

Two New Articles Explore The Economic Power Of Moms and Women 50+ at M2Moms®

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/EINPresswire.com/ -- "U.S. women and moms aged 50+ are the healthiest, wealthiest, most educated, active and influential women in history," according to Nan McCann, [M2Moms®](#) Founder.

"They account for over 50% of all consumer spending in virtually every category. M2Moms® latest articles Media and Marketplace: Desires of Women Age 50+ from [AARP](#) and Moms 50+ ... Don't Ignore Us from [Marketing to Mums](#) both detail the power of moms and women 50+. Ironically they both also examine the disconnect with how such a powerful economic force is ignored or wrongly portrayed in media and advertising." M2Moms® is an online executive learning resource dedicated to helping marketers deliver better results with today's moms and families.



Katrina McCarter, Founder, CEO Marketing to Mums

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*Katrina McCarter,
Founder/CEO of Marketing to
Mums*

AARP's Media & Marketplace: Desires of Women Age 50+ new study led by Colette Thayer, Ph.D., Senior Advisor & Team Leader, Consumer Insights with Angela Houghton, Senior Advisor of Multicultural Research, both of AARP Research draws top line takeaways in an infographic format from a new 2021 study called Mirror/Mirror – Reflections on Beauty, Age and the Media. It shows that by a large margin, women “tend to feel more comfortable in their own skin as they age” but also “they feel underserved in the marketplace and want to see more products and solutions” tailored to them”.

Drawing on her survey of 1800 moms for her article Moms 50+... Don't Ignore Us!, Katrina McCarter Founder of Marketing to Mums found that working women over 45 who are balancing the needs of dependent older children and ageing parents feel invisible to media and brands—despite often controlling the finances of their children, their parents and themselves. McCarter, global marketing expert and mother of 3, said, “We’re healthier, wealthier, more educated, active & influential than ever and brands can get more customers, make more money per customer and keep customers loyal longer, simply by getting smarter about female consumers of all ages”.

Additional current and notable M2Moms® content includes: “How Partnerships Rebuilt Barbie”, “Six Key Marketing To Moms Strategies”; “Using Qualitative Research To Build The Brands That Women Want”; “Brand Opportunities In Mom Market Subsegments”, “Multi-Year Research On Moms Shopping Trends”, “Play & Pandemic: How Brands Can Help Families Now”; an insightful “Black Lives Matter” Series; surprising research results on “Charitable Giving Across A Lifespan”; the latest news, innovations and trends on parents & families; an unmatched compendium of mom-marketing-focused data; and to help Members work out those WFH kinks an ongoing series of “Moves that Stretch” with Stephanie Bittner, founder of Bittner Movement.”

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About M2Moms® To learn more: www.M2Moms.com or nan@pme-events.com M2Moms® is produced by PME® Enterprises LLC.

Nan McCann

PME Enterprises LLC

+1 860-724-2649

[email us here](#)

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