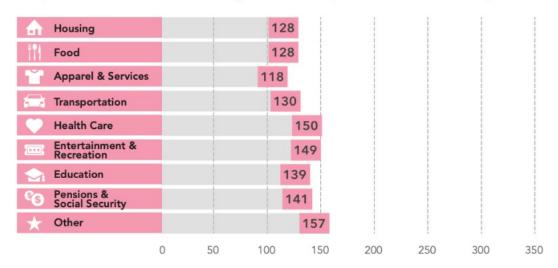Market Situation │ Demographic Segments │ Soccer Moms

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Soccer moms are in favor of time-saving devices, such as banking online or housekeeping services, and family-oriented pursuits. It makes them very connected giving preference to convenience devices, such as iPods or tablets or shopping online.

Additionally, this group prefers to invest in family-oriented purchases and activities. They are also consuming streaming online gadgets, children's apparel, toys, and visits to theme parks or zoos. In terms of outdoor activities, sports are a characteristic of life in this segment. They attend sporting events and participate in activities like bicycling, jogging, golfing, and boating.

Overall, soccer moms have fashioned comfortable and child- centered lifestyles; their garages are full of sports equipment, and their houses are equipped with the newest technological gadgets.
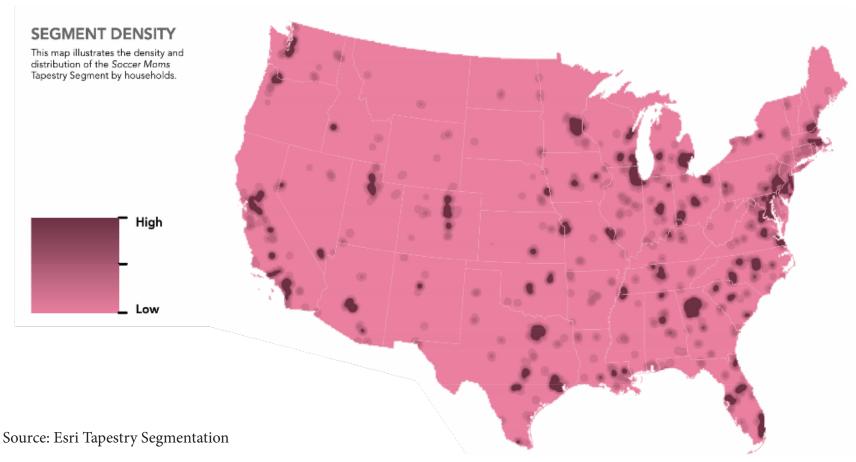
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Index
Housing	128
Food	128
Apparel & Services	118
Transportation	130
Health Care	150
Entertainment & Recreation	149
Education	139
Pensions & Social Security	141
Other	157

Source: Esri Tapestry Segmentation

Market Situation | Demographic Segments | Soccer Moms

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SEGMENT DENSITY

This map illustrates the density and distribution of the *Soccer Moms* Tapestry Segment by households.

High

Low

Source: Esri Tapestry Segmentation

According to data from the ESRI Tapestry Website this segment is located in suburban areas such as San Jose, Sacramento, Long Beach, Houston, Dallas, Atlanta, Miami, Chicago, Minneapolis, Denver, Boston, New Jersey, and Philadelphia.

Through the analysis of these three-tapestry segmentations, three main Cities were selected as relevant locations for Ambos. These locations were chosen because they are cities where these three Tapestry groups are more prevalent. The number of children in each city was also taken into account.

Market Situation │ Demographic Segments │ Soccer Moms

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Demographic

Median age: 27 to 39 years Old
Median Household Income: $62,300
Race: Racial and ethnic
diversity Gender: Woman
Marital Status: Married
Education: College
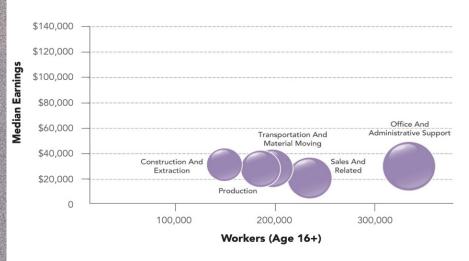Employment: Employed, working 1-39 hours per week.

Psychographics

The Urban Village group is a racial and ethnic diversity group. According to Tapestry resource, this group is composed of a majority of White and Hispanic races. Most of their houses are based with single married families and grandparents.

This segment has some college education and works as white-collar, where the common profession is an office and administrative support. Additionally, they have a higher participation rate in the labor force.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Source: Esri Tapestry Segmentation

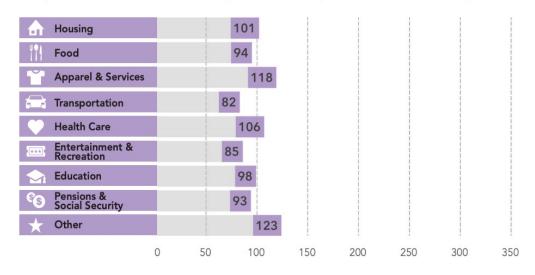Market Situation | Demographic Segments | Urban Village

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This group is family-oriented, they prefer to focus on their children and maintain their houses. In addition, they are a big consumer of products and services, baby and children's products from shoes to toys.

