fanfinders your baby club

State of Parenting in Canada

2026

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About this report

Your Baby Club Canada

Your Baby Club Canada is a parenting community helping new and expecting parents discover products, offers and support through the earliest stages of family life.

With a membership of over 7.5 million parents worldwide, Your Baby Club combines personalized journeys with relevant offers, recommendations and product discovery, to position brands directly within the moments that influence real decisions. Every month, thousands of new and expecting parents join the community looking for practical guidance, trusted recommendations and meaningful value as they navigate one of life's most important stages.

This Report

This report is based on responses from over 1,000 members of the Your Baby Club Canada community.

The audience represented here is concentrated around pregnancy, infancy and the earliest years of family life - a period when families are making some of the most significant purchasing, financial and lifestyle decisions of their lives.

The findings provide a snapshot of the priorities, challenges, behaviours and opportunities shaping early parenthood in Canada today.

Understanding families in the early years

The first couple of years of parenthood represent one of the most influential periods in the consumer journey. Families are establishing routines, evaluating products across dozens of categories and forming relationships with brands that can last decades.

This audience is highly engaged. They are actively researching purchases, seeking trusted advice and making decisions that affect everything from household finances and healthcare to childcare and family wellbeing.

While many respondents are currently expecting, the wider audience is concentrated around pregnancy, infancy and baby's first years, providing a valuable picture of the early parenthood experience in Canada.

Snapshot of respondents

- **92%** identify as female
- **85%** are aged 25-40
- **53%** currently pregnant
- **87%** of parents have a child aged 0-2
- **51%** have at least one pet at home
- Located across every major province, with strong representation across Ontario, Alberta, British Columbia, Saskatchewan and Manitoba

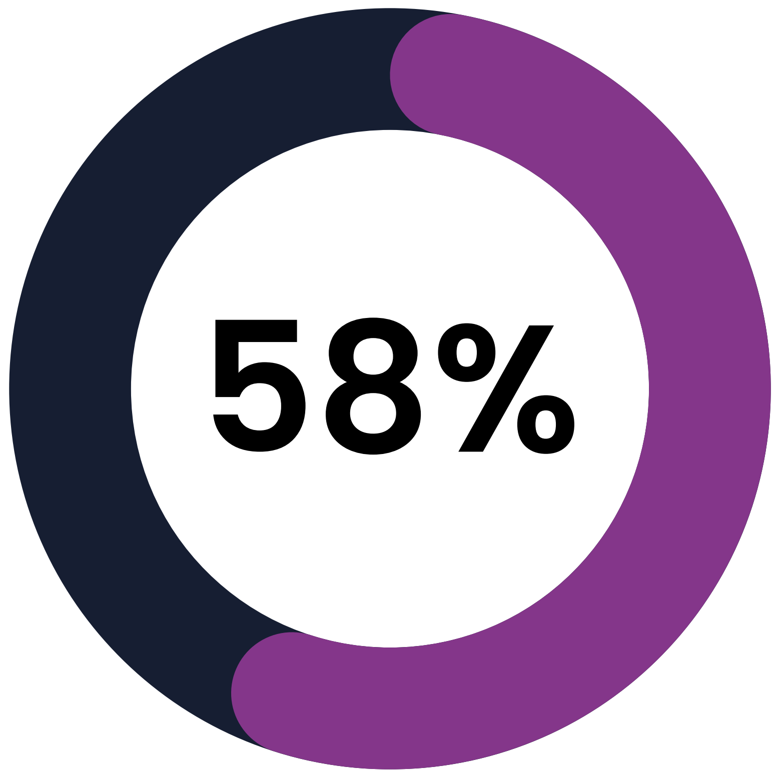
Key Insight

The early years of parenthood remain one of the most active periods for product discovery, brand trial and long-term purchasing decisions.

The value-conscious family

The arrival of a child changes almost every aspect of household spending.

From everyday essentials to major purchases, Canadian families are evaluating value more carefully than ever before.



of Canadian parents describe themselves as financially strained

The financial reality of modern parenting

Financial pressure has become a defining feature of family life for many Canadian parents. Yet the most important story isn't simply rising costs - it's how families are responding.

Parents are becoming increasingly deliberate about spending, actively comparing products, researching purchases and looking for opportunities to stretch household budgets further.

