



This is a demo presentation to show the format in which the survey results are presented.

The structure and flow of the demo is the same as that of the presentations that you can purchase at www.mumsvoice.com.

For this demo presentation, all numbers and brands are fictional.



MUMSVOICE
by CAREDIRECT»

October 2022

Product Category

Category



Diapers



Baby Wipes



Nappy Cream



Baby Shampoo



Baby Detergent



Baby softener



Breast Pumps



Feeding Bottles



Sterilizers



Baby Milk



Baby Yoghurt



Formula Cream



Pacifiers



Antiseptic



Nursery

**Product
Category**



Toys



Vitamins

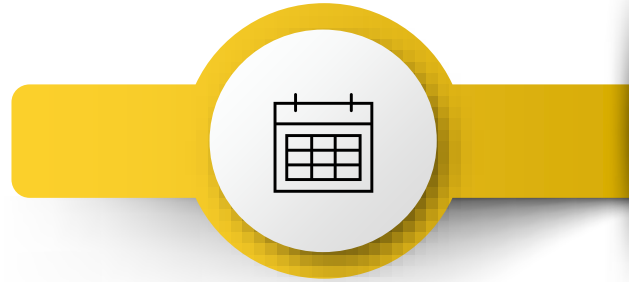


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Survey Identity

Research Details



Data Gathering Period

1/10/2022 – 31/10/2022

Sampling Method

Quota sampling on geographical distribution of births & type of maternity hospital (Public / Private)

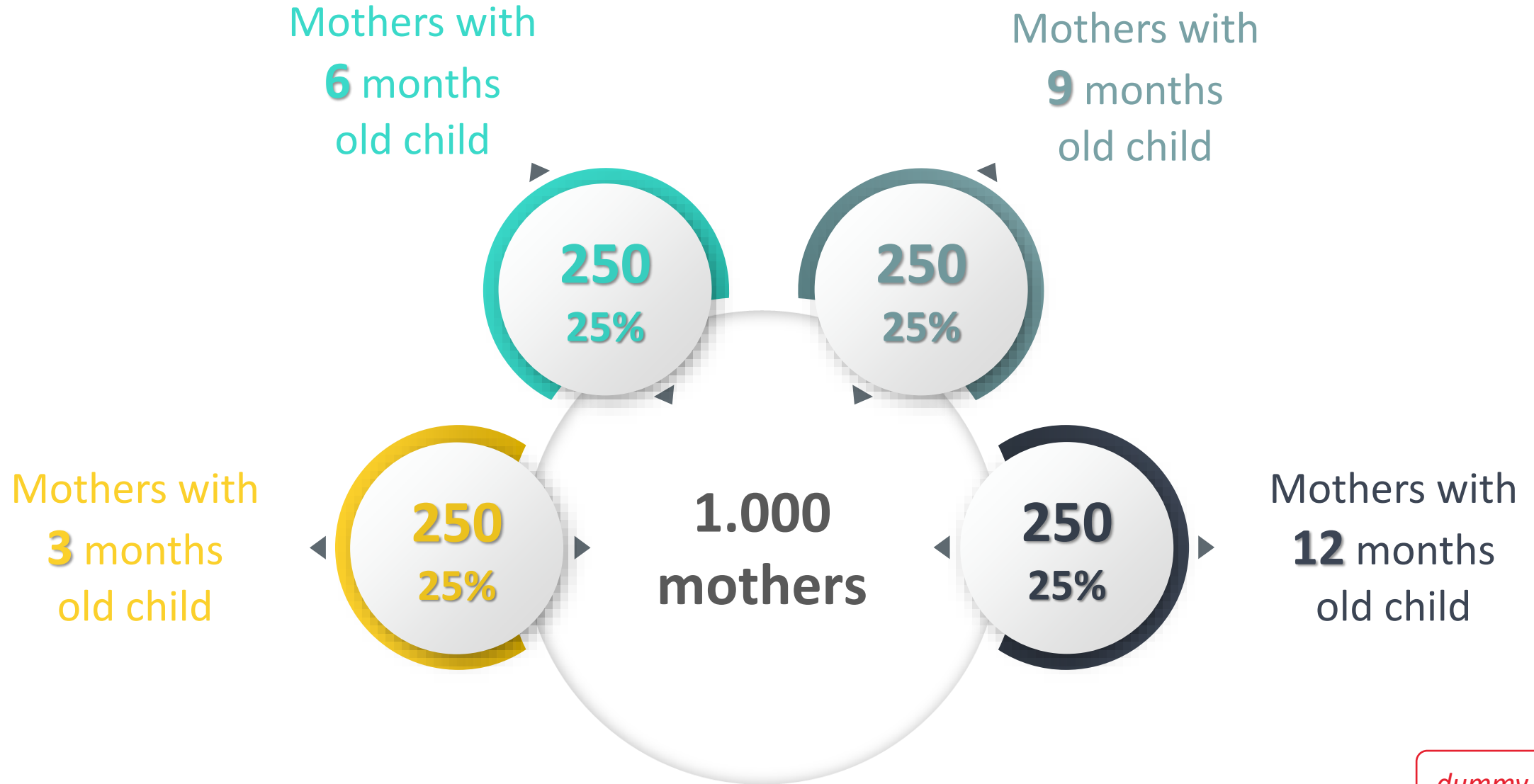


Telephone Research Personnel

- 3 Call Center Agents
- 1 Call Center Supervisor

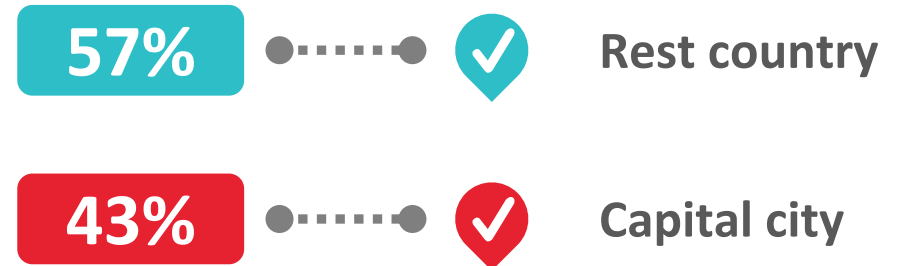
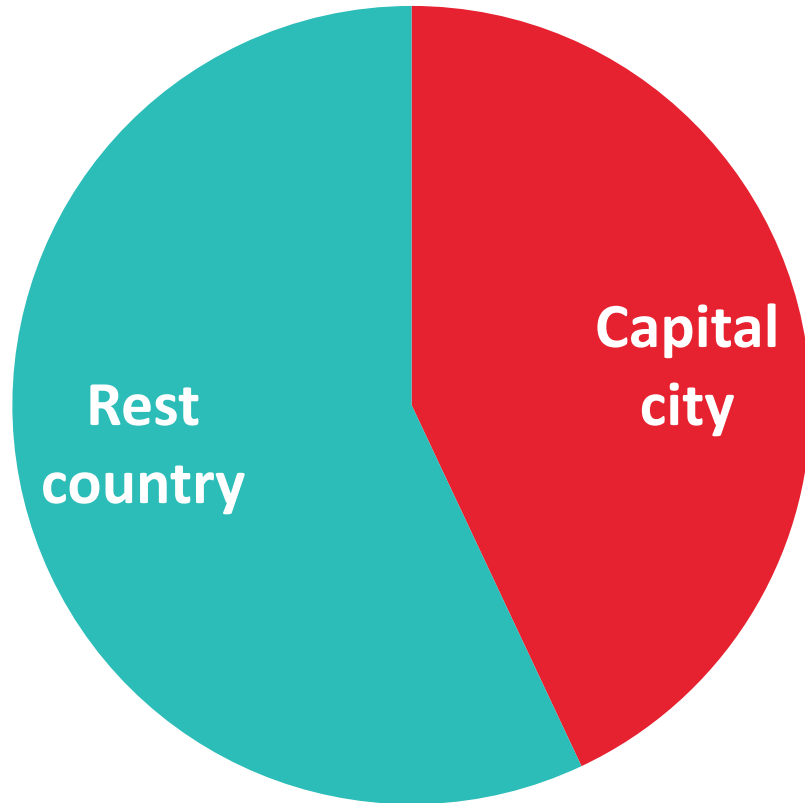


