

Marketing to Kids - US - April 2015

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"Today's kids are the true digital natives; they do not remember a time without smartphones and constant connectivity. Modern kids can be difficult to impress and even more difficult to captivate."

Lauren Bonetto, Lifestyle & Leisure Analyst

This report looks at the following areas:

- The importance of targeting both kids and their parents
- How much money kids have and what they are saving for
- How kids watch TV and use the internet

What you need to know

In 2015, there are an estimated 24.7 million kids aged 6-11 in the US. Though they represent roughly 8% of the population, their buying power is significant, as their preferences are often considered in their parents' purchasing decisions.

Marketing to kids is often tricky as brands must win the approval of both kids and their parents. However, resonating with kids is not only important due to the tremendous buying power they hold now, but also because they are the shoppers of the future.

This report builds on the analysis presented in Mintel's *Marketing to Kids and Tweens – US, May 2014*. Readers of this report may also be interested in *Feeding Your Kids – US, August 2014*; *Kids as Influencers – US, April 2014*; *Children's Personal Care – US, March 2014*; *Activities of Kids and Teens – US, November 2013*; *Children's Clothes Shopping – US, November 2013*; and *Kids and Dining Out – US, July 2013*.

Definition

For the purposes of this report, Mintel has used the following definitions:

Kids are defined as those aged 6-11 (typically in the first through fourth grades).

This group has been further broken down into younger kids (aged 6-8) and older kids (aged 9-11).

Value figures throughout this report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 Generations United
 Interactive Advertising Bureau (IAB)
 International Advertising Association (IAA)
 World Federation of Advertisers (WFA)

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