> ***"Canadian parents haven't stopped spending. They've just become more intentional about where their money goes."***

Major purchases are scrutinised more closely, while everyday spending decisions are increasingly influenced by value, relevance and necessity.
For brands, this creates a more selective consumer environment.

Parents are continuing to spend, but they expect greater confidence that every purchase will deliver genuine value.

Key Figures

- **58%** are under financial strain (managing with pressure or finding it difficult)
- Only **11%** describe themselves as ‘very comfortable’
- **45%** are very or extremely concerned about the cost of raising a child
- Only **15%** follow a detailed household budget
- **31%** save when they can, without a formal plan

Key Insight

Value has become a decision-making filter across almost every category.

Closing the support gap

Government benefits and savings programmes play an important role in helping families navigate the financial realities of parenthood. Awareness of major programmes is relatively strong, but uncertainty remains around eligibility, access and long-term planning

> ***"The challenge isn't convincing parents to plan for the future. It's helping them find the time and confidence to get started."***

The gap is particularly noticeable when looking beyond the most familiar benefits. While many parents are claiming or planning to claim flagship programmes such as the Canada Child Benefit, significantly fewer are accessing childcare subsidies, despite childcare costs being one of the biggest concerns identified in this report.

A similar pattern emerges around education savings. Awareness of RESPs is widespread, but many families have yet to take action, often citing time and competing priorities rather than lack of interest.

Key Figures

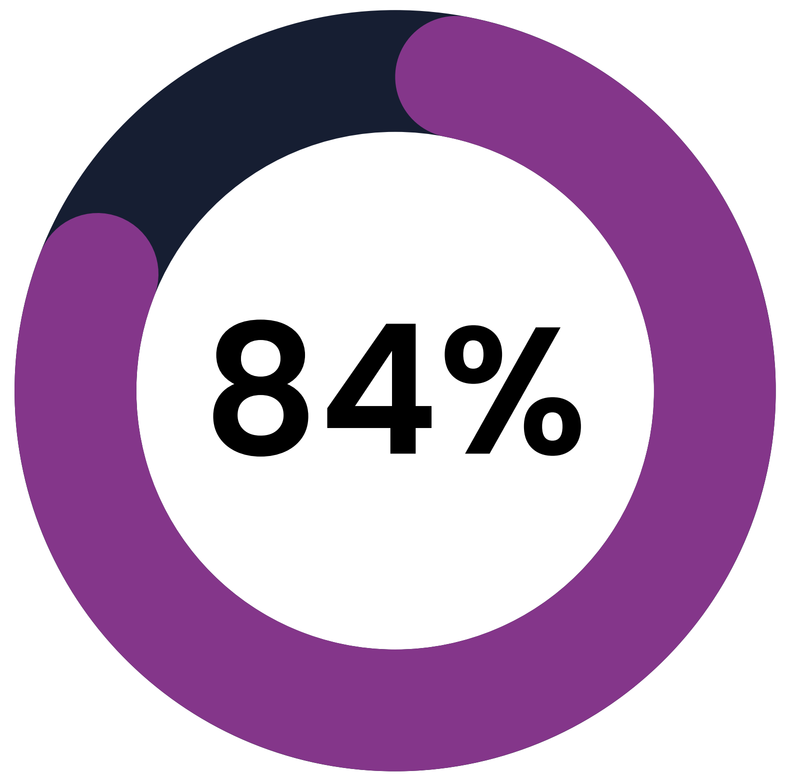
- **69%** claiming or planning to claim Canada Child Benefit
- **52%** claiming EI maternity or parental benefits
- **16%** accessing provincial childcare subsidies
- **37%** unsure what benefits they are eligible for
- **33%** have not set up an RESP
- **38%** plan to but have not yet
- **40%** say they simply haven't had time to look into it

Key Insight

Parents are actively looking for guidance that simplifies complex financial decisions.

The health-conscious household

Parenthood doesn't just change priorities for children.
It changes priorities for parents, too.



say becoming a parent has increased their focus on health and wellbeing

Health Intentions vs. health reality

The vast majority of parents report taking vitamins, supplements or probiotics as part of their routine. At the same time, maintaining healthy habits remains challenging. Time pressures, changing routines and the demands of caring for a young family often make exercise and self-care difficult to sustain.

