LS:N GLOBAL

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Communities

Gen Z Parents

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Cover Image: Faces of Travel by Delta Air Lines and Adobe, US

Key Takeaways



Studio Koter, UK

Parenting 3.0

Gen Z parents are combining grounded, old-school values with digital parenting tools, crafting an intentional approach to raising children in a hyper-connected world



BabyBjörn Baby Carrier, Sweden

Challenging tradition

From alternative educational paths and neo-family dynamics, Gen Z parents are rewriting the rules of parenting to better fit modern life



Bobo Choses, Spain

Pragmatic optimism

Despite economic uncertainty, tech anxieties and criticism of their own generation, Gen Z parents are approaching the future with hopeful, solution-orientated mindsets

Introduction

Meet the Gen Z parents (born between 1997 and 2012) of Gen Alpha and Gen Beta, who are busy raising the next generation

Why? Gen Z are no longer the up-and-coming generation. Born between 1997 and 2012, this cohort's oldest members are fast approaching their 30s and becoming parents to Gen Alphas (aged 1–12) and Betas (aged 0–1).

In 2032, the largest number of Gen Z mothers will give birth for the first time in the US, and by 2060, there will be 17m Gen Z mothers in the US (sources: Openfields, Capita).

As a strategic foresight consultancy, we are in the business of looking ahead and Gen Z, who are already parents, are, in a sense, early adopters. By investigating how Gen Z plan to parent differently from past generations and the values they hope to instil in their children, we can begin to paint a picture of the future and the people who occupy it.

How? Supported by proprietary Future:Poll™ data, this Communities report delves into the lives of eight Gen Z parents living in the UK, the US and Australia. Whether raising their children by the sea or in inner cities, married or single, new or experienced parents, shared values and behaviours unite this cohort raising children who could live to see the dawn of the 22nd century.

From redefining norms around education, family dynamics and wellbeing to parenting in a hyper-connected, digital-first world, this Communities report uncovers the challenges and mindsets of Gen Z parents.

Understanding their thoughts and behaviours today will allow businesses to anticipate the cultural codes, products and services that will define the households – and consumers – of tomorrow.

Lead analysts

Fiona Harkin, *director of foresight*
Alice Crossley, *senior foresight analyst*
Ella Murray, *junior creative visualiser*

Trends Intelligence
powered by LS:N Global



Boulder Park 3D concrete-printed playground by Xisui Design, China

Future:Poll™

Before diving into the lived experiences of Gen Z parents, we commissioned an original **Future:Poll™** survey of 2,294 Gen Z and Millennial parents of children aged 0–13 in the UK, the US and Australia to find out more about how the next generation are being raised. Our **Future:Poll™** survey revealed that:

One in three

(33%) Millennial and Gen Z parents would like to see their child follow a traditional academic path of going to school, then university

40%

of Gen Z parents are more likely than Millennial parents (34%) to favour an authoritative approach to child-rearing

Children aged 0–13 spend an average of

2.8 hours

per day on screens, with 6% exceeding seven hours, increasing to 11% in the US



One in five

(22%) would choose blending academic and vocational training, rising to a quarter (25%) of Gen Z parents



High costs and financial security are parents' biggest concerns for their children's generation (33%), although Gen Z parents worry less (26%) than Millennial parents (35%)

59% of parents

will encourage emotional openness and flexibility when discussing relationships, equality and misogyny, rising to 65% in the UK and falling to 54% in the US and 53% among Gen Z parents



48% of Gen Z parents

believe between five and nine to be an acceptable age to start gaming

Key Behaviours

Tech Terror

While hard to avoid screens altogether, what Gen Z parents' let their children watch is carefully considered and anything that could be damaging to their attention span is avoided. Cyber-bullying, online safety and phone addiction are future anxieties

Intentional Parenting

From the type of content their children are consuming to making sure Dad has enough skin-on-skin time with the baby in his or her first few weeks, parenting is enacted with intentionality

Financial Fretters

Money is tight, the cost of living crisis is making family life harder, second jobs are common, and maternity/paternity pay leaves purse strings tight

Second-Hand Rules

Whether it's buying bikes on Facebook Marketplace or clothes on Vinted, Gen Z parents look second-hand first

Happiness Over Achievement

Happiness is Gen Z parents' main aspiration for their children, over success or achievement

Rethinking Education

Riddled with debt from their own higher education experiences, Gen Z parents are open to their children exploring alternative avenues such as apprenticeships or entrepreneurship, and exploring trades rather than going into office work

Pragmatic Optimism

Despite financial concerns and the added pressure that technology puts on parents raising children today, Gen Z parents are optimistic about their futures and life is presumed to be on an upward trajectory

Brand Disloyalty

Affordability is key for Gen Z parents, and they're not afraid to switch to cheaper alternatives or experiment with different brands

Neo-Families

Gen Z are non-traditionalists. Having kids doesn't necessarily come before marriage or buying a house



Bobo Choses, Spain

The Grounded Nurturers



Images courtesy of Evie Major and Max Smith, UK





CONSUMER SNAPSHOT

Names

Evie Major (26), Max Smith (26)

Relationship status

Unmarried, cohabiting

Children

Delilah (5 months)

Location

Cornwall, England

Occupations

Hotel receptionist but currently on maternity leave (Evie), special needs teacher (Max)

Key values

Affordability, convenience (Max), sustainability, health (Evie)

