

PLEASE LET ME TAKE MY KIDS GROCERY SHOPPING.

Said no Mother. Ever.

Them: Hello, how can I help you?

Me: I'd like a trolley, a coffee and a distinct lack of little people please.

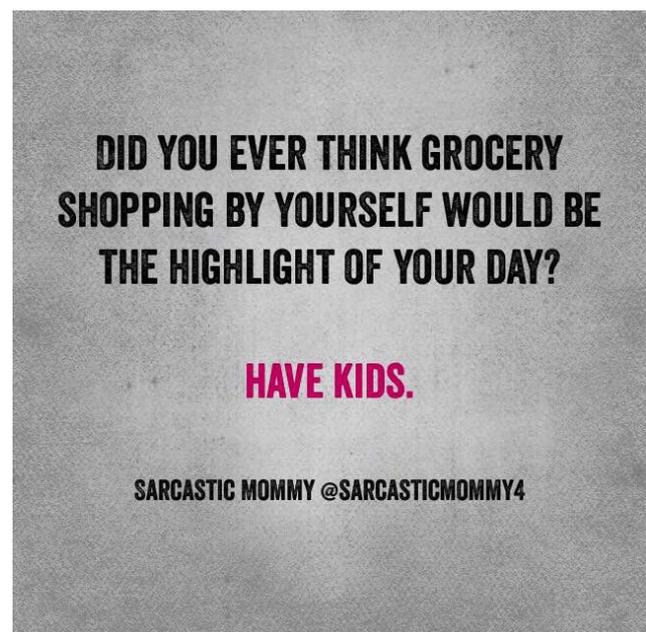
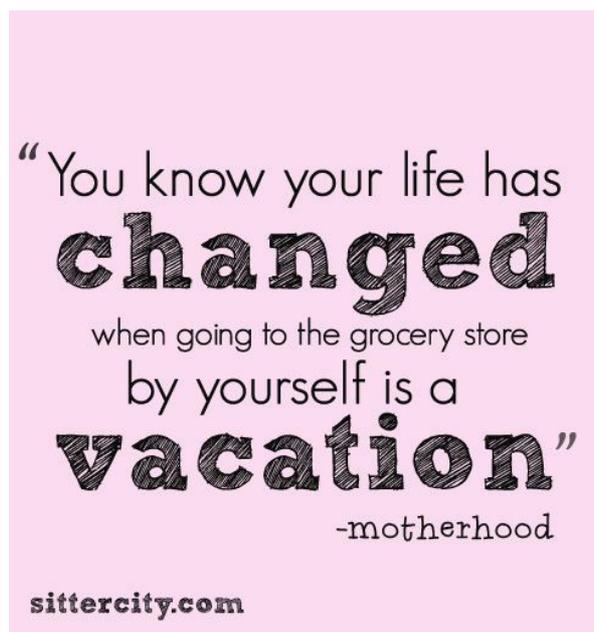
Having been a Mum now for over 16 years, the desperate desire to do the grocery shopping on my own, by myself and with my children somewhere that's not there, is a constant companion.

Sound harsh? Well to anyone but another Mum perhaps it does.

Isn't it fun to have the baby in the trolley, the toddler toddling along beside and you chatting happily to the older kids; simultaneously teaching them about how to pick the best value AND the healthiest option?

Well if that was ever a scenario in any Mum's World, yes it would be kinda cool. Idealistic even. The thing is though that grocery shopping is NEVER anything like the ideal.

And it's because of this that popular culture is bang on the grocery money with the never-ending stream of memes that bring our affection for shopping alone to life.



All very funny and on the surface, light-hearted. But when compared with 2017 research conducted with Australian mums, it's not just a meme thing.

Back in 2015, the team at Mouths of Mums hypothesised that there was no such thing as a one-size-fits-all AGBM.

In our quest to uncover micro-segments within the macro, we conducted both qualitative and quantitative research with the MoM audience. 7 valid segments emerged from the qualitative 'Shopper Diary' phase and were then substantiated in the quantitative phase.

While we had these mums (over 7,500 have now completed the study), we explored many aspects of the supermarket experience; the desire to shop alone being a particular topic of interest. We knew from personal and anecdotal experience it was a thing. But we needed results.

According to the MoM Shopper Diary 2017 study, over 50% of Australian mums already shop alone; either shopping when the kids were in care, at school or at home with a partner or carer.

Interestingly though there's a gap. An opportunity perhaps because ...

72% of respondents said that if they had a choice, they would PREFER TO SHOP ALONE.

34% of mums said they'd prefer to shop alone because they felt it would be FASTER and EASIER.

31% wanted to shop alone because they would like to be able to spend more time BROWSING WITHOUT DISTRACTIONS.

7% felt that if they were in the supermarket alone, they would be able to STICK TO THEIR LIST without distractions.

So what does this mean? To a mum; it's obvious.

Life is crazy; verging on the hyper and the grocery shop is a big chunky job that never really goes away. All made even more manic with the company of our offspring.



But those who have watched, reported, monitored and apparently 'figured out' one of the largest groups of supermarket customers, have somehow missed the vein that stands out on our foreheads as we attempt to keep our cool whilst keeping our tribe under control and getting what we need into the trolley, through the checkout and into the car!

We want to tell them that as much as we adore our kids (yes we really, really do cherish them and would stare Goliath down before we let them come to harm) ... they distract us from our shop, they make it take longer, they throw things in we don't need and don't want to fight about and they make us just a little cranky.

And a cranky Mum is no good for anyone.

Find a way to bridge the gap - give those 22% of mums who aren't shopping alone a way to do it.

Channel IKEA or Fitness First and think a "45minute free childcare" space at the front of the supermarket. You would be AMAZED how fast we can whip through a shop when we're without distractions!

Little people are little (they don't take up much space) and they are easily entertained. Get rid of the video dispensing machine, the over-sized stuffed toys (that no one even wants their kids to see let alone beg us for) and you've found yourself perhaps the most valuable 9m2 in the shop.

Do it before the others and you may even find the proposition so compelling price can take a backseat!

The MoM Shopper Diary has been running since 2012. This insight is just one of thousands that have emerged since that time. If you would like the topline results of the full survey, please let us know.

We're happy to share openly. We value collaboration and believe that exciting ideas come about when insights meet insightfulness.

This article was written by Nikki Hills, Founder & Strategic Director of Mouths of Mums. Having worked in marketing and agency land for 13 years, then raising 4 kids and 2 Mum-centric businesses, Nikki is an obsessively passionate thought leader when it comes to understanding how to truly influence Australian mothers. Forget 'marketing to mums' because if you're marketing TO them, you're not with them.

Please reach out to the MoM Team to find out more ...

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198,000 registered members | over 1,000,000 connections with Australian mums every month