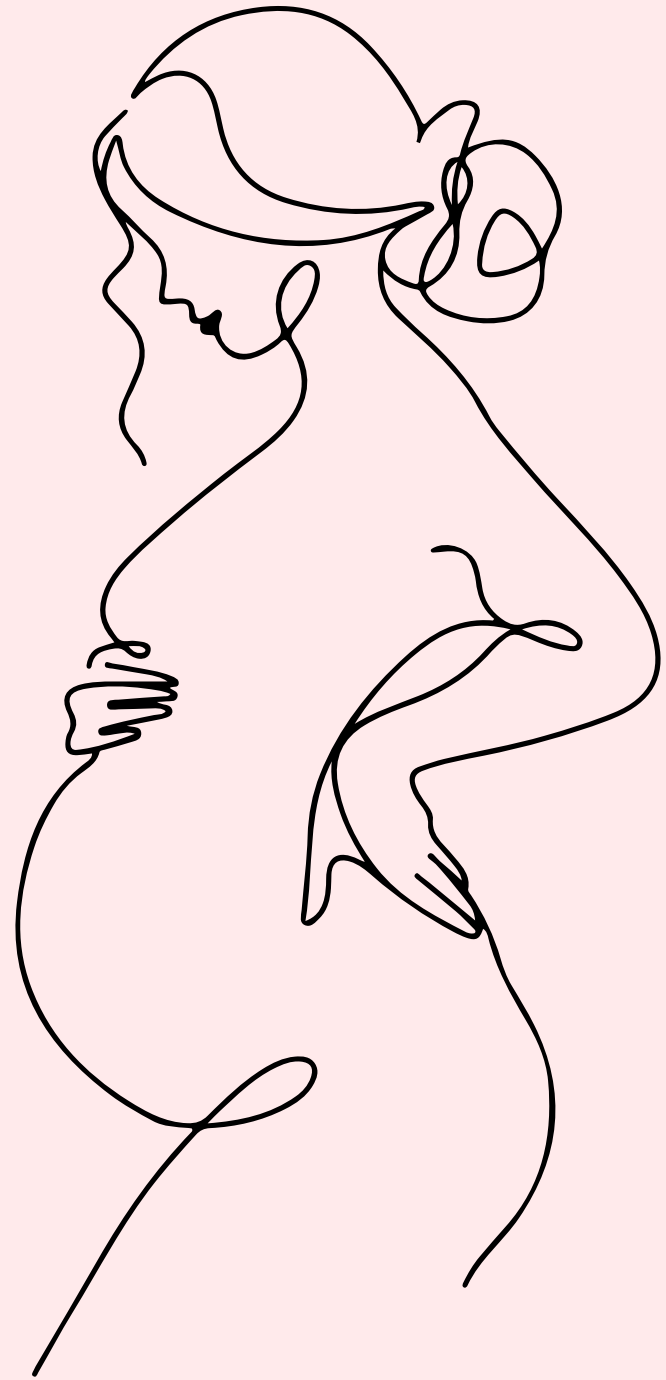


Preglife × verian

Gravid barometern

2025



A new life – within a life already full

For many women, pregnancy is affected not only by what goes on inside the body, but also by everything that happens outside.

An everyday life where joy and anticipation are mixed with demands, comparisons, worries and self-doubt. In a time where access to information has never been greater, messages are sometimes contradictory, and one's own ability to determine what is actually relevant has become increasingly important. In a reality where one's own experience sometimes stands in stark contrast to the idealized image of pregnancy portrayed in social media.

Add everything else that life also entails – finances, work, relationships, and the practical demands of everyday life – and it becomes clear that expecting a child today can be challenging. For those who already have one or more children, there is often the added puzzle of logistics and the responsibility of meeting others' needs, all while personal time becomes increasingly limited. This report highlights the reality many pregnant women live in – where pregnancy is part of a life already full and rarely gives the opportunity to slow down.

Åsa Holstein,
Chief Midwife and Vice CEO at Preglife



About Preglife

Preglife is a pregnancy app developed to provide pregnant women and new parents with support, knowledge and security – from the very first weeks of pregnancy until the child turns two years old.

Through a wide range of content – including articles, videos, podcasts, offers, and exercises – delivered directly to the mobile phone, users can follow their pregnancy and their child's development week by week. The app also helps them prepare for childbirth and the early stages of parenthood.

Preglife collaborates with an international network of midwives, doctors, and other experts to ensure that all content is fact-checked and based on the latest research.

Used by 9 out of 10 pregnant women in Sweden, Preglife is built on the values of accessibility, inclusion, and trust – with the aim of empowering users to make informed choices.



About Gravidbarometern

Gravidbarometern is an annual report that offers a broad picture of what it's like to be pregnant in Sweden. The report is produced by Preglife – Scandinavia's leading app for pregnant women and new parents – in collaboration with Verian (formerly Sifo Samhällsundersökningar).

The survey behind the report covers factors such as mental health, perceived pressure, social media, finances, career, and access to information, advice, and support. It also includes questions about vaccination and preferred place of birth.

This year's theme highlights the declining birth rates, exploring whether the decision to have children has felt self-evident or not – and the reasons behind it. The survey also looks at perceived social expectations to have children, and what might motivate more people to become parents. One of the open-ended questions invited participants to suggest actions they believe policymakers could take to help reverse the trend.

Over 2,500 pregnant women who use the Preglife app were randomly selected to participate in the survey, making it the largest of its kind in Sweden. Nine out of ten pregnant women in Sweden use the Preglife app during their pregnancy, providing strong representativeness in the survey results.

Verian has quality-assured the results by comparing demographic data from participants with a random sample of pregnant women in the Sifo panel. This comparison confirmed that there were no systematic biases in the sample. As a result, Verian concludes that the findings can be considered representative of pregnant women in Sweden – making the results particularly significant.

To understand how pregnant women view the decision to have children in relation to the general population, the questions on declining birth rates were also answered by a control group of over 1,000 individuals from the public (aged 18–84) in the Sifo panel.

“This survey is unique in its kind and highlights a group rarely represented in traditional quantitative research – women who are expecting a child. Although this group is often referenced in public debate, it is seldom included in statistically reliable studies. That's because pregnant women make up a very small portion of the population (around 1 percent), which makes it both methodologically challenging and resource-intensive to gather a sufficiently large sample,” says Matz Elzén, Client Director at Verian.

The hope is that the report can help increase understanding of the factors that influence the experience of pregnancy and the decision to have children – and, in the long term, birth rates.

Method

To reach pregnant women; a web survey was sent to a random sample of Preglife users. A control question was included to ensure that the respondent was currently pregnant.

To reach the Swedish general population, interviews were conducted through the randomly recruited Sifo panel, which is nationally representative in terms of gender, age, and region.

Field period: April 24 – May 9, 2025 for pregnant women using the Preglife app, and May 12 – 20, 2025 for the general public via the Sifo panel.

Number of interviews: 2,587 with pregnant women and 1,096 with members of the general public.

In all charts and tables, the total sums to 100 percent at the decimal level. Because the figures are reported as whole numbers, totals may not always add up to exactly 100 percent due to rounding.

Respondents in different age groups

Preglife's users:

24 %

16-29 years

65 %

30-37 years

11 %

38-46 years

Public:

22 %

18-34 years

23 %

35-46 years

33 %

47-64 years

23 %

65-84 years

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What does it mean to be pregnant today?

