

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"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?

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

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

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

Overview

Market drivers

Figure 1: Number of employed civilians in U.S., in thousands, 2007-13*
 Figure 2: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010
 Figure 3: U.S. population by age, 2008-18

Children and teens' snack consumption

Figure 4: Kids' consumption of selected snacks, April 2011-June 2012

Children's snack food innovation

Figure 5: Kid-positioned snack food product introductions, 2008-12

Parents' attitudes on children's and teens' snacking

Figure 6: Ideal number of snacks for children per day, by age, October 2012
 Figure 7: Attitudes toward kids and teen snacking, October 2012
 Figure 8: Parental behavior toward kids snacking, by gender, October 2012

Parents' top children's snack attributes

Figure 9: Importance of snack attributes when choosing for kids, by gender, October 2012

Sources of food and nutrition information for parents

Figure 10: Sources of information on food, nutrition and healthy diets, by age, October 2012

Where parents shop for children's snacks

Figure 11: Kids snacks purchasing preference, by retail channel, by household income, October 2012

What we think

Issues in the Market

How do snack foods fit into the healthy America of 2013

Figure 12: Percentage of respondents who snack between meals
 Figure 13: U.S. obesity, by age group, 2008 and 2012

How can companies balance affordability with other demands?

How can companies get parents to connect with snack food brands?

BUY THIS
 REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Insights and Opportunities

- Opportunities to partner for school lunch, snack programs
- Flexible pouch packaging may appeal to older demographics

Inspire Insights

- Trend: Click and Connect
- Trend: Fauxthenticity
- 2015 trend: Old Gold

Market Drivers

Key points

Push for healthy kids creates challenges and opportunity

Figure 14: Prevalence of obesity among children and teens aged 2-19, 1971-2010

Busy lifestyles create opportunities for snacks on-the-go

Figure 15: Number of employed civilians in U.S., in thousands, 2007-13*

Children's and teens' population growth

Figure 16: U.S. population by age, 2008-2018

Competitive Context

Definition of snack food blurs as meal items serve same purpose

Figure 17: Teen consumption of cold breakfast cereal, by race/Hispanic origin, April 2011-June 2012

Figure 18: Teen frequency of usage of cold cereal in last 7 days, by race/Hispanic origin, April 2011-June 2012

Foodservice provides snack food competition

Figure 19: Kids' and teens' usage of fast food restaurants, April 2011-June 2012

Figure 20: Teens' attitudes toward fast food

A Snapshot of Kids' and Teens' Snacking Habits

Key points

Children and teens snacking more than they did three decades ago

Figure 21: Kids' eating occasions during the week (Monday-Friday), by age and gender, 2011

Figure 22: Teens' eating occasions during the week (Monday-Friday), by age and gender, 2011

Most children eat nutritional snacks but only twice a week

Figure 23: Kids' consumption of nutritional snacks, by race/Hispanic origin, April 2011-June 2012

Figure 24: Kids' favorite nutritional snacks, by type, April 2011-June 2012

Figure 25: Kids' frequency of usage of nutritional snacks last month, April 2011-June 2012

Despite efforts to cut sugar most kids consume sweet snacks

Figure 26: Kids' consumption, sweet products, April 2011-June 2012

Figure 27: Teen consumption, sweet products, April 2011-June 2012

Salty and savory snacks

Figure 28: Kids' consumption of salty and savory snacks, April 2011-June 2012

Figure 29: Teen consumption of salty and savory snacks, April 2010-June 2011

Figure 30: Kids' frequency usage of top five salty snacks, April 2011-June 2012

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Disconnect between children's/parents' attitudes and behavior

Snacks at School

Key points

Children have ample opportunity to snack at school

Figure 31: Availability of snacks from vending machines at school, April-June 2012

New school lunch guidelines leave more room for snacking

Innovations and Innovators

Kid-positioned snack product introductions down in past five years

Figure 32: Kid-positioned snack food product introductions, 2008-13*

New product claims on par with some trends, miss others

Figure 33: Top 15 claims for kid-positioned snack food product launches, 2008-13*

Dairy appeals to kids and teens through fun, dessert-like angles

Vegetables are reinvented to increase appeal

Fruit finds new form, packaging

Marketing Strategies

Overview of the brand landscape

Overview of marketing to children and teens controversy

Strategy analysis: Appealing to a sense of cool

TV tactics

Figure 34: Yoplait GoGurt TV ad, "Dads who get it," 2013

Online tactics

Strategy analysis: Snack food as entertainment, experience

TV tactics

Figure 35: Kellogg's Rice Krispies television ad, "Family traditions," 2012

Online tactics

Print tactics

Figure 36: Mott's Applesauce, print ad, July 2012

Strategy analysis: Shared values with parents

TV tactics

Figure 37: Tyson Any-tizers television ad, "Hey guys, hey mom I'm starving," 2012