Sample Size



dummy numbers

Geographical Distribution



Type of Maternity

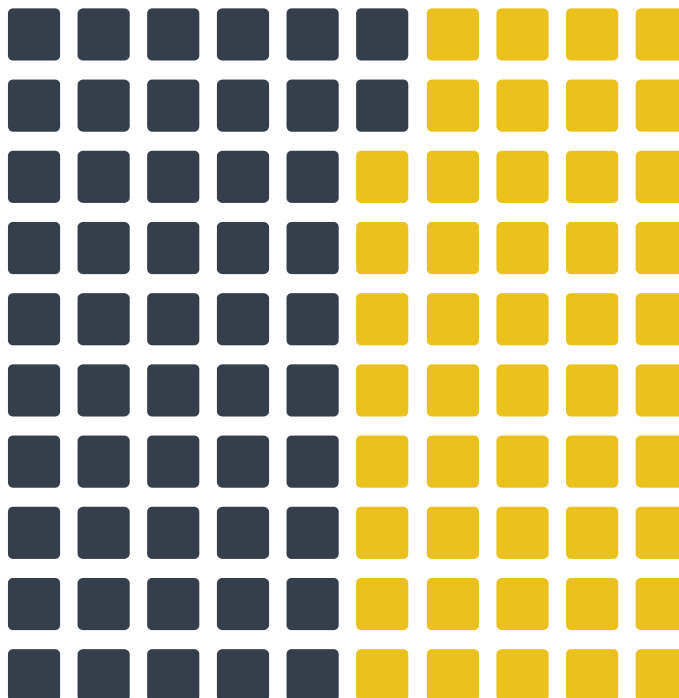


Mothers' Profile – Number of children



First time
mothers

52%

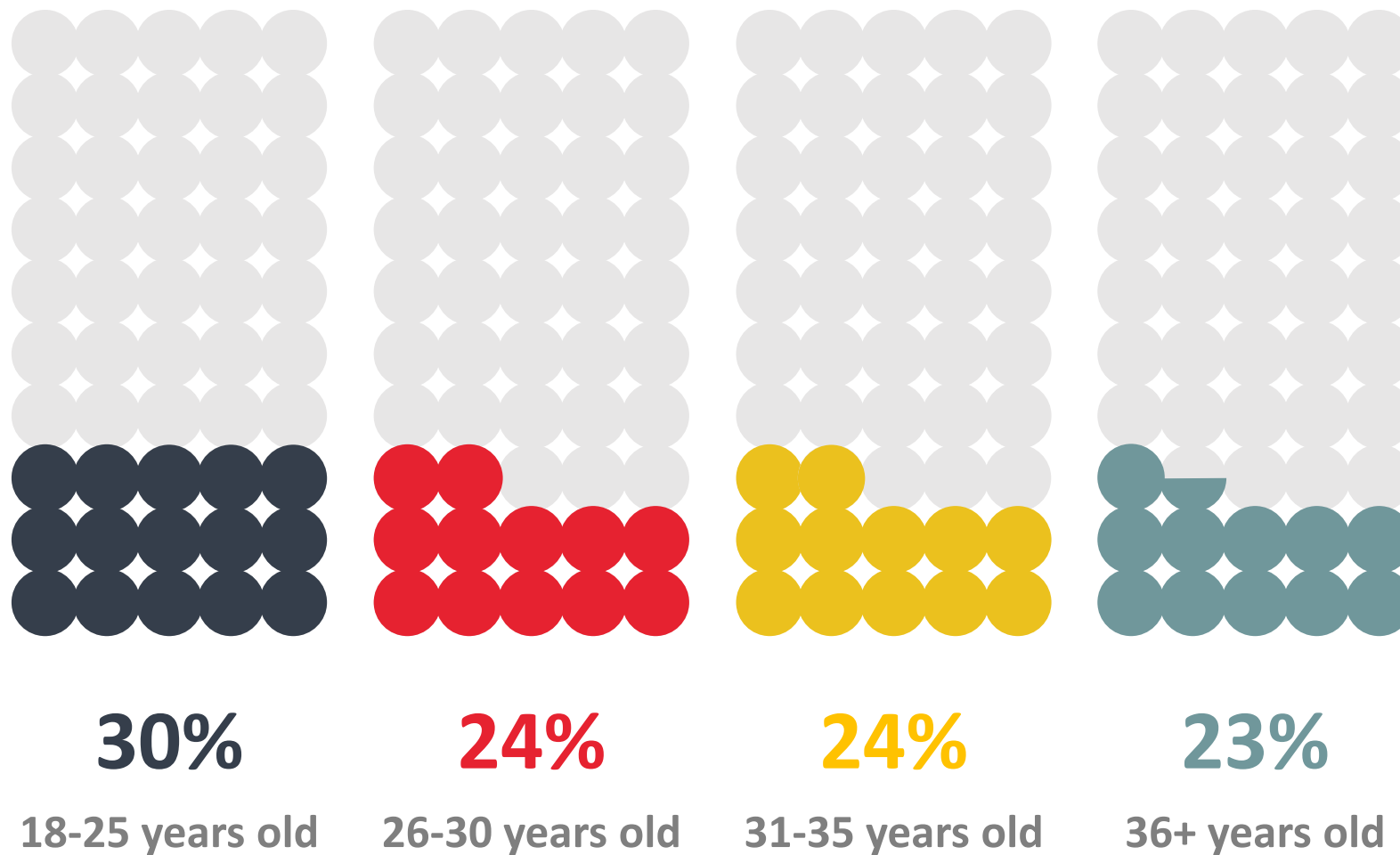


48%

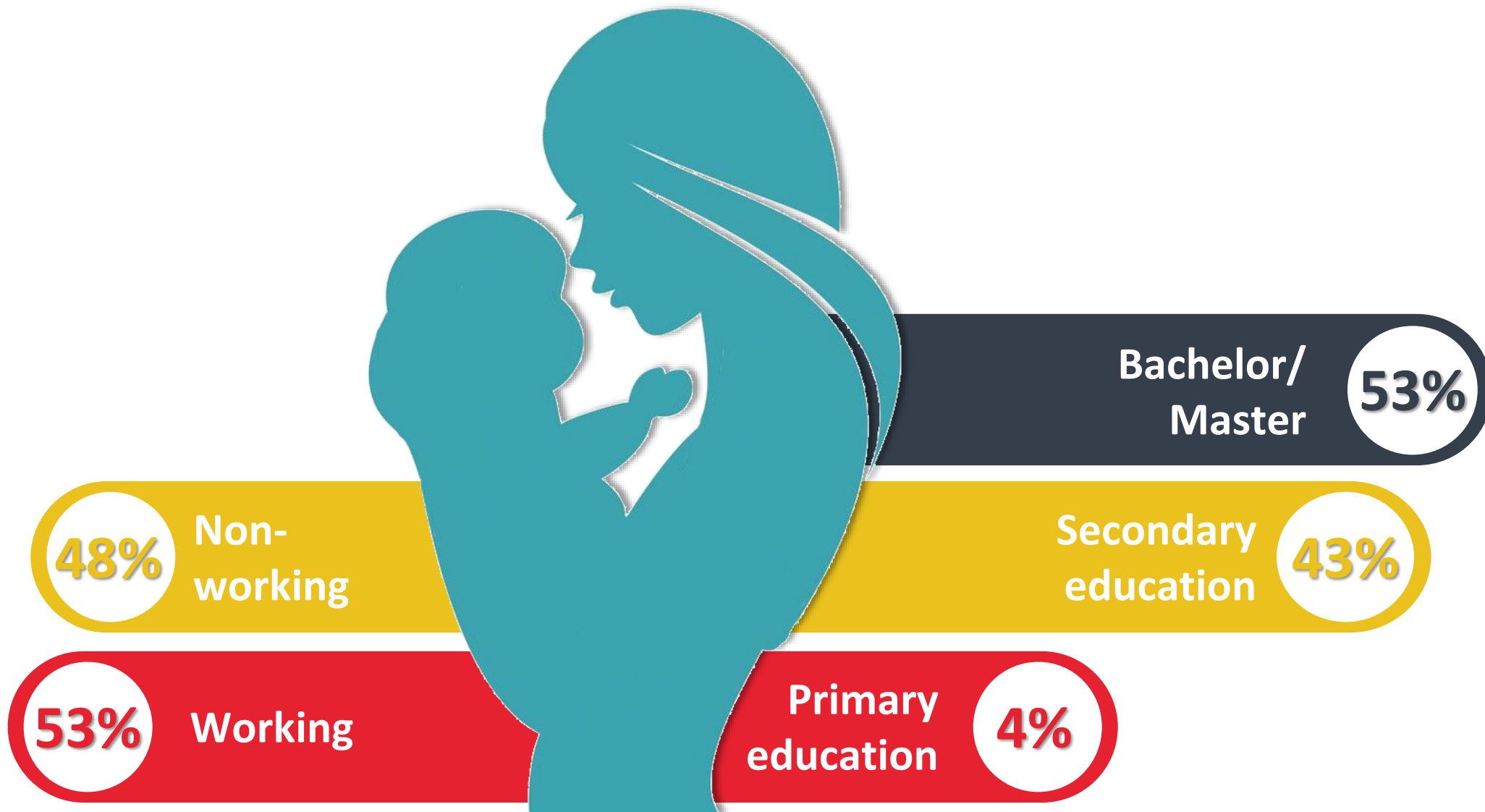


2+ children
mothers

Mothers' Profile – Age