This section is based on responses from
over 2,500 of Preglife's users

The baby's movements are the best part – fatigue is the most challenging

56 %

Answers that the best thing is that it's nice to feel the baby's movements

6 of 10

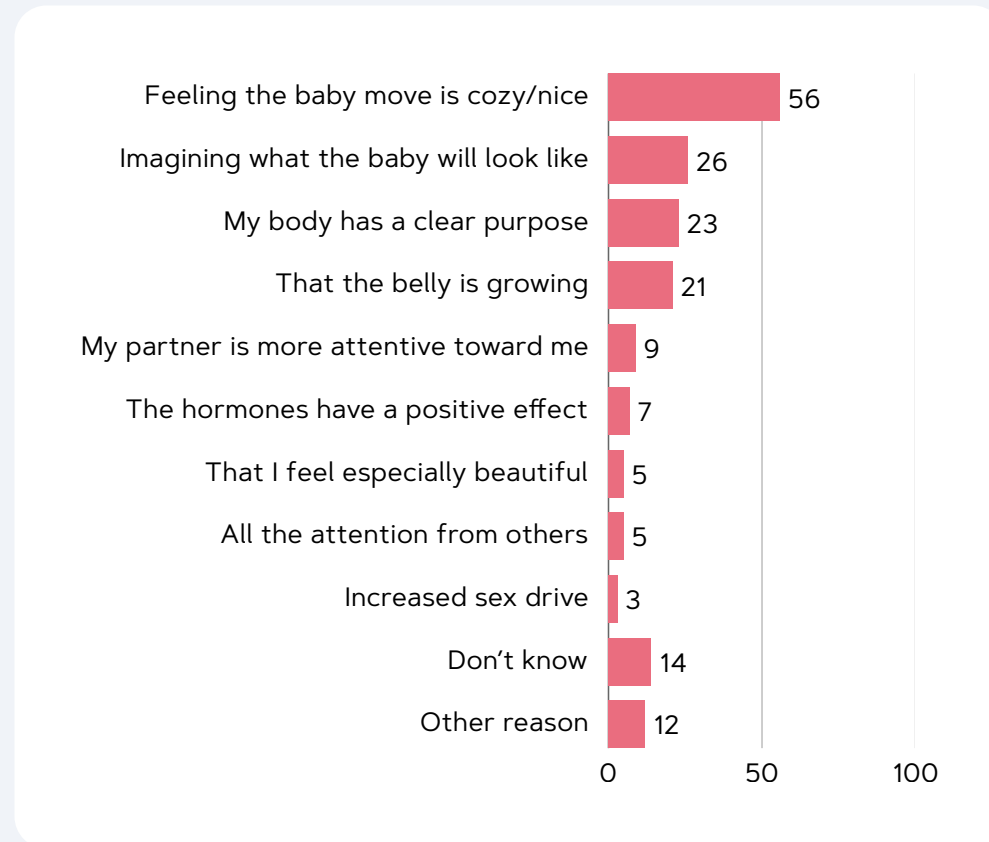
Answer that fatigue is most challenging



The best and hardest parts of being pregnant

Multiple choice:

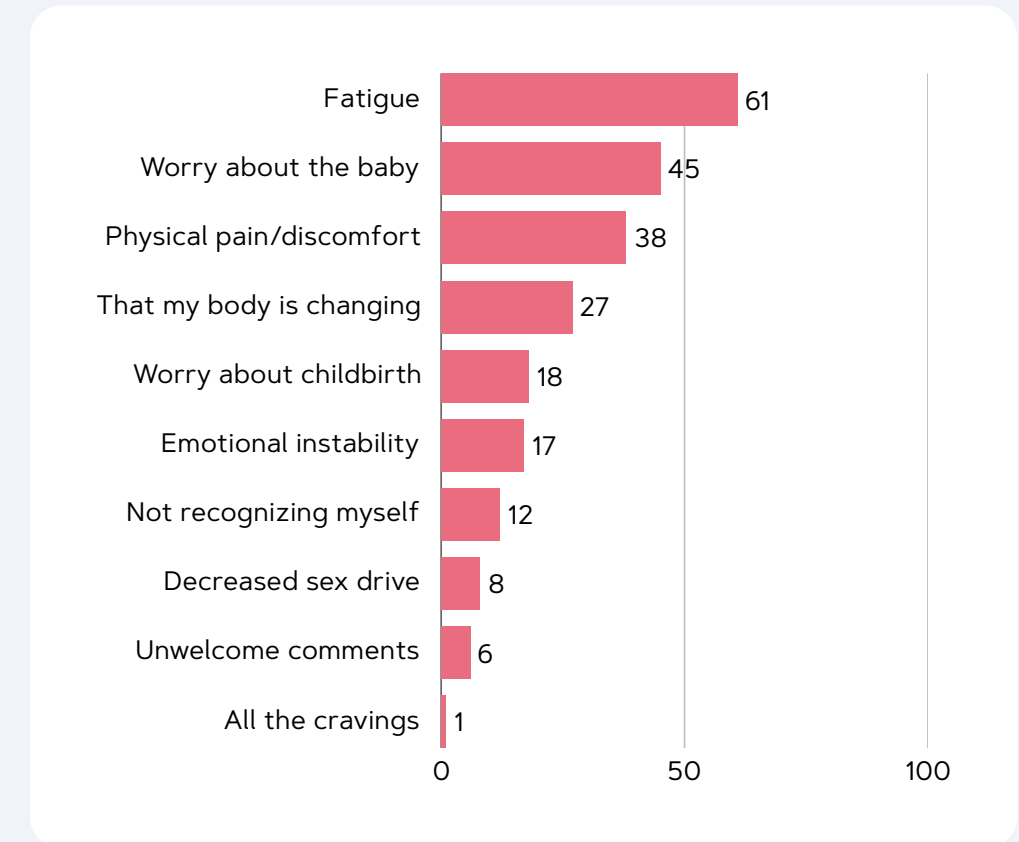
What do you feel is the best thing about being pregnant?



Answered: 2,379 people. **Results shown in %.**

Multiple choice:

What do you feel is the hardest thing about being pregnant?



Answered: 2,373 people. **Results shown in %.**

The main reason for having a child – is the child

For the vast majority, the longing for a child is the main reason for having children. The proportion is higher among women between the ages of 16 and 34 (85 percent), compared to women between the ages of 35 and 46 (78 percent).

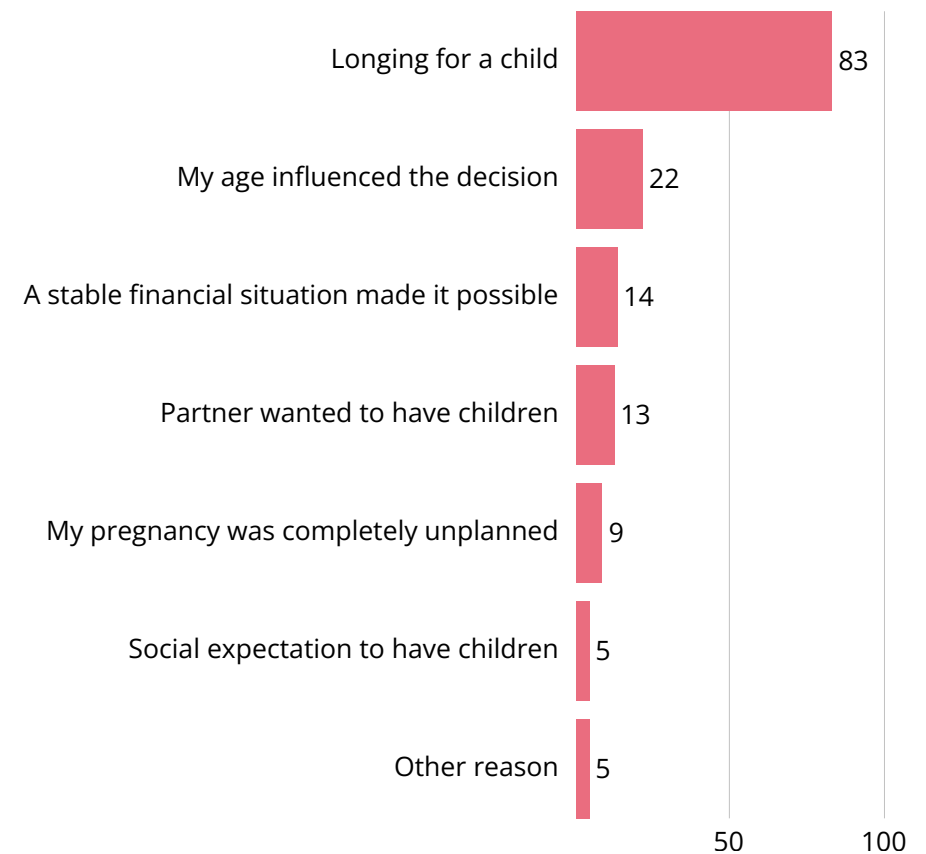
13 %

states that one of the main reasons is that their partner wants to have children

9 %

For nine percent, the pregnancy was unplanned

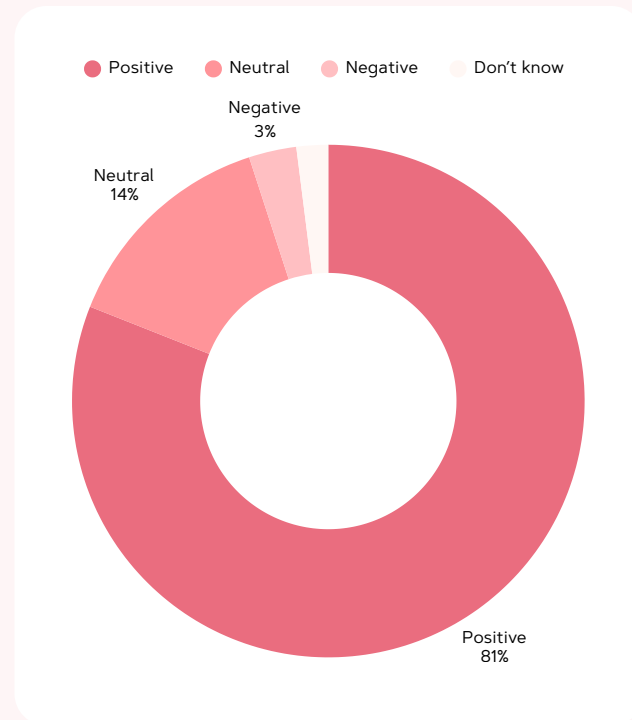
What are your main reasons for having children?