> ***"The desire to prioritise health is clear. The challenge is finding solutions that fit around family life."***

The result is a clear opportunity for products, services and content that can help parents prioritise their wellbeing without adding complexity to their already busy lives.

Key Figures

- **84%** are more concerned about their own health since becoming a parent
- **87%** currently take vitamins, supplements or probiotics
- Only **18%** exercise three or more times per week
- **19%** never exercise
- **41%** are less likely to exercise since becoming pregnant
- **35%** are interested in home-based fitness with an online community element

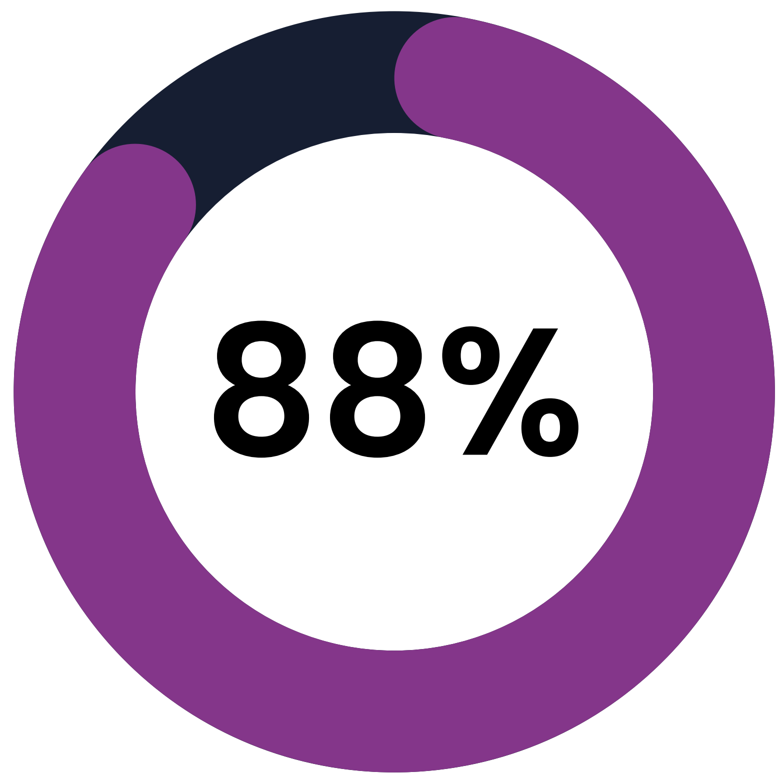
Key Insight

Parents want healthier lifestyles, but convenience increasingly determines behaviour.

How parents evaluate brands

For families in the initial years of parenthood, few purchases are being made on impulse.

Whether buying a stroller, choosing a skincare product or selecting everyday essentials, parents are actively weighing value, quality and trust before making a decision.



always or often look for deals before making a purchase

The modern parent purchase journey

Canadian parents are among the most intentional consumers in the market. While price remains the strongest influence on purchasing decisions, it is rarely the only consideration. Parents are balancing affordability with quality, reliability and confidence that a product will meet their family's needs.

> ***"Parents don't just buy products. They evaluate them."***

As digital behaviours continue to evolve, parents are increasingly turning to a wider mix of research tools - from reviews and community recommendations to retailer content and AI-powered assistants - to compare products, explore options and validate decisions before purchase.

Interestingly, traditional social influence plays a smaller role than many marketers assume. Parents are far more likely to trust reviews, recommendations and proven product performance than influencer endorsements alone.

Key Figures

- **88%** always or often look for deals before buying
- Price and discounts are the #1 purchase influence **(81%)**
- Product quality ranks second **(66%)**
- Reviews and ratings influence **53%**
- Friends and family influence **47%**
- Social media and influencer recommendations influence fewer than **14%**

Key Insight

Trust is built through proof and having credibility in the right places.

The product trial opportunity

One of the clearest findings in this report is the continued power of product experience.

For parents navigating a crowded marketplace, trial reduces uncertainty. It allows them to evaluate a product for themselves before committing to a purchase and helps establish confidence in a brand's claims.

> ***"For Canadian parents, trying a product beats hearing about it."***

This helps explain why free samples consistently outperform almost every other marketing tactic measured in the study. While discounts remain effective and positive reviews continue to matter, the impact of placing a product directly into a parent's hands is clear.

At a time when customer acquisition costs continue to rise, the data suggests that trial and sampling remains one of the most effective pathways to consideration and loyalty.