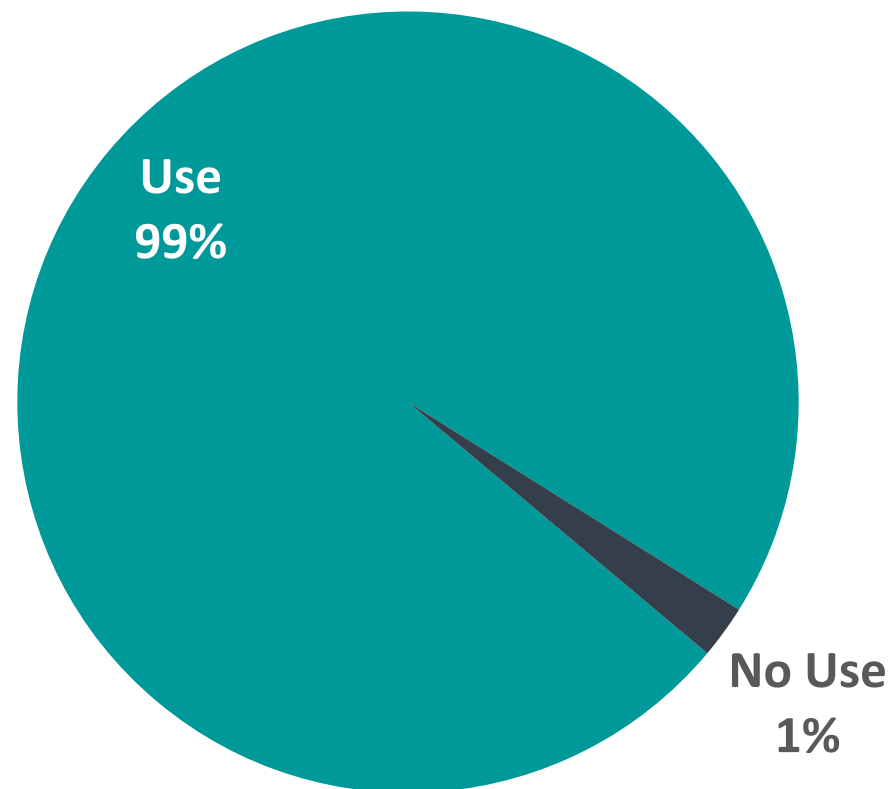
Mothers' Profile – Working & Educational Status



Category Penetration & Main Brand Selection

Category Penetration

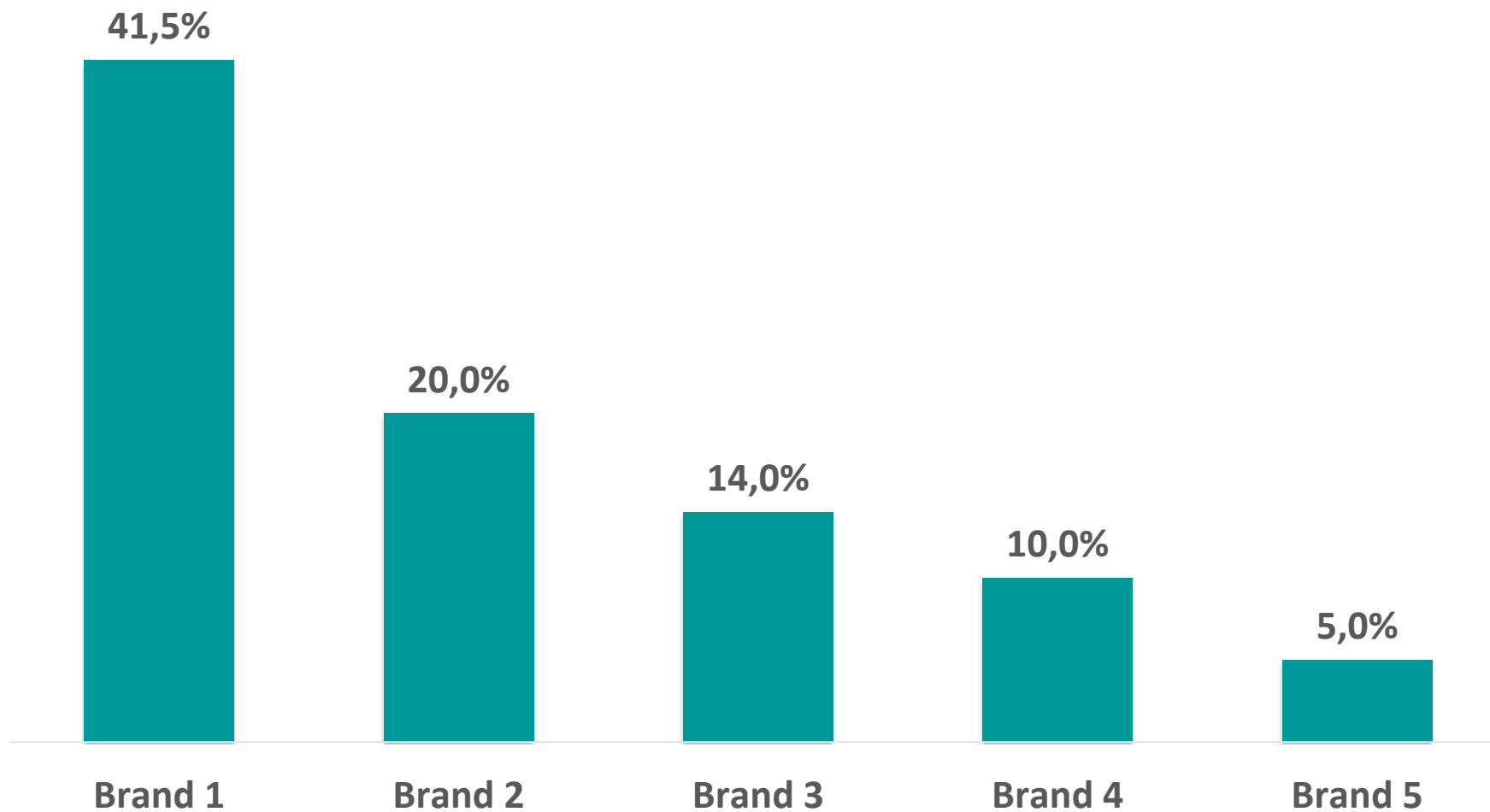
Sample : 1.000 mothers



Which brand are you usually using?

Top-5 Answers

Sample : 1.000 mothers



dummy numbers

Which brand are you usually using?

