

Preglife × verian

Gravid barometern 2026



About Gravidbarometern

Gravidbarometern is an annual report that highlights what it is like to be pregnant in Sweden today. It is produced by Preglife, Scandinavia's leading app for pregnant women and new parents, in collaboration with Verian (formerly Sifo).

The report provides an in-depth understanding of pregnant women's thoughts, feelings, and experiences, and captures issues that shape both everyday life and society as a whole.

This year's theme is "*Being pregnant in an uncertain time*" and is based on how rapid and significant societal changes affect the experience of pregnancy. The report focuses in particular on how the broader environment influences expectations of the future, feelings of security, mental wellbeing, and attitudes towards having children today.

The purpose of the survey is to increase understanding of what it is like to expect a child and to identify where needs are greatest and where efforts can make a real difference.





About preglife

Preglife is the app that makes pregnancy and the first period as a parent feel safer and more fun. The app offers a wide and dynamic range of content, including articles, videos, podcasts, exercises, and relevant offers – always tailored to where the user is in their pregnancy or early parenthood journey.

In the app, users can follow the pregnancy and the baby's development week by week, while receiving support, inspiration, and practical advice for childbirth and life as a new parent.

Preglife is backed by an international network of midwives, doctors, and medical experts who ensure that all content is fact-checked and based on current research.

Preglife is used by 9 out of 10 pregnant women in Sweden and is built on the values of accessibility, inclusion, and trust – with the ambition to empower each user to make informed decisions throughout pregnancy and parenthood.

Some of the questions addressed in the report

Economy and preparation

- How significant are financial concerns during pregnancy?
- How is parental leave divided?
- How are purchases for the child financed?
- How important is sustainability when buying for the child?
- How prepared are expectant parents for crises and emergencies?

Relationships and support

- How engaged is the partner during pregnancy?
- What is access to help and relief like?
- Has it become more difficult to be a parent?

Feelings and wellbeing

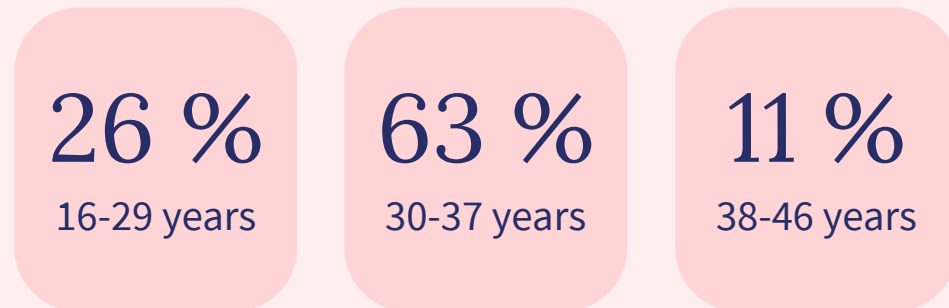
- How strong is concern about childbirth?
- How do pregnant women actually feel?
- Is loneliness common during pregnancy?
- How openly do people feel they can talk about their pregnancy?

Future and security

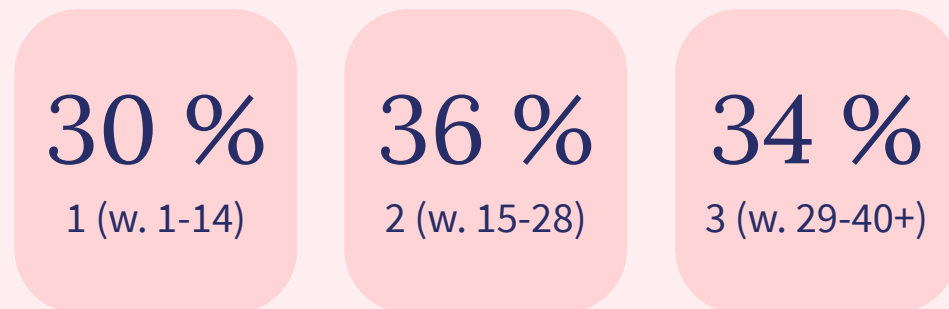
- Where do expectant parents seek advice and information?
- Does news consumption change during pregnancy?
- How optimistic are people about the next generation's future?
- Is Sweden a safe country for children to grow up in?

Method

How old are you?



Which trimester are you in?



The survey was conducted within Preglife’s user panel.

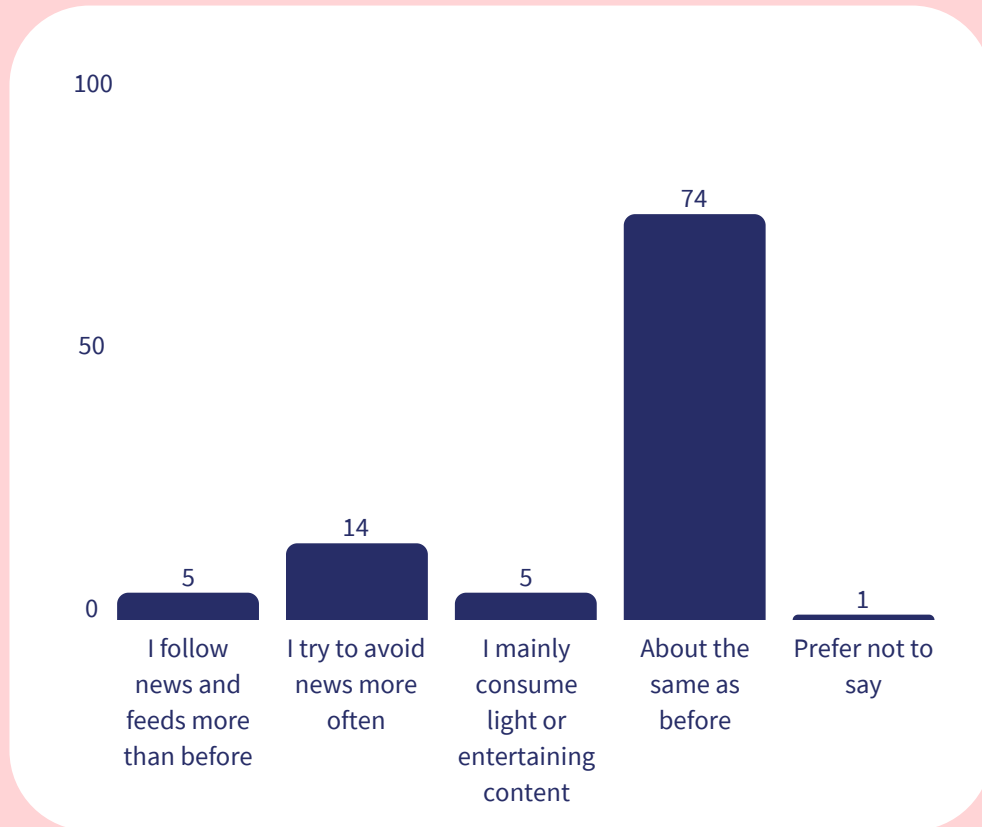
Preglife is a digital platform in the form of a pregnancy and early parenthood app, targeting pregnant individuals and new parents.

Data collection was conducted online through a survey distributed within the app to active users during the field period. The invitation was shown in the app, and respondents could choose to complete the survey at a later time. Participation was voluntary and required users to actively opt in.