Key Figures

- **88%** would be more likely to try a new brand if offered a free sample
- **78%** are motivated by discounts or special offers
- **61%** want positive reviews before trying something new
- **47%** are willing to switch brands for a better deal or offer

Key Insight

Product experience and peer validation remain the strongest drivers of trial among Canadian parents.

Where parents place their trust

Not all purchases carry equal weight.

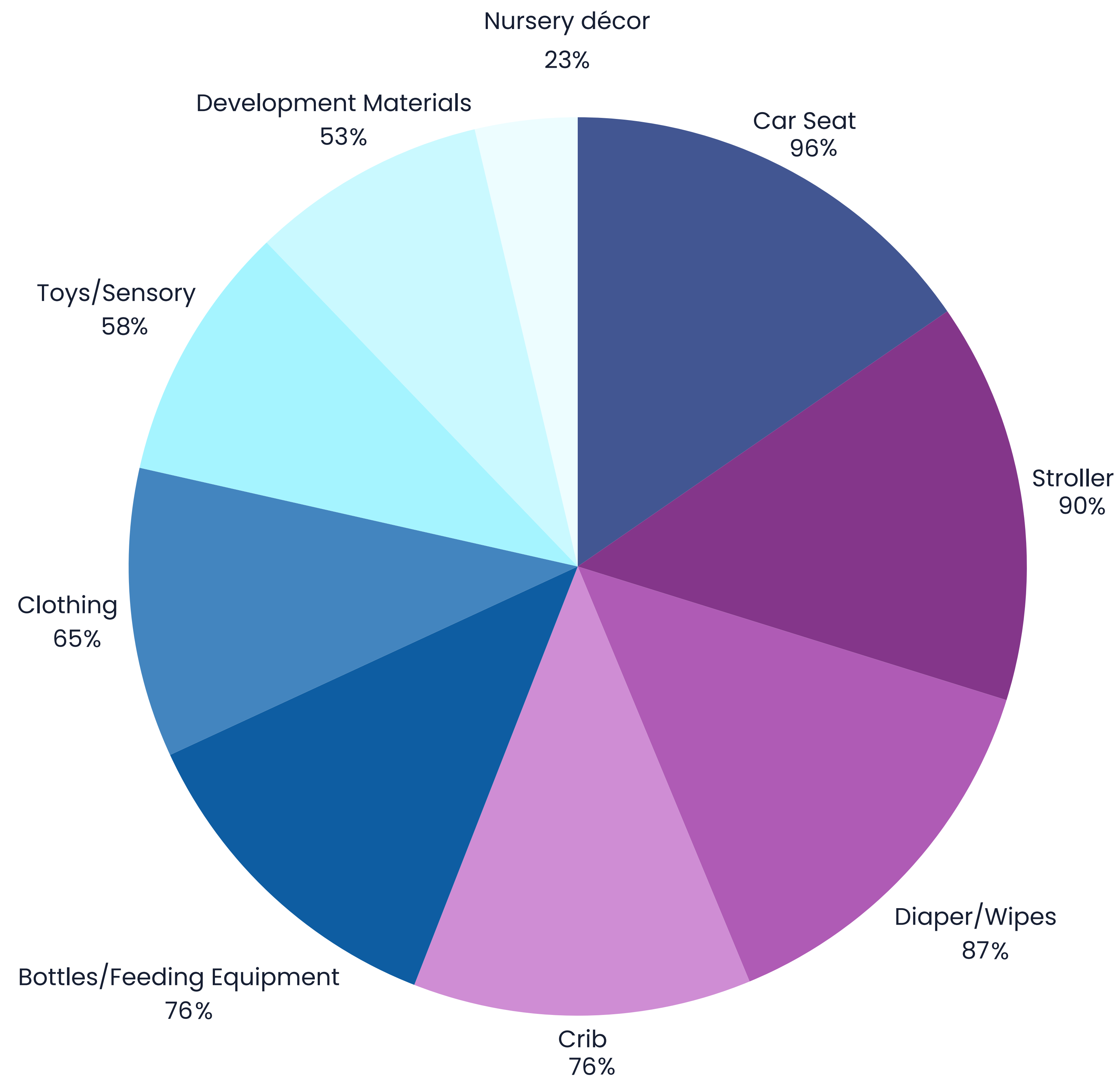
When preparing for a new baby, parents prioritise products that support safety, wellbeing and everyday functionality. These are the categories where confidence matters most and where trust is often established for years to come.