All Answers

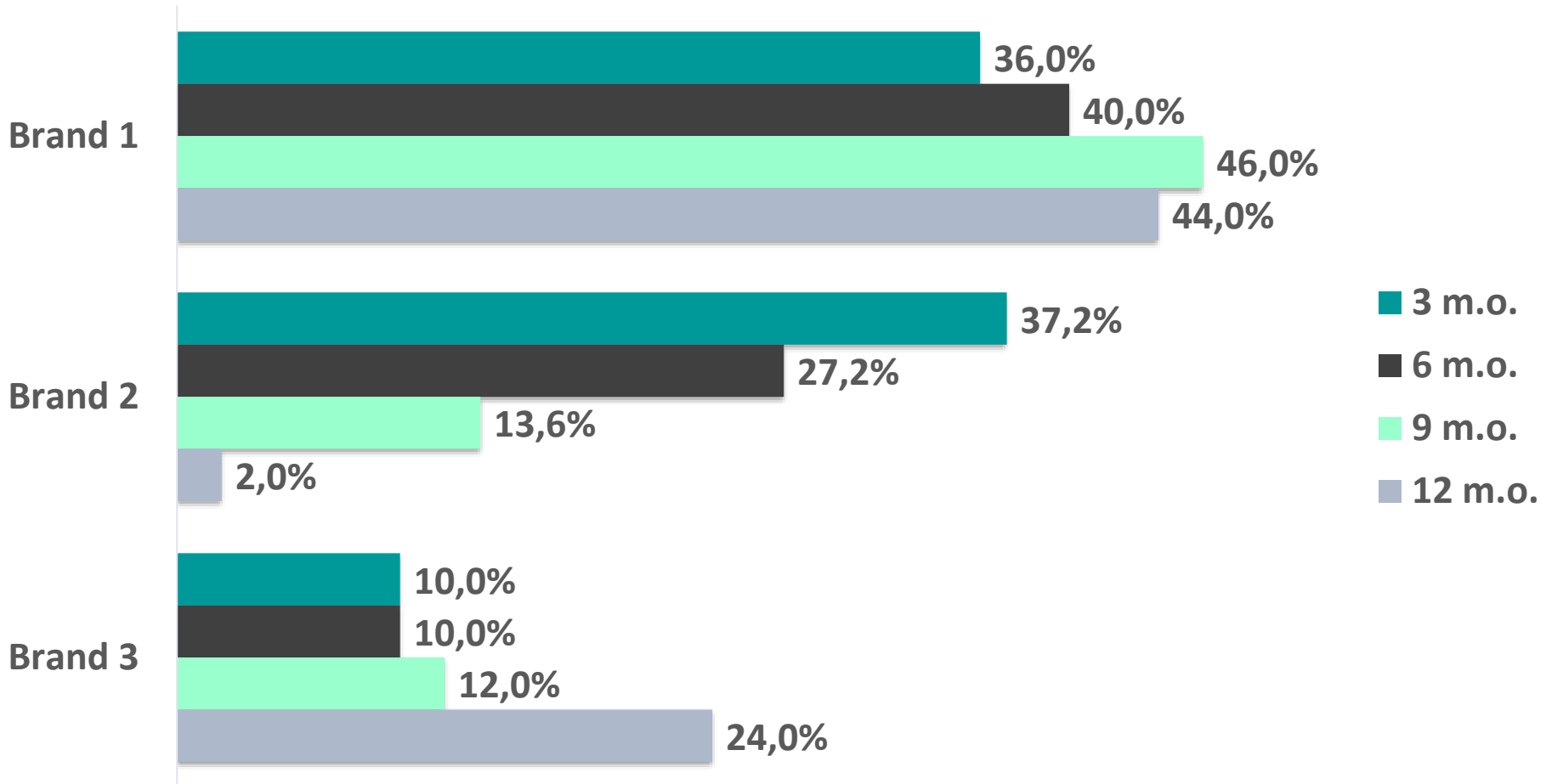
Sample : 1.000 mothers

	Brand	% Share
1	Brand 1	41,5%
2	Brand 2	20,0%
3	Brand 3	14,0%
4	Brand 4	10,0%
5	Brand 5	5,0%
6	Brand 6	4,0%
7	Brand 7	3,0%
8	Other	1,5%
9	No use	1,0%
	Total	100,0%

Which brand are you usually using? (per Baby's age)

Top-3 Answers

Sample : 1.000 mothers



Which brand are you usually using? (per Baby's age)

All Answers

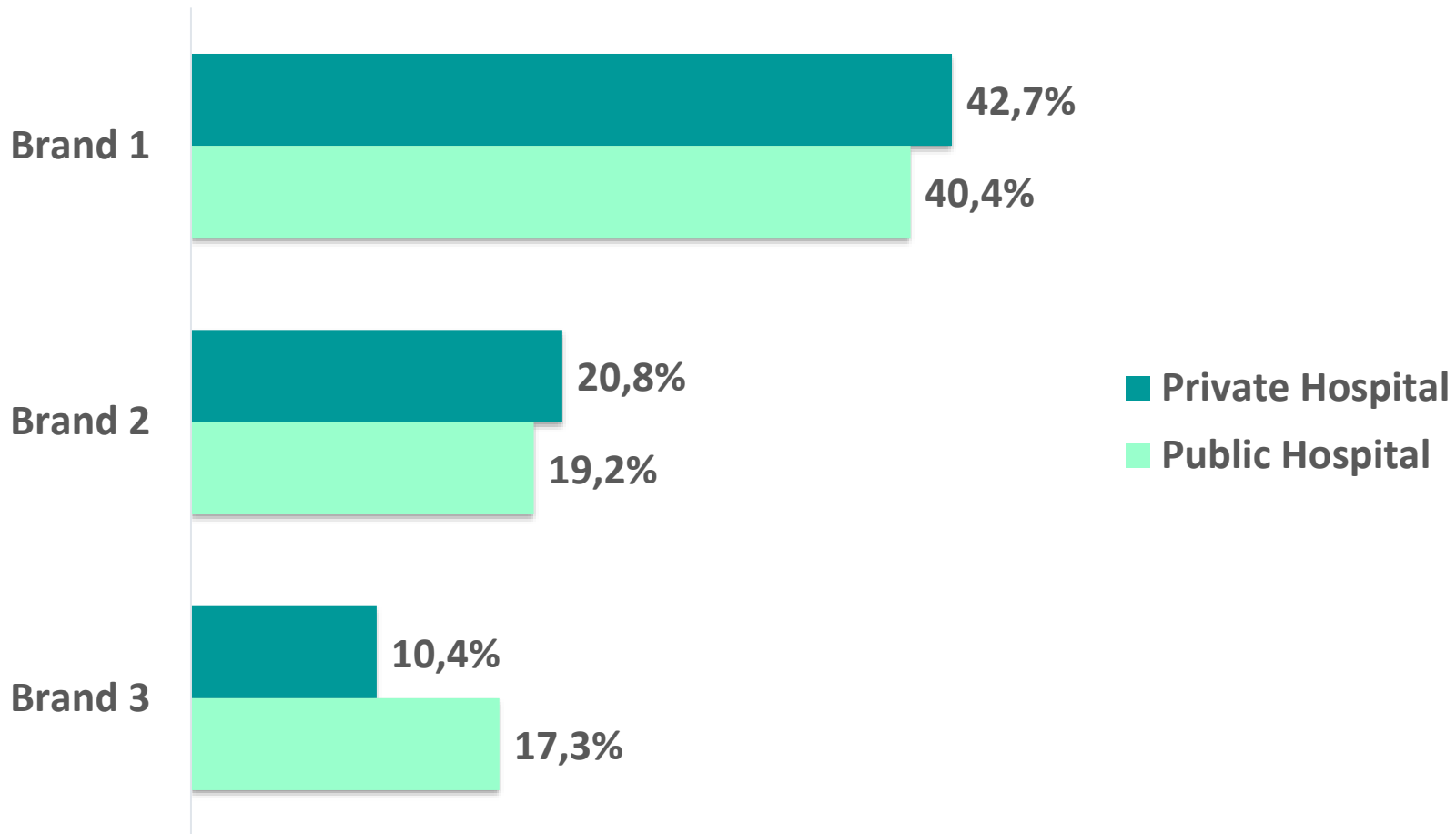
Sample : 1.000 mothers

		(25%)	(25%)	(25%)	(25%)
	Brand	3 months	6 months	9 months	12 months
1	Brand 1	36,0%	40,0%	46,0%	44,0%
2	Brand 2	37,2%	27,2%	13,6%	2,0%
3	Brand 3	10,0%	10,0%	12,0%	24,0%
4	Brand 4	4,0%	8,0%	12,0%	16,0%
5	Brand 5	3,2%	5,6%	7,2%	4,0%
6	Brand 6	4,0%	4,0%	4,0%	4,0%
7	Brand 7	4,0%	3,2%	2,8%	2,0%
8	Other	1,2%	1,2%	2,0%	1,6%
9	No use	0,4%	0,8%	0,4%	2,4%
	Total	100,0%	100,0%	100,0%	100,0%

