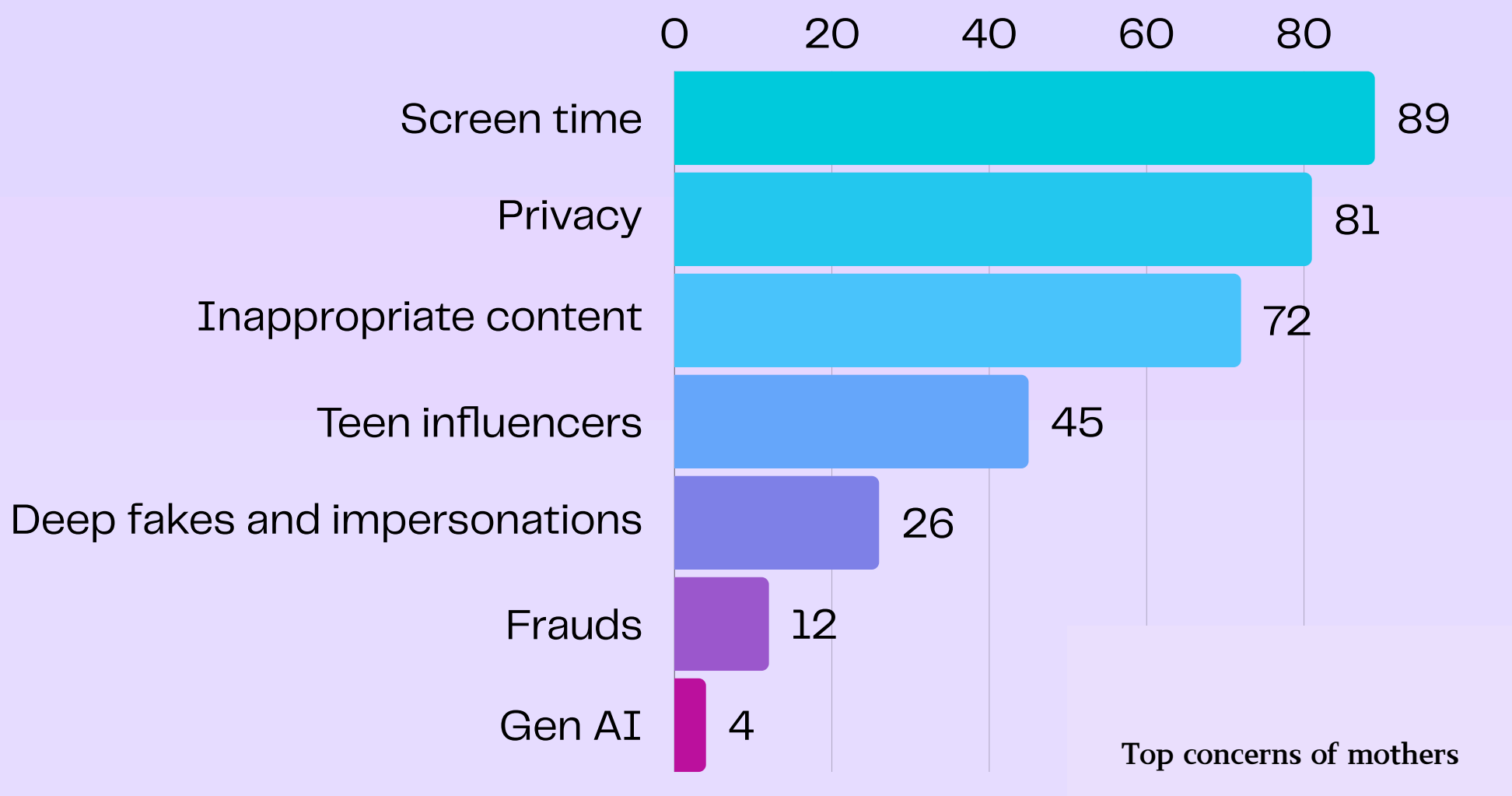




# DIGITAL MOMS

## The changing frontiers of motherhood!

Time spent in digital world leads the concerns that mothers have about their children being part of it. Gen AI makes an entry considering affecting the creativity and original thinking



