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Abstract

## Spotlight on Moms: Photo Merchandise (Western Europe)

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### Abstract

This document takes a closer look at the results of InfoTrends' 2008 *Western European Photo Merchandise Multi-Client Study* to place a special focus on mothers (females between the ages of 25 and 44 with children under age 12). It considers whether Western European mothers have purchased photo merchandise, what types of photo merchandise are the most popular, and future purchasing intentions for products of this type. Where appropriate, moms' behaviours are also compared to those of the total survey population and to those of mothers in the United States.

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