Screen time

Minimal and primarily limited to YouTube

Digital parenting tools

Facebook groups, WhatsApp community groups, TikTok, Yuka

Family activities

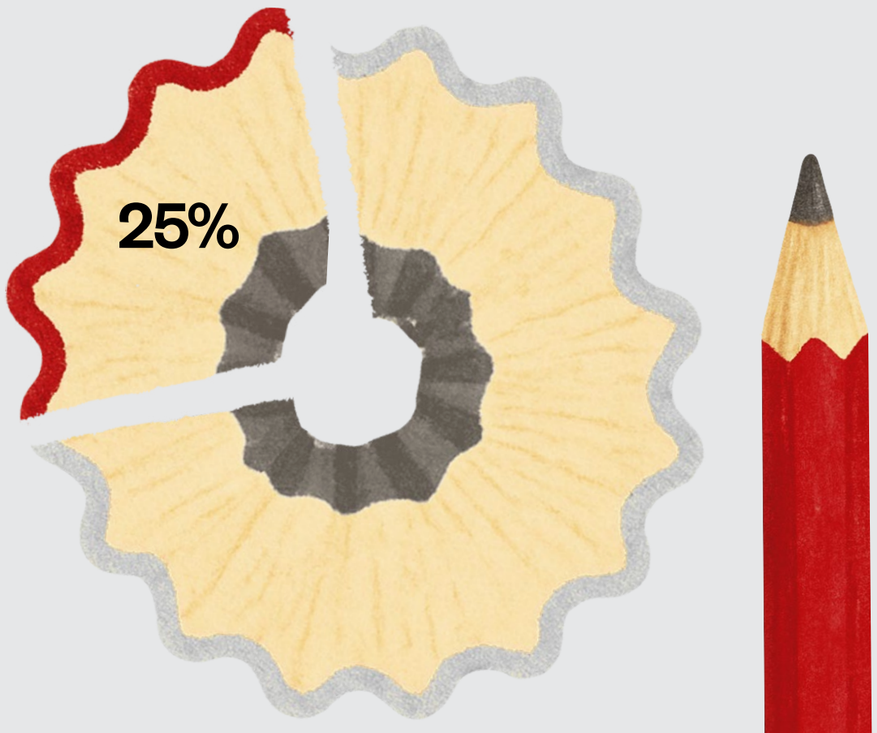
Walking the dog, spending time on the beach, going swimming and seeing family

EDUCATION

→ Evie did an apprenticeship instead of going to university and wants Delilah to be aware of diverse opportunities rather than defaulting to conventional paths

→ Max wishes he had been taught more about trade careers at school, such as plumbing, and their earning potential

25% of Gen Z parents would prefer a blend of academic and vocational training for their children's future education





Tonies, Germany

TECHNOLOGY

→ In Evie and Max's household, digital devices are used sparingly, often as a short-term solution (such as on a long drive) rather than default entertainment

→ Content is limited to YouTube and played on the television (big screen) at home. Kipper the Dog is a go-to programme

→ Evie and Max post photos of their family on their private Instagram accounts and Evie posts on TikTok, although she is more cautious here and avoids showing Delilah's face or using her name

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'We're trying not to put her in front of the tv just because we're not sure what else to do. It's more of a pacifier' – Max

→ Evie mainly uses social media to keep up with friends and family, but has found following other first-time mums on TikTok comforting and relatable, since most of her friends are not yet parents. Her favourite accounts include @Alice Rose Buttery and @Hamilylife. She doesn't keep up with brand content unless they're doing giveaways

Polarn O Pyret, Sweden

SHOPPING

→ Sustainability and quality drive some choices (Evie), while affordability and convenience drive others (Max)

→ Evie uses the Yuka app to check the quality and health benefits/warnings of products such as baby wipes

→ Delilah's clothes are typically hand-me-downs or purchased new from UK high street retailer Next or second-hand from online resale site Vinted. While Evie was initially worried about Delilah wearing second-hand clothes, she now appreciates the community aspect and the utility of Vinted

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'I feel like Vinted is just mums helping mums out'
– Evie

FINANCES

→ Evie is currently on statutory maternity pay, influencing household budgeting choices, including brand-switching. The couple recently changed from Pampers nappies to the more affordable Rascals brand, for example

→ They consider the financial burden they're facing temporary while Evie's maternity pay is reduced, but Max doesn't want to put any pressure on Evie to return to work

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'The thing I'm probably finding hardest is the financial strain' – Max



Vinted pre-loved kids' toy, UK



Talou, UK

HOPES

- → Evie and Max prioritise Delilah's future happiness over anything else
- → Creating a home in which openness is encouraged and mental health is easy to talk about
- → Strong family values, being kind and safe, knowing her worth and maximising her potential are also important to the parents

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'For her to be happy, that's number one. And for her to have strong family values and feel like she can speak to us about absolutely anything, and we create a safe little bubble for her to open up in' – Evie

FEARS

- → Online safety and cyber-bullying concern Max and Evie, especially how social media feels so out of their control
- → They also perceive the world as becoming more dangerous and worry about their daughter's safety on public transport and in cities such as London

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'It's quite a scary thought, her getting to the point where she has her own social media accounts' – Evie

53% of Gen Z will encourage emotional openness and flexibility when discussing relationships, equality and misogyny with their children

Source: **Future:Poll™**



Physically Grounding

The BabyBjörn Baby Carrier has an ergonomic design supports both parent and baby, reflecting a nurturing desire to hold their child in a way that's safe, natural and physically grounded, Sweden

The Aspirational Optimist



Images courtesy of Kenny Stevens, US



CONSUMER SNAPSHOT

Name
Kenny Stevens (23)

Relationship status
Unmarried, cohabiting

Children
Kaden (3)

Location
San Diego, US

Occupation
Bank employee

Key values
Convenience and affordability

Screen time
3–4 hours during the week, 6–7 hours at the weekend

Digital parenting tools
TikTok, YouTube

Family activities
Spending time with family, eating at restaurants, playing with toys in the house



Amazon Kindle Kids, US

TECHNOLOGY

→ Screen time: 3–4 hours on weekdays, 6–7 hours at weekends; mainly educational content

→ Kaden watched the children's language development YouTube series Ms Rachel when he was younger, but now likes the animated Disney film Cars and family YouTubers

→ Kenny sees technology as a positive tool, supporting learning and family dynamics. Screen time has helped Kaden learn his ABC and numbers, and taught him some sign language

→ Social media influences his parenting decisions, with 'life hacks' and recipes sourced from TikTok and YouTube; but Kenny has mixed feelings about the impact of the volume and intensity of parenting advice online on young parents, feeling that it often borders on scaremongering and encourages unhelpful comparison to others

→ Kenny also uses social media to post day-in-the-life content of him and his son, noting himself as an open book who is proud to show his life off to the world. His biggest inspiration is creator @jacksdayinthelife