They are also very brand conscious, but they do not have high brand loyalty. In this way, they are very open to trying new things. This segment cares for fashion trends and style. They spend on new clothes for the whole family, and their favorite stores are Costco or Trader Joe's, and Macy's.
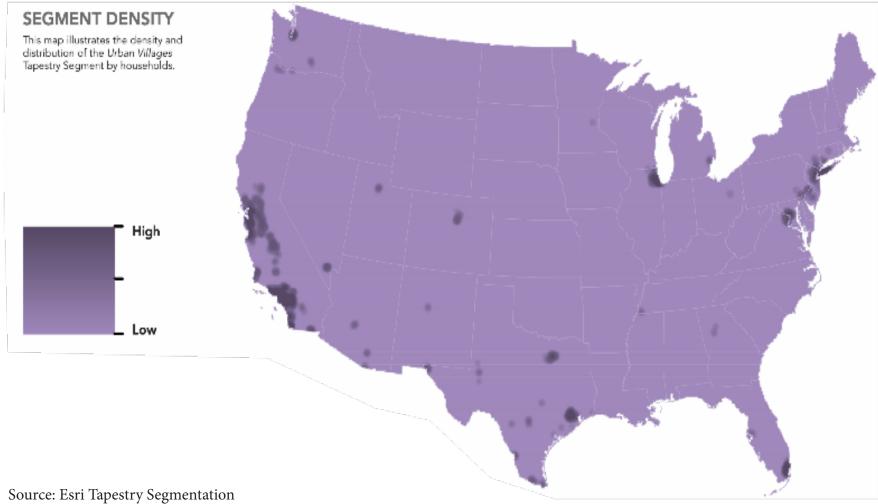
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
🏠 Housing	101
🍴 Food	94
👕 Apparel & Services	118
🚗 Transportation	82
❤️ Health Care	106
🎫 Entertainment & Recreation	85
✉️ Education	98
💰 Pensions & Social Security	93
⭐ Other	123

Scale: 0 50 100 150 200 250 300 350

Source: Esri Tapestry Segmentation

Ämbos

SEGMENT DENSITY

This map illustrates the density and distribution of the Urban Villages Tapestry Segment by households.

High

Low

Source: Esri Tapestry Segmentation

In terms of leisure, this segment prefers family activities such as going to water parks, theme parks, watching movies, children's shows, and sports. Moreover, the Urban Village are comfortable with technology, they are likely to shop in person or online.

According to data from the ESRI Tapestry Website this segment is located in urban cities such as San Jose, Sacramento, Fresno, Long Beach, Houston, Miami, Chicago, Richmond, New Jersey, and Philadelphia.

Market Situation | Demographic Segments | Urban Village

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The analysis of the three ESRI Tapestry Segmentation groups above was choosing three cities in common among these segmentation groups. These cities will, in principle, be the relevant locations for Ambos.

San Jose

This City is located in California, and It is one of the most affluent counties in the United States. The city is one of the highest population cities with Children in America. According with US census in total, San Jose has 219,509 families with children, and 108,946 (49.6%) of those families have kids under 18 years old. The US census also shows that 26,345 (12%) of those families have kids under 6 years old.

Most of those families is traditional form families with Husband- wife 162,819 and from those traditional families 21,401 (13.1%) have children under 6 years old (US census).

Additionally, the US census also estimated that 18.6% of the total population in San Jose have an income between $100.00 to $149.999 a year.

Long Beach

Located within Los Angeles County, Southern California. Long beach is the 7th most populous city in California.

According to U.S. census this city has in total 99.229 families, from this number 50.794 (51.2%) correspond to families with children under 18 years old, and 11,176 (11.3%) children under 6 years old.

Most of those families have a traditional form base with Husband-Wife 61,850 with 11.4% of this traditional families have kids under 6 years old.

The big amount of the total income in Long Beach, according to Us Census, is 17.3% of the population does between $50.000 to $74.999 a year.

New Jersey

Located within Los Angeles County, Southern California. Long beach is the 7th most populous city in California.

According to U.S. census this city has in total 99.229 families, from this number 50.794 (51.2%) correspond to families with children under 18 years old, and 11,176 (11.3%) children under 6 years old.
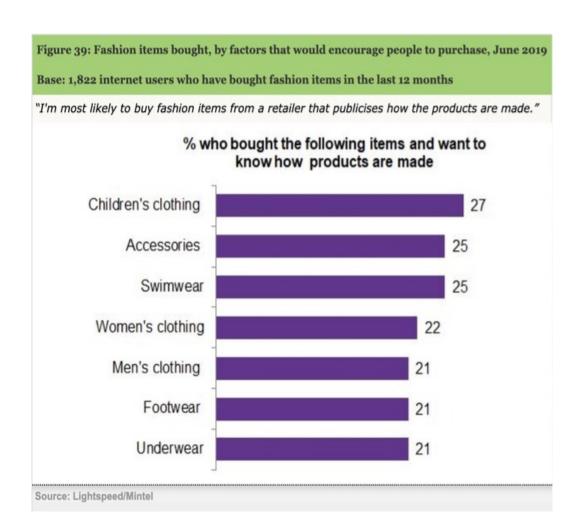
Most of those families have a traditional form base with Husband-Wife 61,850 with 11.4% of this traditional families have kids under 6 years old.

The big amount of the total income in Long Beach, according to Us Census, is 17.3% of the population does between $50.000 to $74.999 a year.

Market Situation | Demographic Segments | Relevant Cities

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Parents are driven by the desire to surround their children with "natural" and recyclable clothing, especially the ones made using natural and organic materials.

According to data from Mintel, the consumers who are buying children's clothing are the most likely to be concerned about how products are made. In addition, these consumers are the ones to take the use of chemicals into consideration when buying fashion items.

Figure 39: Fashion items bought, by factors that would encourage people to purchase, June 2019

Base: 1,822 internet users who have bought fashion items in the last 12 months

"I'm most likely to buy fashion items from a retailer that publicises how the products are made."