Which brand are you usually using? (per Type of Maternity)

Top-3 Answers

Sample : 1.000 mothers



dummy numbers

Which brand are you usually using? (per Type of Maternity)

All Answers

Sample : 1.000 mothers

		(48%)	(52%)
	Brand	Private Hospital	Public Hospital
1	Brand 1	42,7%	40,4%
2	Brand 2	20,8%	19,2%
3	Brand 3	10,4%	17,3%
4	Brand 4	9,4%	10,6%
5	Brand 5	7,3%	2,9%
6	Brand 6	3,8%	4,2%
7	Brand 7	2,7%	3,3%
8	Other	2,1%	1,0%
9	No use	0,8%	1,2%
	Total	100,0%	100,0%

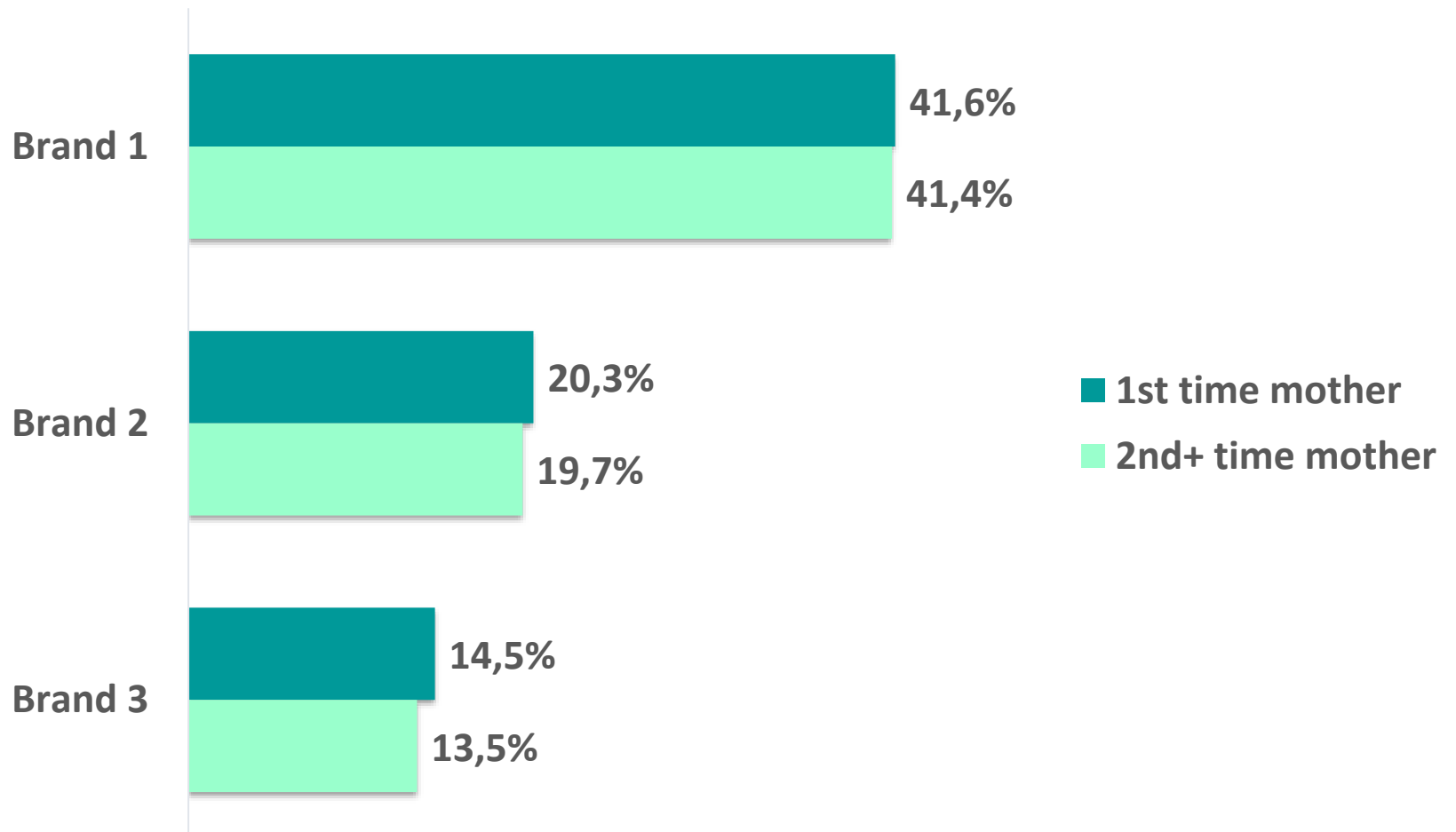


dummy numbers

Which brand are you usually using? (1st time/2nd+ time mothers)

Top-3 Answers

Sample : 1.000 mothers



dummy numbers

Which brand are you usually using?

(1st time/2nd+ time mothers)

