

Luvs at 50: Six Buyers, One Verdict

Performance first. Then they refuse to overpay.

THE HEADLINE FINDING

Luvs buyers demand performance first, then refuse to overpay for it.

Asked to rank what matters most in a diaper, these parents put leak protection first and treat price as the tiebreaker. Luvs does not win by being the cheapest. It wins by erasing the reason to pay a premium, then costing less.

5 of 6

personas rank leak protection as their #1 driver

38% vs 19%

rank leak first vs. price first, across all 1,000 buyers

1

persona leads with price: the deal-watchers (Melissa)

Leak protection



38%

Price and value



19%

Share ranking each driver #1 (all 1,000 buyers).

EXECUTIVE SUMMARY

Four things this audience told us

01

LEAK 38% VS PRICE 19% RANKED FIRST

Performance is the entry ticket. Price is the tiebreaker.

Leak protection is the #1 driver for five of six personas. Buyers clear the performance bar first, then keep the savings.

03

\$90 / \$88 VS \$73 A MONTH

The least loyal personas spend the most.

Taylor and Rachel, the two lowest-loyalty groups, post the highest average diaper spend. The most loyal, Jasmine, spends among the least. Loyalty buys efficiency; rotation costs money.

02

8.1 VS 6.9 LOYALTY

Loyalty splits on rotation, not on mindset.

The three loyalist personas average 8.1 of 10 on loyalty; the three rotators average 6.9. Commitment tracks with whether she rotates brands, not how she shops.

04

6.0 TO 6.8 OF 10

Heritage is lukewarm across every persona.

No group rates a brand's decades of history above 6.8 of 10, and most buyers have no family history with Luvs. A 50th built on nostalgia will underperform one built on proven reliability.

THE SIX PERSONAS

Meet the parents behind the number

Each persona is a cluster of the 1,000 buyers. Every respondent belongs to exactly one, so the six add up to the full sample. Green marks the loyalists, amber the rotators.



Melissa

DEAL-FIRST ROTATOR

Speaks for 243 buyers

A deal watcher who rotates Luvs with other brands and stays because it does the job for less.



Jasmine

NO-FUSS LOYALIST

Speaks for 188 buyers

She found the diaper that holds through the night and has not shopped the aisle since.



Kelly

RESEARCH-FIRST LOYALIST

Speaks for 174 buyers

She compared every diaper on the market before committing, and now Luvs is the only brand in her cart.



Taylor

RESEARCH-FIRST ROTATOR

Speaks for 152 buyers

She researches every purchase, keeps Luvs in rotation, and sticks with it because it keeps passing her tests.



Danielle

WORD-OF-MOUTH LOYALIST

Speaks for 133 buyers

She buys what the moms she trusts swear by, and once Luvs proved itself it became the only diaper in her cart.



Rachel

NO-FUSS ROTATOR

Speaks for 110 buyers

Luvs stays in her rotation because it handles the blowouts, keeps the price sane, and is one less thing to overthink.

THE PERSONAS, UP CLOSE

The loyalists and the deal-watcher



Melissa

DEAL-FIRST ROTATOR · 243

7.2 **\$77** **33%**
LOYALTY OF 10 AVG SPEND/MO RANK PRICE #1 (ONLY ONE)

"My baby doesn't care about the brand name, and neither does my bank account."

MELISSA SEGMENT RESPONDENT, 25-34

What Luvs should do: Defend with promotions.



Jasmine

NO-FUSS LOYALIST · 188

8.4 **\$73** **100%**
LOYALTY OF 10 AVG SPEND/MO BUY LUVS ONLY

"Luvs just works for my family, and at this point I don't need to overthink something that's already proven itself."

JASMINE SEGMENT RESPONDENT, 45-54

What Luvs should do: She is the heart of the 50th.



Kelly

RESEARCH-FIRST LOYALIST · 174

8.2 **\$81** **6.8**
LOYALTY OF 10 AVG SPEND/MO HERITAGE, HIGHEST

"The quality is comparable to more expensive brands, but at a more affordable rate."

KELLY SEGMENT RESPONDENT, 35-44

What Luvs should do: Arm her with proof.

THE PERSONAS, UP CLOSE

The researcher, the recommender, the rotator



Taylor

RESEARCH-FIRST ROTATOR · 152

6.7 **\$90** **23%**

LOYALTY OF 10 AVG SPEND/MO RANK FIT #1, HIGHEST

"I'm a mom who researches everything and does the math, and Luvs just keeps passing the test."

TAYLOR SEGMENT RESPONDENT, 25-34

What Luvs should do: Keep passing her test.



Danielle

WORD-OF-MOUTH LOYALIST · 133

7.7 **\$77** **26%**

LOYALTY OF 10 AVG SPEND/MO RANK PEERS #1, HIGHEST

"When other moms I actually know vouched for it, that was enough for me to give it a shot."

DANIELLE SEGMENT RESPONDENT, 35-44

What Luvs should do: Win the recommendation.



Rachel

NO-FUSS ROTATOR · 110

6.8 **\$88** **42%**

LOYALTY OF 10 AVG SPEND/MO RANK LEAK #1, HIGHEST

"It handles the blowouts and keeps the price sane, so it is one less thing I have to overthink."

RACHEL SEGMENT RESPONDENT, 25-34

What Luvs should do: Be the easy default.