% who bought the following items and want to know how products are made

Item	%
Children's clothing	27
Accessories	25
Swimwear	25
Women's clothing	22
Men's clothing	21
Footwear	21
Underwear	21

Source: Lightspeed/Mintel

Market Situation | Relevant Consumer Issue | Mothers and Sustainability

Ömbos

Mintel also claimed that 41% of these parents say they prefer to shop somewhere that sells sustainable clothing.

Thus, to meet the demand of these consumers premium sustainable children's clothing retailers and brands such as Stella McCartney Kids are gaining space in this market.

However, sustainable clothing has a higher price, and most mothers who cannot afford premium brands are looking for sustainable alternatives on a budget. It was the intention to invest in this niche market that H&M launched a sustainable line to attend to parents who want to shop for children's wear made of sustainable materials without having to worry about the cost.
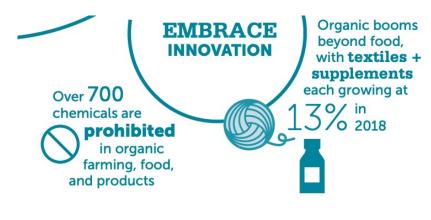

Source: Stella McCartney advertising campaign.

Market Situation | Relevant Consumer Issue | Relevant Sustainable Brands

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Moreover, Parents' are concerned about the treatment of workers. Recent publicity has been showing the poor conditions in countries that are manufacturing clothing such as India, Vietnam, and Bangladesh. This behavior influences the great demand for products that are GOTs certified such as organic Cotton. The GOTs certified products have important social criteria such as no coerced workers, right to collective bargaining, no child labor, no discrimination, and safe and hygienic work conditions.

According to an article written by Friedman Arthur "GOTS- Certified Facilities Jumped 35% in 2019" for Sourcing Journal, in 2019 the number of Global Organic Textile Standard certified facilities grew by 35% globally. In addition, the Organic Industry Survey report showed that the organic textiles are the most rapidly growing non-food category in the U.S., according to this survey, the sector grew by 13% in 2019.

EMBRACE INNOVATION

Over **700** chemicals are **prohibited** in organic farming, food, and products

Organic booms beyond food, with **textiles + supplements** each growing at **13%** in 2018
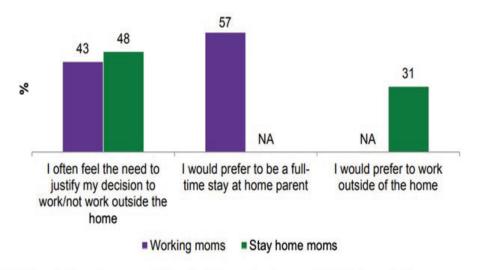
Source: Sourced: 2019 Organic Industry Survey, Organic Trade Association, 2019.

Market Situation | Relevant Consumer Issue | Sustainable Supply Chain is Also Important

Ömbos

ATTITUDES TOWARD WORKING INSIDE AND OUTSIDE OF THE HOME, BY EMPLOYMENT STATUS, JULY 2018

"How much do you agree or disagree with the following statements?" [Any agree]

| | 43 | 48 | 57 | NA | NA | 31 |

I often feel the need to justify my decision to work/not work outside the home

I would prefer to be a full-time stay at home parent

I would prefer to work outside of the home

■ Working moms   ■ Stay home moms

Base: 1,005 female internet users aged 18+ with children under the age of 18 in the household

Source: Lightspeed/Mintel

The great increase in the willingness to offer the best and healthiest for their children may be associated with the issue that mothers, in general, want to show perfection. According to Mintel's report, "Activities of Toddlers and Preschoolers- US", 55% of the mothers feel that their parenting decisions are judged by others.

Most moms tend to hide the chaos of motherhood because they are worried about other people's judgments; for example, most mothers feel judged for deciding to work instead of staying at home taking care of their kids. According to the Mintel report "Marketing to Moms, US- October 2018", more than a half of the mothers feel the need to justify their decision to work, or not to work.

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Additionally, social media creates this plethora of exposition that makes the modern mom feel that they are being watched. Thus, the feeling that Mintel describes as "nobody is invisible anymore" where everybody is having high judgments of images, opinions, or their data, the mothers are feeling vulnerable. This issue tends to cause fear in the parenting choices that are being closely inspected. Perri Klass in his article "Most Mothers Feel Judged, With Families Often the Worst Critics." for The New York Times stated that 7% of the mothers reported cyber-judging via social media.

Moreover, according to the National Parent Survey report, 43% of parents claimed that they tend to discipline their children differently when they are out in public because they are concerned about the judgment of other parents. Mothers also feel that the judgments start when they got pregnant because there is always someone that wants to tell them what they should do or not do. According to The New York Times, 40% of the mothers said that the criticism and judgments made them feel unsure of themselves as mothers.

> "I go to restaurants and sometimes I have my kids screaming and that's when you get looked at—people who just don't understand or maybe forgot how it was." (Sandra, Dallas)

> "If you discipline your kids, another parent might think that you're being abusive. If you don't discipline your kids then they'll think you don't care about your child. Like the police, if you spank your children, you're beating them and you can go to jail. If you don't discipline your child then they're caught doing something and they go to jail and the police assume, oh, they come from a bad background." (Mosetta, Dallas)

Source: Turning In: Parents of Young Children Speak Up About What They Think, Know and Need. National Parent Survey Report.

Market Situation | Relevant Consumer Issue | Social Media Creates Insecurities

Ömbos

Parents are multitaskers, they have to deal with their own jobs, the vast chores at home, taking care of their kids, and more. For some parents, the retail experiences are one more daily struggle to deal with it. From this perspective, parents are giving preference to convenience when they are shopping for something.

According to the Children's Wear US 2019 report by Mintel, 40% of parents prefer retailers where they can get both stylish and affordable clothing, as well as other items on their shopping list because they want to optimize their time. Because of that, 81% of parents prefer to shop in-store such as mass merchandisers, and 63% prefer to shop in-store for specific clothing retailer or segment.