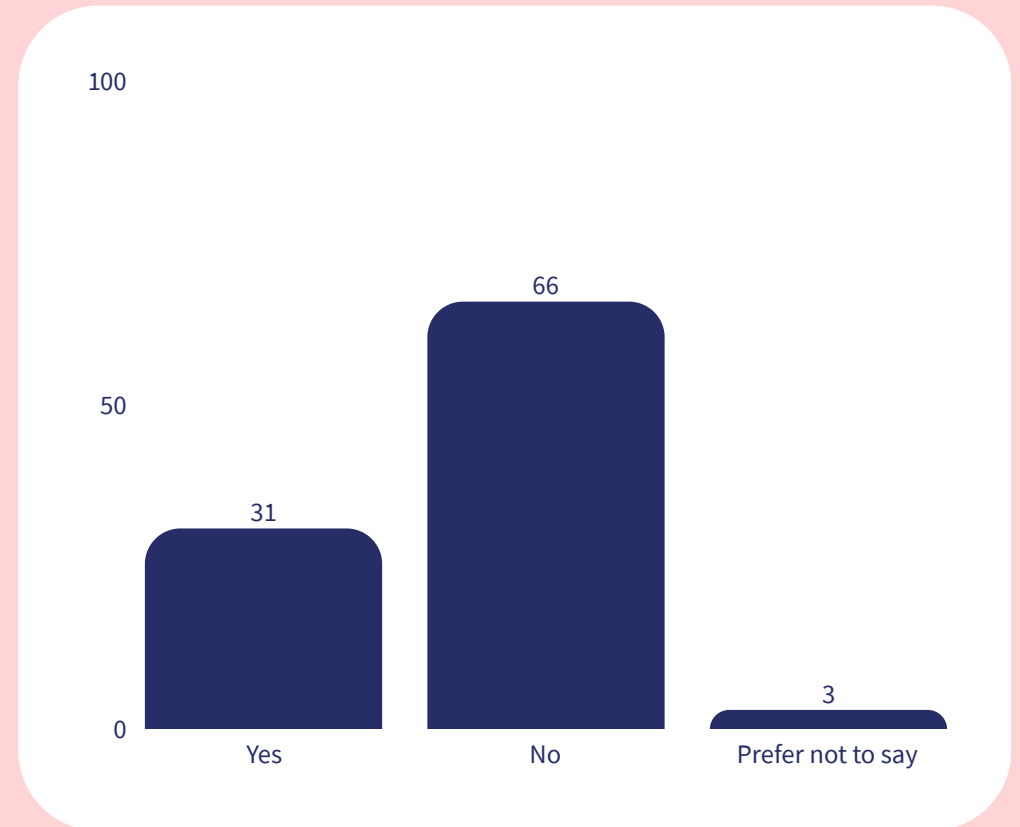
The survey specifically targets pregnant individuals, which was ensured through an initial screening question. The field period ran from 11 March 2026 to 28 March 2026, and a total of 2,500 responses were collected before the survey was closed.

Answer options with 0% are not shown in the report. Additionally, item non-response occurs for some questions, as respondents were able to skip questions.

Expecting a child in an uncertain time



Has your way of consuming news changed since you became pregnant?



Do you have emergency preparedness at home for crisis situations, including food, water, first aid, cash, and other essential supplies?

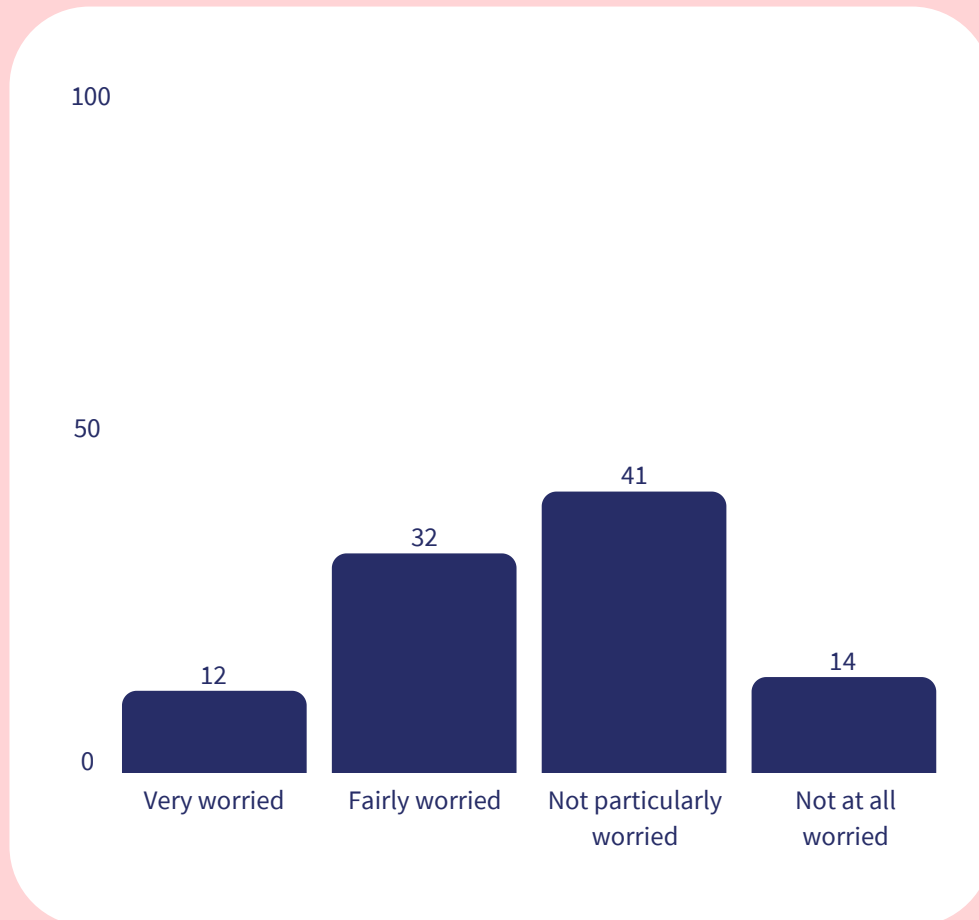


19 %

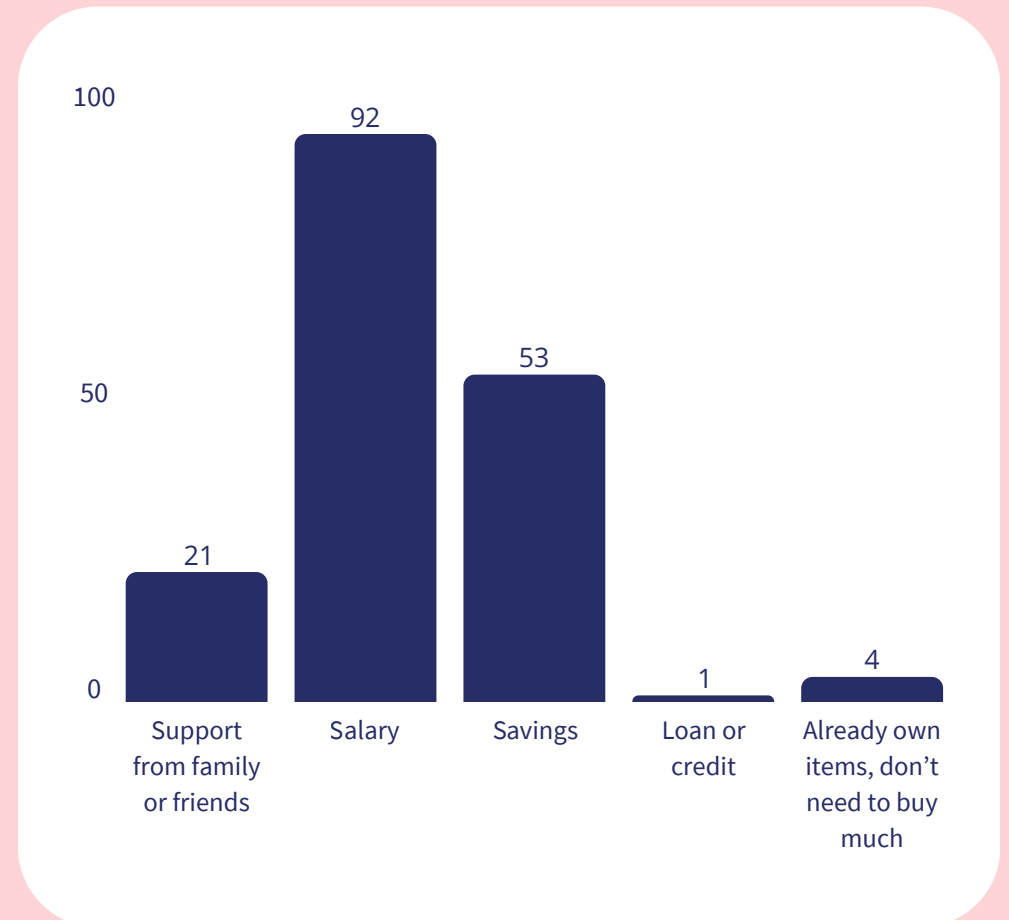
of those who have previously had children say they try to avoid news more often.

Among those who have not previously had children, the corresponding figure is **10%**.

Economy – a clear source of concern



How worried are you about your finances in relation to pregnancy or parental leave?



How do you finance purchases for the child you are expecting?

(Multiple answers possible)



51 %

in the age group 16–29 are fairly or very worried about finances in relation to pregnancy and parental leave.

Among those aged 30–37, the share is **43%**. The corresponding figure in the 38–46 age group is **39%**.

What concerns you most financially in relation to pregnancy and parental leave?

