

Attitudes Toward Kids' and Teens' Snacking - US - November 2012

Scope and Themes



“While kids still favor indulgent snacks and many buy their own, increasing efforts by all levels of government to encourage more healthful eating habits, coupled with parents’ desires to feed their children healthier foods, are continuing to put pressure on manufacturers. Therefore, by proactively developing new products with healthier nutritional profiles, companies have an opportunity to gain consumer trust, in addition to potentially avoiding any extra monetary expense that would come with reformulating to comply with government regulations.”

Carla Dobre-Chastain, Food Analyst

In this report we answer the key questions:

- **How can manufacturers make healthy snacking more appealing to kids, teens?**
- **What role will the economy play in kids’ and teens’ snacking?**
- **Why should manufacturers self-regulate prior to government regulations?**

While there is a great deal of consumer confusion about eating healthier in general, and snacking in particular, U.S. childhood and teens’ obesity numbers remain an important and critical concern that is likely to persist unless dietary changes are implemented.

As discussed throughout the report, manufacturers and retailers that recognize the scope of the obesity problem and the depth of consumer concerns and what consumers want in response, can become market leaders. Companies not only need to develop more healthful products, but also educate, and have transparent and clear labeling that are likely to instill consumer trust and increase loyalty. Being proactive also could forestall government-imposed mandates on manufacturers.

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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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Scope and Themes

This report examines consumer attitudes, as well as exploring children's, teens' and parents' opinions about snacking. Some of the topics covered include, but are not limited to:

- Healthy Snacking
- Childhood Obesity
- Food Regulation in Schools
- Companies' Responsibility for Educating Parents and Children
- The Role of Parents When it Comes to Children's and Teens' Snacking
- Other External Factors that Influence Snacking Habits in Children and Teens
- Understanding Eating Occasions, as well as Snacking Occasions.

This report builds on the analysis presented in Mintel's *Kids' Snacking—U.S., June 2010*, as well as the same title in March 2008, August 2006, and August 2003. For the purposes of this report, kids' snacking is defined to include snacks specifically promoted or generally consumed by children aged 6-11 years. In addition, the current report also includes snacks eaten by teens aged 12-17.

Snacks included fall into the following categories:

- Healthy snacks (eg yogurt, nutritional snacks, fruit)
- Sweet snacks (eg, cookies, pudding, snack cakes or pies)
- Salty snacks (eg, chips, pretzels, popcorn)
- Savory snacks (eg, pizza rolls, chicken nuggets)

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