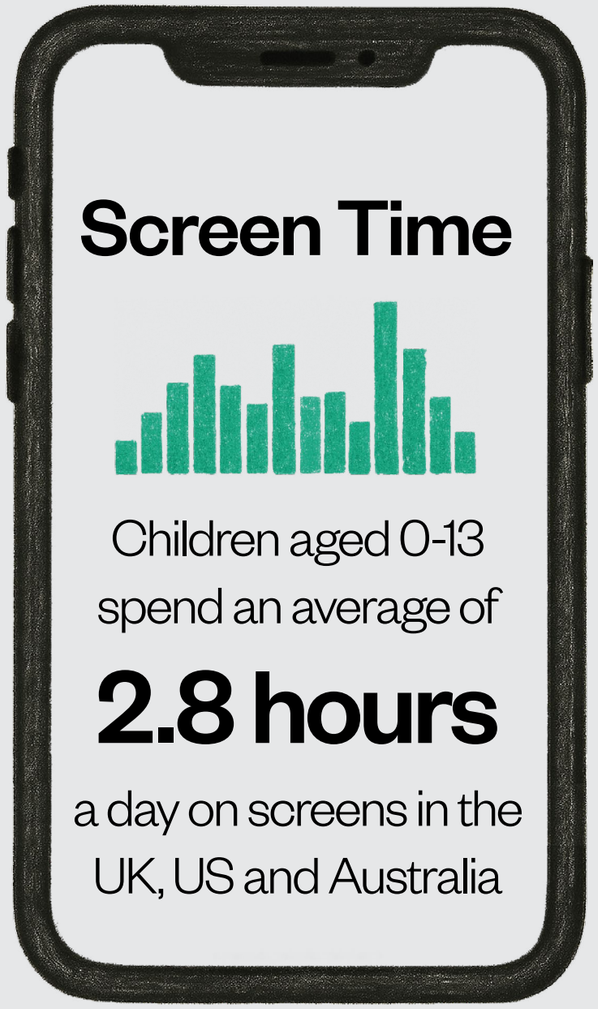
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'I feel people automatically associate kids being on their phones with parents not caring… but honestly, it really helps us with our dynamic'

‘If he decided ‘you know what, Dad, I don’t want to go to school, I want to do something else, go into a trade or something like that’, I would be on board with it too’



Marks & Spencer Back To School, UK



EDUCATION

→ Kenny supports child-led educational choices, believing Kaden should shape his own path after high school

→ He hopes Kaden follows in his father’s footsteps and studies at university, but recognises that higher education isn’t the only route to success. He would support a trade job equally

SHOPPING

→ The family shops at a mix of retailers (Walmart, Target, Aldi, Zara, H&M, Old Navy) and online/ second-hand marketplaces (Amazon, OfferUp, Facebook Marketplace)

→ Favourite brands include EvenFlow (car seats) and Nuna (stroller)

→ Open to brand experimentation and prioritises value over loyalty

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'We're very open-minded when it comes to different brands… we always look for the cheaper alternative'

FINANCES

→ Cost-conscious but supported by a strong safety net through extended family

→ Childcare is split 50/50 between both parents, with government grants helping to pay for a babysitter during the week, while both parents work

→ Kenny and his partner have separate finances, and both put money into individual accounts for Kaden, but 'not as much as I want to'

→ Optimistic about future earnings; current spending doesn't create stress

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'I don't want to say I'm naive, but I'm always thinking I'm going to be making more money in the future. I try not to worry about how much things cost right now because I know that we're staying afloat. And I know a lot of people aren't as lucky as we are to have the situation that we do. So, I always try to be optimistic about the future'



Target Back To School, US



Old Navy and Disney, US

HOPES

→ Kenny feels that he has lived a very happy life and wants the same thing for his son

→ He places strong value on freedom of choice and self-expression, and plans to support whatever interest his son pursues, whether it be sports, music or the arts

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'My biggest thing for him is just I hope that he has a happy life'

FEARS

→ Influence from negative peers or environments outside parental control – he worries about Kaden falling in with the wrong crowds

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'You can do everything in your power to set them on the right path and instil good values, but they can still be influenced by the wrong people'



Distraction-free Tech

Amazon's Paperwhite Kids is purpose-built for reading with a black and white glare-free display and no apps or distractions so kids can focus, US

The Mindful Realist



Images courtesy of Maria Walker, UK



CONSUMER SNAPSHOT

Name
Maria Walker (27)

Relationship status
Unmarried, cohabiting

Children
Bertie (4), Florence (2)

Location
Lewes, UK

Occupation
Part-time teacher

Key values
Affordability, health

Screen time
3 hours per week

Digital parenting tools
Instagram, Too Good to Go

Family activities
Watching Dad play football, spending time with family, going on walks, visiting the zoo



Studio Koter, UK

TECHNOLOGY

- → Maria is cautious about when and how to introduce technology into her children's lives, balancing their safety with the desire to ensure they aren't left out socially
- → She is strict on screen time and the type of content the children consume. She avoids anything 'mind-numbing', such as CocoMelon or AI 'slop' videos on YouTube
- → Maria finds social media terrifying (especially after the Netflix show Adolescence) and hopes that laws come into place to help parents navigate online safeguarding and children's usage of social media
- → She has boundaries rules around posting on her private Instagram account too, living by the rule 'if I wouldn't want it of me on social media, I won't post it', avoiding posting photos of her children sleeping, in minimal clothes, nappies or having difficult moments

EDUCATION

- → Maria values learning as a pathway to fulfilment rather than purely economic success
- → She supports traditional education, but also places weight on emotional intelligence and real-world experience
- → Her partner has two jobs (plumber and semi-professional footballer), and Maria is a part-time teacher, but they still feel financial pressure, leaving her feeling disillusioned with traditional career paths such as working in public service

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'It's such a fine line of not isolating your child but also protecting them from everything online'

FINANCES

→ Maria's primary financial concern centres on the cost of living crisis, particularly rising housing costs and the future economic environment her children will inherit and how difficult it is likely to be for them to buy a house