(Open-ended responses, translated from Swedish)

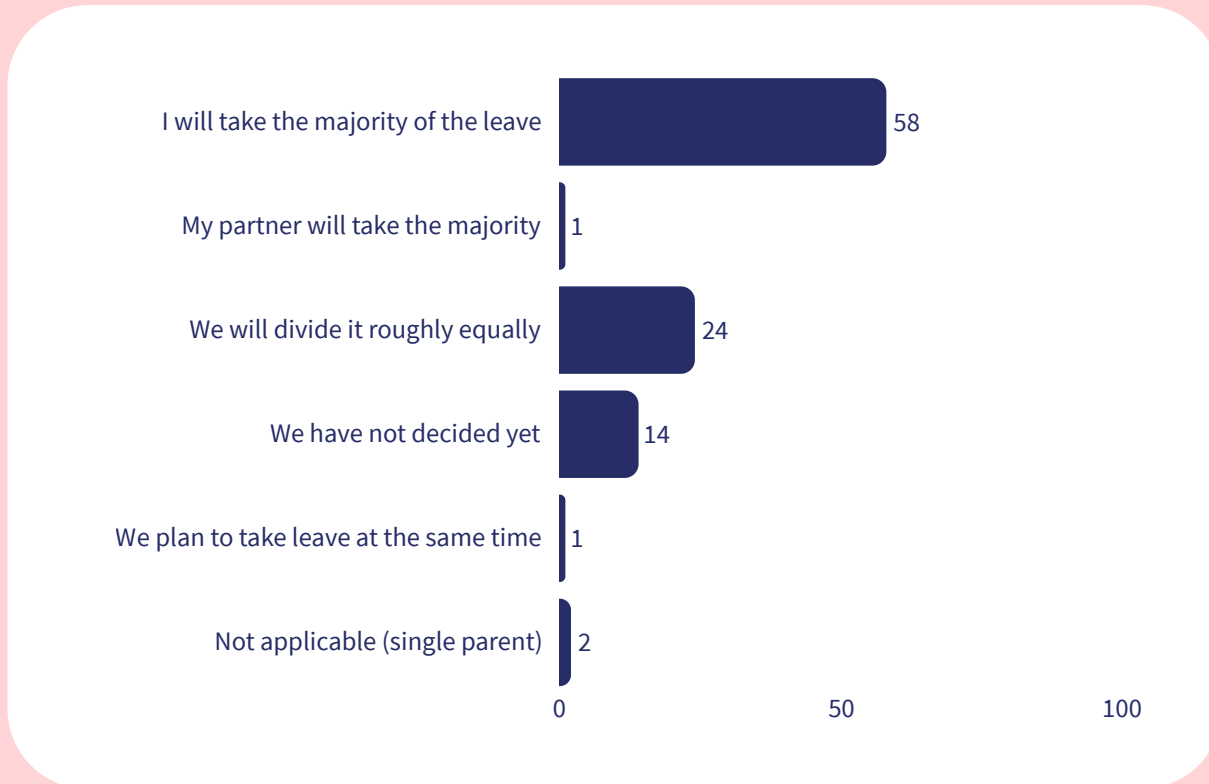
Pension, major financial changes since we won't take full parental leave during the first year in order to make the days last. We are extremely privileged in Sweden with parental allowance, but it hasn't really kept up with inflation, etc. Taxes on parental allowance should also be reduced or changed.

That we won't manage financially and will have to cut back on everything enjoyable. I'm worried about my pension and that I would like to be able to stay home longer with my child but don't know if it feels 'worth it' financially.

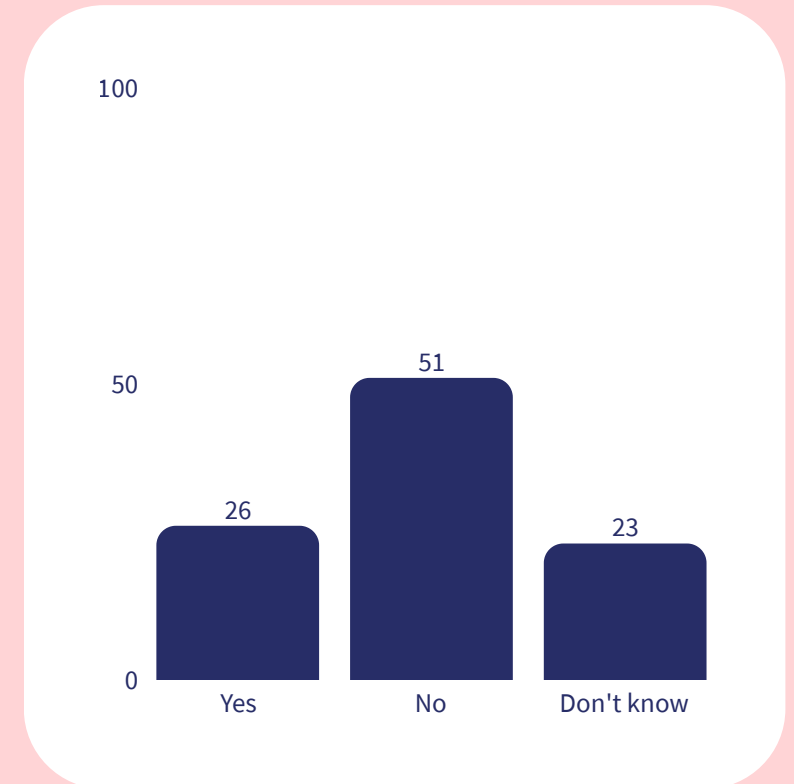
Balancing the budget while also not wanting to use too many parental leave days. I am also the one giving birth and have the higher salary.

I am in a same-sex relationship, so it has cost us several hundred thousand to become pregnant. This has created a much weaker financial foundation than if we had been able to conceive naturally.

Differences in income and career opportunities remain a barrier to equality



If you have a partner, how do you and your partner plan to divide parental leave?



Would you plan parental leave differently if finances were not a factor?

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An important finding is that the financial situation affects the planning of parental leave for at least **26%** of women. This suggests that household finances are often dependent on the man working more, which may make an equal division of leave more difficult. Differences in income and career opportunities therefore continue to be a barrier to gender equality within the family.

At the same time, only **58%** of couples state that the woman plans to take the majority of parental leave, which is low considering that equal distribution is still uncommon. This may indicate that pregnant women are not yet certain how leave will be divided, or that they overestimate how equal the division will be.

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Sunnee Billingsley

Professor of Sociology at Stockholm University



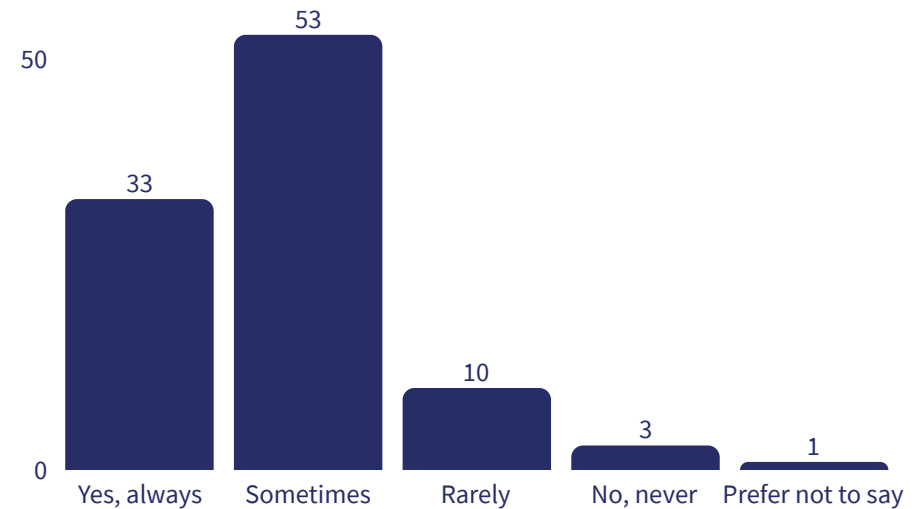
Strong sustainability focus in purchases for the child