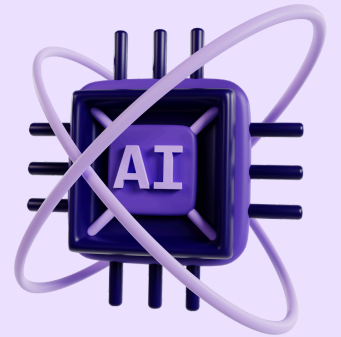
### Emerging motherhood challenges of future digital.



Deep fake



VR headsets



Gen AI

### Moms trusted digital partners.

Shopping



Amazon

Food



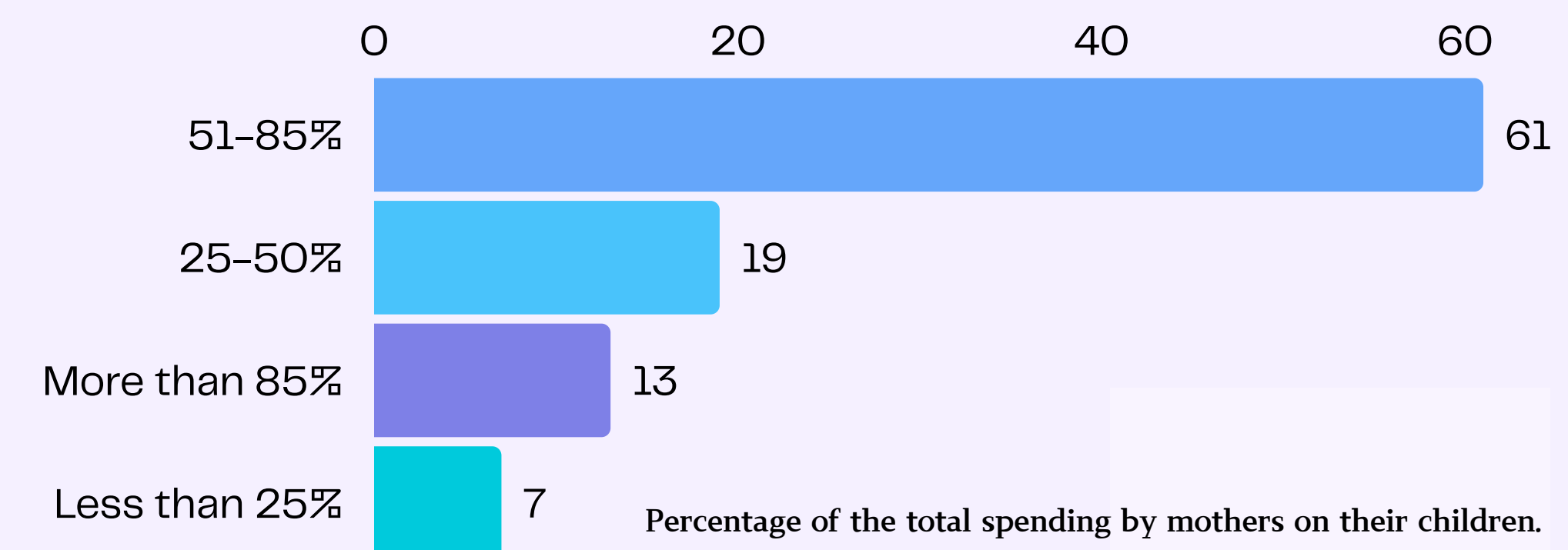
Swiggy

OTT



Disney Hotstar

### How much moms spend digitally on their children?



This survey was conducted among 600 working mothers across 4 metro cities in India to understand their acceptance of children dwelling in a digital world and the challenges arising from this interaction. The mothers surveyed were not single moms, earned more than ₹10 LPA and had the eldest child studying between Grade 3-10.

Research & analysis by

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