→ Maria and her partner do not currently invest or save on their children's behalf, but hope to pay off their mortgage in 25 years and leave the property as an inheritance

SHOPPING

→ Maria is pragmatic and value-driven in her purchasing habits, often looking for cost-effective solutions

→ She shops at retailers such as Next, Zara, H&M, Tesco and Aldi, and likes the brand Aveeno for children's moisturiser

→ Maria avoids buying toys on Temu or Amazon because she doesn't trust the safety or quality

→ She is open to resale and second-hand options if it helps her manage costs without compromising on quality, and the family uses the app Too Good to Go to get discount groceries

CHILDCARE

→ Maria does most of the childcare as she is a part-time teacher, while her partner works two jobs

→ She relies on family support for affordable childcare (her mother took her pension when her first grandson was born), but worries about being unable to do the same for her own children in the future due to the rising retirement age

→ Maria is passionate about sharing parental responsibilities with her partner and communicating to her children that housework is not gendered

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'We would love a third child, but we can't have another until they're both in school because we can't afford to pay for another nursery'



Bobo Choses, Spain

HOPES

→ Maria hopes her children will grow up happy, fulfilled and passionate about what they do

‘I just want them to love what they do regardless of the money’

FEARS

→ Rising living costs, particularly interest rates when remortgaging

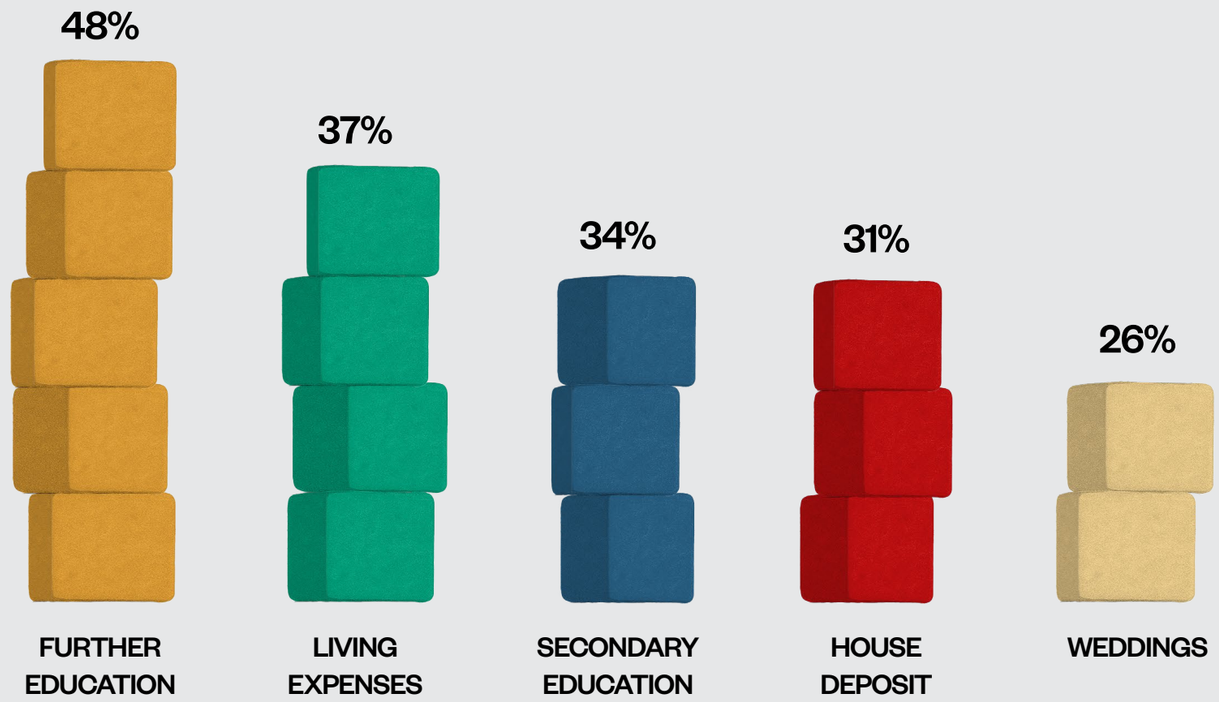
→ Maria is anxious about digital exposure and online risks, and how these might shape her children’s future

‘Buying a house, living a comfortable life, seems less and less common, and I fear it won’t get any better’



Images courtesy of Maria Walker, UK

96% of parents surveyed plan to support their children financially in the future, most notably through paying for further education, living expenses, private/fee-paying secondary education , deposits for a house and weddings



‘My partner hates it when people say: ‘Are you babysitting?’ and it makes me so angry too. He’s a good partner. I won’t have to tell him all the house needs hoovering or all these jobs need to be done, he will do it. We really share the load’



Screen-free Tech

Yoto is a screen-free audio player for kids with a basic LED display and pre-loaded cards offering stories, music, games and educational content, China

The Joyful Navigators



Images courtesy of Tamsin-Exton Brown and Abraham Bunga, UK





CONSUMER SNAPSHOT

Names

Tamsin Exton-Brown (26) and Abraham Bunga (26)

Relationship status

Live separately, but co-parent and in a relationship

Children

Anaya (4), Theodore (or Teddy) (2)

Location

West London, UK

Occupations

Stay-at-home mum with ambitions to retrain as a midwife (Tamsin), primary school teacher (Abraham)

Key values

Affordability

Screen time

1 hour a day

Digital parenting tools

TikTok, ChatGPT, Instagram

Family activities

Spending the day at Richmond Park, seeing family

EDUCATION

→ Tamsin and Abraham do not view university as essential to success

→ They value emotional wellbeing over academic status, encouraging their children to explore paths that make them happy

'There's no pressure on what to do. Careers come at any age. There's no rush in life. If you want to be a waitress or a bartender until you're 25, do that as long as that's what makes you happy '– Tamsin



Bobo Choses, Spain



Image courtesy of Tamsin-Exton Brown and Abraham Bunga, UK

TECHNOLOGY

→ Tamsin and Abraham allow their children about one hour of screen time a day, although this can increase at weekends for family films

→ Anaya and Teddy primarily watch kids' tv programmes such as Spidey or Ms Rachel, which their parents value for speech development. They avoid YouTube Kids due to concerns about safety and inappropriate content

→ They use TikTok and ChatGPT in their parenting for advice or to learn about the behavioural impacts of certain children's shows

→ Their favourite family activity to do at the weekend is visiting Richmond Park, as they find it is a good way to disconnect from devices and value time spent in nature in the city

→ Abraham and Tamsin occasionally share family photos on Instagram and Facebook, but both say they would delete these posts if their accounts weren't private.