86 %

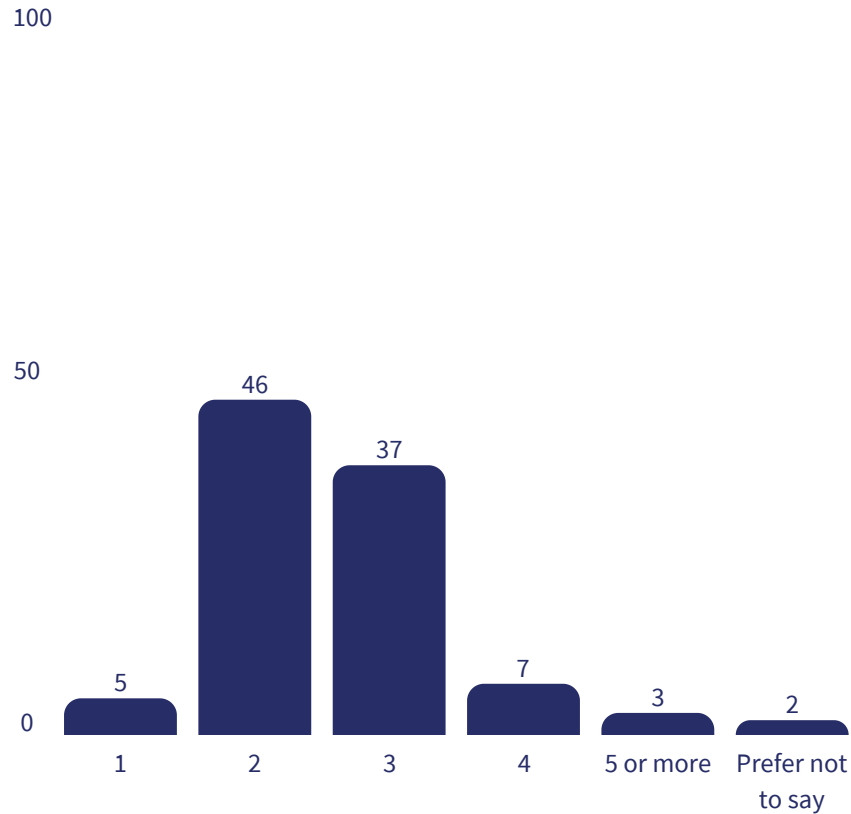
consider sustainability when making purchases for their child.

100

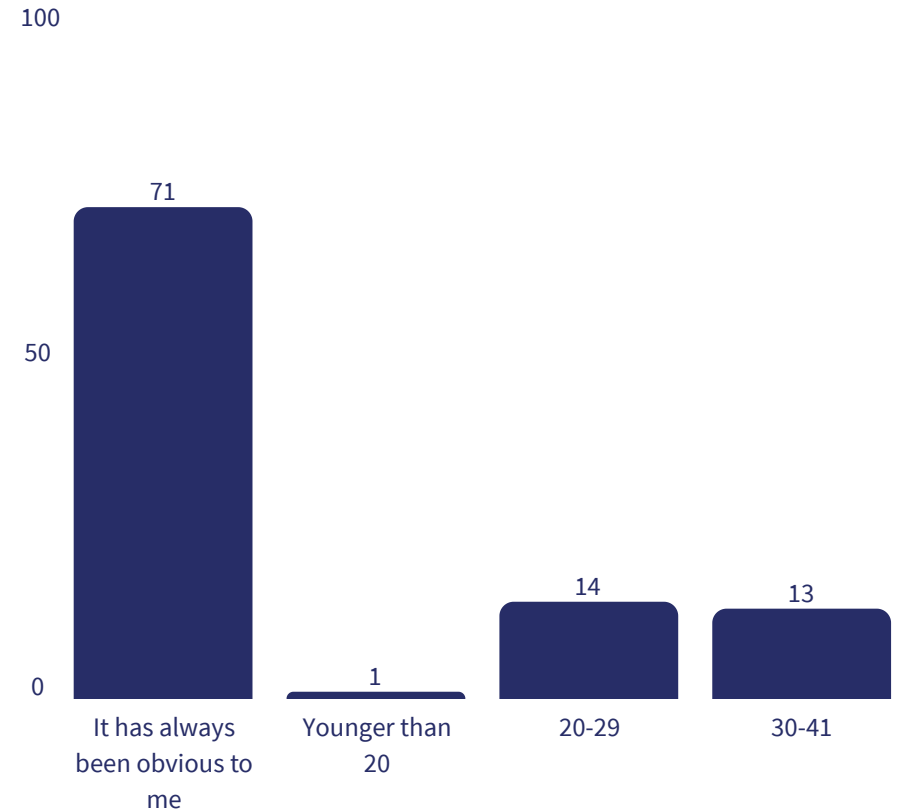


Do you consider sustainability when buying items for your child?

What do people really want in terms of children?



How many children would you ideally like to have in total?



When were you convinced that you wanted children?

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Research in Sweden and other European countries shows that, on average, people want more children than they actually have. In line with the findings from the survey, other studies show that the most common preference is to have 2 or 3 children. At the same time, actual fertility is now significantly below two children per woman. This gap between desired and actual number of children suggests that the low birth rates in recent years are not solely due to a reduced desire to have children, but also to the fact that many people experience practical barriers that limit their ability to realise their preferences. This indicates that there is room for policy action: if these barriers can be identified and addressed through appropriate measures, fertility rates could increase while enabling more people to live the family life they desire.

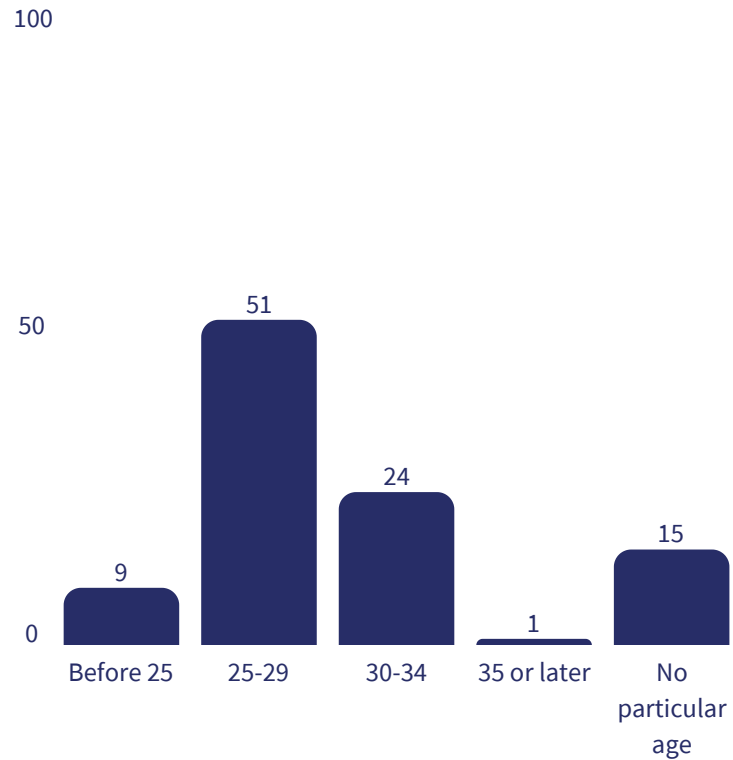
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Erik Carlsson

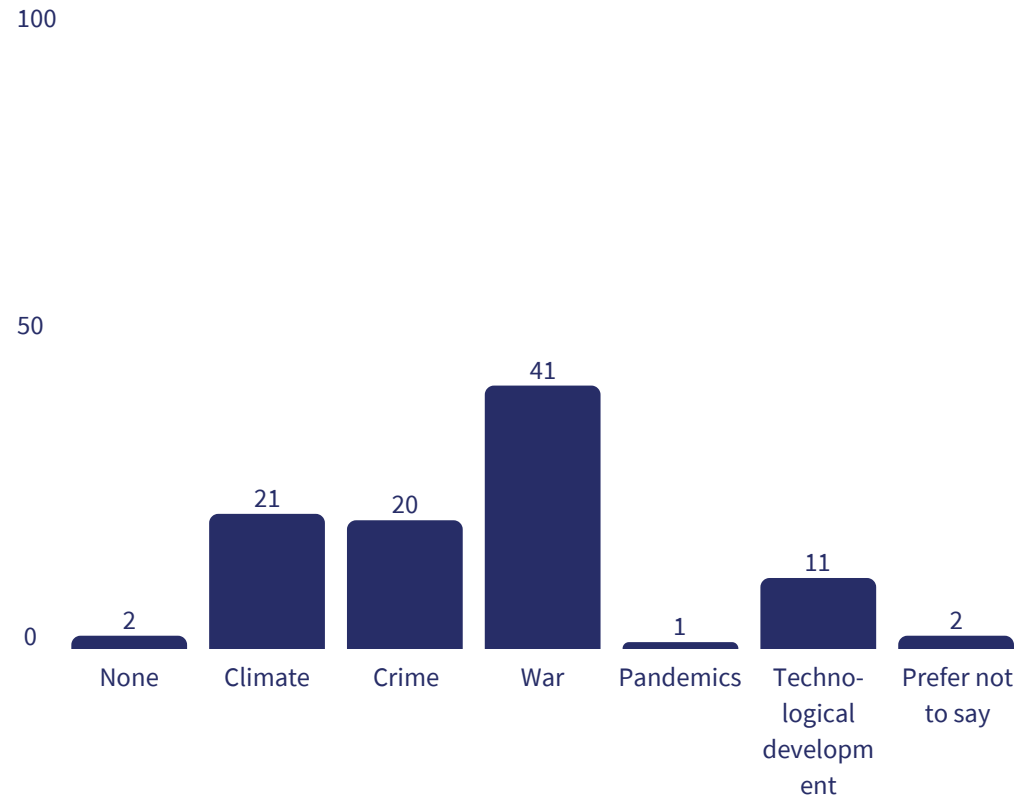
Researcher in demography at the Demography Unit, Stockholm University