> ***“No category commands more agreement than car seats. Safety remains at the foundation of early parenthood purchasing.”***

The results reveal a clear hierarchy of importance. Safety-related purchases sit firmly at the top, followed by products that support everyday care and routines. Aesthetic purchases, by comparison, play a much smaller role in decision-making.

For brands, this ranking offers a useful picture of where parents are investing the greatest attention, research effort and emotional consideration.

Product Importance Ratings



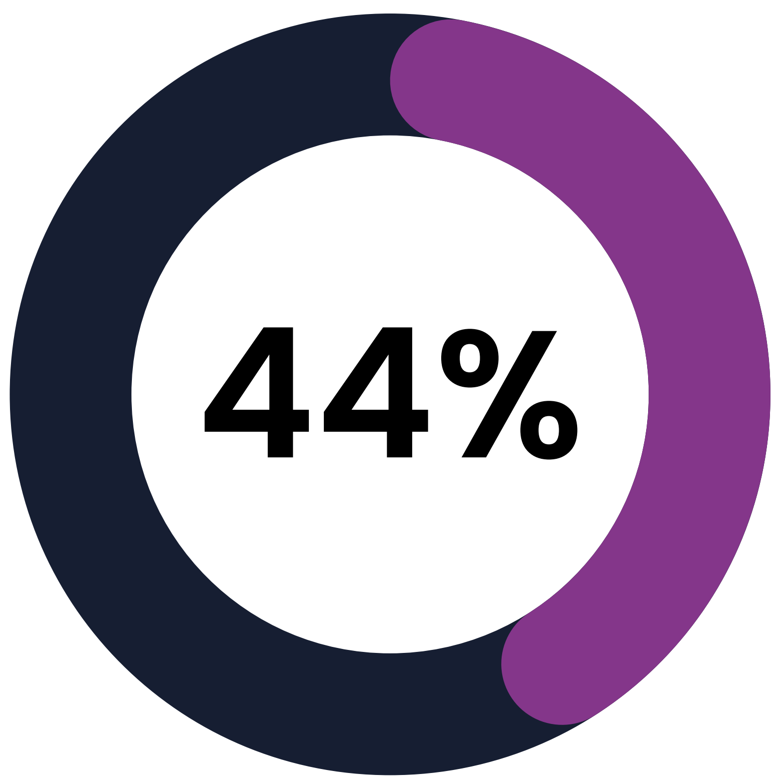
Key Insight

The products that build trust early often influence future purchasing decisions.

The family infrastructure challenge

Childcare influences far more than childcare spending.

It affects employment decisions, household finances, daily routines and long-term family planning.



found finding suitable childcare somewhat or very difficult

Childcare access, affordability & choice

Finding childcare remains one of the most significant practical challenges facing Canadian families.

While experiences vary by province, the overall picture suggests a system that many parents find difficult to navigate. Availability, affordability and uncertainty all contribute to the challenge, often long before a family is ready to return to work.

> ***"For many families, childcare is not a single decision. It's a system that shapes everything around it."***

Importantly, the issue extends beyond childcare itself. Decisions around childcare influence career plans, family income and the broader structure of everyday life. As a result, childcare has become one of the defining factors shaping the early parenthood experience.

Key Figures

- Only **16%** found childcare somewhat or very easy to find
- **44%** found it somewhat or very difficult
- **25%** described finding childcare as very difficult
- **26%** have not yet started looking
- **41%** are very or extremely concerned about childcare costs

Top Decision Factors

- Location: **77%**
- Cost: **76%**
- Safety and cleanliness: **67%**
- Availability and waitlists: **64%**

Key Insight

Childcare decisions influence family finances, workforce participation and long-term planning.

Returning to work

The transition back to work represents one of the most significant milestones in the parenting journey.

For many families, the decision is being shaped less by career ambitions and more by practical considerations such as childcare availability, affordability and workplace flexibility. Parents are looking for solutions that help them balance professional responsibilities with the realities of family life.

> *"Affordable childcare isn't just a parenting issue. It's an economic issue."*

The findings suggest that support for working parents is increasingly viewed through a broader lens. Flexible working arrangements, childcare support and remote options are no longer seen as additional benefits, but as meaningful enablers of workforce participation.