'Without TikTok and Instagram, we wouldn't have realised that shows like CocoMelon and Baby Shark were bad for kids. When Anaya was little, I used to put those on, but you can tell the effects that had on her attention span' – Abraham



Pregnant Then Screwed and The Dad Shift, UK

FINANCES

- → The couple are acutely affected by the cost of living crisis, especially rising bills
- → Tamsin currently receives Universal Credit to support the family while not working. Abraham supplements his income through flexible work such as Amazon Flex
- → While the couple have short-term financial concerns around holidays and day-to-day costs, they are optimistic about long-term financial stability once they have both progressed in their careers

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'I don't think we think about the long term because we're planning to be good – get into our careers and put money together' – Abraham

CHILDCARE

- → While the couple do not live together, Abraham is at the house 90% of the time
- → Tamsin is a stay-at-home mum, but they have family support nearby, and parenting is split 50/50 at the weekends
- → Both are critical of parental leave in the UK, with Abraham sharing his concerns that two weeks of paternity leave wouldn't be enough time to bond with his son
- → Abraham sees his role as a father as being emotionally engaged and present, in contrast with his own upbringing

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'I was scared that the bond was not going to be there. Sometimes I would get home from work and wash my hands, and if he's lying down, I am just in his face, rubbing around him for an hour and a half, two hours straight, just so he knows this is daddy'
– Abraham

SHOPPING

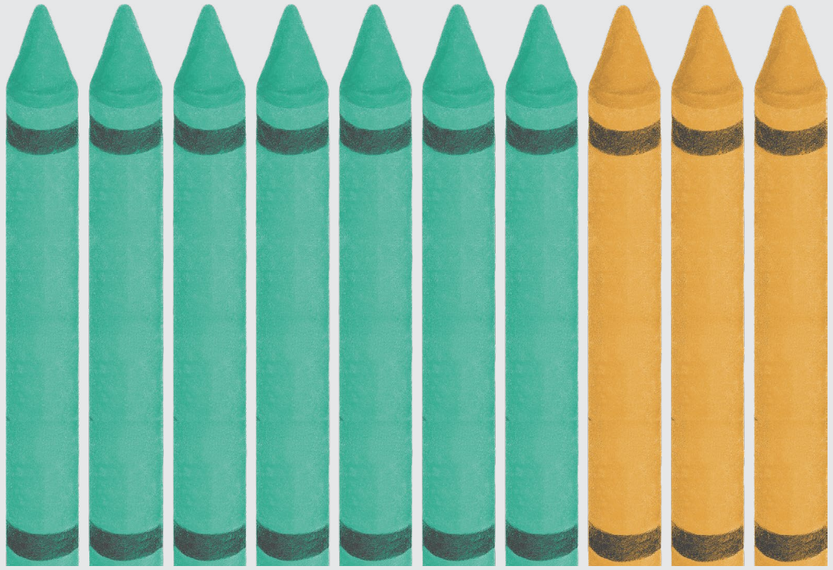
→ Tamsin is price-conscious but selective, prioritising affordability and quality

→ She prefers online shopping with flexible payment options such as Klarna.

Their go-to children's brands include H&M, Tesco, Aldi, Lidl and Nala's Baby

→ To stretch spending, they size up clothing and shoes and bulk-buy food

Seven in 10 Gen Z and Millennial parents believe that shorter paternity leave means that fathers struggle to make a strong connection with their children





Target Back To School, US

HOPES

→ Tamsin and Abraham want happiness and fulfilment for their children

→ They want their children to feel safe, loved and emotionally secure, learning healthy relationship expectations from seeing affection between their parents

FEARS

→ Their primary fear is social media, and the peer influence their children may face during adolescence

→ They also worry about the impact of rising living costs on their ability to provide experiences and stability

'I hope that they're happy in life with whatever they choose to do. And that they live life to the fullest'
– Tamsin

'You can try and instil good values into them, but once they get to secondary school, it's their friends that will determine everything'
– Abraham

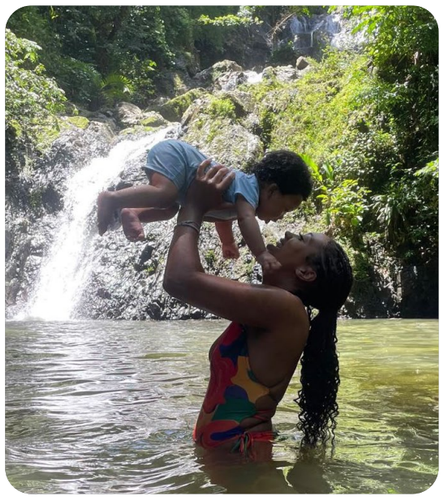
Everyday Expression

Studio Koter's clothing are playful pieces designed for movement, expression and adventure, celebrating curiosity, confidence and everyday discovery, UK

The Future-Builder



Images courtesy of Maya Lewis, UK





CONSUMER SNAPSHOT

Name

Maya Lewis (21)

Relationship status

Single mum

Children

Zachariah (nine months)

Location

Norfolk, UK

Occupation

Full-time student studying sports rehabilitation at the University of Derby and a bartender at a local pub

Key values

Affordability, health, quality

Screen time

Rarely (only when doing his hair)

Digital parenting tools

Emma's Diary, TikTok

Family activities

Baby groups, taking naps together, visiting the park, shopping

TECHNOLOGY

→ Maya uses screen time sparingly and strategically, such as when doing her son Zachariah's hair. She typically plays Bluey or Ms Rachel, but he only watches for a few minutes at a time