War tops concerns about the future



At what age do you generally think it is best to have your first child?



Which of the following issues, if any, concern you the most regarding your child's future?

Partner engagement is highest during the first pregnancy

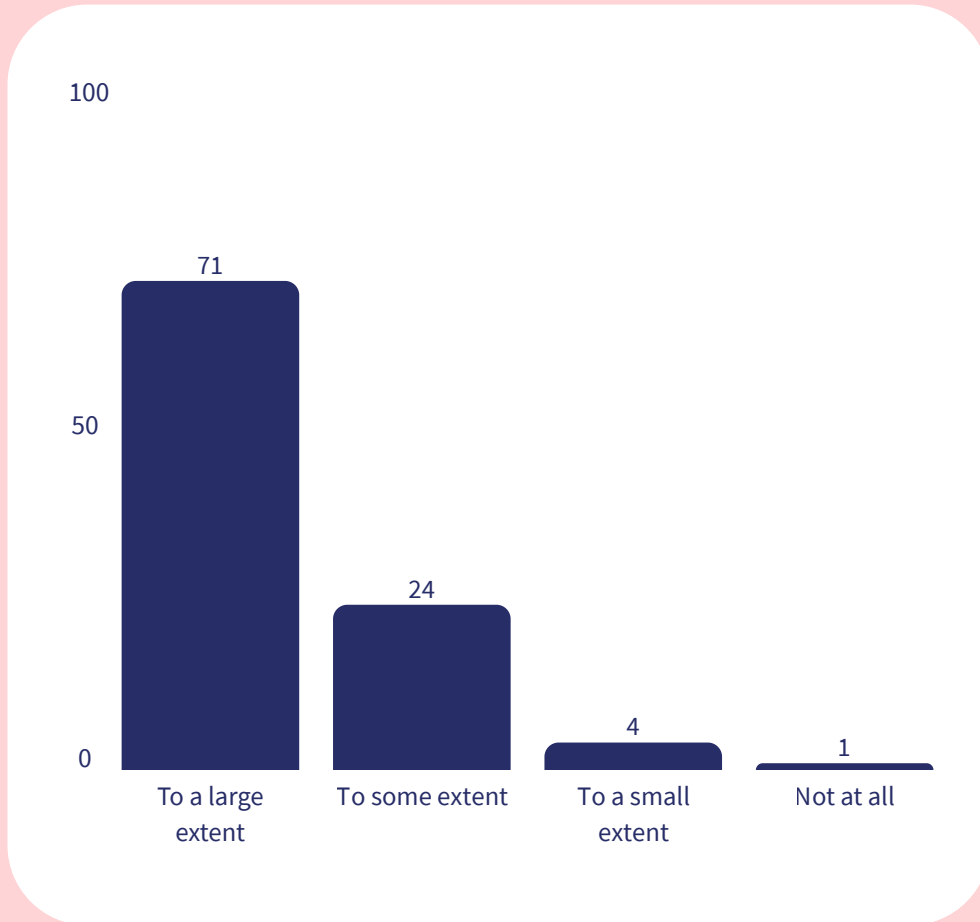
93% of those who do not already have children perceive fairly or very high engagement from their partner, compared with **84%** among those who already have children. Partner engagement is therefore highest with the first child.

53% of respondents in the first trimester say their partner is very engaged, compared with **50%** in the second trimester and **45%** in the third trimester.

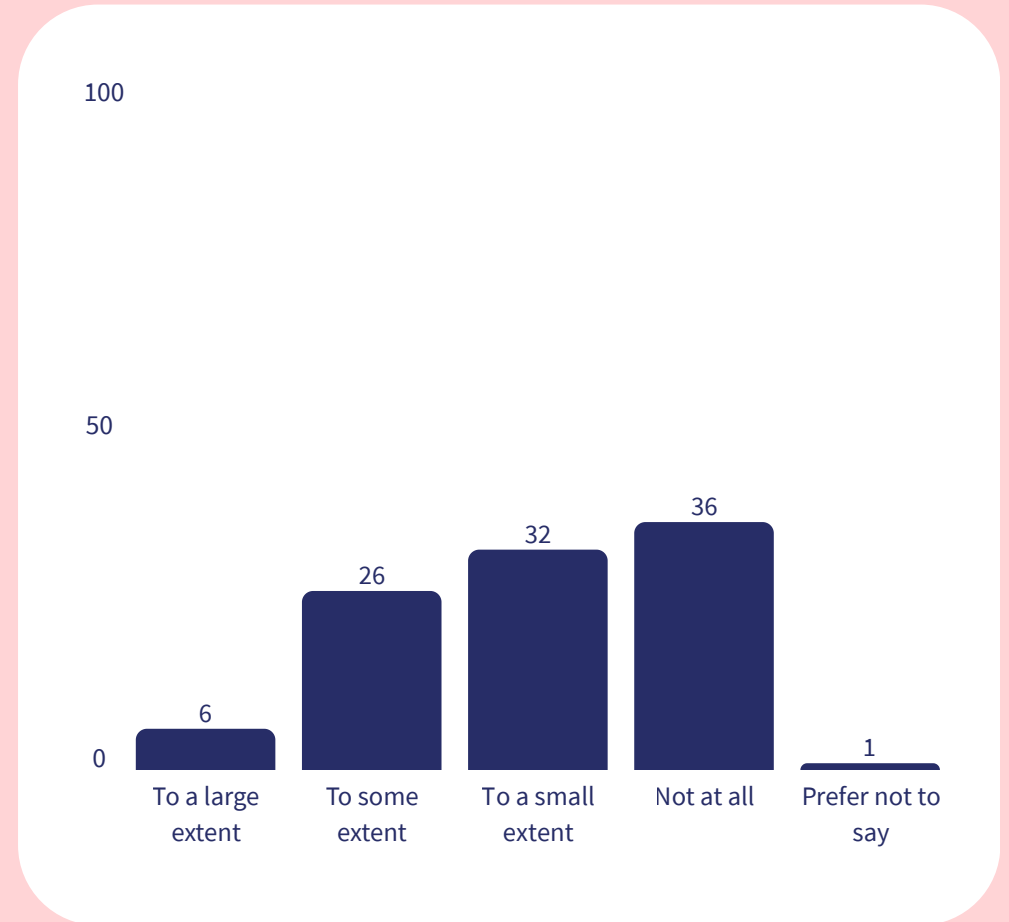
If you have a partner, how engaged is he or she in your pregnancy?