All Answers

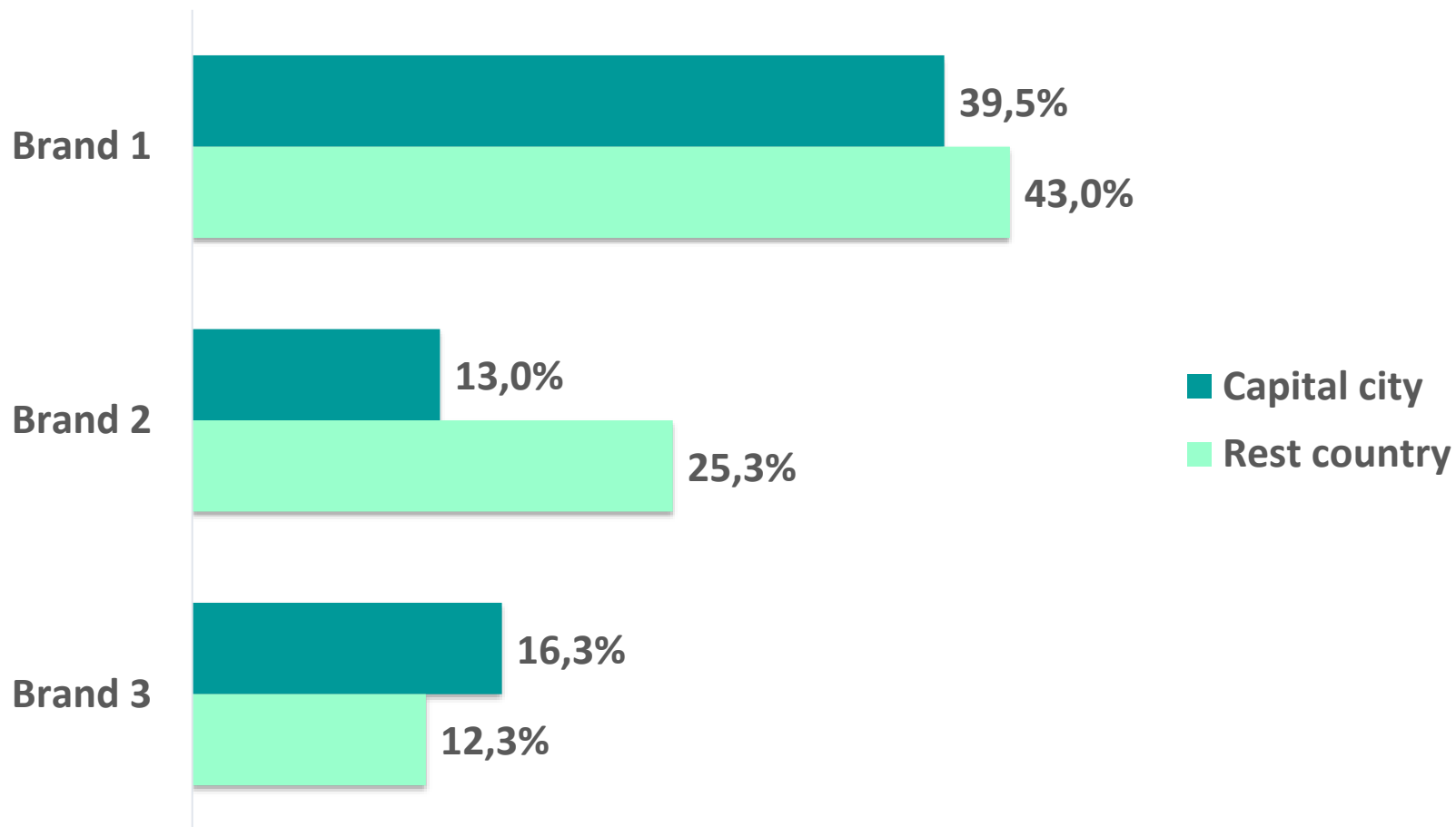
Sample : 1.000 mothers

		(52%)	(48%)
	Brand	1 st time mothers	2 nd + time mothers
1	Brand 1	41,6%	41,4%
2	Brand 2	20,3%	19,7%
3	Brand 3	14,5%	13,5%
4	Brand 4	8,7%	11,4%
5	Brand 5	4,3%	5,8%
6	Brand 6	3,9%	4,1%
7	Brand 7	3,9%	2,1%
8	Other	1,9%	1,0%
9	No use	1,0%	1,0%
	Total	100,0%	100,0%

Which brand are you usually using? (per Place of Residence)

Top-3 Answers

Sample : 1.000 mothers



dummy numbers

Which brand are you usually using? (per Place of Residence)

All Answers

Sample : 1.000 mothers

		(43%)	(57%)
	Brand	Capital city	Rest country
1	Brand 1	39,5%	43,0%
2	Brand 2	13,0%	25,3%
3	Brand 3	16,3%	12,3%
4	Brand 4	14,0%	7,0%
5	Brand 5	7,0%	3,5%
6	Brand 6	3,5%	4,4%
7	Brand 7	3,5%	2,6%
8	Other	2,3%	0,9%
9	No use	0,9%	1,1%
	Total	100,0%	100,0%

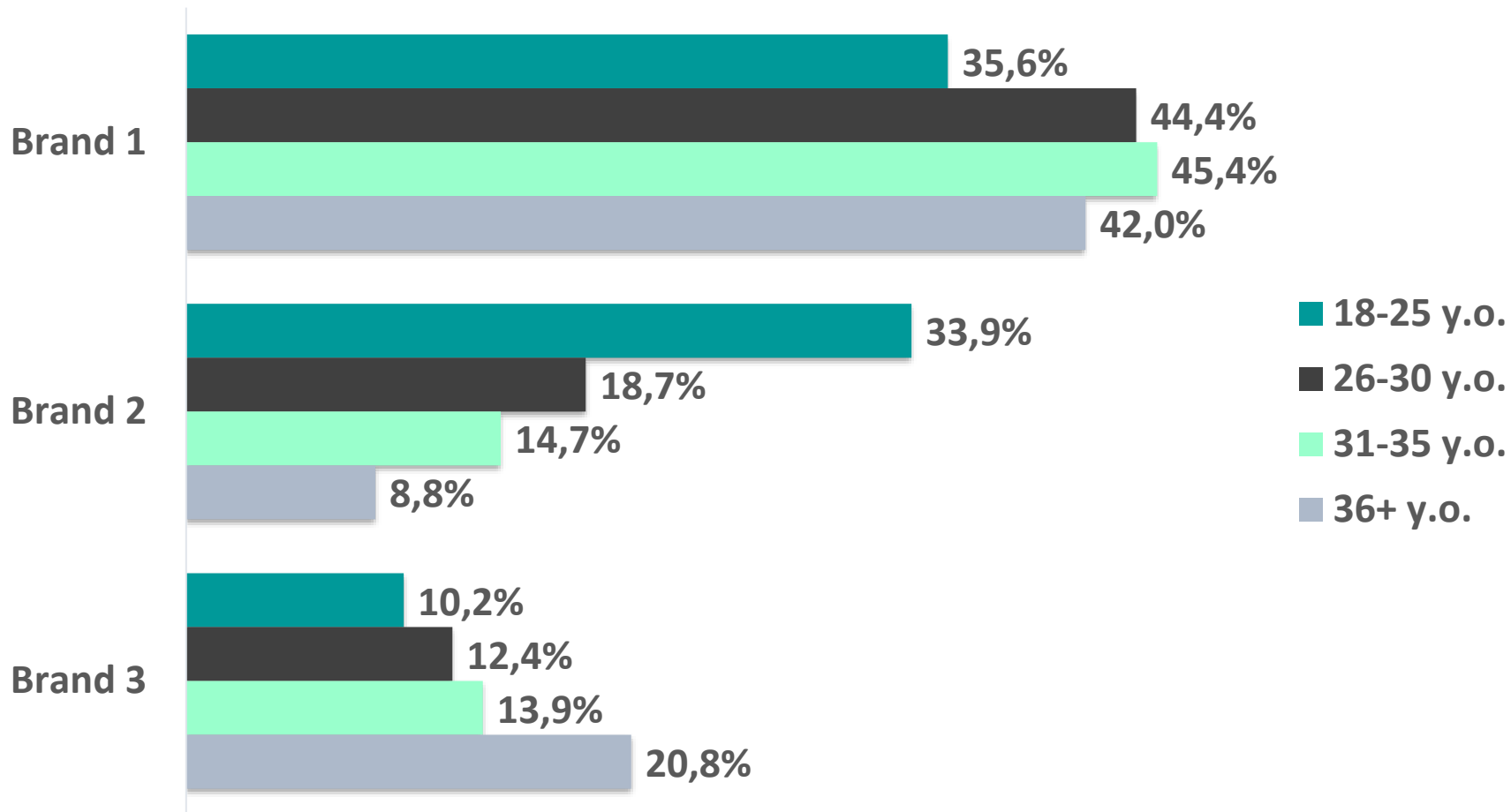


dummy numbers

Which brand are you usually using? (per Mother's age)

Top-3 Answers

Sample : 1.000 mothers



Which brand are you usually using? (per Mother's age)

All Answers

Sample : 1.000 mothers

		(30%) 18-25 y.o.	(24%) 26-30 y.o.	(24%) 31-35 y.o.	(23%) 36+ y.o.
1	Brand 1	35,6%	44,4%	45,4%	42,0%
2	Brand 2	33,9%	18,7%	14,7%	8,8%
3	Brand 3	10,2%	12,4%	13,9%	20,8%
4	Brand 4	6,8%	9,1%	10,9%	14,2%
5	Brand 5	5,1%	4,6%	5,5%	4,9%
6	Brand 6	4,1%	4,6%	3,8%	3,5%
7	Brand 7	2,4%	3,3%	3,4%	3,1%
8	Other	1,4%	1,7%	1,7%	1,3%
9	No use	0,7%	1,2%	0,8%	1,3%
	Total	100,0%	100,0%	100,0%	100,0%