Differences in views on vaccination – education and income matter

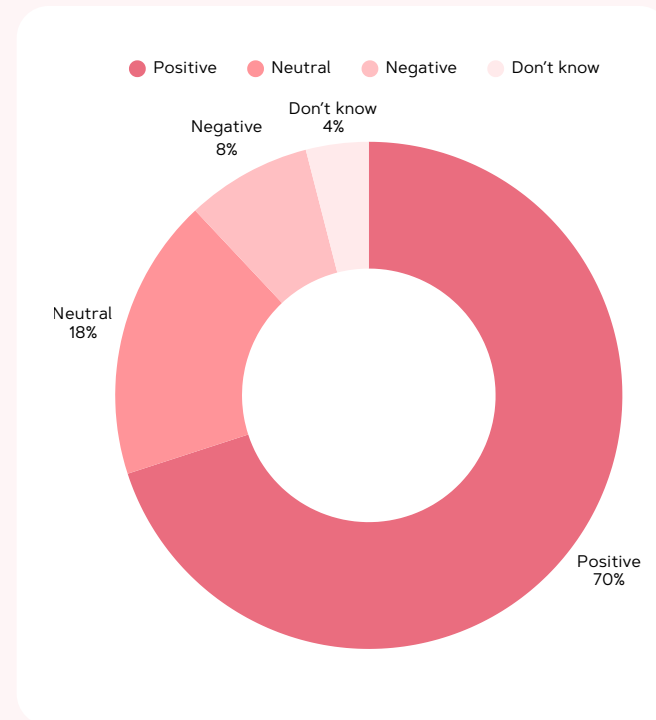
The results show that views on vaccination vary between different groups and are linked to education level and socioeconomic background. Women with lower levels of education and income are less positive towards vaccination, while people with higher levels of education and income are more positive.

What is your attitude to vaccination against our most common diseases?



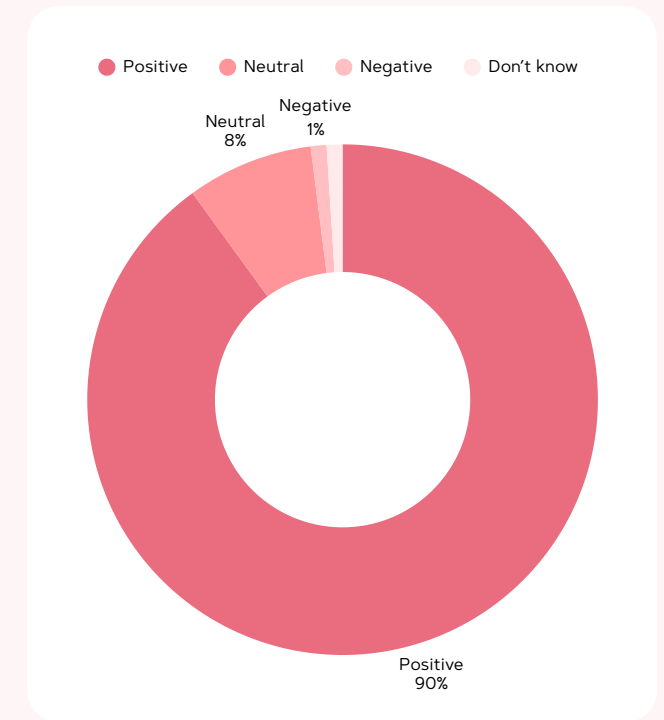
Answered: 2,334 people. **Results shown in %.**

What is your attitude towards vaccination during pregnancy?



Answered: 2,334 people. **Results shown in %.**

What is your attitude towards vaccination of the child in its first year?



Answered: 2,334 people. **Results shown in %.**



90 %

are positive toward vaccinating children
under the age of one

70 %

are positive toward vaccination during pregnancy

Attitudes toward vaccination also vary depending on whether the vaccination concerns the pregnant person or the child.

Support for vaccinating children under the age of one is generally higher than for vaccination during pregnancy – including among those with lower levels of education and income.

Support and guidance during pregnancy

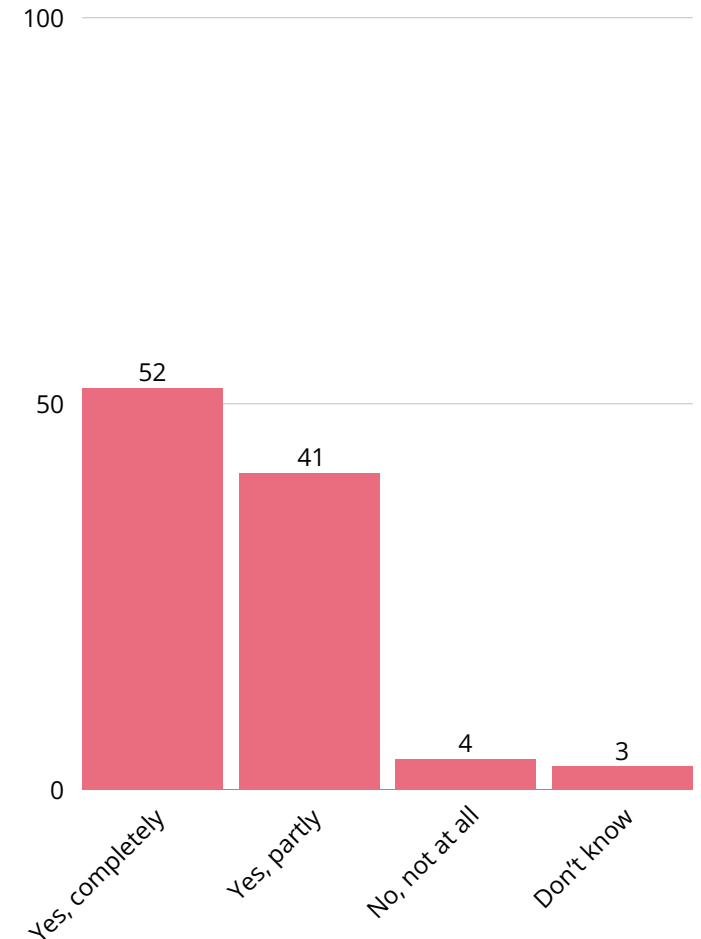
52 %

feel that they receive sufficient support and guidance during pregnancy. The figure is slightly higher among women who have post-secondary education as their highest level of education. But also among pregnant women who already have children

41 %

feel that they only partly receive sufficient support and guidance during pregnancy

Do you feel that you receive enough support and guidance during your pregnancy?



Answered: 2,361 people. **Results shown in %.**



Maternity care has an important role in supporting and guiding the pregnant woman through the entire process – both medically and emotionally. At the same time, we see that a large group feels that the support they receive is not always enough. Having access to reliable, fact-checked digital information can help strengthen a sense of security and and complementing personal support.