→ She is consciously setting boundaries early, aiming to avoid the 'iPad kid' phenomenon and preserve her child's attention span for future learning

→ Maya's main concern is over-reliance on technology, particularly when it comes to education and critical thinking

→ She is digitally literate, using TikTok for parenting advice on topics such as baby-led weaning, and pregnancy advice app Emma's Diary

→ She uses social media to share Zachariah's milestones with friends, but has restrictions on who can see her posts

EDUCATION

→ Maya wants Zachariah to pursue a purposeful path, not necessarily university

→ She values motivation and ambition over traditional academic routes, supporting entrepreneurial or vocational goals if that's what he chooses

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'Children are doing their maths homework in 15 minutes, taking pictures of the questions and asking ChatGPT. But they're not actually working it out for themselves, so I think that's my main concern: that they're relying on it too much and not actually using their own brains'

'I feel like society is moving away from the mindset that you have to go to uni to get a job'



Amazon Kids Kindle Education, US



Matalan Baby autumn/winter 2025, UK

FINANCES

- → Maya balances parenthood with full-time study at the University of Derby and a part-time job at a pub, while living at her parents' home to save money
- → Her parents and siblings help out with childcare, with Maya giving them pocket change at the weekends
- → She plans to open a junior ISA for Zachariah to help him with university costs, buying a first car or putting down a deposit for a house
- → In the short term, she is concerned about covering essentials like driving lessons for herself and extracurricular activities such as football for Zachariah
- → Her long-term financial goals are focused on moving out of her parents' and buying a home

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'Even if I just put in £5 [$6.70, €5.75] a month, it's still something that he can have'

HOPES

- → Maya hopes to create a stable platform that enables Zachariah to pursue any path he chooses – whether that be football or plumbing
- → She wants him to grow up with opportunity, supported by early savings, stable housing and strong values around hard work and ambition

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'My main hope is that he's successful in whatever he wants to do'

FEARS

- → Maya's biggest fear is distraction – both digital and social – derailing his ambitions
- → She also worries about not doing enough to set him up for success

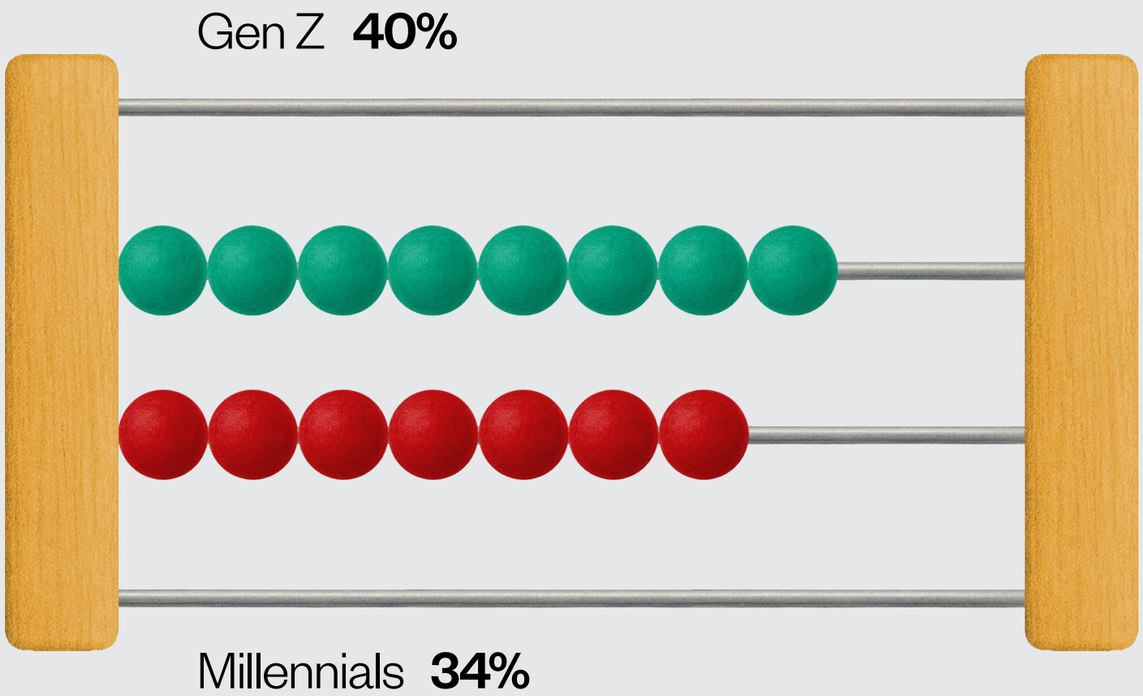
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'I think my main fear is distraction, and there are a lot of distractions'



Boulder Park 3D concrete-printed playground by Xisui Design, China

Gen Z parents are more likely to favour an authoritative approach to parenting than Millennials



SHOPPING

- → Maya shops for essentials across multiple mid- to low-cost retailers, prioritising quality over quantity
- → She has tested multiple nappy brands, favouring the own-brand of supermarket chain Sainsbury's and considering Pampers overpriced
- → For clothing, she shops at Primark, TK Maxx and M&S, finding that M&S clothes last the longest
- → She also uses trusted babycare brands such as Aveeno, Child's Farm and Tommee Tippee



Back To School

John Lewis schoolwear supports curious children with durable, responsibly made pieces that last, helping them move, learn and explore their world with comfort, confidence and care, UK

The Conscious Explorer


Polarn O Pyret, Sweden



CONSUMER SNAPSHOT

Name
Brooklyn Opetaia (24)

Relationship status
Married, lives with her husband

Children
Blue (10 months)

Location
Sydney, Australia

Occupation
Content creator and stay-at-home mum

Key values
Sustainability, affordability, health

Screen time
None

Digital parenting tools
None

Family activities
Going to the beach, travelling, swimming, visiting cafes

EDUCATION

→ Has considered home schooling due to worries that societal values are skewing away from her family's beliefs

→ Open to higher education but doesn't consider university compulsory – happy for him to pursue whatever he wants, as long as he is motivated