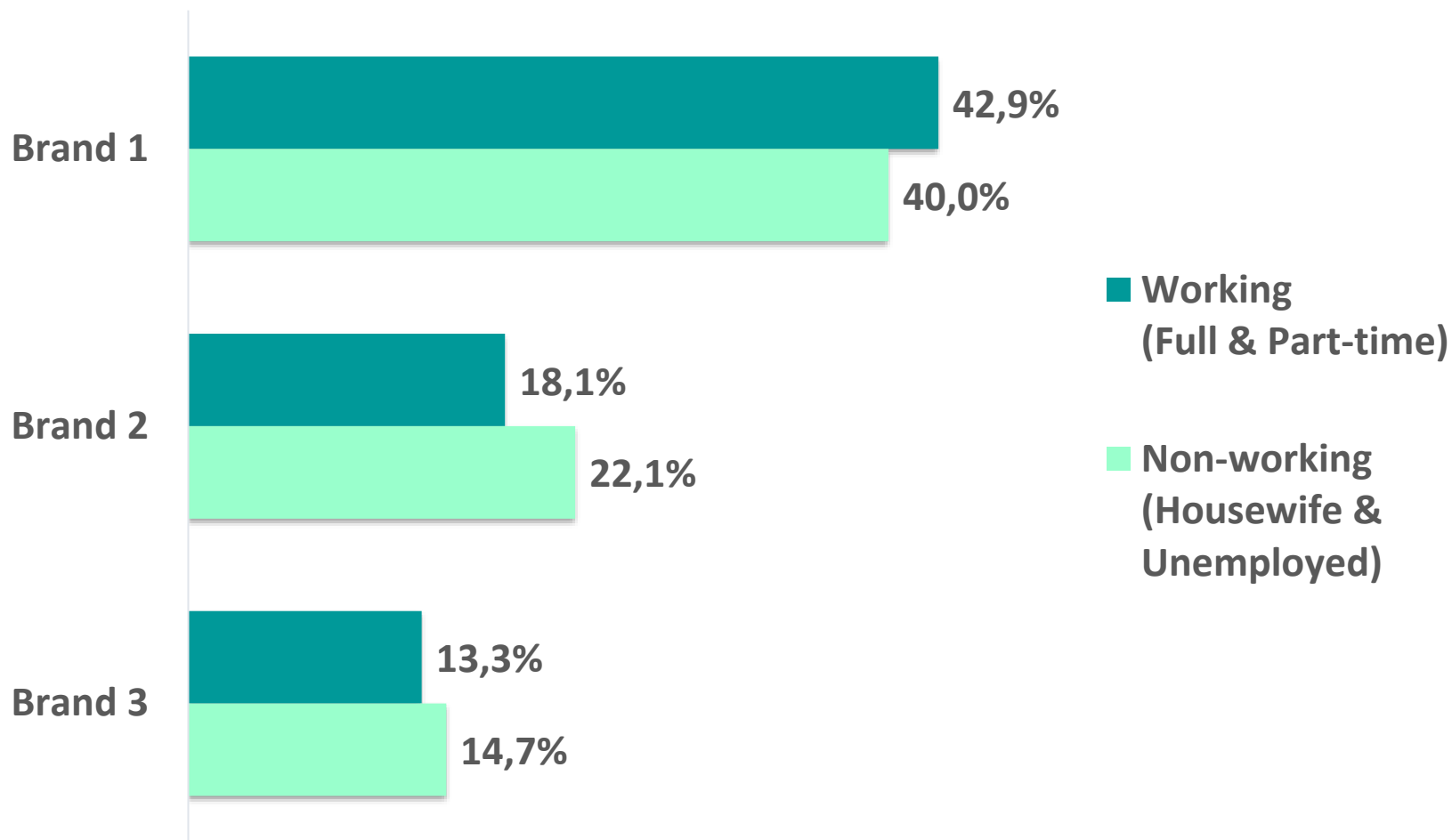


dummy numbers

Which brand are you usually using? (per Mother's Working Status)

Top-3 Answers

Sample : 1.000 mothers



dummy numbers

Which brand are you usually using? (per Mother's Working Status)

All Answers

Sample : 1.000 mothers

Brand	(53%) Working (full or part-time)	(48%) Unemployed / Housewife
1 Brand 1	42,9%	40,0%
2 Brand 2	18,1%	22,1%
3 Brand 3	13,3%	14,7%
4 Brand 4	11,4%	8,4%
5 Brand 5	5,7%	4,2%
6 Brand 6	3,8%	4,2%
7 Brand 7	1,9%	4,2%
8 Other	1,5%	1,5%
9 No use	1,3%	0,6%
Total	100,0%	100,0%

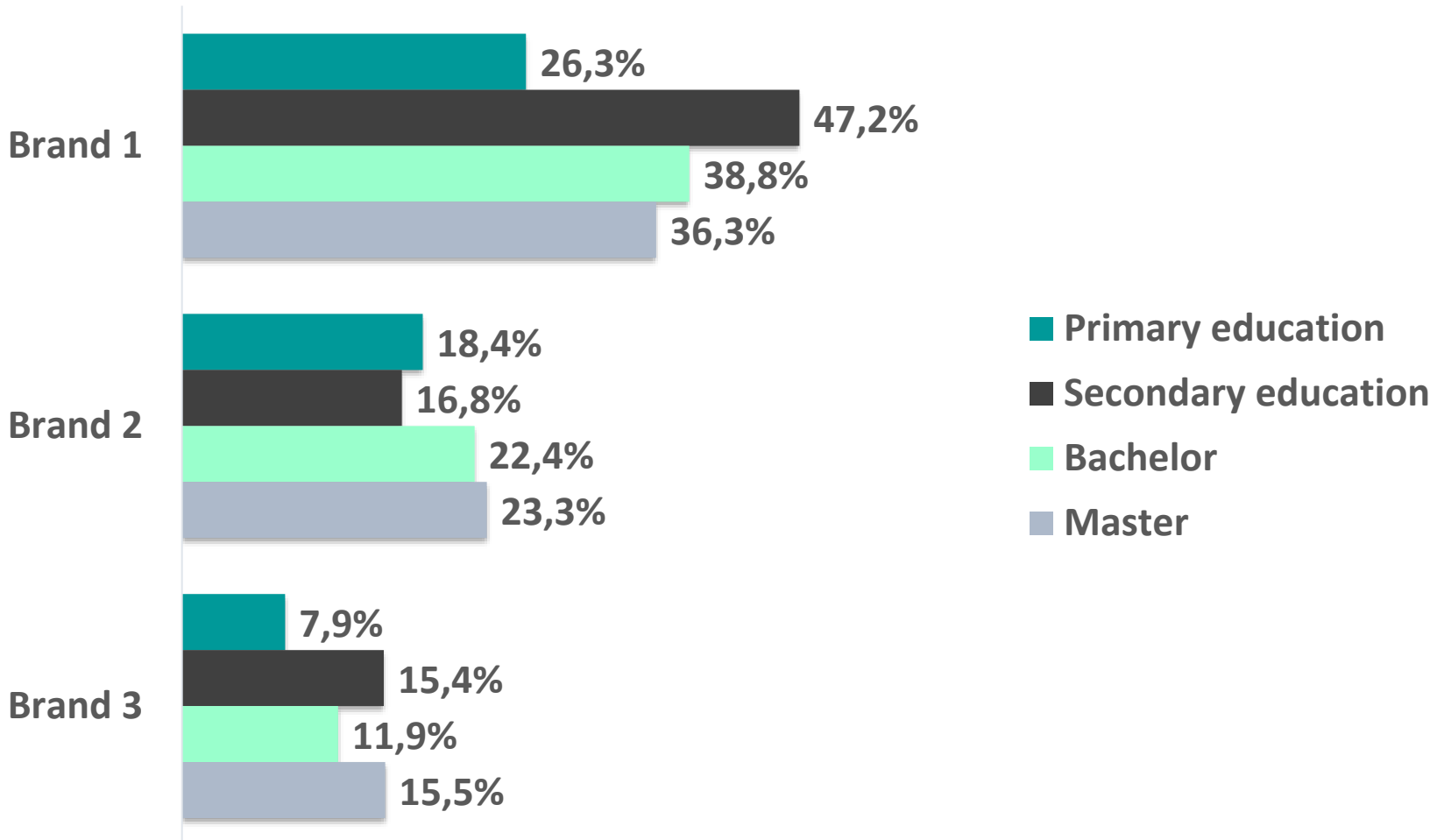


dummy numbers

Which brand are you usually using? (per Mother's Educational Level)

Top-3 Answers

Sample : 1.000 mothers



Which brand are you usually using? (per Mother's Educational Level)

All Answers

Sample : 1.000 mothers

		(4%)	(43%)	(34%)	(19%)
	Brand	Primary education	Secondary education	Bachelor	Master
1	Brand 1	26,3%	47,2%	38,8%	36,3%
2	Brand 2	18,4%	16,8%	22,4%	23,3%
3	Brand 3	7,9%	15,4%	11,9%	15,5%
4	Brand 4	10,5%	8,5%	10,1%	13,0%
5	Brand 5	5,3%	5,1%	4,5%	5,7%
6	Brand 6	2,6%	3,0%	6,0%	3,1%
7	Brand 7	2,6%	2,8%	4,2%	1,6%
8	Other	13,2%	0,7%	1,5%	1,0%
9	No use	13,2%	0,5%	0,6%	0,5%
	Total	100,0%	100,0%	100,0%	100,0%



