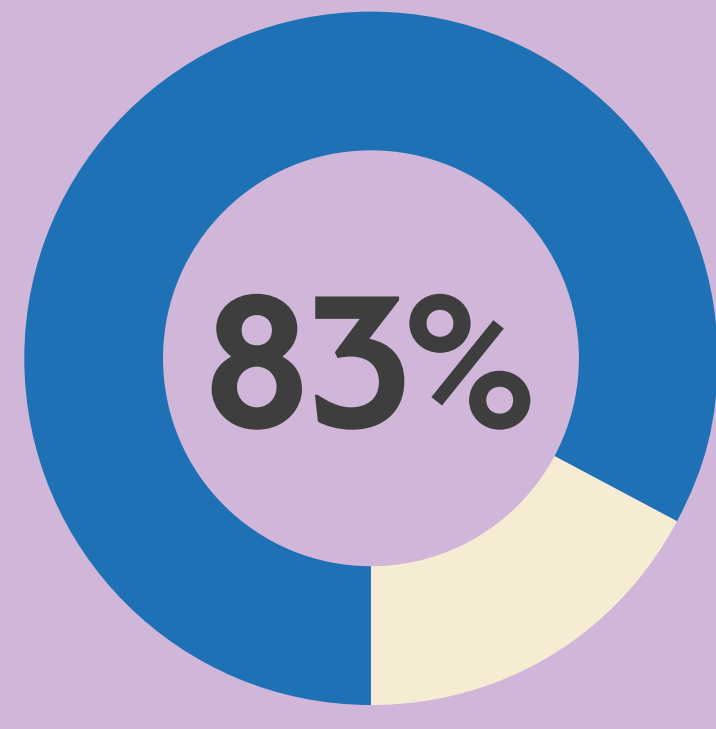


Parents-to-be

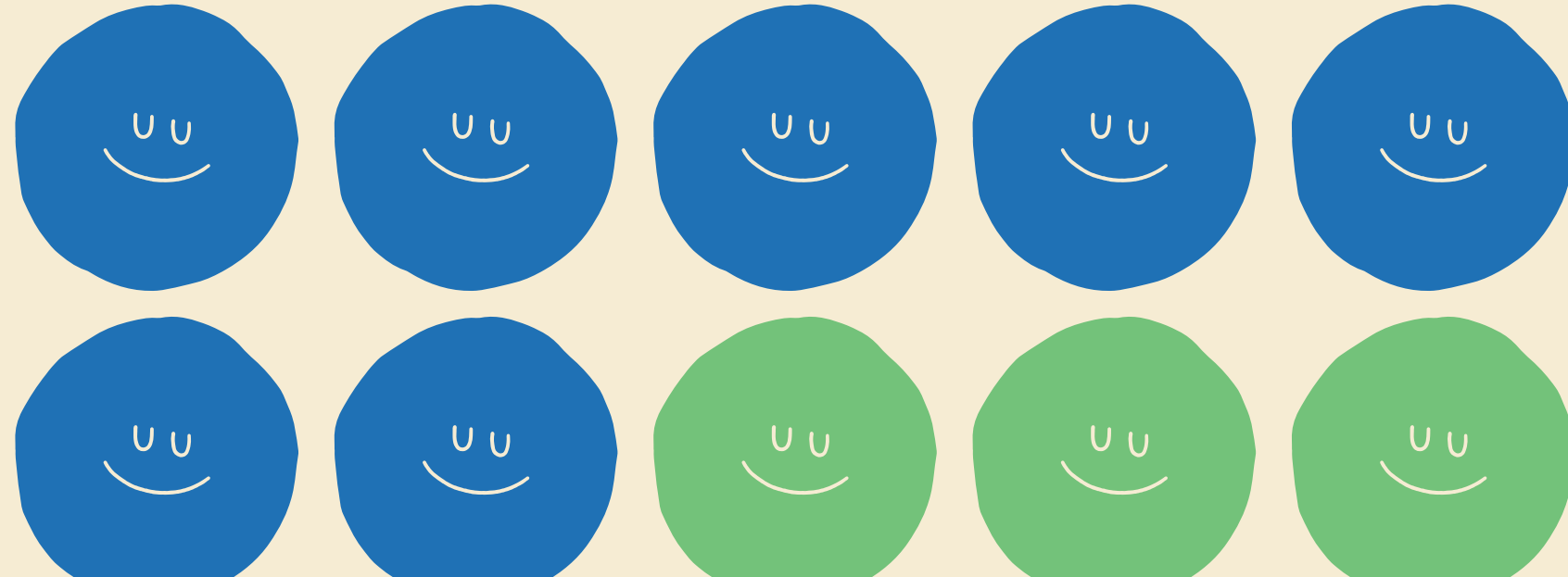
don't know what's coming,
and they can't wait.



Our research shows:
83% of expected parents worldwide are happy about becoming a parent.

However..

7 in 10 experience worries in their role as a parent-to-be.



The no.1 Stressor
7 in 10 parents-to-be
experience fear the unknown

Other top concerns

doing enough
78%

worry about whether they're doing enough for their baby.

preparation

77%

worry about being prepared for birth and/or breastfeeding.

sleep deprivation
65%

worry about surviving on no sleep.

choices
61%

feels overwhelmed by the number of choices.

How to lighten their worries

Social and Emotional Support

68% wish they had someone they could talk to when the idea of parenting feels stressful.

60% would feel less stress if they could share their experience in a parent-to-be community.

Brands play a role too!

Quotes from research participants

“Somewhere to talk to other people going through the same stage. A problem shared is a problem halved.”

“Somewhere or someway of you feel less alone.”

“The focus lies generally on the mother, but don't forget the father/partner.”

“It's about sharing. If parents-to-be to be could share their concerns and questions with each other in person it would make things easier.”

The key insights for brands

Foster community

Create safe spaces where parents can connect and share

Honesty

Show honest, imperfect parenting stories that truly resonate

Provide support

Share expert advice and address stress

Clear & practical

Make it clear. Make it simple. Make it actually useful

That's why The Pre-Parent Club

You don't know what's coming. And you can't wait.

It's Googling everything at 2 am. It's trusting your body but still asking the internet. It's a hundred checklists and zero guarantees. Sound familiar? Good. Because that means you're ready for this.

Introducing the Joolz Pre-Parent Club.

Meet other parents-to-be who feel exactly like you do. And get real guidance from people who've actually been there. No lectures. No perfect parenting advice. Just honest conversations, practical tips and a community that gets it.

Online - expert-led content, tips, tricks and inspiration on the Joolz hub.

When you need answers at 3 am, we're there.

Offline - community events co-curated with local experts and influencers.

Because some questions are better asked in a room full of people who are just as clueless as you are. In the best possible way.

We get it. We've got you.

*Independent research by Joolz with consumer research partner Attest
1,994 parents surveyed from 5 countries: UK, DE, US, ES, NL

About Joolz

Joolz is a stroller brand that prepares parents for the true realities of parenthood. Because yes: it's the best, but it's also a lot. To tackle life's messiest moments, Joolz creates strollers that are comfortable, easy to use, beautifully designed, and made to last. All while giving a real representation of parenthood and building a strong support system around it. Founded in Amsterdam in 2007, Joolz is now available in more than 50 countries across Europe, Asia, Australia, and the United States. Discover more at joolz.com.

JOOLZ