Parents are less likely to visit niche retailers, such as specialty children's stores. As was mentioned before, they give preferences to shop the channels where they can receive value and convenience. According to the same report from Mintel, these parents did more shopping at mass merchandisers (instore and online) over traditional clothing stores of any type.

RETAILERS SHOPPED (NET), NOVEMBER 2018

"Where have you shopped for clothing for children under age 12 in the last 12 months, either in-store or online?"

Retailers Shopped

In-store: 99% (Any retailer), 81% (Any mass merchandiser), 63% (Any clothing retailer)

Online: 92% (Any retailer), 65% (Any mass merchandiser), 50% (Any clothing retailer)

- Any retailer
- Any mass merchandiser
- Any clothing retailer

Base: 1,426 internet users aged 18+ who are parents with children under age 12 and have purchased children's clothing in the last 12 months

Source: Lightspeed/Mintel

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Mintel's report also shows that Walmart and Target are the most shopped, department stores and Amazon are still integrating the top five on parents shopping preferences. According to another Mintel article written by Diana Smith "Gymboree Files for Bankruptcy" Amazon online stores are rising 46% in the children's clothing sector. This attitude inclined to optimize time is making specialty children's clothing stores the less- visited destinations. In addition, as fashion trends shift toward a more casual style the Specialty stores are not growing.

This scenario is causing the closing down of some stores which are specialized in children's clothing, as was the case of Gymboree. The brand announced its bankruptcy in 2017, the store attributes it to increased competition from online retailers and discounters. According to the same article written by Diana Smith Gymboree joined the growing list of other retailers to file bankruptcy including Toy' R' Us and Wet Seal.

In her article for Mintel, Diana Smith also points out the main frustrations of parents when buying children's clothes which are 40% poor size selections, 35% insufficient variety of styles, and 31% high shipping costs for online purchases. Thus, an important strategy that could be taken by those specialty stores that are struggling, is to evaluate their performance in these main areas, with product quality as an important attribute.

Market Situation | Relevant Consumer Issue | Specialty Brick and Mortar Stores in Trouble

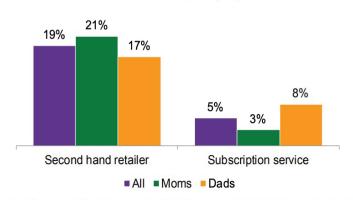## Parents are comfortable using hand-me-downs and secondhand clothing

Children outgrow clothes faster, only in the first two years, kids can go up an average of seven sizes. Besides the textile waste and the environmental impact it can cause, for most parents buying new clothing for their kids frequently can be money- draining.

According to Children's Clothing 2019 Report, price is still a deter-mining factor for most parents. In order to save money, some parents are taking a thrifty approach when shopping for their children. The same Mintel report states that 40% of parents are comfortable receiving hand-me-downs and/or recycling clothes between their own children.

SECONDHAND RETAILER AND SUBSCRIPTION SERVICE SHOPPED (NET ANY SHOPPING), MOMS VS DADS, NOVEMBER 2018

"Where have you shopped for clothing for children under age 12 in the last 12 months, either in-store or online?"

Retailers shopped (net)

Second hand retailer: All 19%, Moms 21%, Dads 17%
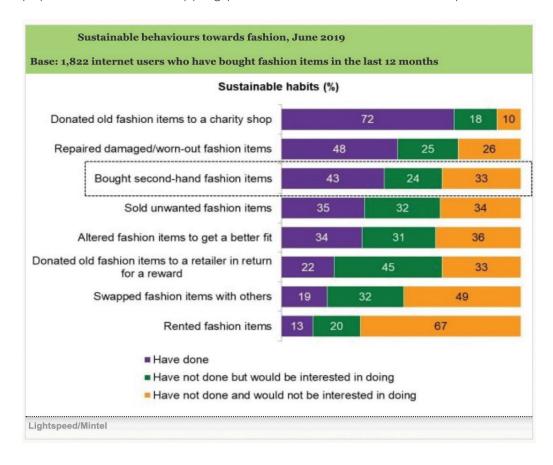Subscription service: All 5%, Moms 3%, Dads 8%

■ All ■ Moms ■ Dads

Base: 1,426 internet users aged 18+ who are parents with children under age 12 and have purchased children's clothing in the last 12 months

Source: Lightspeed/Mintel

Besides the children's wear industry, second-hand fashion is rising. The Office for National Statistics (ONS) has said that a jump in retail sales in June 2019 was partly due to a rise in demand for second-hand goods. Additionally, a Mintel article written by Chana Baram stated that 43% of fashion shoppers have bought second-hand items in the last 12 months. This same article claimed that second-hand fashion is the third most popular sustainable shopping practice that consumers have adopted.

Sustainable behaviours towards fashion, June 2019

Base: 1,822 internet users who have bought fashion items in the last 12 months

Sustainable habits (%)

Habit	Have done	Have not done but would be interested in doing	Have not done and would not be interested in doing
Donated old fashion items to a charity shop	72	18	10
Repaired damaged/worn-out fashion items	48	25	26
Bought second-hand fashion items	43	24	33
Sold unwanted fashion items	35	32	34
Altered fashion items to get a better fit	34	31	36
Donated old fashion items to a retailer in return for a reward	22	45	33
Swapped fashion items with others	19	32	49
Rented fashion items	13	20	67

- Have done
- Have not done but would be interested in doing
- Have not done and would not be interested in doing

Lightspeed/Mintel

Market Situation | Consumer Behavior

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In the Children's Wear segment, second-hand fashion is already being explored; for example, Kidizen is an app that works as a parents' marketplace to shop and sell kids' clothes, shoes, accessories, toys, books, and more. Parents can list and sell their items that are in great condition through this platform.