Key Figures

- **59%** say more affordable childcare would make returning to work easier
- **55%** want more flexible working hours
- **44%** want remote work options
- **43%** want employer childcare support or benefits
- **36%** expect to return full-time in office
- **18%** expect hybrid work
- **14%** expect part-time work

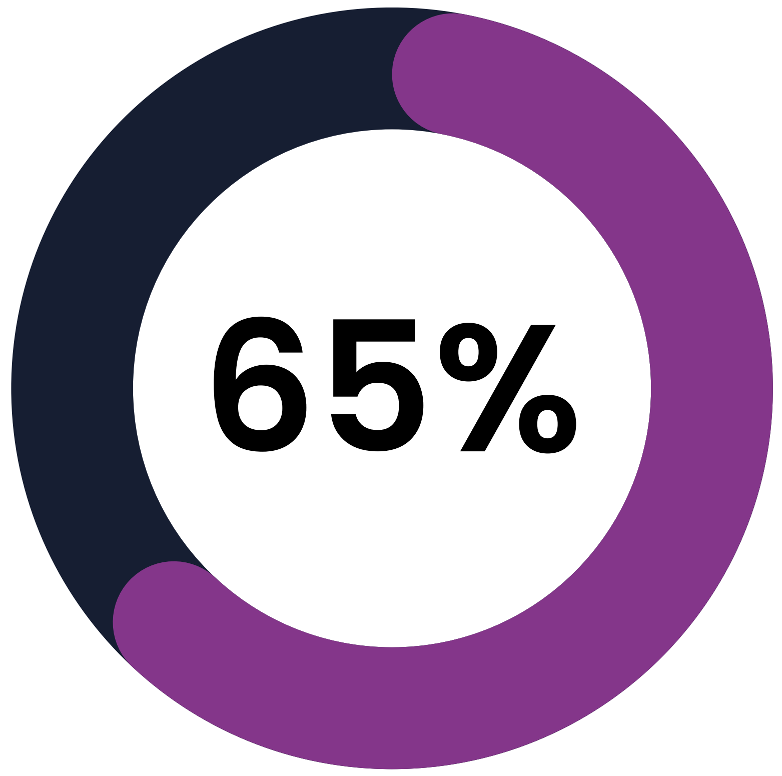
Key Insight

Family-friendly policies increasingly function as workforce policies.

Where parents discover products & advice

Today's parents are more connected than any generation before them.

They are discovering products, researching solutions and seeking advice throughout the day - often in short windows of time between feeds, appointments, work and family life.



say short-form video is the content format they engage with most

The modern parenting media landscape

The way parents consume content continues to evolve, but one principle remains remarkably consistent: usefulness wins.

Parents are looking for practical information that helps them make decisions, solve problems and navigate everyday life. Whether searching for product recommendations, healthcare guidance or parenting advice, content that delivers immediate value consistently outperforms content focused purely on inspiration or entertainment.

> *"Parents aren't looking for perfect. They're looking for useful."*

Increasingly, parents are assembling information from multiple sources rather than relying on a single expert or platform. Social content, digital communities, search, retailer content and AI-powered tools are all becoming part of the modern parenting research journey.

The rise of short-form video also reflects this reality. Parents increasingly favour content that can be consumed quickly, easily and on demand, without sacrificing relevance or quality.

For brands, the opportunity lies not in reaching parents more often, but in being genuinely useful when they do.

Key Figures

Most Used Platform

- Instagram: **41%**
- Facebook: **32%**
- TikTok: **13%**

Product Discovery

- Instagram: **41%**
- Facebook: **29%**
- TikTok: **13%**

Content Preferences

- Practical how-to content: **67%**
- Expert advice: **51%**
- Product recommendations: **45%**
- Inspirational content: **27%**

Email Preferences

- Discounts and offers: **79%**
- Parenting tips: **42%**
- Product reviews: **31%**

Key Insight

Practical content consistently outperforms inspirational content.

What parents want from digital tools

Digital tools have become an increasingly important part of modern parenting.

However, adoption is driven less by novelty and more by utility. Parents are looking for products that simplify routines, reduce mental load and help them stay organised during a period of life that often feels busy and unpredictable.

