

Kids' Snacking - UK - January 2013

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"Three in ten kids say that they like to try new flavours of snacks. Opportunities therefore exist for brands to capture the attention of a sizeable minority of children through innovation on flavour, these end users now influencing the snack choice of half of parents. One way that brands could further engage this group is through collaborating with them online; offering parents or kids the opportunity to propose ideas on flavour innovation or to comment on existing NPD."

– Amy Price, Senior Food & Drink Analyst

In this report we answer the key questions:

- What health messages appeal most to parents?
- How can brands leverage crowdsourcing to drive engagement?
- Is there potential for kids' snacks to tap into the satiety trend?
- How can brands appeal to both parents and kids?

Snacking is deeply ingrained in children's eating habits, with 100% of kids snacking, the vast majority doing so 'at least once a day'.

However, two key trends, the interest in health and pressure on household budgets, threaten to curb usage, putting pressure on manufacturers.

The 8.4% rise in the number of 5-14-year-olds and the 6.3% rise in C2DEs over 2012-17 bodes well for the future of the market, although the 0.8% growth and dominance of ABC1s could dampen sales, this latter group showing greater restraint when purchasing snacks for their children.

Continuing investment in above-the-line support from major players such as Yoplait and Haribo will play a key role in keeping the category front of mind with the consumer going forward, while NPD on healthier variants and flavour innovation will offer alternative routes for brands and own-label players to explore.

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