Source: Kidizen.com

Another option in this market segment that is selling second-hand kid's clothing is the startup Upchoose.
The company sells new parents a full set of organic cotton clothes. As the babies grow, parents can send the clothes bundle back and get a discount for the next purchase. The old garments can be resold on the same platform to other parents. Upchoose is making that garments be reused the maximum number of times because they make exchanging clothing simple and there is also a financial incentive to send the clothing back.
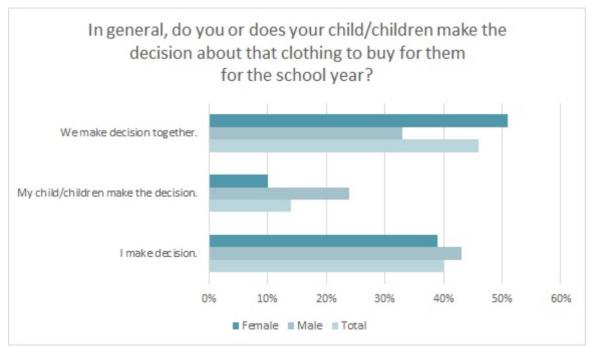

Source: Upchoose website

Market Situation | Consumer Behavior | Relevant Brands

Children Impact and the Household Decision

With excessive exposure to the plethora of brands and the latest fashion trends, social media has made today's kids brand conscious. Now, children want to make their own shopping decisions based on style and trends. According to a Mintel report, Kids can influence the purchase made by over 260 million families in the US.

Kids are becoming more influential in shopping decisions as they age, particularly those in the pre-teen stage. According to the Cotton Incorporated Lifestyle Monitor™ Survey, 46% of parents said they make clothing purchase decisions together with their children during Back-to-school shopping trips. Moreover, another 14% of parents said their children make the decision on their own.
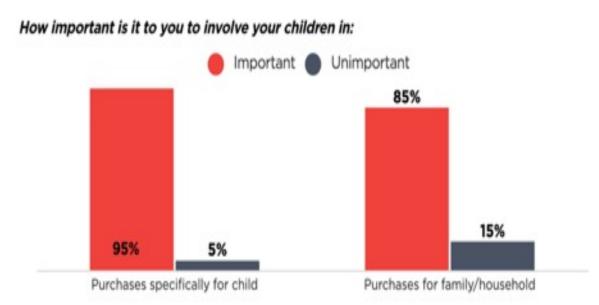

Source: Cotton Incorporated Lifestyle Monitor™

Market Situation | Consumer Behavior

Ämbos

Additionally, parents are now willing to involve their kids in the purchase process, not only for clothing but for other products. The National Retail Federation in the Fall Consumer 2019 report claimed that 52% of parents agreed that their child is influenced by a specific brand they consider, 48% of parents said that their kids have influence power on the products features that are important for the family, and 41% of parents said that their children have influence purchase option in the specific retailers they consider.

This behavior is creating a new playbook for the whole industry because the consumer's choices in terms of where, how, and why they buy are being shaped by children and the Gen Z. The same report by NRF, also stated that 85% of parents agree that it is important to involve their children in purchase decisions for family or household.

How important is it to you to involve your children in:

● Important ● Unimportant

95% 5%
Purchases specifically for child

85% 15%
Purchases for family/household

Source: NRF's Fall 2019 Consumer View.

Market Situation | Consumer Behavior

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What aspects of the purchase, if any, does your child influence? Showing top 3.

52%
The specific
brands
I consider

48%
The product
features that are
important to us

41%
The specific
retailers
I consider

Source: NRF's Fall 2019 Consumer View

NRF NATIONAL RETAIL FEDERATION

Parents are also using this approach to teach their children to make conscious shopping decisions. NRF report claimed that 56% of parents are involving their children in purchasing decisions to teach them how to be a decision-making person. In addition, parents have expectations that retailers can help them to involve their children in purchase decisions because they believe that integrating their kids in this process can help them to bond the family together. The NRF stated that 84% of parents are more likely to shop at a retailer which makes it easier to involve their kids in a purchase decision.

Over 4 in 5 say they're more likely to shop at a retailer that makes it easy for them to involve their children

Source: NRF's Fall 2019 Consumer View.
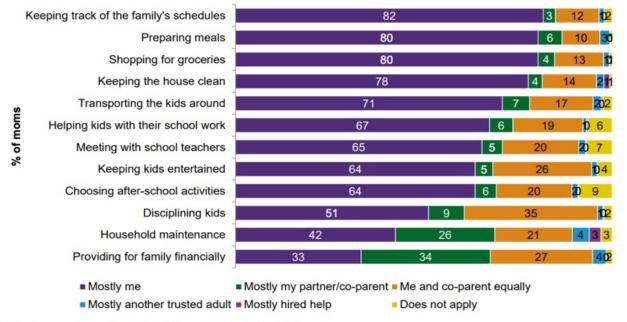
Market Situation │ Consumer Behavior

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Mothers Have Many Responsibilities

Mothers have many responsibilities and are the key decision-makers for most household categories. According to Mintel, most mothers have a responsibility to develop up to 12 household chores.