> *"Parents recommend apps to other parents. Community remains the strongest distribution channel."*

The most desirable app features are those that support everyday parenting responsibilities, from feeding and sleep tracking to developmental milestones and appointment reminders.

Despite high app adoption, many parents still feel existing tools require them to juggle multiple platforms. Open-ended responses highlighted demand for more personalized experiences, milestone tracking, community support and features that bring multiple parenting needs together in one place.

Recommendations also play a critical role. Parents trust other parents, and this trust extends into the digital products they choose to download and use.

Key Figures

What's Missing From Today's Parenting Apps?

- Affordable or free premium features
- Personalized content and recommendations
- Development and milestone tracking
- Community and peer support
- Partner participation and shared access
- Mental wellbeing support

Most Wanted App Features

- Feeding tracker: **61%**
- Growth and development tracking: **58%**
- Sleep tracking: **53%**
- Appointment reminders: **42%**
- Milestone tracking: **40%**

App Download Drivers

- Recommendation from another parent: **49%**
- High ratings and reviews: **39%**
- Healthcare professional recommendation: **27%**
- Free to download: **64%**

Device Usage

- iPhone: **67%**
- Android: **30%**

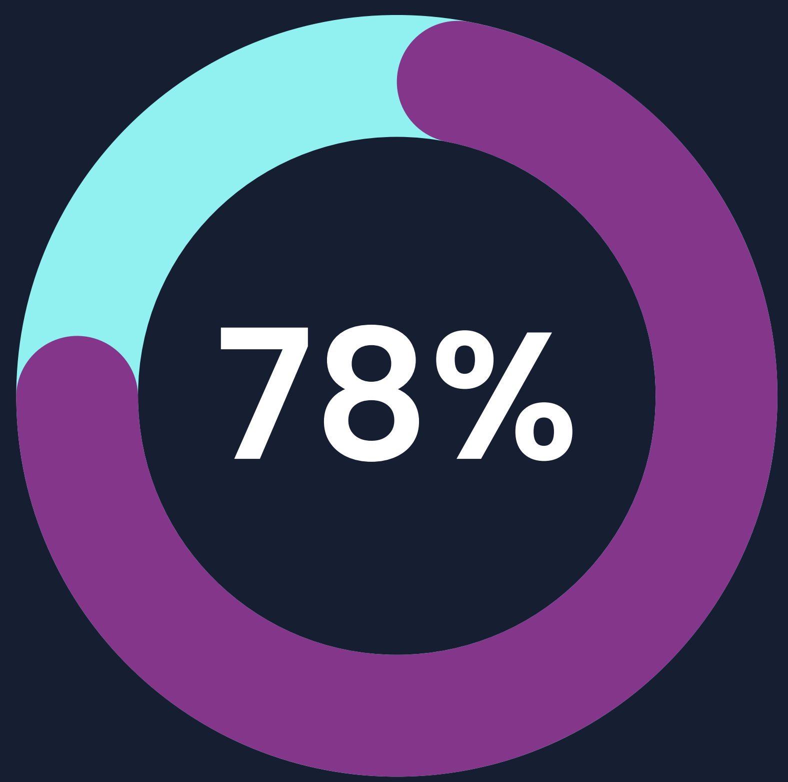
Key Insight

Trust (of other parents and in communities) remains one of the most powerful acquisition channels in parenting.

The Canadian difference

Some parenting challenges are universal.

Others are uniquely Canadian.



say keeping their baby warm outdoors is their biggest winter challenge

Parenting through Canadian winters

For parents of young children, practical concerns such as staying warm outdoors, travelling safely in winter conditions and managing seasonal wellness become everyday priorities.

These challenges create needs that are often overlooked in global parenting research but are highly relevant for the Canadian market.

Importantly, Canadian parents are not retreating indoors. Most continue to spend significant time outside with their children throughout the winter, creating demand for products, advice and solutions that help families navigate the season with confidence.

