

Kids' Snacking - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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Almost all parents bought snacks for their child in the six months to March 2015. Also reflective of the ingrained nature of kids' snacking is that three quarters of children snack at least once a day.

This report looks at the following areas:

- Unrefined sugar sources offer route for operators to address health concerns
- Free school meal scheme poses a threat to kids' snacking
- Interest in kids' snacks with added protein presents NPD opportunity

The government's introduction of universal infant free school meals to reception-age children and those in Years 1 and 2 from September 2014 saw an extra 1.3 million children eating a hot school meal at lunch according to official governmental figures. In total 1.6 million children, equivalent to 85% of all infants, opt for a school meal at lunchtime. Given that snacks are often included in packed lunches, this has curbed demand for these products.

However the forecast growth in the number of children aged 10-14 between 2014 and 2019 is good news for the kids' snacking market and should support demand for these products.

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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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Children's intake of fruit/vegetables is on the decline

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Changes to school lunches represent a threat to kids' snacking

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Nine in 10 parents buy sweet snacks

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Attitudes towards Kids' Snacking

Three in four parents agree unhealthy snacks are OK in small portions

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Minority think kids' snacks are more suitable than adults' snacks

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