

The State of motherhood in Europe 2024: overlooked challenges, unmet needs

Key findings from the Make Mothers Matter 2024 survey – Focus on UK

Based on a study conducted by Kantar and commissioned by MMM



THE SAMPLE

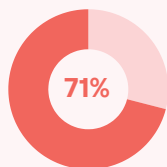
9,600 mothers (800 per country) from: **Belgium, Czechia, France, Germany, Ireland, Italy, Poland, Portugal, Slovakia, Spain, Sweden—as well as the UK**

18–24 years old: **1%**
25–39 years old: **44%**
40+ years old: **55%**

74% of mothers were working
vs. 74% in all countries

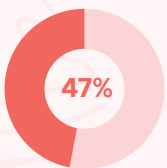
"All countries" refers to the compilation of data from the 12 European countries in the study

A MAJORITY OF MOTHERS EXPERIENCE MENTAL HEALTH CHALLENGES



of mothers report feeling overloaded

vs. 67% in all countries



of mothers stated that they suffer from mental issues (with **25%** suffering from depression)

vs. 50% and 20% in all countries

Factor Nr. 1

WHILE MOTHERS EVOLVE IN FLEXIBILITY AND ADAPTABILITY, WORKPLACES LAG BEHIND

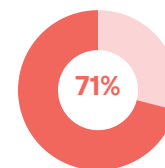
34% reduced their working hours, and **60%** changed their working status after having a child
vs. 23% and 55% in all countries

Only **41%** of mothers report benefiting from a gradual return to work, **57%** from adapted working hours, and just **34%** have access to teleworking options
vs. 35%, 46% and 27% in all countries

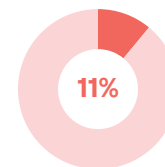
This disrupts career progression, with **31%** of mothers stating motherhood negatively impacted their careers
vs. 27% in all countries

Factor Nr. 2

FAMILY DYNAMICS OFTEN PLACE A DISPROPORTIONATE LOAD ON MOTHERS



Mothers handle up to **71%** of household and caregiving tasks alone, regardless of whether they are employed or not
vs. 70% in all countries



of fathers took **no paternity leave**, despite being entitled to it
vs. 25% in all countries

Factor Nr. 3

SOCIETY SUPPORT AND POLICIES STILL NEED TO EVOLVE

32% find that their role is not recognized by society
vs. 41% in all countries

20% of mothers are not satisfied with the duration of maternity leave and **37%** with the allowances received during the same period
vs. 29% and 44% in all countries

Mothers are the primary carers for school-aged children (44%), followed by the father/ co-parent (19%) and grandparents (18%)
vs. 35%, 18%, 23% in all countries

MAKE MOTHERS MATTER CALLS FOR ENHANCED SUPPORT FOR PARENTHOOD AND MATERNITY IN PARTICULAR, INCLUDING:

Enhancing **maternal mental health support**

Promoting **family-friendly workplaces**

Ensuring protection against **motherhood discrimination** in the workplace

Recognising and redistributing the **unpaid family care work**

Improving and fostering **parental leaves**

Providing quality and affordable **childcare**