Pregnancy is associated with loneliness for many



I have people around me who provide support when I need it

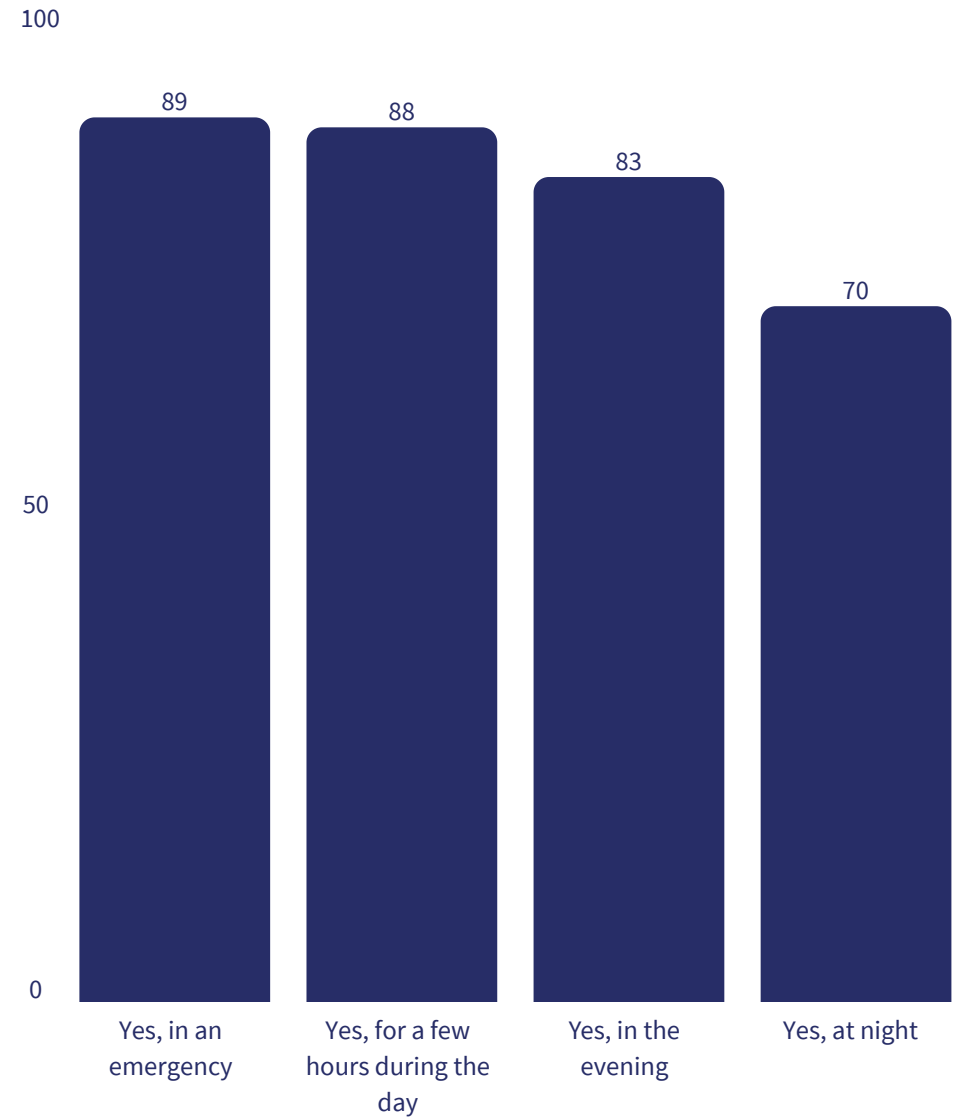


I often feel lonely during my pregnancy

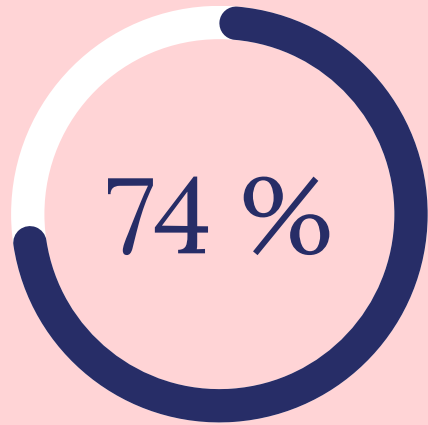
Most people have access to help in their everyday life



Is there someone in your vicinity whom you believe could help with childcare in the following situations?



Four out of five feel concerned about childbirth

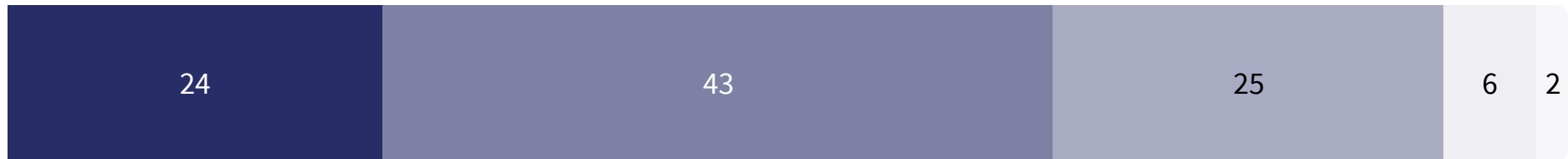


experience some form of concern about childbirth.

Among first-time mothers, **7%** report severe concern, compared with **5%** among those who have previously given birth.

Are you concerned about childbirth?

● Not at all concerned ● Slight concern ● Moderate concern ● Severe concern ● Don't know

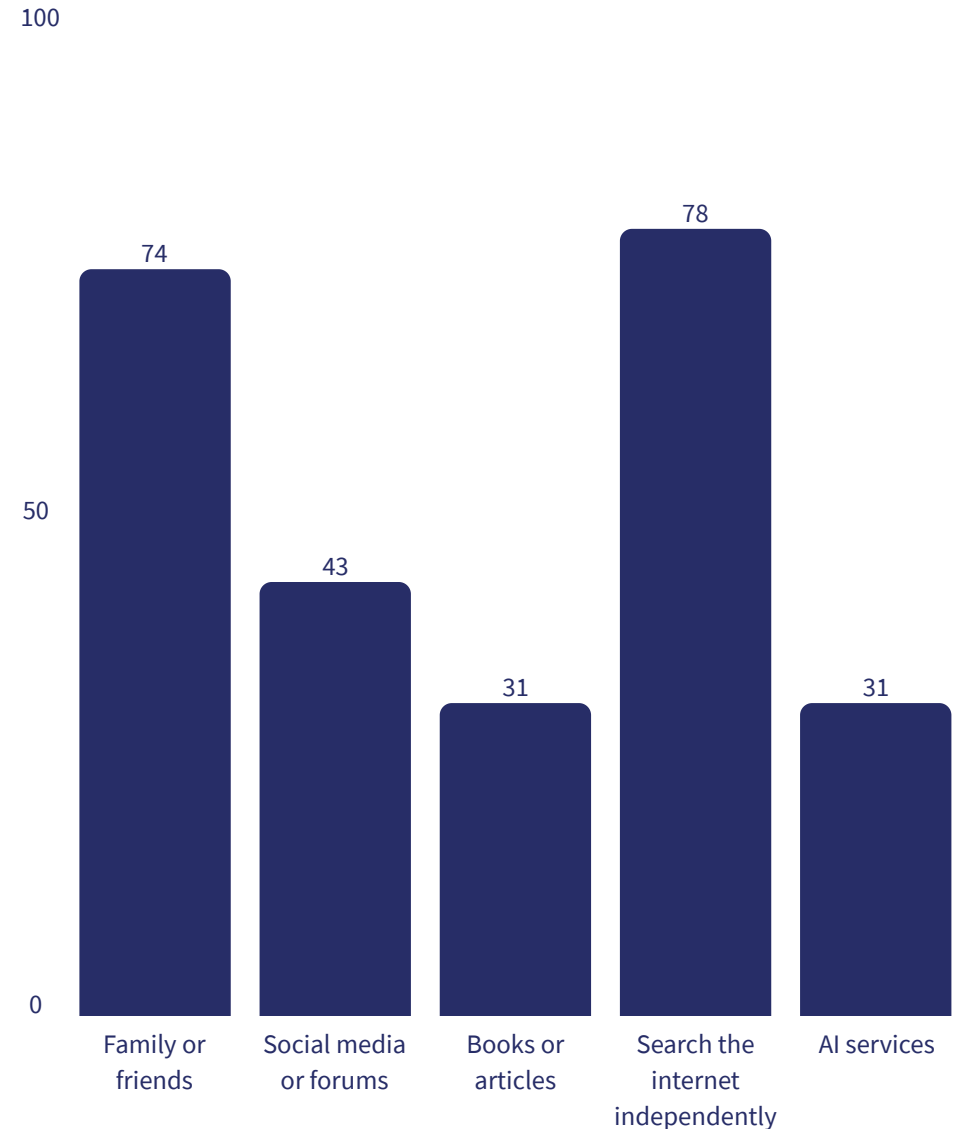


Younger pregnant women increasingly turn to AI

37%

of respondents aged 16–29 report using AI services.

The corresponding share is **31%** among those aged 30–37 and **21%** among those aged 38–46.