Åsa Holstein

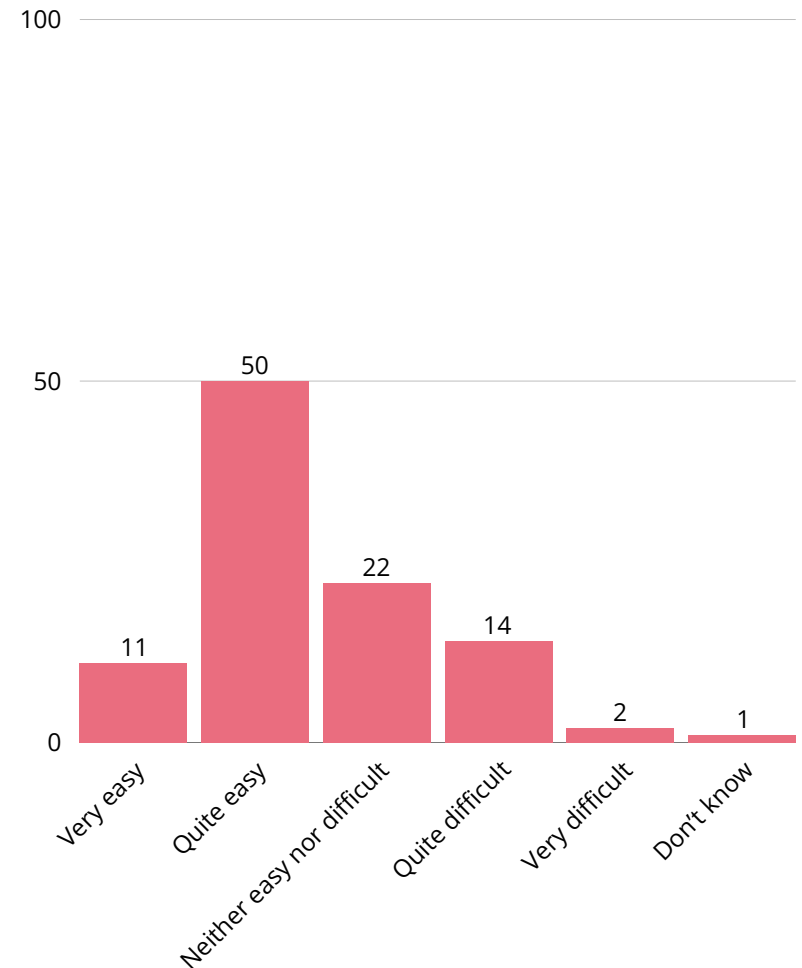
Chief Midwife and Vice CEO at Preglife

In a constant flow of information – what can be trusted?

The increased availability of information also brings new challenges, including determining what is reliable, but also in filtering through information and assessing what is relevant.



Do you find it easy or difficult to filter through all the information about pregnancy that is available online?



Answered: 2,354 people. **Results shown in %.**

Harder to filter through information for first-time mothers

22 %

of first-time mothers answer that they find it quite to very difficult to filter through information. The corresponding figure for women who already have children is 11%

3 of 5

states that it is easy to filter through information available online





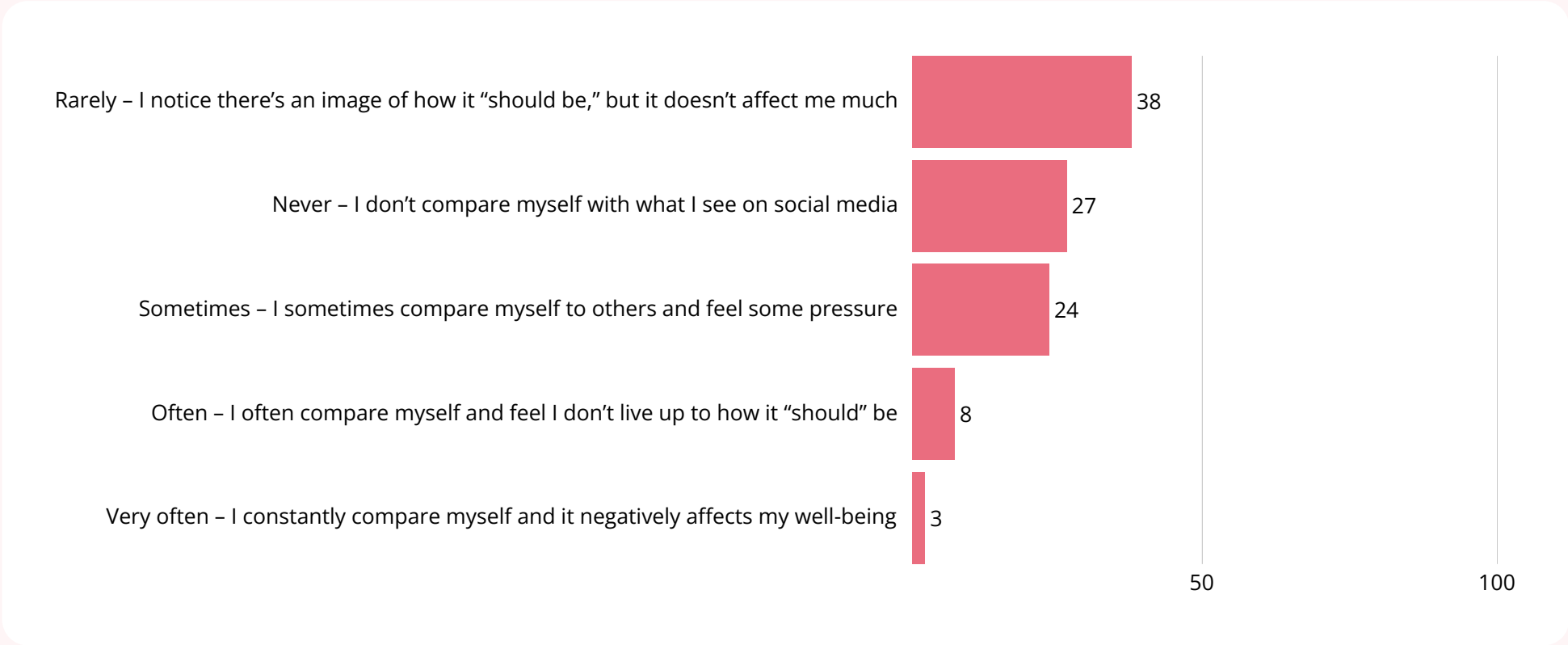
As a midwife, I see how difficult it can be to filter through all the information that is available – especially for those who are expecting their first child. Previous experience of expecting and giving birth can make it easier to evaluate and take advice, but security is also created by sticking to sources you know are reliable.

Åsa Holstein

Chief Midwife and Vice CEO at Preglife

The experience of pregnancy doesn't match what's shown on social media

Do you ever feel that your pregnancy does not live up to the images you see on social media?



Answered: 2,258 people. **Results shown in %.**

More than one in three compare their pregnancy to the image they see on social media



35 %

answer that their own experience of pregnancy sometimes or very often does not match the image portrayed on social media.

Among women who report poorer mental health during pregnancy, nearly half (48 percent) state that their pregnancy does align with the image they see on social media. One in five say that they very often compare themselves to social media content or frequently feel that the pregnancy falls short of what it "should be".



We know that social media affects young women's mental health, and that algorithms tend to amplify the most polished and curated content. As a midwife, I see how this creates anxiety and feelings of inadequacy in many pregnant women. This isn't about individual choices – it's about the images that dominate the digital space. Mental health during pregnancy is a societal issue that we must take very seriously.

Åsa Holstein

Chief Midwife and Vice CEO at Preglife

Where do women want to give birth?

5 %

state that they would like to give birth at home if they had the opportunity to choose freely

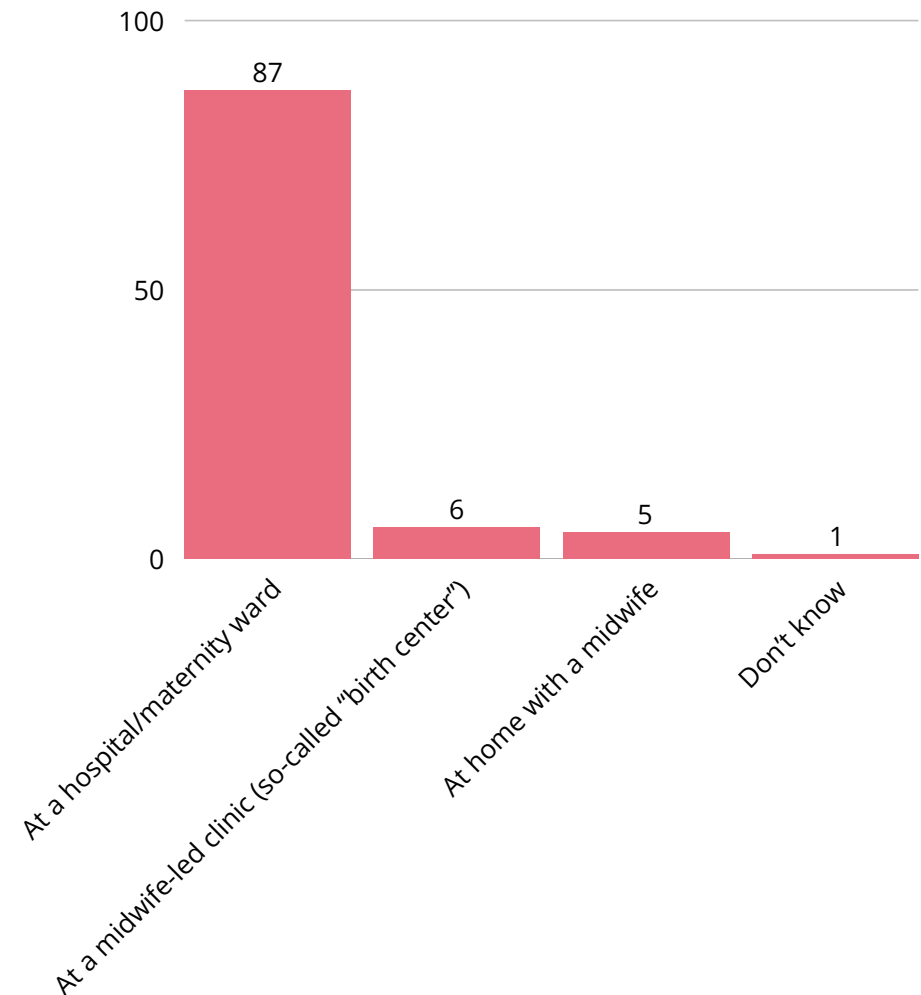
6 %

answer that they want to give birth at a midwife-led clinic, so-called "birth center"

87 %

want to give birth in a maternity ward or hospital

If you could choose freely, where would you like to give birth?