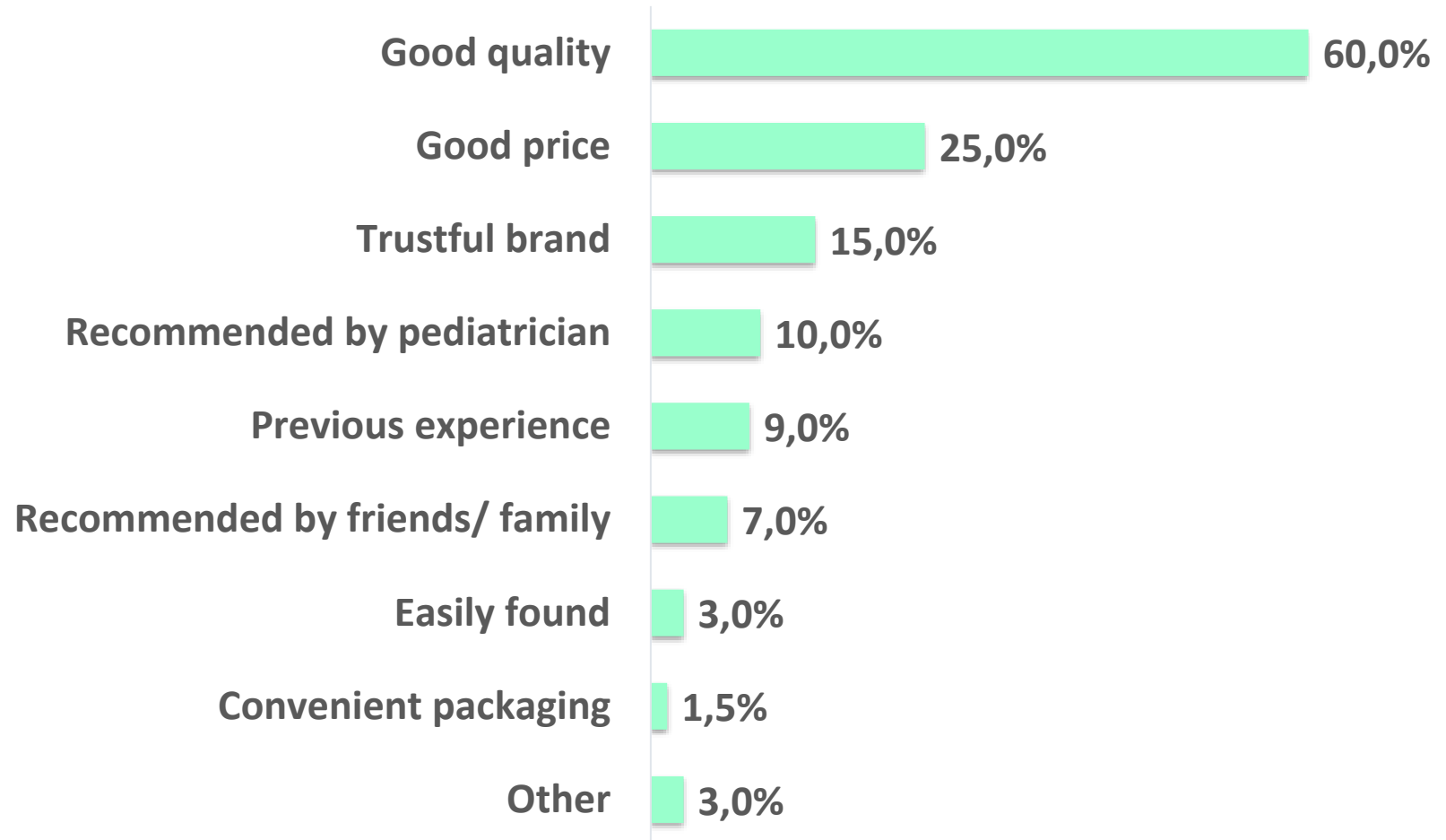
dummy numbers

Influencing Factors

What are the main reasons for selecting the brand that you are using? *(multiple answers)*

All Brands

Sample : 990 mothers



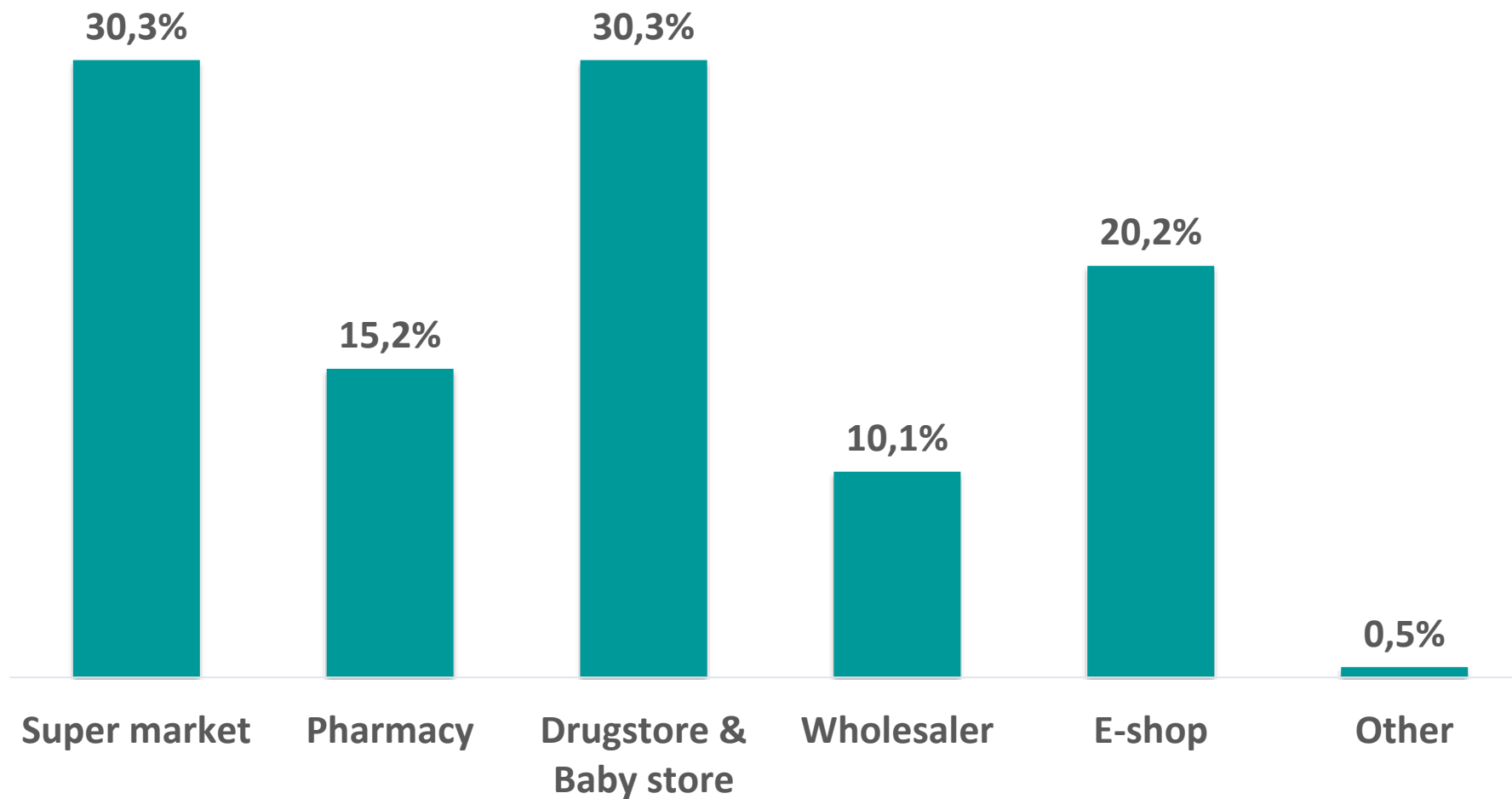
Channels

Where do you buy the product from?

(multiple answers)

All Brands

Sample : 990 mothers





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Thank you