Where do you turn when seeking advice about your pregnancy, apart from midwives and healthcare services?
(Multiple answers possible)

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A majority of these women feel that parenting has become more difficult than before, which is consistent with the high prevalence of so-called intensive parenting attitudes that I have identified in research on Sweden. The fact that **78%** of women seek advice and information about their pregnancy online—more than from any other source—reflects how strongly everyday life has become digitalised, and how experts today function as close and constantly available sources of knowledge in women’s lives. This contributes to increased knowledge, but also to greater responsibility that comes with knowing more. We know that the growing volume of expert-based advice is one of the driving forces behind the emergence of more intensive parenting, and here we see that this development begins already during pregnancy.

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Sunnee Billingsley

Professor of Sociology at Stockholm University



In what ways has it become more demanding to be a parent today compared to the past?

(Open-ended responses, translated from Swedish)

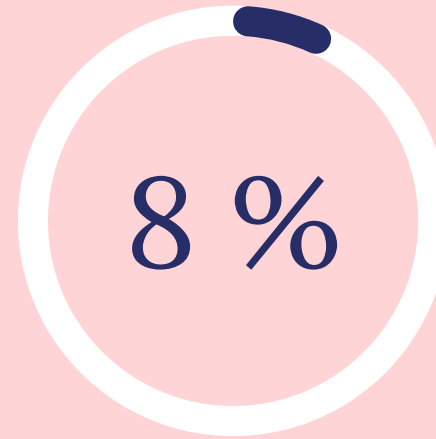
I think access to information and the ability to receive criticism have increased, which can have a negative effect. Access to information on the internet can also interfere with one's own parental instincts.

You are expected to work as if you don't have children, and to parent as if you don't have a job.

We all need to work more and longer. The work-life balance feels more stressful today than before. I also think social media has a negative impact.

Different expectations of parenting, children should be stimulated, have many activities, nice clothes, and preferably not spend long days at preschool or school.

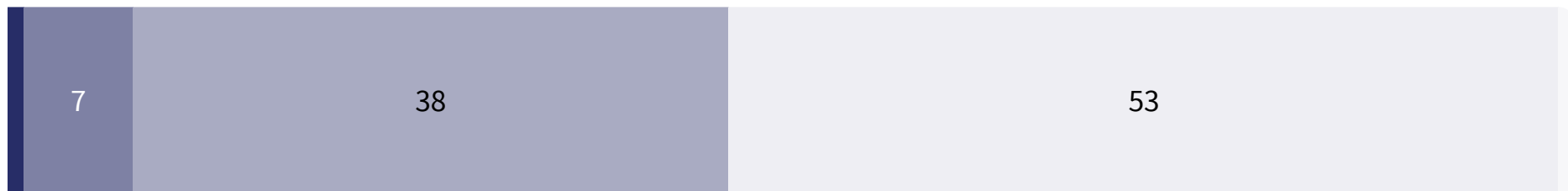
Not everyone feels they can speak openly about their pregnancy



feel that they cannot speak openly about their pregnancy, not even with people close to them.

How openly do you feel you can talk about your pregnancy, including personal matters, with people close to you?

● Not at all openly ● Not very openly ● Fairly openly ● Very openly ● Prefer not to say

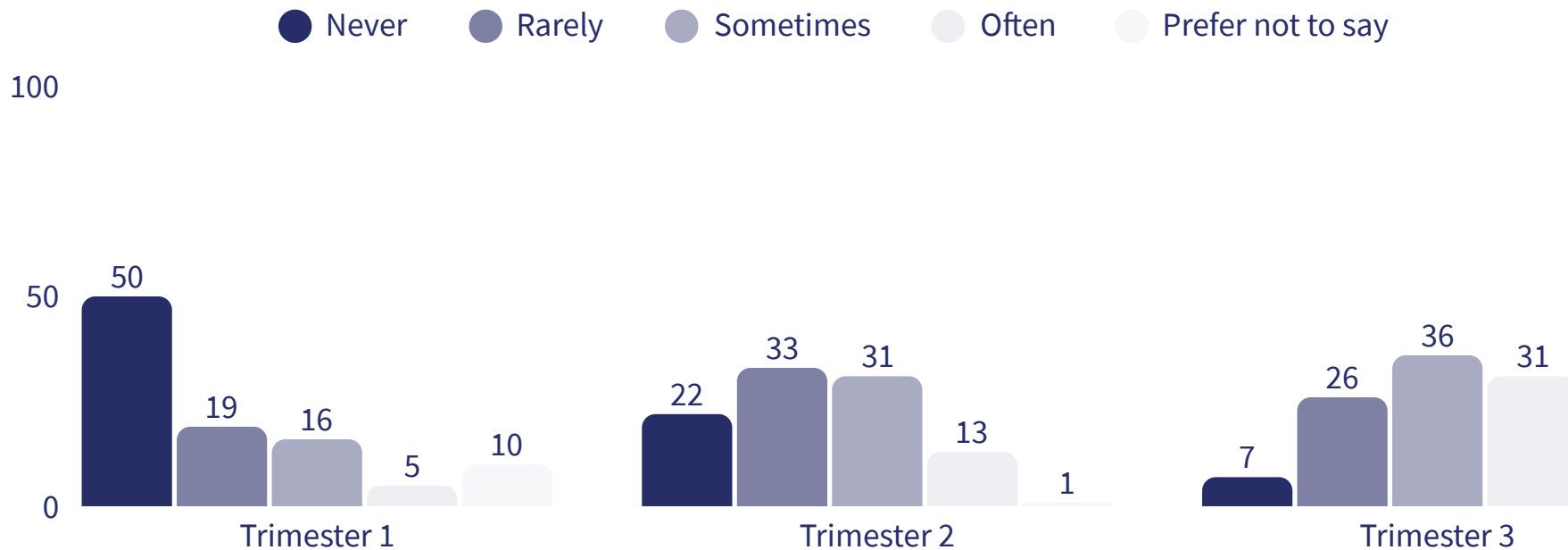


Unsolicited comments are common in late pregnancy

68 %

in trimester 3 report that they sometimes or often receive unsolicited comments about their pregnant belly.

How often do you receive unsolicited comments about your pregnant belly, whether positive or negative?



Concerns about bodily changes during pregnancy

63 %

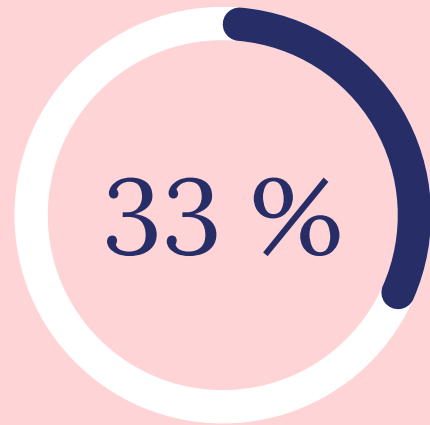
in the first trimester report that they sometimes or rarely worry about bodily changes during pregnancy, compared with **56%** in the third trimester.

How often have you felt concerned about how your body is changing during pregnancy?

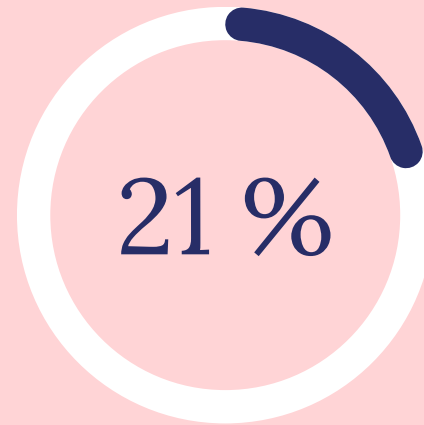
● Never ● Rarely ● Sometimes ● Often



The impact of pregnancy on mental health



experience that their mental health has worsened during pregnancy.



report that their mental health has improved.

How would you assess your mental health during pregnancy compared to before you became pregnant?

● Much worse ● Slightly worse ● Unchanged ● Slightly better ● Much better



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The results show that it is common for women’s mental health to deteriorate during pregnancy. Several Nordic studies have demonstrated a clear link between mental ill-health and postponed or foregone childbearing. It is important that society allocates resources to support women’s mental health during pregnancy, after childbirth, and during the early years of parenting, primarily for the wellbeing of both mother and child, but also to ensure that women who wish to have more children are not prevented from doing so due to mental health issues.