Online tactics

Packaging tactics

Figure 38: Box Tops for Education Logo

Strategy analysis: Health messaging

TV tactics

Figure 39: Hunt's SnackPacks television ad, "A good surprise," 2012

Figure 40: Quaker Chewy Granola Bars television ad, "Good energy," 2012

Print tactics

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 41: Whonu ad, 2013

The Ideal Number of Snacks For Kids and Teens

Key points

Snacking has high penetration rate among kids, teens

Men less likely to think snacking is necessary

Parents think teens need more snacks than kids do

Figure 42: Ideal number of snacks for children per day, by age, October 2012

Figure 43: Weight-for-age percentiles for boys age 6-17

Parents' Attitudes on Kids' and Teens' Snacking

Key points

Almost 80% of parents concerned about nutritional quality of snacks

Figure 44: Attitudes toward kids and teen snacking, October 2012

Parents teach snacking behavior but TV/internet, friends also influence

Figure 45: Mean number of hours of children's internet usage in last Seven days, 2008-2012

Figure 46: Mean number of hours of teen internet usage in last seven days, 2008-2012

Parents of 12-17 year olds have more trust, worry less about snacking

Figure 47: Attitudes toward kids and teen snacking, by parents with children by age, October 2012

Parent's Behavior Toward Kids' and Teens' Snacking

Key points

Mothers try to pass values on food nutrition to children, teens

Figure 48: Parental behavior toward kids snacking, by gender, October 2012

Figure 49: Self-health evaluation—nutrition/diet, by gender, March 2012

Parents more engaged in younger kids snacking than teen snacking

Figure 50: Parental behavior toward kids snacking, by parents with children by age, October 2012

Household income affects willingness to pay for healthier snacks

Figure 51: Parental behavior toward kids snacking, by household income, October 2012

Parents' Priorities When Choosing Snacks For Kids

Key points

Brand trust key to winning over parents

Figure 52: Importance of snack attributes when choosing for kids, October 2012

Convenience, price beat out health attributes in importance to parents

Women more price sensitive, men brand conscious

Figure 53: Importance of snack attributes when choosing for kids, by gender, October 2012

Portability offers greater appeal to parents of 6-11 year olds

Figure 54: Importance of snack attributes, by parents with children by age, October 2012

Information Sources for Food, Nutrition, and Health

Key points

Nutrition labels are parents' top source for food information

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 55: Sources of information on food, nutrition and healthy diets, October 2012

Grocery store signage should motivate healthier snack food products

Fathers, younger parents most likely to use online sources

Figure 56: Sources of information on food, nutrition and healthy diets, by gender, October 2012

Figure 57: Sources of information on food, nutrition and healthy diets, by age, October 2012

Where Parents Buy Children's Snacks

Key points

Parents prefer to buy snacks at supermarkets

Figure 58: Kids snacks purchasing preference, by retail channel, October 2012

Income plays role in determining where parents shop for kids snacks

Figure 59: Kids snacks purchasing preference, by retail channel, by household income, October 2012

Dads twice as likely to purchase kids snacks at convenience store

Figure 60: Kids snack purchasing preference, by gender, October 2012

Hispanic Origin

Key points

Hispanic parents more opposed to snacking, favor portion control

Figure 61: Ideal number of snacks for children per day, by age, by race/Hispanic origin, October 2012

Health a higher priority for Hispanic parents

Figure 62: Importance of snack attributes when choosing for kids, by Hispanic origin, October 2012

Online, TV and print sources have greater appeal to Hispanic parents

Figure 63: Sources of information on food, nutrition and healthy diets, by Hispanic origin, October 2012

Outlets providing bulk packaging, convenience appeals to Hispanics

Figure 64: Kids snacks purchasing preference, by retail channel, by Hispanic origin, October 2012

Cluster Analysis

Cluster 1: Priority Jugglers

Demographics

Characteristics

Opportunity

Cluster 2: Healthy Role Models

Demographics

Characteristics

Opportunity

Cluster 3: Unengaged Parent

Demographics

Characteristics

Opportunity

Cluster tables

Figure 65: Target clusters, October 2012

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygene@mintel.com

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

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 66: Ideal number of snacks for children per day, by age, by target clusters, October 2012

Figure 67: Ideal number of snacks for children per day, by age, by target clusters, October 2012

Figure 68: Ideal number of snacks for children per day, by age, by target clusters, October 2012

Figure 69: Parental behavior toward kids' snacking, by target clusters, October 2012

Figure 70: Importance of snack attributes when choosing for kids, by target clusters, October 2012

Figure 71: Attitudes toward kids' and teen snacking, by target clusters, October 2012

Figure 72: Sources of information on food, nutrition and healthy diets, by target clusters, October 2012

Figure 73: Kids snacks purchasing preference, by retail channel, by target clusters, October 2012

Cluster demographic tables

Figure 74: Target clusters, by demographic, October 2012

Cluster methodology

Appendix – Other Useful Consumer Tables

Figure 75: Ideal number of snacks for children per day, by age, by gender, October 2012

Figure 76: Ideal number of snacks for children per day, by age, by race, October 2012

Figure 77: Ideal number of snacks for children per day, by age, by age, October 2012

Figure 78: Ideal number of snacks for children per day, by age, by age, October 2012

Figure 79: Parental behavior toward kids' snacking, by age, October 2012

Figure 80: Importance of snack attributes when choosing for kids, by household income, October 2012

Figure 81: Attitudes toward kids' and teen snacking, by gender, October 2012

Figure 82: Sources of information on food, nutrition and healthy diets, by Kids snacks purchasing preference, by retail channel

Figure 83: Sources of information on food, nutrition, and healthy diets, by Kids' snacks purchasing preference, by retail channel

Appendix – Trade Associations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com