Parents' Attitudes Toward Kids' and Teens' Snacking - US - February 2013

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"Snack foods provide convenient fuel for an increasingly busy populous and also may provide welcomed indulgence. But with so much media attention on the obesity epidemic, today's consumer may feel more pressure to reduce snacking and eat more healthy snacks."

– Sarah Day Levesque, Food Analyst

In this report we answer the key questions:

- How can companies balance affordability with other demands?
- How can companies get parents to connect with snack food brands?

The past 40 years have brought a tremendous increase in children's and teens' snacking, resulting in a flourishing snacking industry that enjoys a high consumer penetration rate as nearly all children and teens snack. However, the past five to 10 years have brought with them challenges for the industry in the form of a burgeoning children's obesity epidemic and consumers' increasing criticism of what some perceive as an unhealthy snack food industry. The sluggish economic landscape of the past five years also means snack food manufacturers have to balance a variety of consumer demands for healthy, convenient, trustworthy and inexpensive products. This report will address how snack food companies can adapt to changing priorities within an increasingly health- and price-conscious snacking society.

Among the topics covered in this report are:

- What is driving the children's and teens' snacking market?
- What do children's and teens' snacking habits look like today?
- How will new and potential industry regulations affect snack food manufacturers and what are the challenges and opportunities?
- How can snack food companies leverage trends in healthy eating and concerns over obesity to grow sales in the category?
- What factors influence parents' purchasing behaviors and what matters most to them when they are purchasing children's and teens' snacks?

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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