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THESE ARE 20 OF MILLENNIAL PARENTS' FAVORITE BRANDS

WHAT BRANDS ARE MILLENNIAL PARENTS TURNING TO? WE LOOKED TO OUR YOUTH BRAND TRACKER TO FIND OUT SOME OF THEIR FAVORITES...

According to YPulse's data, 39% of 25-36-year-olds are currently parents. They are parents to 50% of today's children and more than one million Millennial women become new mothers each year, [according to NRF](#), and our finance monitor survey indicates that they have an estimated yearly spending power of \$1.3 trillion. Capturing some of that spending power can pay off long term: In our [research into young consumers' brand loyalty](#), we found that Millennial parents are more likely to be brand loyal—85% of parents consider themselves loyal to brands compared to 76% of non-parents.

We've told you [where this generation of parents shops](#) for their kids, and [how brands can better appeal to them](#), but what brands are they feeling good about right now? YPulse's youth brand tracker has collected over 73,000 interviews with 13-39-year-olds throughout the last year, tracking over 550 brands across a variety of variables, including what brands they're loyal to, which they plan to buy, and what are their favorites. We dug into the data to look at the top brands for Millennial parents to see who's winning with the new generation of families. Here are 20 of their favorites:

Millennial Parents' Favorite Brands

18-36-year-old Parents
1. Reese's
2. Google
3. Netflix
4. YouTube
5. Hershey's
6. Doritos
7. Facebook
8. Snickers
9. Amazon
10. Oreo
11. M&M's
12. Colgate
13. Cheetos
14. KitKat
15. Heinz Ketchup
16. Walmart
17. Coca-Cola
18. Nike
19. Lay's
20. Kraft Mac & Cheese

YPulse's youth brand tracker measures young consumers' relationships with a brand based on a weighted 6-point scale, ranging from "Never heard of this brand" to "This brand is one of my favorites." These are the top brands that were rated "one of my favorites," among those who are aware of the brand. The brands on this list are among the almost 300 brands included in the brand tracker as of 2/14/2019. Rankings are subject to change as more brands are added and removed.

The chocolate and peanut butter marvel Reese's is at the top of their ranking. Now, before we assume that Millennial parents are feeding their kids Reese's (and Doritos, Snickers, Lay's, etc.) daily, let's remember that these are their favorites and also their favorites as individuals—hey, Millennial parents are people who need a Reese's break from time to time too. That being said, it is worth noting that the favorite food and beverage brands on the list lean towards indulgent snacks and treats—this aligns with what we see for the generation as a whole. Though they're interested in and likely making an effort to eat healthy, they still enjoy these brands and healthier food brands have a harder time appearing at the top of their overall favorites list due to lower awareness, and probably because these familiar names are deeply engrained in their positive memories—old and new.

But looking beyond the chocolate at the top of the list, the top five is jam-packed with tech/media brands, with Google, Netflix, and YouTube ranking two, three, and four respectively, and Facebook and Amazon landing in the top 10. These brands are deeply engrained in parent's lives, as they answer their questions, entertain their children, and provide much-needed time off from the trials of raising kids. In fact, 72% of Millennial parents agree that technology helps them to be a better parent—and it's clear in their favorite brand ranking. Oh, and Netflix and YouTube's high placement is also likely thanks to the 74% of Millennial parents [who tell us](#) that their child watches more content on streaming services than cable.

Facebook's position as a favorite is driven by Millennial moms, as we can see in the comparison between moms' and dads' favorite brands:

Millennial Parents' Favorite Brands

Millennial MOMS	Millennial DADS
1. Reese's	1. YouTube
2. Google	2. Reese's
3. Netflix	3. Snickers
4. YouTube	4. Netflix
5. Hershey's	5. Google
6. Doritos	6. Doritos
7. Facebook	7. Amazon
8. Snickers	8. Oreo
9. Amazon	9. Cheetos
10. Oreo	10. Hershey's

Facebook ranks as the number seven favorite brand among moms, but doesn't crack the top 10 for dads. While our social media monitor survey shows that these two groups are equally likely to be using the platform, moms are more likely to be using it daily. They're likely using

Facebook more frequently as a place to share content about their kids, as well as a place to connect with other parents for advice. In fact, 27% of Millennial moms have joined a social media group devoted to parenting/their kids, compared to 17% of Millennial dads, according to [YPulse's parenting survey](#).

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