Answered: 2,162 people. **Results shown in %.**



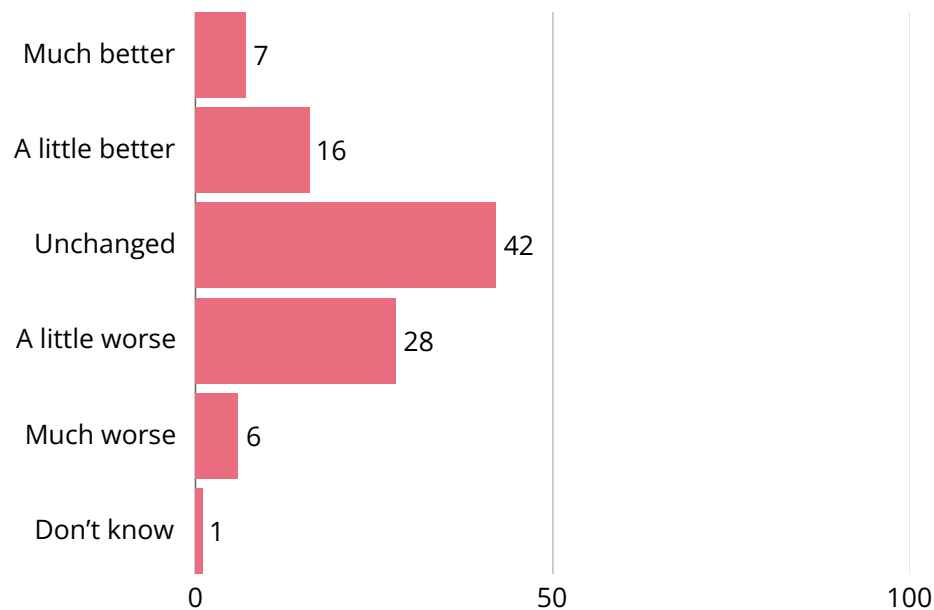
As long as home birth isn't a readily available option for everyone, we don't truly know how many would choose it. For me as a midwife, it ultimately comes down to a woman's right to make decisions about her own body and to choose what feels safest – not about the location itself.

Åsa Holstein

Chief Midwife and Vice CEO at Preglife

More than one in three women experience reduced mental well-being during pregnancy

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



Answered: 2,343 people. **Results shown in %.**

34 %

State that they feel worse mentally during pregnancy than they did before they became pregnant

40 %

Among those who already have children, the same number is 40 percent

1 av 5

Just over one in five pregnant women state that they feel better mentally compared to before pregnancy

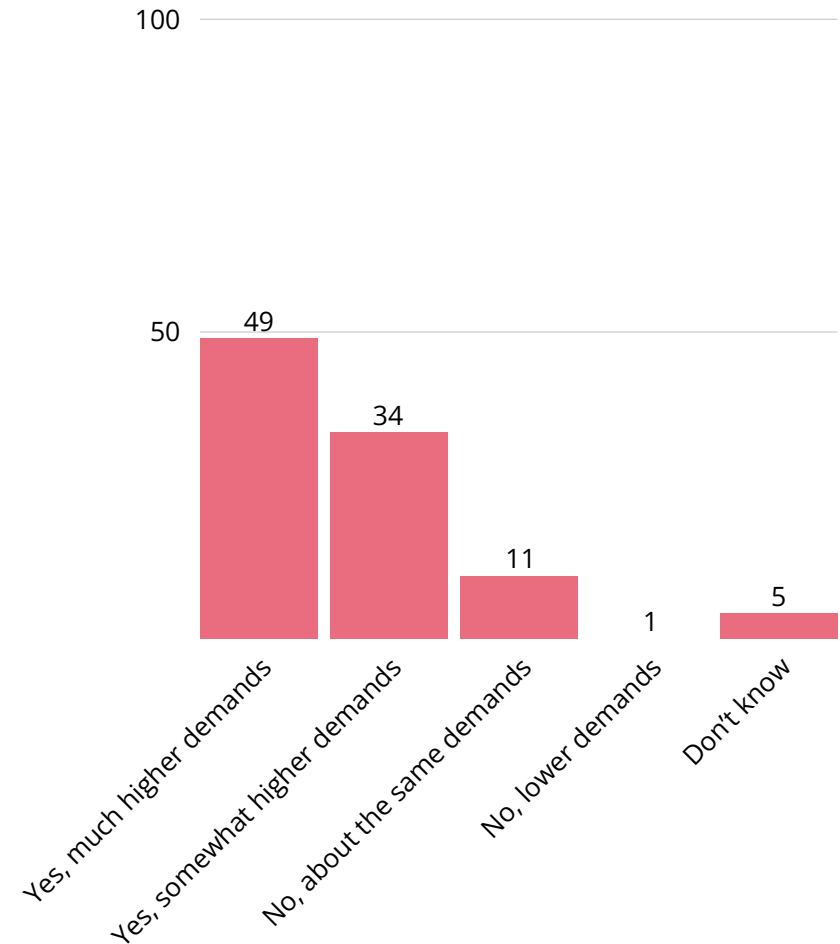
Very high demands on new parents today

Nearly half of respondents say they feel that the expectations placed on new parents today are much higher compared to when their own parents had children. This perception is particularly common among women whose highest level of education is upper secondary school and among those with lower income levels.

Among those who already have one or more children, 53 percent say they believe the demands are much higher today. The corresponding figure among first-time mothers is 45 percent.



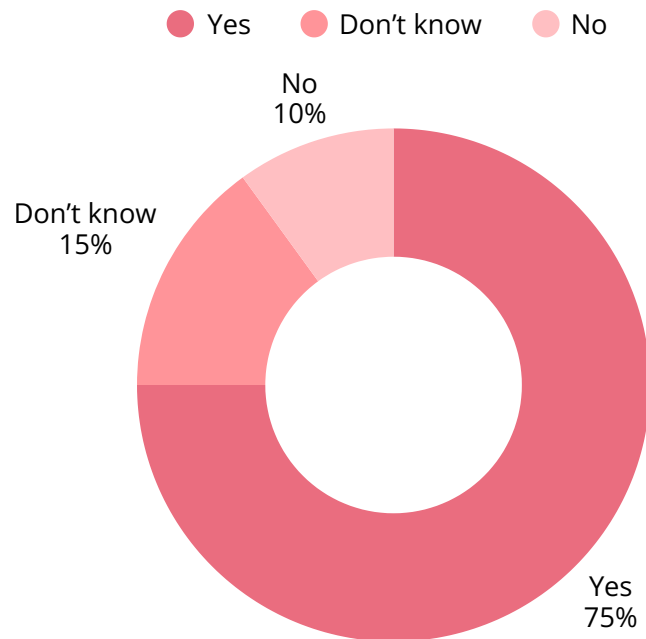
Do you think the expectations on new parents are higher today compared to when your own parents had children?