MOMS' ROLE IN HOUSEHOLD RESPONSIBILITIES, JULY 2019

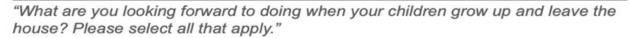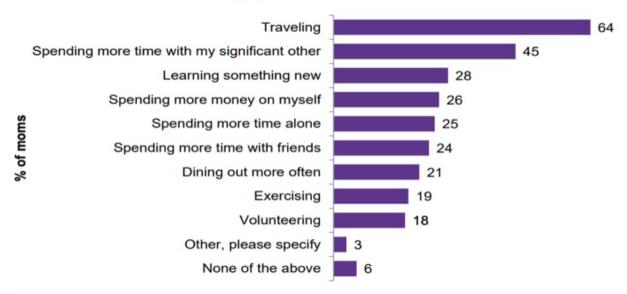*"Who is mostly responsible for the following tasks in your home?"*

Task	Mostly me	Mostly my partner/co-parent	Me and co-parent equally	Mostly another trusted adult	Mostly hired help	Does not apply
Keeping track of the family's schedules	82	3	12			2
Preparing meals	80	6	10	3		0
Shopping for groceries	80	4	13			1
Keeping the house clean	78	4	14	2		1
Transporting the kids around	71	7	17	2		2
Helping kids with their school work	67	6	19	1		6
Meeting with school teachers	65	5	20	2		7
Keeping kids entertained	64	5	26	1		4
Choosing after-school activities	64	6	20	2		9
Disciplining kids	51	9	35			2
Household maintenance	42	26	21	4	3	3
Providing for family financially	33	34	27	4		2

% of moms

- Mostly me
- Mostly my partner/co-parent
- Me and co-parent equally
- Mostly another trusted adult
- Mostly hired help
- Does not apply

Base: 1,001 internet users aged 18+ with a child under the age of 18 in the household

Source: Lightspeed/Mintel

Market Situation | Consumer Behavior

These multitasking mothers are building their entire lives around their children. The report Marketing for Moms by Mintel states that mothers do not have a solid plan for themselves when children grow up and leave their homes. However, 64% of mothers are interested in travel, and 45% want to spend more time with their partner, others options do not catch the attention of most mothers.

"What are you looking forward to doing when your children grow up and leave the house? Please select all that apply."

% of moms	
Traveling	64
Spending more time with my significant other	45
Learning something new	28
Spending more money on myself	26
Spending more time alone	25
Spending more time with friends	24
Dining out more often	21
Exercising	19
Volunteering	18
Other, please specify	3
None of the above	6

Base: 1,001 internet users aged 18+ with a child under the age of 18 in the household
Source: Lightspeed/Mintel

Therefore, mothers seek to consume brands that understand the challenge that they are living in, but that can alleviate pain points by offering convenience and practicality. In addition, they are open to new products and services that can help to reevaluate their regular routines in light of a growing family. Mintel says that 95% of mothers say that they are always looking for new things for their children to try.

Market Situation | Consumer Behavior

Ömbos

Like the rest of the fashion industry, the kids' market can have two different types of shoppers: the mothers who will spare no expense to keep their kids fashionable and trendy, and the parent who wants good clothes within a budget. In addition, these two types of consumers also prefer to shop for products with convenience and washability.
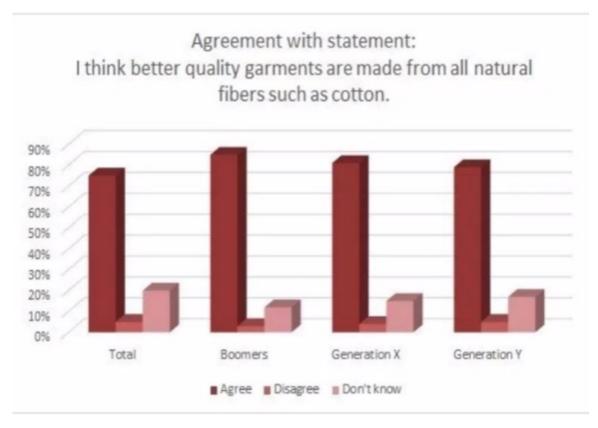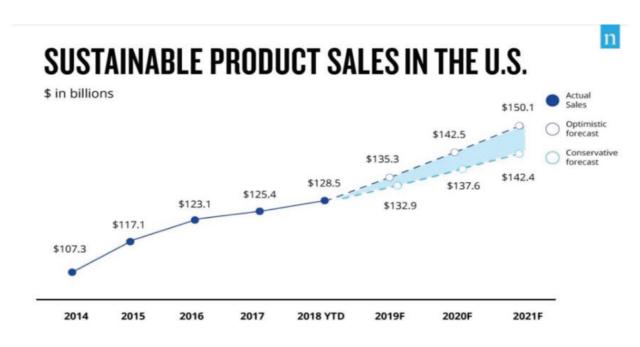
As a result, high-end consumers look for the exclusivity of brand or product, quality, and forward fashion merchandise. This same Mintel survey found that 70% agree that they are happy to spend money on their children. Thus, they seek brands, services, and products with a focus on children in general. Many of these mothers are willing to consider that they can be out of their budget if that brings a smile to their child's face.

·············· Online Shopping Behaviors ··············

25% of moms are registered "daily deals" users, versus 14% of the general population.

36% of moms shop for deals to stick to a budget, while 23% love the thrill of saving money.

Three out of four women identify themselves as the **primary shoppers for their household.**

Nearly all moms, **95%**, seek out digital direct offers. **$$$**

Of moms with smartphones, 62% use shopping apps.

Moms are **50%** more likely to buy toys and **35%** more likely to shop for clothes online than the average consumer.

78% of women use the internet for product information before making a purchase.

Nearly 6 in 10 moms have bought something because a brand posted a coupon or discount on a social networking site.

56% of online moms share coupons on social media.

46% of moms want to receive information on their mobile device while in the store.

68% of moms use their smartphones while shopping.

Source: Edison Research, Ginger Consulting, BabyCenter, Nielsen, The Next Web, TechCrunch, BrandonGaille.com, Heartland Mobile Council, eMarketer

Ömbos

Parents Prefer to Consume Cotton Clothing

Agreement with statement:
I think better quality garments are made from all natural fibers such as cotton.