Almost three-quarters of Gen Z and Millennial parents worry about the impact of technology on their children





Polarn O Pyret, Sweden

TECHNOLOGY

→ Blue currently has no screen time. Brooklyn tried to introduce it on a 30-hour flight to Europe, but he was uninterested

→ She plans to avoid screen time for as long as possible, potentially waiting until she has another child and can use it as a distraction tool

→ Brooklyn avoids digital parenting tools and tries to ask her mother-in-law or mum instead, as she feels social media made her lose faith in her own instincts when pregnant

→ She is very concerned about technology and the behavioural impact of screen time – feeling that the addiction to screens has become normalised, even for young children

→ Brooklyn disagrees with the use of technology to make parenting easy or convenient

→ While she is strict on Blue's screen time, as a content creator Brooklyn posts lifestyle content on Instagram and TikTok but doesn't include Blue's face in videos or photos

→ She mainly follows family, friends and 'mums who LOVE being mums'

Images courtesy of Brooklyn Opetaia, Australia

FINANCES

→ Brooklyn and her partner were living in London when she got pregnant and then moved back to their home country of New Zealand (and then onto Australia) when she gave birth. As a result, neither she nor her partner had paid parental leave. They had to save considerably for her partner to take two weeks' unpaid leave, and when he returned to work, he took up a second job

→ She plans to open a Sharesies investment account for Blue to grow savings

→ Her short-term financial goal is to continue travelling the world with her husband and son

→ Her long-term concern is being able to afford a house in a major city such as London or Sydney, and she has come to terms with that being something they are unlikely to achieve before their mid-30s due to prioritising travel and experiences

SHOPPING

→ Brooklyn values clean, organic and sustainable fibres in clothes and avoids dressing her son in polyester

→ Her go-to brands include the New Zealand-based organic materials clothing brand Nature Baby and local Australian brands such as Franco's Dad, Ziggy Zaza and Ziggy Lou. She is a big second-hand shopper and regularly uses platforms such as Facebook Marketplace, Vinted and Depop

→ Blue eats home-made, organic food, and she avoids processed foods and sugar – chia pudding is his favourite food

→ Her family prioritise experiences and travel in their spending

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'It's [second-hand shopping] not even specifically because of environmental reasons; it's mainly because it's so much cheaper. He's wearing clothes and getting them filthy within the hour. He doesn't really need precious stuff, and I love the challenge of finding cool childhood clothes'

CHILDCARE

→ Brooklyn is a stay-at-home mum, but her husband takes over full childcare before and after work and at weekends

→ Sees shared parenting as a natural and equal responsibility and values her husband's active role

→ Feels strongly about raising her son to be a good man

'I have always understood the weight of raising good men, because I think that the world really lacks good men… I know that it's me and my husband's responsibility to raise men who treat women well and respect their responsibilities as men'

HOPES

→ Strong family values and deep love of life

→ That Blue grows up with joy, curiosity and appreciation for travel and nature

→ To raise a respectful and responsible man who contributes positively to the world

→ To show through example that parenting doesn't have to mean giving up a fulfilling lifestyle

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'I hope that he is someone who loves his family and loves life in a really deep way'

FEARS

→ Political and societal instability

→ Technology addiction – phones, social media and self-comparison online

→ Loss of resilience due to over-coddling

→ Safety and external influences that feel outside of parental control

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'I fear that he will get lost. I can't even describe the world right now, but I guess lost in the chaos of it, lost in the politics of the world'



Images courtesy of Brooklyn Opetaia, Australia



KiwiCo, UK

KiwiCo provides activity packs that sparks mindful discovery through hands-on projects to encourage curiosity, creativity and real-world understanding, helping kids build, question and grow with intention, UK

Analysis



Vtech LeapFrog Leapmove, China

Screen time as a social divide

Gen Z parents are navigating raising children in a world dominated by rapid technological acceleration and growing awareness of the negative implications of screen time. **Future:Poll™** data shows that 72% of Gen Z and Millennial parents are concerned about the impact of technology on their children's development.

Avoiding technology altogether, however, is challenging; children in the UK, the US and Australia average 2.8 hours of daily screen time (source: **Future:Poll™**). Gen Z parents are prioritising educational and enriching content, while actively avoiding anything detrimental to attention spans.

Looking ahead, screen time could become a new marker of privilege. Disconnecting from devices and embracing nature may emerge as aspirational practices, with prestigious schools already experimenting with screen-free curricula.

New life stages

Gen Z continue to redefine traditional life stages, challenging assumptions around marriage, home-ownership and parenthood. These milestones are increasingly non-linear, reflecting a generation adapting to economic uncertainty and evolving social norms.

Higher education, once a default aspiration, is now scrutinised. Debt, disillusionment and the disruptive potential of generative AI in both work and learning are driving parents to encourage alternative paths, including trade careers and entrepreneurial ventures.

Simultaneously, care-giving and intergenerational wealth transfer are under pressure. Many Gen Z parents rely on their own parents for childcare support, but delayed retirement and financial constraints may limit their ability to do the same for their children in the future.

Hybrid parenting

In their youth, Gen Z were seen as an unmistakably forward-thinking generation, but parenthood is triggering a re-evaluation of traditional values. While gender roles are more evenly split between mothers and fathers in many cases, and emotional wellbeing is better understood and approached than ever before, many of our Gen Z parents were quietly critical of other young parents' parenting styles.

Brooklyn Opetaia, 24, described Gen Z parents as 'softer, lazier and more complacent', questioning whether a shift from the tough-love parenting of previous generations to the gentle parenting we see today is less a reflection of the prioritisation of mental health and more aligned with Gen Z's love of convenience because 'discipline and teaching take a lot of work'.

Elsewhere, Abraham Bunga, 26, spoke of the laziness he sees in parents as a teacher at a primary school. He stressed the importance of teaching his children the value of boredom: 'You can't assume that there's going to be stimulation everywhere, so sometimes we genuinely just let them be bored, and they get used to just sitting and not doing much.'