Answered: 2,260 people. **Results shown in %.**

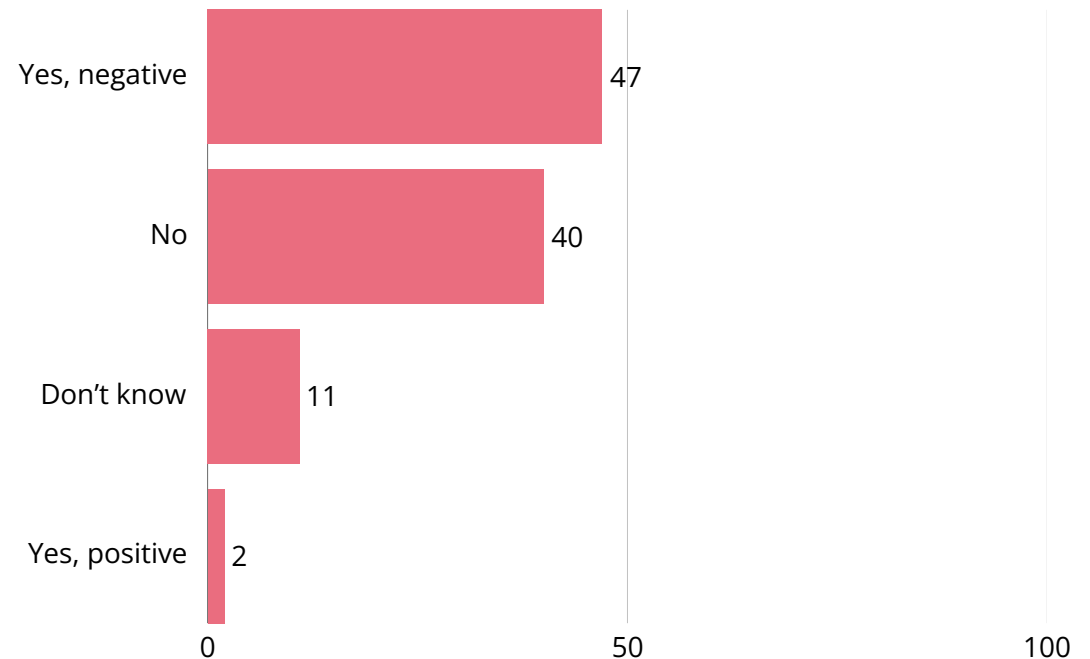
Pregnancy has a negative impact on your career – Despite support from the employer

Do you feel that your employer is benevolent and understanding during your pregnancy?



Answered: 2,131 people. **Results shown in %.**

Do you feel that your career is affected by being pregnant?




Answered: 2,131 people. **Results shown in %.**

Careers are most affected for women with higher education


35 %

among women with upper secondary education
as their highest level of education state that
pregnancy has a negative impact on their careers



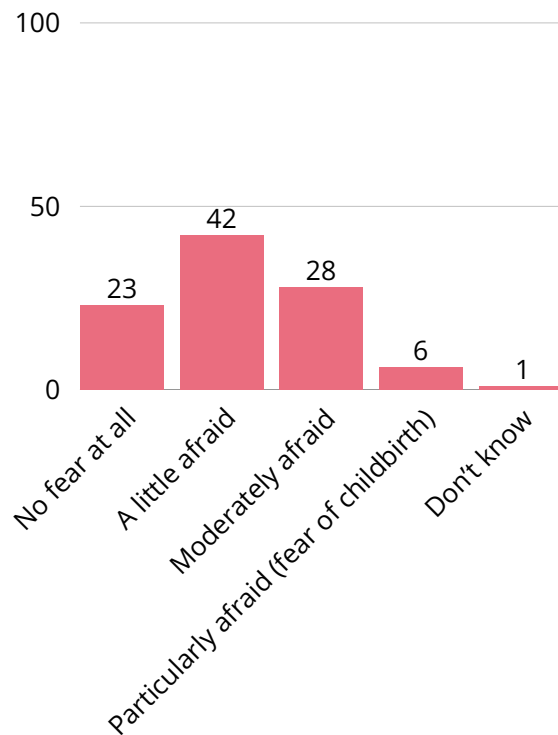
51 %

among women with a post-secondary level of
education state that pregnancy has a
negative impact on their careers



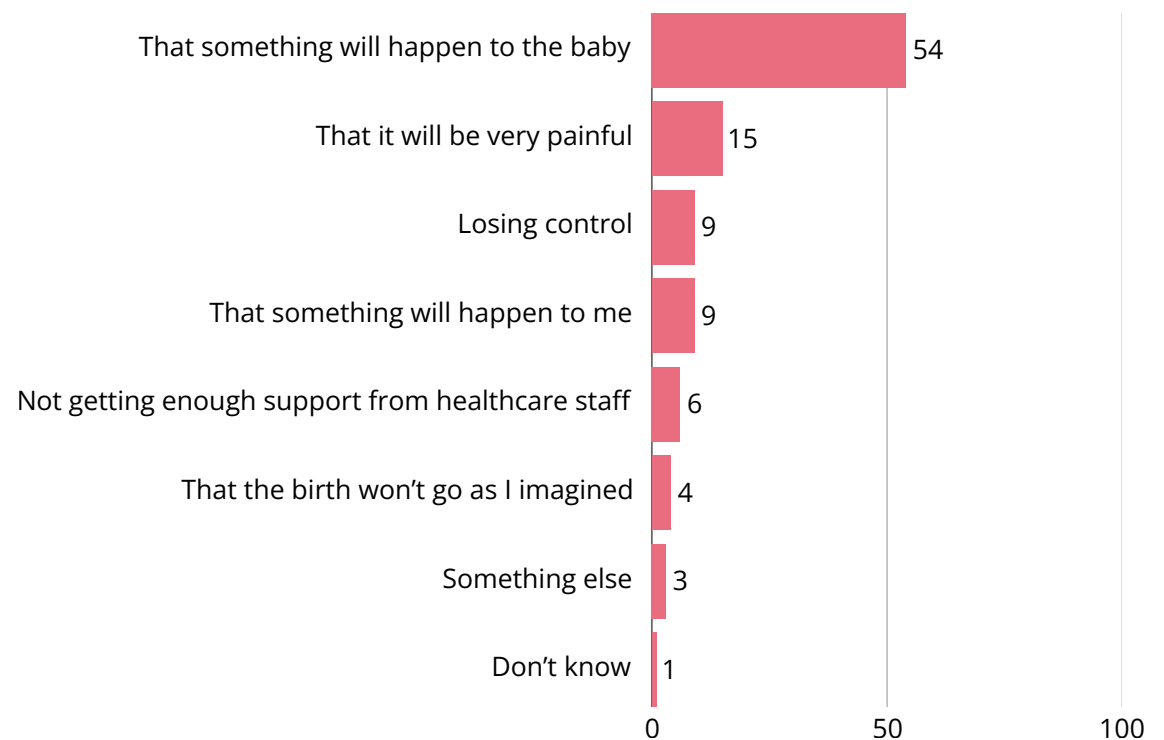
Three out of four experience fear of giving birth

Are you afraid of giving birth?



Answered: 2,160 people. **Results shown in %.**

What are you most worried about when you think about childbirth?



Answered: 2,152 people. **Results shown in %.**

Fear of giving birth


3 of 4

pregnant women state that they feel afraid of giving birth – from mild to severe fear

21 %

of first-time mothers are afraid that it will hurt a lot, compared to 10 percent among those who already have children



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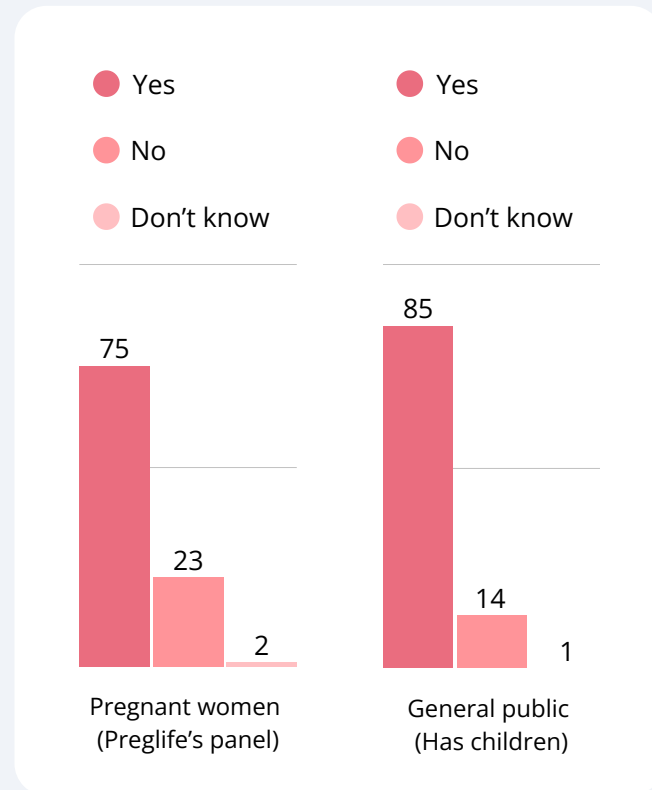
THIS YEAR'S THEME

Declining birth rate

The questions in this part have also been answered by over
1,000 members of the public via the Sifo panel

