

2020 WAS THE MOST STRESSFUL YEAR OF A MOM'S LIFE



68% of moms said 2020 was the most stressful year they have ever experienced

47%



said they didn't have enough money saved for an emergency — and



64%

 said they had to sacrifice a lot because of financial reasons

65%



had to cut costs just to feed their family and



30%

 said they have skipped meals so their children could eat

54%

agreed they had to make difficult decisions just to feed their baby in 2020



In an attempt to save money,

52%

used more water than required by the instructions to make infant formula last longer



TOO MUCH WATER

dilutes essential nutrients
CRITICAL to baby's growth
and development



Over half

of moms said they would have purchased a lower-cost store brand formula option if they knew it provided complete nutrition like the name brands