

# Case Study and Report



---

**Case Study : Mothers of Infants (0–24 months) in the USA – Baby  
Care Product Adoption**

# Objective

- To evaluate mothers' preferences, buying behaviors, and barriers for baby products (formula, diapers, skincare).
- To identify unmet needs and opportunities for a new organic baby care brand.



**PERIGON**  
RESEARCH



400 mothers with children aged 0–24 months across US regions.

- Online quantitative survey
- Price sensitivity analysis for organic vs regular products.

# Approach

- Recruitment via parent communities and pediatric clinic referrals.
- 20% of in-depth interviews reviewed by senior moderator for accuracy.

# Quality Control

- Mothers valued safety, trust, and organic certification above all.
- Cost remained a key barrier, but willingness to pay 15–20% premium for safety-verified products existed.
- Word-of-mouth and peer reviews emerged as major purchase influencers.
- Client repositioned product with trust messaging, built mom-influencer advocacy programs, and optimized pricing.

# Outcome

# Get in Touch

---



[sales@perigonresearch.com](mailto:sales@perigonresearch.com) , [rfq@perigonresearch.com](mailto:rfq@perigonresearch.com)



+91-8800712961



Bhutani Cyberpark, Sector 62, Noida – 201309



[www.perigonresearch.com](http://www.perigonresearch.com)