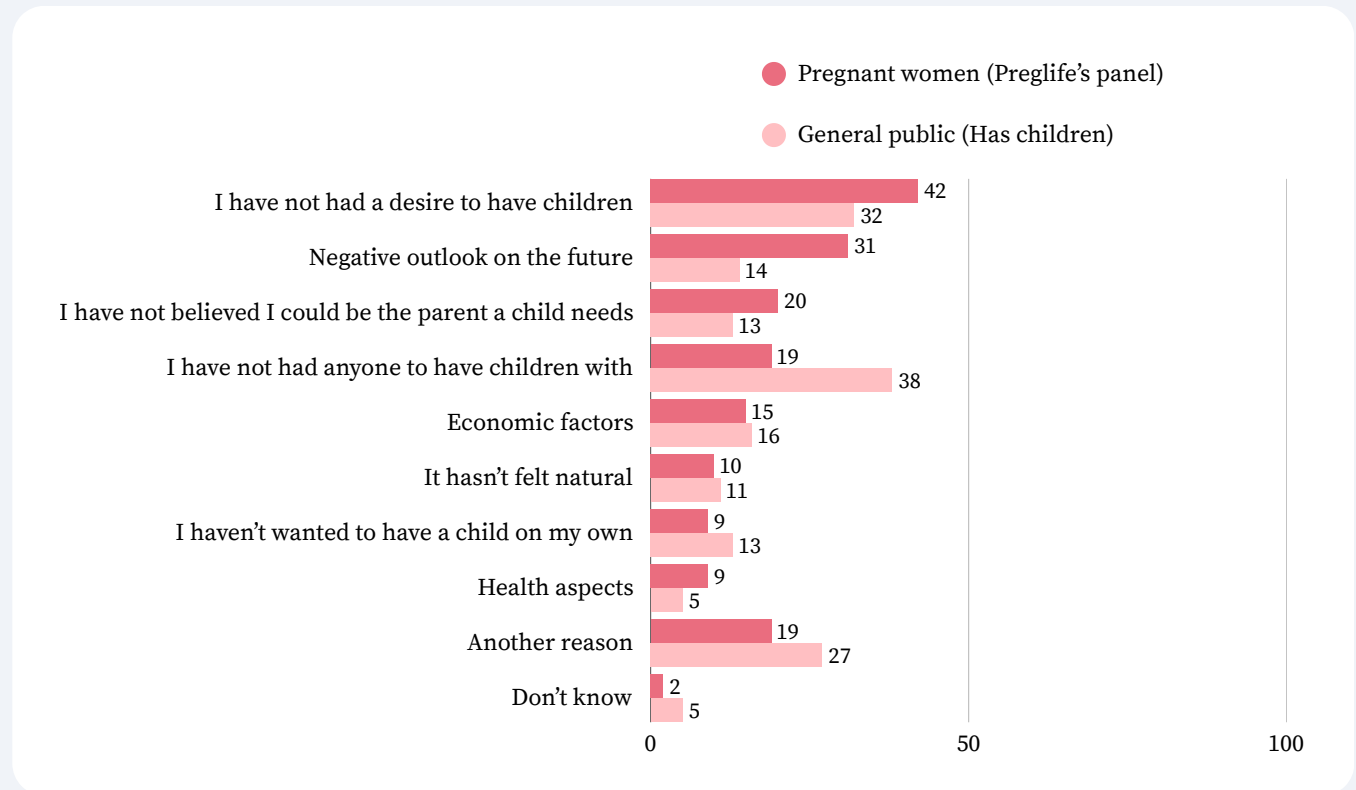
Lack of desire to have children – the most common reason parenthood doesn't feel self-evident

Has it been a clear or obvious choice for you to have children?



Pregnant women (Preglife users), 2,310 interviews
— The general public, 736 interviews.
Results shown in %.

Why has it not been obvious for you to have children?

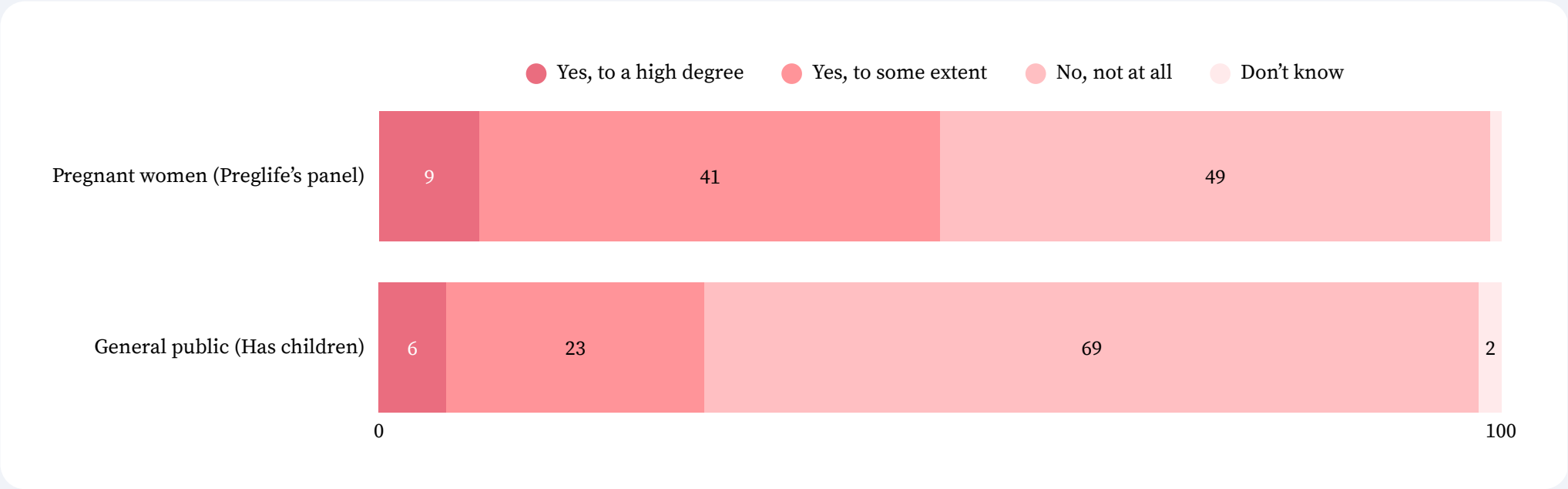


Pregnant women (Preglife users), 536 interviews — The general public, 359 interviews. **Results shown in %.**

Personal finances affect the decision to have children

Every second pregnant woman states that their personal finances have influenced the decision to have children. The differences between income groups are small, but slightly more first-time mothers report that finances have played a role.

Has your personal finances influenced your decision to start a family?

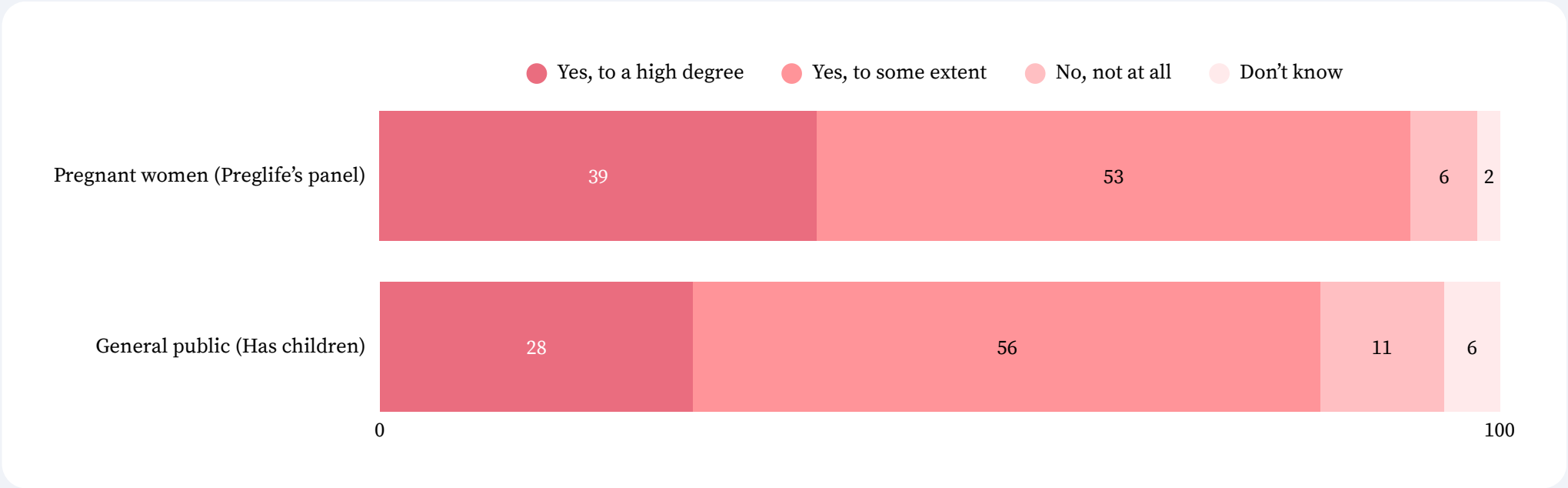


Pregnant women (Preglife users), 2,304 interviews — Public, 1,096 interviews. **Results shown in %.**

Nine out of ten pregnant women feel a social expectation to have children

The experience is somewhat more common among highly educated and high-income earners.