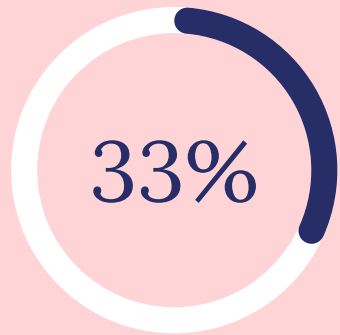
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Erik Carlsson

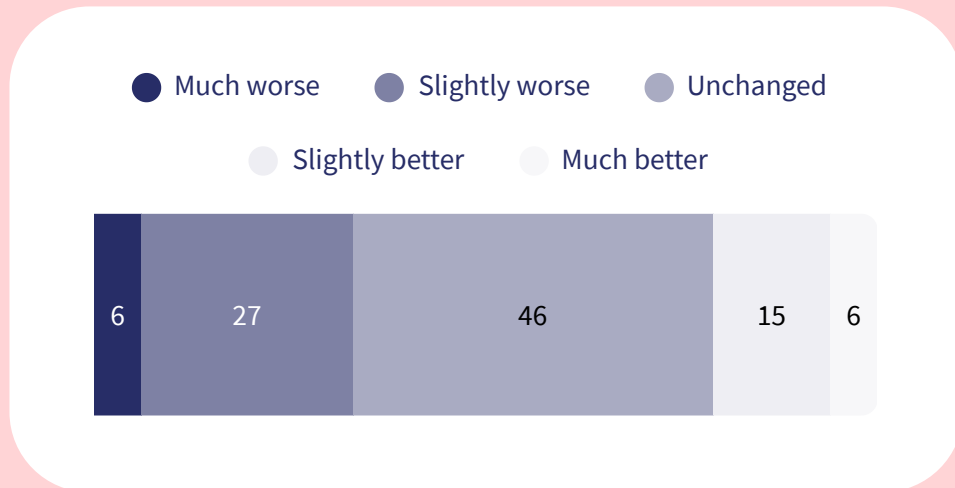
Researcher in demography at the Demography Unit, Stockholm University



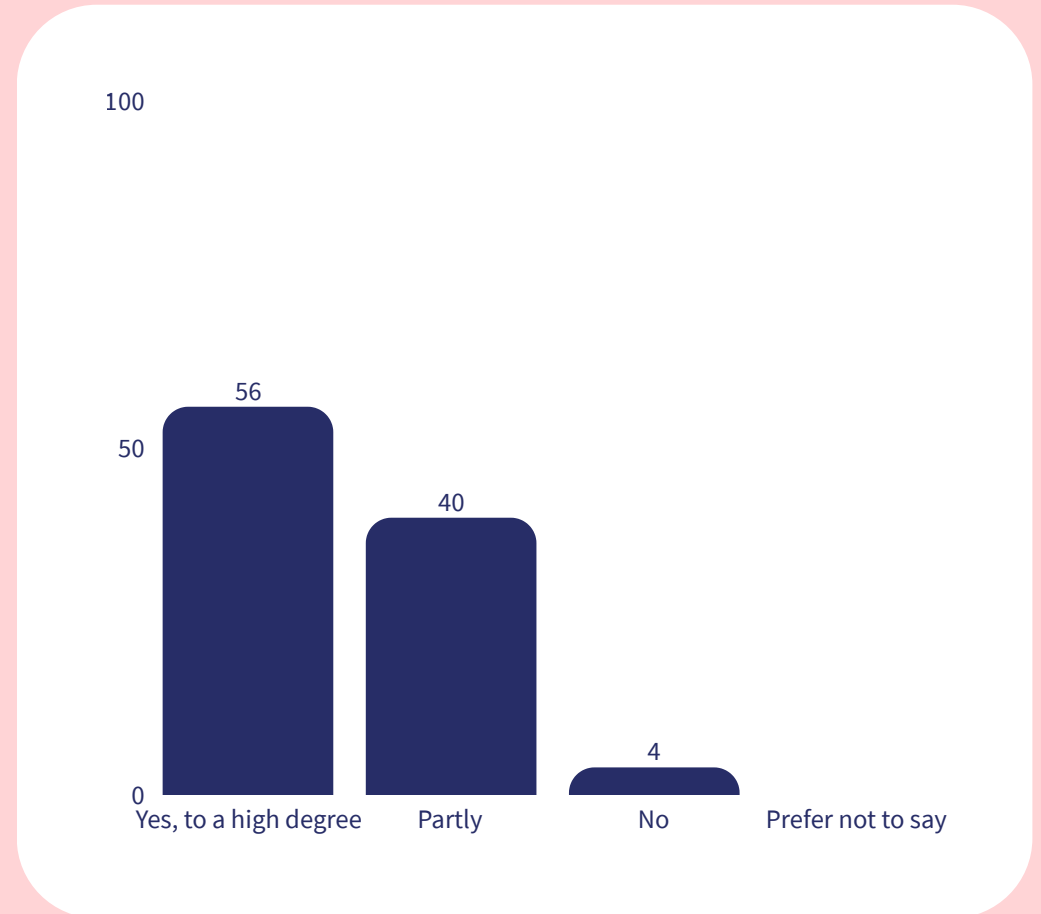
Confidence in the future is weakening among many expectant parents



believe that children today will have a worse future than their own generation.



Do you think that children born in Sweden today will have a better or worse future than your own generation?



Do you generally think that Sweden is a safe country for children to grow up in?

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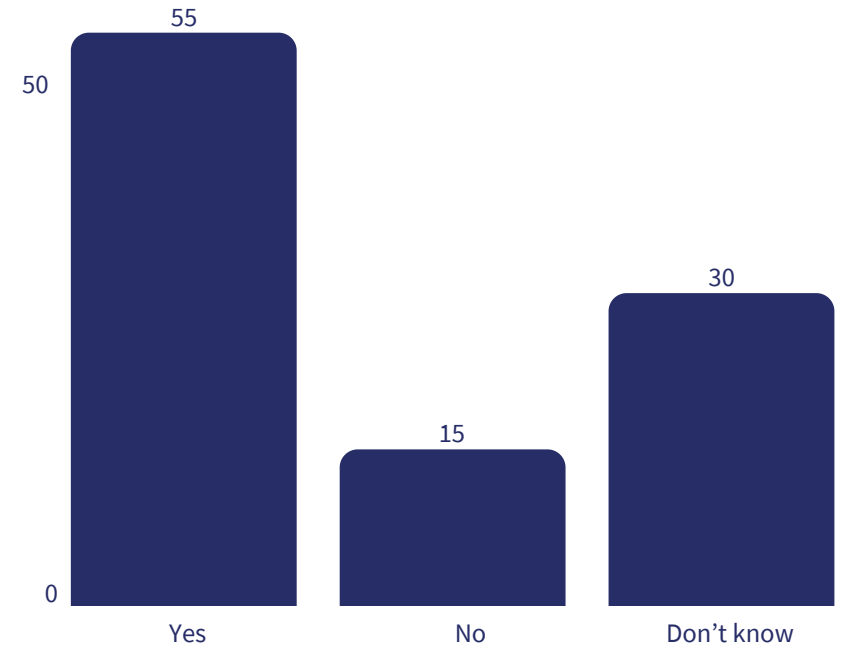
The results reflect a widespread pessimism about the future among young adults. Research shows that individuals who are concerned about societal development are less inclined to have children. Since older generations also faced major societal challenges (e.g. threats of nuclear war, totalitarian dictatorships in Eastern Europe, environmental toxins, etc.), this pessimism appears to reflect a changed perception of risk rather than the world objectively becoming more dangerous. Some researchers link this to changes in news consumption and the influence of filter bubbles on social media.

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Erik Carlsson

Researcher in demography at the Demography Unit, Stockholm University

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There is sometimes talk about it being more demanding to be a parent today than in the past. Do you agree with that statement?

What gives you hope when thinking about your child's future?

(Open-ended responses, translated from Swedish)

Things were not better in the past, there has always been concerning things in the world. Give children love and more love, and common sense will follow naturally.

Most people are fundamentally good and have good intentions. There is less suffering in the world today than 100 years ago, and things are generally improving, even if slowly.

Every child born in their time is perfectly suited to live in the time they are born into.

Hopefully, children today think more about the consequences of their actions. We can see what happens when we act without reflection, as we have done and continue to do today.

Contact Preglife

Preglife has more than 15 years of experience supporting pregnant women and new parents. Over the years, we have built a unique understanding of the needs, questions, and emotions that shape the time before and after the arrival of a child.

Would you like to learn more about our work and insights? Please feel free to get in touch, and we will be happy to tell you more.

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