Cotton Incorporated Lifestyle Monitor™

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Sustainable Market

The demanding consumers are making the sustainable market grow very fast. According to Nielsen, $128.5 billion was spent on sustainable fast-moving consumer goods products in 2018. Since 2014, these influential shoppers have grown sustainable product sales by nearly 20%, that's four times larger than conventional products.

Nielsen also claims that in America sales of products with sustainable attributes make up 22% of the total store, with organic, sustainable, and clean attributes driving the majority of the sustainable category's growth. By 2021, it is expected that sustainable goods will make up 25% of store sales.

Source: Nielson Product Insider, Powered by Label Insight, Week Ending 10/20/2018 based in 3 and 2 year CAGR.

Market Situation | Consumer Behavior

Ämbos

Overview

| 32-40 Women | Well- Educated | Independent Empowered Hard- Working | Social Media User Online Shoppers | Have Legit Followers |

Primary Consumer Profile

Demographics

Group Size: Approximately 1,500,000 according to ESRI Tapestry.
Age: 32- 40
Gender: Female
Income: 78,000 or more
Profession: management, finance, computer, sales and office/ administrative
Education: Bachelor's or graduate degree
Marital Status: Married
Housing: Rent a place with her family

Zip Codes

• San Jose: 94089, 95054 and 95087

• Long Beach: 92648, 92646 and 92614

• Jersey City: 07094, 07020 and 08854

Primary Target Customer | **Digitally Savvy Mothers**

Ämbos

Psychographics

• Technology savvy
• Shopping Online
• Works long hours in front of a computer
• Gives importance about to stay youthful and healthy
• Leisure Activities include museums and trips to the beach

Buying Behavior

• Buys name brands and trendy clothes online
• Convenience is key- shop at Amazon.com
• Savvy Shopper who loves finding great deals
• Rely on product reviews before making purchase
• Operates across multiple distribution channels and media
• Curious about to discover new products and new brands
• Looking for stylish products, but at the same way prefer
to buy long-term wardrobe
• Prioritize high-quality products on a budget

Images from Pinterest and Pixabay

Primary Target Customer | Digitally Savvy Mothers

Ämbos

Ashley's Tale

Ashley is a full-time software engineer working at Microsoft in Sunny Valley. She is 36 years old and loves her job. Ashley is actually living her dream because she has dreamed of working at Microsoft since she graduated from college. She has been married to Ben for four years and they live in a 3-bedroom apartment in Sunny Valley. Ben is 36 years old and works as a data scientist at Facebook. Together they have a two-year-old boy named Ethan. As new parents, they struggle to organize their schedule and devote as much time as possible to Ethan. Sometimes Ashley feels guilty about not being a stay-at-home mom and not spending too much time with her son. But Ashley knows that she has to work, because they plan to buy their own house in the next three years. For this reason, they save money and try to reduce their spending on leisure and other unnecessary things.

When she has to store for Ethan, she usually tries to be as less impulsive as possible, and she only buys clothes when Ethan's wardrobe no longer fits him. Ashley's shopping habits are very rational and she already knows where to find the best deals for her adorable son. While Ashley is always on the lookout for good deals and discounts, she also looks for stylish clothes and ways to buy things conveniently, such as online shopping. For this reason, Ashley prefers to store at big online stores like Amazon and Carter's. For this reason, she usually saves her lunch break to look for good deals and pretty clothes when she needs to buy new things for Ethan. At this stage of Ethan's life, he is growing up very fast and Ashley has to renew his clothes almost every month. She also prefers casual outfits with gender-neutral patterns and colors because she can save Ethan's clothes for the next child she has. Ashley and Ben plan to have another child. They think two children is the perfect number.

Primary Target Customer | **Primary Target Customer Persona**

Ämbos

Every Thursday, Ashley and her friends get together for a girls' wine night. Ben picks Ethan up from daycare after work and takes care of him on Thursday nights, while Ashley has time to relax and share experiences with her friends. On these nights, Ashley learns about new fashion trends, cool new products, and new brands, as she and her friends enjoy sharing advice and opinions about products and services.

On the weekends, Ashley and Ben enjoy cooking at their apartment and going hiking with Ethan or to a park nearby.

This summer, they are planning a trip to Ben's parents' home in Ventura, California. Ben's parents live in a beautiful oceanfront home and enjoy spending time at the beach. In the future, they want to buy a beach house near Ben's parents' house in Ventura. They are a young couple who have many plans for the future. The most important thing for them is to give Ethan a good and comfortable life.

Pictures from Pinterest

Primary Target Customer | Primary Target Customer Persona

Ämbos

Overview

| 35-45 Women | Multitasker Family-Oriented Wide Variety Of Interests | Philanthropist | Timesaver | Social- Media User |

Secondary Consumer Profile

Demographics

Group Size: Approximately 3,500,000, according to ESRI Tapestry.
Age: 35- 45
Gender: Female
Income: $89,000
Profession: Healthcare practitioners and technical, education, training, and office/administrative support.
Education: Bachelor's degree
Marital Status: Married
Housing: Homeowner

Zip Codes

• San Jose: 95121, 95366 and 95356
• Long Beach: 93551, 93536 and 91384
• Jersey City: 07838, 18301 and 18040

Secondary Target Customer | **The Busy Bee Mom**

Ömbos

Psychographics

• Outdoor Activities and sports
• Favor of time-saving devices
• The safety of their family is a big concern
• Loves social media and group chats
• Leisure Activities include theme parks and zoos
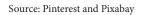• Keep on top of the family finances

Buying Behavior

• Family-oriented purchases
• Comfort is very important
• Gives preferences for clothing with easy-care materials
• Adept to casual fashion

Source: Pinterest and Pixabay

Secondary Target Customer | The Busy Bee Mom

Ämbos

Margot's Tale

Margot is a 39-year-old mother living in Great Meadows, a suburb near New Jersey City. Margot is married to Tom, and together they have two children: a girl named Madison, who is 4, and a boy named Joseph, who is 6. She is a part-time nurse and also runs a charity that promotes public awareness of certain health risks.

