

## Children's Packed Lunches - UK - December 2010

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### What is this report about?

This report examines the dynamics of the children's packed lunch sector, and the key products involved in the market. The healthy eating message is now an intrinsic part of the primary school curriculum and children are being taught about the benefits of a healthy and balanced diet.

### What have we found out?

- About 3.6 million children between the ages of 4 and 15, have a homemade packed lunch, representing a sizeable market for food manufacturers to target.
- Parents of school aged children would be receptive to product launches in the fruit category that meet the tighter government nutritional guidelines, as two fifths of them claim they ensure their child meets their 5-a-day fruit and vegetable requirement.
- New product activity in packed lunch products that offer children a wide range of flavours and tastes would appeal to 55% of parents trying to encourage their children to be more adventurous in their food tastes.
- Older children (aged 10-15) have more influence over the contents of their lunchbox suggesting that products aimed at this demographic need to focus on engaging with them rather than their parents.
- While crisps remain the top snack choice for children, it is parents who are most likely to be buying them for their children, so new product development and marketing campaigns need to address the parents' concerns as much as their children's. Healthier products with nutritional benefits would appeal to the parents of the 1.3 million school aged children who avoid buying unhealthy snacks for their children.
- A more collaborative approach between schools and food and drink brands would be very much in line with coalition government thinking and would help raise awareness of healthy eating among lower income families who are less likely to understand which foods are good and bad for them. This would help grow the market for healthier packed lunch products and help in the fight against childhood obesity.

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