SEGMENT COMPARISON

Same parent, six different decision rules

Decision rule	Melissa	Jasmine	Kelly	Taylor	Danielle	Rachel
Loyalty (of 10)	7.2	8.4	8.2	6.7	7.7	6.8
Leak protection #1	32%	40%	41%	34%	40%	42%
Price + value #1	33%	19%	16%	13%	7%	16%
Buys Luvs only	50%	100%	100%	0%	54%	0%
Avg spend / mo	\$77	\$73	\$81	\$90	\$77	\$88
History matters (of 10)	6.0	6.6	6.8	6.6	6.3	6.3

WHERE THEY SPLIT

Loyalty tracks with rotation, not mindset. The three loyalists average 8.1; the three rotators 6.9. Melissa is the only group that leads with price.

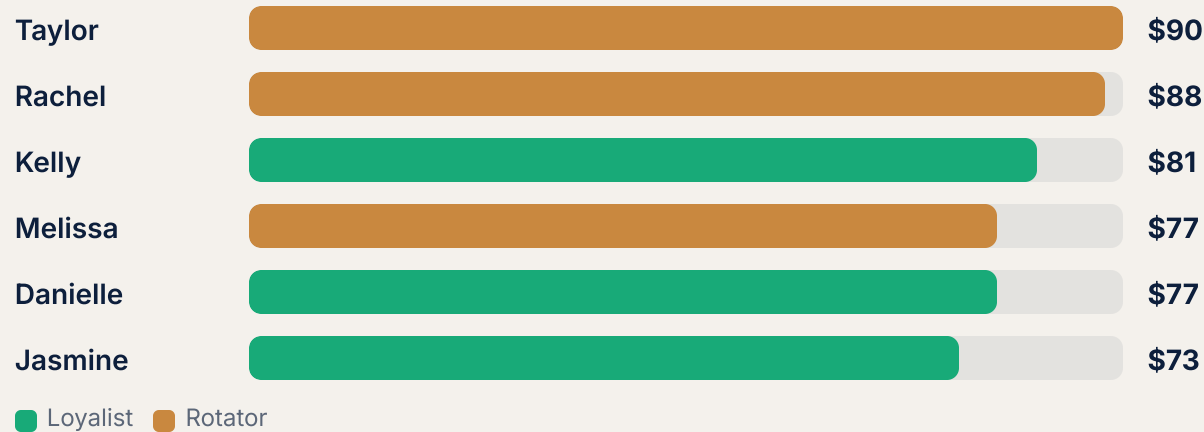
WHERE THEY CONVERGE

History barely moves any of them, 6.0 to 6.8 of 10. And five of six lead with leak protection. The mindset differs; the verdict on the product does not.

THE SPEND PARADOX

The least loyal personas spend the most

Average monthly diaper spend by persona. The two lowest-loyalty groups, Taylor and Rachel, sit at the top of the spend curve; Jasmine, the most loyal, sits near the bottom.



READ IT AS

Loyalty buys efficiency.

Rotating across brands means trial sizes, premium experiments, and chasing deals across the aisle. A settled loyalist like Jasmine buys one pack that works and stops. We infer rotation is the cost driver; spend is self-reported and directional.

WHAT TO DO WITH THE 50TH

Five moves, mapped to the personas

- 1** **All six**
Frame 50 years as proof, not nostalgia
No persona rates heritage above 6.8. Make the anniversary about 50 years of getting it right, the reliability they already feel, not a trip down memory lane.
- 2** **Jasmine · Kelly · Danielle**
Thank the loyalists, don't sell them
These three have closed the decision. Reward tenure and give them a referral path; an ask to re-choose only invites doubt.
- 3** **Melissa · Taylor · Rachel**
Defend the rotators with mechanics
They keep rivals in the cart and spend the most. Subscribe-and-save, coupons, and easy reorder protect this exposed half.
- 4** **Kelly · Taylor**
Arm the researchers with evidence
They convert on proof. Lead with absorbency data, head-to-head leak results, and honest cost-per-change, not lifestyle imagery.
- 5** **Danielle**
Win the recommendation
She ranks peer advice #1. Peer referral, sampling through trusted parents, and visible proof inside parent communities turn her into a channel.

METHODOLOGY

How this study was built

StatSocial Digital Twins are survey respondents simulated from real people in PeopleGraph, our patented identity graph of roughly 150 million US adults. Each respondent is built on an actual person and hundreds of observed behavioral signals. Personally identifying information is removed before generation: the attributes are real, the responses are generated, and every answer traces back to source.

The sample is 1,000 screened current Luvs buyers. Each answered a 33-question survey spanning parenting identity, spending psychology, brand choice, category competition, and the 50th anniversary, with an open-ended rationale captured alongside nearly every answer. The sample is drawn and calibrated to population benchmarks before any response is generated; no post-hoc weighting is applied.

The six personas are clusters on buying approach, driver ranking, value meaning, loyalty, and buyer type. Every respondent belongs to exactly one persona, so the six segments sum to the full sample; all six exceed the n = 50 reporting floor.

No significance testing is applied; figures are directional. Statistics shown are segment values from the data export. Verbatims are individual respondents drawn from inside each persona. Spend figures are self-reported monthly estimates, shown as segment averages. Digital Twins studies are designed to complement, not replace, traditional research. Fielded June 2026.



Six buyers. One verdict:
match the premium, charge less.

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Digital Twins studies are designed to complement, not replace, traditional research. Ideal for fast-turnaround directional work; for studies requiring regulatory or legal evidentiary standards, we recommend pairing with a probability-based panel.