

THOUGHT-STARTER: CAN THE SHARING ECONOMY TRANSFORM CHILDCARE?

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With the sharing economy disrupting many of the core pillars of adult life, brands are now turning their attention to the ways it can positively impact childrearing.

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According to the U.S. Department of Agriculture, childcare is now the third largest drain on the average middle class American family's expenses, after food and housing, while a survey by Care.com showed that 20% of parents felt prohibited from having as many children as they wanted because of childcare costs.

It's something new US co-living brand **Kin** looks to change, by helping parents help each other. Rather than the usual emphasis on co-living amenities like gyms and post-work party-orientated lounges, Kin's forthcoming properties will major on kid-friendly social spaces and plenty of buggy parking, while flats come pre-baby proofed.

Key to community life at each address will be the dedicated Kin app, which lets families broadcast details about forthcoming events and milestones, while offering access to on-demand nannies that can be pooled between residents.

Read the full Co-economy Childcare microtrend [here](#).