Disloyalty and value-driven consumption

Gen Z parents follow in the footsteps of our Value Vanguard community, demonstrating a lack of brand loyalty and willingness to experiment with better-value products. But parents are conscious of quality and health, and there's a clear opportunity for disruptive new brands to conquer the market, since heritage brands such as Pampers are falling out of favour with Gen Z parents.

Second-hand marketplaces have emerged as a clear area of engagement. Platforms such as Vinted allow parents to acquire affordable baby clothes, with sustainability seen as a secondary benefit. Furniture, bikes and other family essentials are increasingly sourced from resale platforms such as Facebook Marketplace too.

This makes circular commerce a key area for capturing the Gen Z parent audience – childcare brands must establish a presence on resale platforms or integrate second-hand marketplaces into their retail eco-systems to meet parents' value-driven expectations and build trust through practical, sustainable parenting solutions.



Vinted pre-loved kids' toy, UK



The Little Loop pre-loved children's clothing, UK

61% of Gen Z parents prioritise sustainability over convenience when shopping for their child, and **59%** consider longevity to be more important than price

Source: **Future:Poll™**

Strategic Opportunities

CONSUMER



Thredup Warehouse, US

Value-for-money messaging

Highlight your product's practical value to financially strained Gen Z parents. Demonstrate how it justifies spending, offers repeated utility and makes parenting easier


Photography by Towfiqu Barbhuiya

Future-proofed finances

Simplify child savings and investments by automating processes, offering short-term incentives and gamifying milestones to drive early engagement, making financial planning feel achievable and rewarding for time-poor parents

Strategic Opportunities

PRODUCT & LIFESTYLE



Tonies, Germany

Phygital education

Create hybrid learning experiences that blend screen and offline play. Focus on educational content that supports attention span, cognitive development and parental peace of mind, positioning your brand as a brain-healthy solution. Helping parents navigate screen time and online safety is the most important thing a brand can do for Gen Z parents



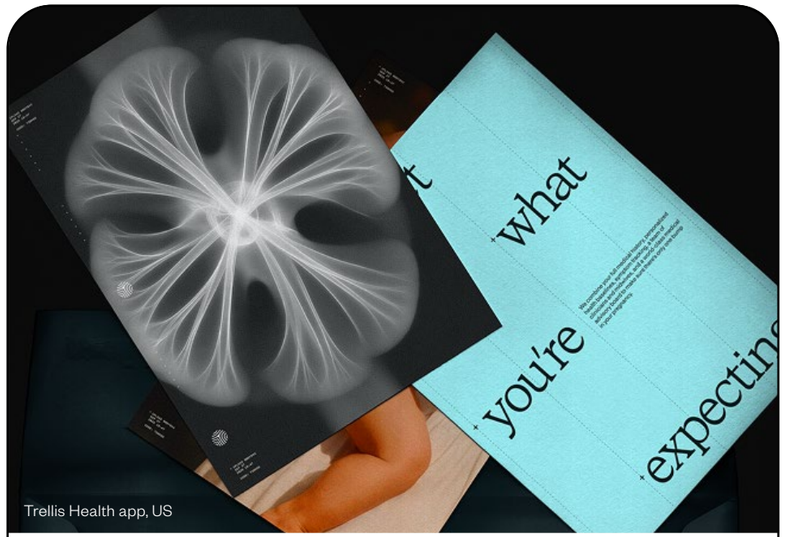
The Little Loop pre-loved children's clothing, UK

Resale revolution

Second-hand is becoming the primary choice for parents. If your brand doesn't have an in-built marketplace or a strong presence on resale platforms, you're losing out on valuable customer data. Consider discounts or loyalty schemes for customers who engage with your brand through resale, expanding your brand reach

Strategic Opportunities

ENGAGEMENT



Trellis Health app, US

Trusted digital guidance

Use your brand channels to offer simple, accredited parenting advice to cut through conflicting online information. Be empathetic, practical and credible, establishing your brand as a reliable, non-judgemental source for digital-native parents


Trellis Health app, US

Mirror your audience's reality

Gen Z parents are navigating early adulthood while raising children. Campaigns should reflect that many parents are unmarried, renting or delaying home-ownership – this is a lifestyle choice, not a deficit. Avoid implying judgement or traditional expectations


Photography by Helena Lopes, Brazil

Modern micro-communities

Gen Z parents favour low-commitment, drop-in communities over traditional forums. Brands can use WhatsApp groups, Broadcast channels or Substack Notes to discuss key topics like screen time and second-hand fashion, providing a sense of community while slotting seamlessly into their existing Gen Z digital habits

This report is based on the sector research from The Future Laboratory's trends intelligence platform, **LS:N Global**

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Beauty has become monotonous, influenced by powerful algorithms that entrench long-standing ideals. Its future depends on embracing complexity, friction and cultural depth to spark genuine connection and consumer curiosity


Market Cube by MVRDV, Taiwan

Future Five 2026

Future Five 2026 is a trend briefing designed to help you assess the impact of ongoing change, unpacking the most challenging topics of tomorrow, relevant for today


Summer of Chaos by Db, Norway

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If you want to find out more, say

hello@thefuturelaboratory.com

Co-founder and chief creative officer : Chris Sanderson
Co-founder and editor-in-chief : Martin Raymond

Director of foresight : Fiona Harkin
Deputy foresight editor : Dan Hastings-Narayanin
Insights and engagement director : Olivia Houghton
Senior foresight analyst : Alice Crossley
Senior foresight analyst : Rose Coffey
Foresight analyst : Seyi Oduwole
Creative lead : Emily Rhodes
Junior creative visualiser : Ella Murray

Director of strategic foresight : Alex Hawkins
Deputy strategic foresight editor : Darian Nugent
Presentations editor : Rhiannon Hudson

Design director : Samuel Davies
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Production & resource lead : Maddie Watts

Director of marketing : Rodrigo Tobal
Marketing manager : Sophia Wood-Jenkins
Marketing assistant : Ayesha Evans

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The Future Laboratory
6 Orsman Road, London N1 5RA, UK

Follow us
LinkedIn
TFL Instagram
LS:N Instagram

Get in touch
+44 20 7791 2020
office@thefuturelaboratory.com
hello@lsnglobal.com

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