> ***"Canadian parents don't avoid winter. They prepare for it."***

Key Figures

Top Winter Challenges

- Keeping baby warm outdoors: **78%**
- Travelling safely in snow and ice: **72%**
- Managing seasonal wellness: **62%**
- Dressing for changing weather: **48%**

Most Purchased Winter Products

- Snowsuit: **66%**
- Hats, mittens and neck warmers: **64%**
- Car seat winter cover: **57%**
- Stroller footmuff: **52%**
- Humidifier: **45%**

Winter Activity

- **62%** go outdoors with their child at least a few times per week
- **20%** go outdoors daily

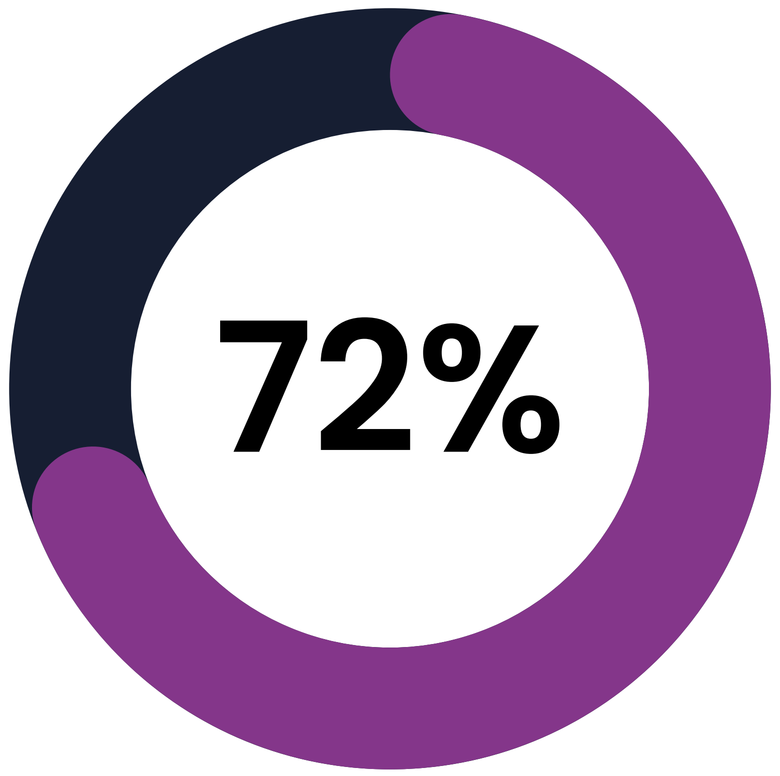
Key Insight

Canadian parenting creates category-specific opportunities rarely captured in international research.

The product discovery opportunity

Parents remain highly open to discovering new products.

The challenge is reducing risk and demonstrating value.



are interested in receiving curated baby sample boxes

Discovery, sampling & brand introduction

One of the clearest opportunities emerging from this report is the continued appetite for curated discovery experiences.

Parents are actively looking for products that can improve everyday family life, but they also want confidence before committing to a purchase. Programmes that allow families to experience products, explore new brands and assess value firsthand continue to resonate strongly.

The findings suggest that successful product discovery is built on relevance, flexibility and trust. Parents are open to trying something new when the perceived risk is low and the value proposition is clear.

> ***"When parents understand the value, they are highly open to discovery."***

Key Figures

Interest in Baby Box Services

- **72%** somewhat or very interested

Subscription Drivers

- **57%** likely to try a subscription if the first product were free
- **84%** cite a helpful first product as the strongest motivator
- **63%** value the ability to skip or cancel subscriptions
- **53%** want strong product value relative to cost

Most Desired Sampling Areas

- Core baby products: **88%**
- Samples from recognised brands: **81%**
- Full-size products: **75%**
- Coupons and discounts: **74%**
- Age and stage tailored products: **74%**

Key Insight

Reducing risk remains one of the fastest ways to accelerate product trial.

Understanding the early parenthood audience

The first year of parenthood represents one of the most influential consumer life stages.

Families are establishing routines, making major purchasing decisions and forming relationships with products and brands that often extend for decades. They are actively seeking information, comparing options and looking for solutions that make family life easier, healthier and more manageable.

The findings throughout this report reveal an audience that is highly engaged, increasingly intentional and remarkably receptive to brands that deliver genuine value. They are not passive consumers. They are active decision-makers navigating one of the most important transitions of their lives.

For brands and organisations looking to reach Canadian families, understanding this audience is no longer optional. It is essential.

About Your Baby Club Canada

Your Baby Club helps brands connect with expecting parents and young families through audience intelligence, acquisition, product sampling and sponsorships.

Most platforms help you reach audiences. Your Baby Club helps you influence early decisions.

To learn more or get started on getting real results, contact our team today:

Get In Touch