



# 10 Trends

## Affecting Parenthood

# Images of Status



> Economic

With economic stratification increasing and signaling around exclusivity, "access" and tradition trends are increasing, speaking to practical aspirations — children as status and success symbols.

These images of status can be obtained through unique experiences or instruction, expensive goods and services, or imagery around more exclusive activities.



# Learning Emphasis


> Social

In an era of "Baby Einstein," parents are looking for ways to give their children a cognitive advantage in a world of rapidly increasing competition. There is a greater stress around achievement and the eventual ability to access higher learning resources.

- Games & activities designed to boost IQ
- More time spent with mom or teacher

# Sustainable Kid\_ Makers

> Social/Environmental



The rising awareness of sustainability, plus belt tightening from a weak economy, are driving activities such as home crafting, cooking and gardening, reuse and recycling of materials in play, and a new focus on "making."

Parenting magazines focus on ways to spend structured time at home without going out.



# Careful Digital Engagement



> Technology/ Social


Technology developers creating play apps, digital toys and electronic learning tools target increasingly younger audiences.

However, parents are increasingly holding the reins of digital play tightly, concerned about impacts of over-interactivity.



# Experiential Play

> Social



Play increasingly has an emphasis on making, doing, learning and collecting "real" experiences. This is a return to "authentic" play, bringing back old-school play with tactile, retro toys, and playing down digital experiences while encouraging physical ones.

There is also a return to visits around town, to museums and local destinations.



# Slowing Play

> Social

Speed of play is slowing down, expressed through a re-emphasis of traditional play. This is a possible countertrend or reaction to perceived acceleration of life through technology, connection, globalization and time pressure on parents.

Busy parents are also looking at play as a means of reducing their own stress and reconnecting with their children.

# Constructive Socialization

A group of women and children are gathered in a workshop or craft room. The women are smiling and looking towards the camera. One woman in the foreground is wearing a red hat and a black jacket. Another woman is wearing a white top and dark pants. A child is sitting on the floor in the foreground, looking down at something. The background shows shelves with various tools and materials.

> Social

For a growing number of moms who have become stay-at-home moms later in life, previously from professional backgrounds (many with graduate degrees), connecting through play groups and mothers' networks is seen as valuable.

Adjusting to the economic reality, parents (moms) are organizing group play at home and taking turns in childcare.





# Dad's Role

> Stretching

The roles of dads as important figures in childcare and parenting are growing, driven by shifts in economy and demographics. Dads are spending more time parenting and taking a lead role in childcare.

They are also making an increasing percentage of purchasing decisions, taking over from mom.

**Kelton**

# Curated Childhood

> Social, Aspiring

Coming of age in an era of social media and sharing, more parents are paying attention to detail in everything from craftsmanship to the creation of "perfect" ensembles to clothes and toys.

This curation has been enhanced by the increased use of digital photography to "freeze" perfect moments, crystallizing memories to keep and share.

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May 10

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# Kids Come Along For The Ride

> Social

Having waited longer to have kids, millennial parents have more established adult social lives and expect their kids to come along for the ride.

In shared experiences, parents are looking for ways to maintain their adult identities while also having fun with their kids.