Tom is a great and experienced full-time lawyer who is 44 years old. Since he is a very popular lawyer in town, he is always busy. Because of this, Margot is the one who coordinates the children's schedule and household tasks. She is very good at managing these things. Margot can pick up her sons from school and take them to basketball practice and ballet rehearsal. She also finds time to organize her home, decide on meals for the family, organize parties for her children, and plan events for her charity. Margot is the perfect example of a super mom. For this reason, she always has her smartphone with her. It has several apps that save her time and help her coordinate her busy schedule.

Margot's family lives in a 4-bedroom house on the outskirts of town that Tom bought when she was pregnant with Joseph. During that time, she was also responsible for choosing the decor, colors and style of the house. She is a hands-on person and loves to be in control of everything, especially in her family's life.

When she has to store for her children or the whole family, Margot always prefers big brands where she can find everything in one place. So she always shops at department stores like Dillard's or Gap, but when she's looking for convenience, she shops on Amazon.

Margot usually shops for her kids occasionally because she has a very busy life. Her kids also need to be stylish and well dressed for their events. On the other hand, Margot also buys a lot of casual clothes for her kids because she feels that they need to be dressed comfortably with their busy schedules.

Secondary Target Customer | Second Target Customer Persona

When she gave birth to Madison, she began using some of Joseph's cast-off clothes to save on groceries. Because of this, Margot began buying unisex clothing for her sons. A plain white T-shirt could be paired with a skirt for Madison, or she could pair it with shorts for Joseph, for example. This also helps her minimize the space in her children's closet and the amount of laundry.

To keep up with new trends and fashion news, Margot is active on Instagram and Facebook. She also reads her email several times a day and subscribes to several online magazines. In addition, she always reads the reviews of a product before she buys something, and she also likes to write reviews.

Margot has a great influence on her family and friends, who turn to her when they need advice. In this way, she enjoys discovering new brands, products and services. As a problem solver for those around her and for herself, Margot likes to find creative and good solutions.

Source: @miriamgalev

Secondary Target Customer | **Second Target Customer Persona**

Ämbos

Overview

30-40 Women	Independent Well- Travelled Confident	Loves to Shop	Loves her Nephew or Niece	Social- Media User

Tertiary Consumer Profile

Demographics

Group Size: Approximately 1,300,000, according to ESRI Tapestry.
Age: 35- 45
Gender: Female
Income: $62, 300
Profession: Sales and Related, Production and office/ administrative support.
Education: Technical degree
Marital Status: Divorced or Single
Housing: Rent one-bedroom apartment

Zip Codes

• San Jose: 95076, 95020 and 95360
• Long Beach: 90810, 90805 and 90240
• Jersey City: 07801, 08110 and 08861

Tertiary Target Customer | The Affectionate Aunt

Ämbos

Psychographics

• Love to spend time with nephews and nieces
• Solo travels
• Risk takers
• Well connected with smartphones
• Adventurer, wants to try new things
• Always up to date with the latest news
• Outgoing and down to earth
• Leisure time usually spent with friends and family visiting
a new restaurant or an art exposition

Buying Behavior

• Status-conscious consumer
• Buys for impulse
• Trendy and fashion conscious
• Spends liberally on new clothes for the whole family
• Loves to shop at Macy's Brand conscious, but not brand loyal
• Attention to style and pursuit of trends

Source: Pinterest and Pixabay

Tertiary Target Customer | The Affectionate Aunt

Ämbos

Emily's Tale

Emily is a 40-year-old woman living in Long Beach. After being married for 10 years, she decided to get a divorce. Now she feels free and very independent. Emily is very family oriented and has a close relationship with her younger sister Brenda. Although they do not live in the same city, Emily and Brenda talk to each other almost every day.

Emily is a manager of a five-star hotel in Long Beach and loves meeting new people. She has a very dynamic and talkative personality and loves to travel and explore new places. She lives in her own one bedroom apartment in downtown Long Beach.

Although she was married for 10 years, Emily had no children with her ex-husband, but she loves her sister daughter as if she were her own daughter.

Her niece's name is Meg and she is 5 years old. Any free time Emily has, she travels to San Diego to spend time with Meg. And when her niece turns 10, Emily wants to make Meg her traveling companion. She likes to buy gifts for her niece, especially new clothes for Meg. Emily can not resist fancy children's clothes. Because of her work, Emily is always getting to know new and strange brands when she travels for work or leisure. She is a fashionista and loves discovering new fashion brands.

Emily does not have a favorite children's fashion brand, but when she buys something for her niece, she values novelty, fashionable patterns, comfort and quality. So she prefers to buy knitwear made of cotton fibers, because she believes that cotton is the most comfortable raw material for clothes.

Tertiary Target Customer | Tertiary Target Customer Persona

Ömbos

Emily scours the internet for fashion information and loves to explore Pinterest guides to discover new brands and independent boutiques. She is constantly reading independent bloggers and fashion magazines. In general, Emily shops both online and in stores. She is a very hybrid consumer, as she switches between online and brick-and-mortar stores very often.

Moreover, she has no preference between the two. For her, the most important thing is to find unique and original gifts for her niece and family.

Source: @alerod.mx

Tertiary Target Customer | Tertiary Target Customer Persona