Do you feel that there is a social expectation (from friends, family or society) that you should have children?

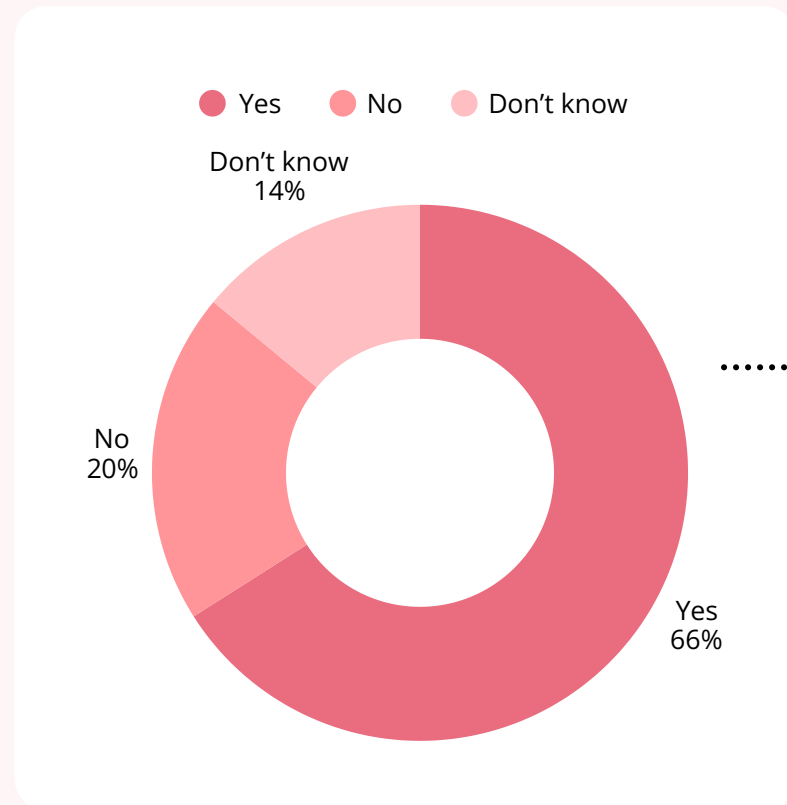


Pregnant women (Preglife users), 2,261 interviews — Public, 1,096 interviews. **Results shown in %.**

Finances, worries and fears behind the decision not to become a parent

Multiple choice:

Do you know someone who has chosen not to have children and does not intend to in the future?



Pregnant women (Preglife users), 2,302 interviews — The general public, 1,096 interviews. **Results shown in %.**

Do you know why they chose not to have children?

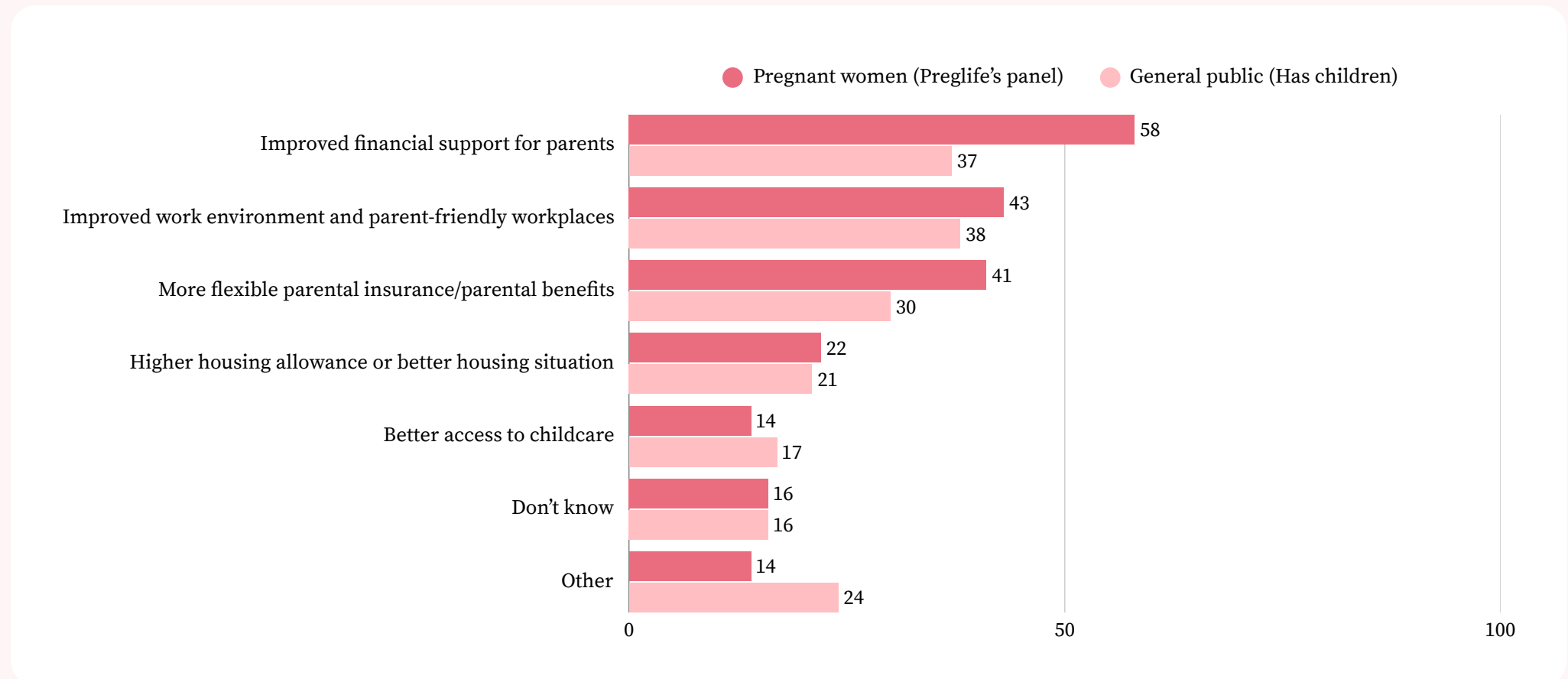
Open question — Summary:

- **Lack of desire for children** and a wish to live a life free from the limitations and responsibilities of parenthood
- **Economic factors**, including the costs of raising a child, but also a desire to prioritize personal interests and lifestyle
- **Concerns about the state of the world**, such as climate change, war, and societal uncertainty
- Fear of passing on **genetic illnesses**
- **Satisfaction with current life** and an unwillingness to give up freedom or adapt to a family-oriented lifestyle
- **Lack of a stable partner**, which is a common reason for not considering parenthood
- Prioritization of **career and personal development** over family life

Financial support tops proposals to raise birth rates

Multiple choice:

What do you think could get more people to have children?



Pregnant women (Preglife users), 2,247 interviews — The general public, 1,096 interviews. **Results shown in %.**

If you could give just one piece of advice to Swedish politicians on how to reverse the trend of declining birth rates, what would it be?

Open-ended question — AI-generated summary

Strong concern about the economic and social conditions for having children in Sweden. Many believe that the current economic situation, with rising living costs and low child benefits, makes it difficult for families to grow. Several respondents point out that child benefits have not been adjusted in line with inflation.

Better support during parental leave. Many suggest that parental benefits should be increased and more closely reflect actual income. Flexibility around parental leave and the possibility of sharing days between parents are highlighted as important factors for easing family life.

Create a safer and more stable environment for children to grow up in. This includes improving childcare services, reducing group sizes in preschool, and ensuring access to resources within schools and healthcare. Many also express concern about increased crime and its impact on families and children.

Focus more on creating faith in the future and stability, especially in relation to climate issues and social challenges.

Contact us

Preglife has over 15 years of experience in supporting pregnant women and new parents – a target group we know inside and out. If you are interested in hearing more about how we work or are curious to understand the target group better, get in touch and we will tell you more.



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Preglife × verian