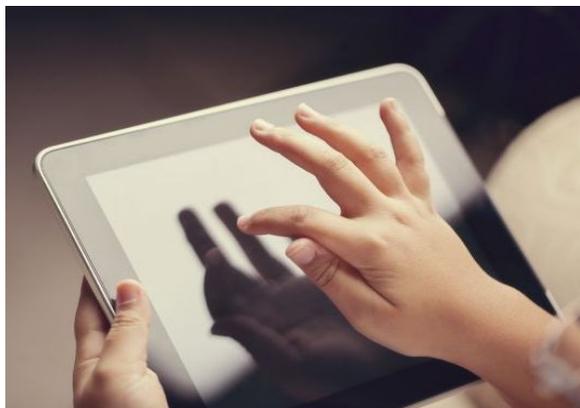


## Children's Online Spending Habits - UK - November 2015

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

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"The concept of pocket money has changed significantly over the last ten years as children in a digital world wish to spend their money online, whether by purchasing clothes or playing online games. Among children who spend money themselves online, two out of five are now spending the majority of their pocket money online."  
Rebecca McGrath, Research Analyst

### This report looks at the following areas:

- Alleviating parental concerns
- Helping children understand spending online

### Covered in this report

This report will look at the spending that children conduct themselves online. Mintel's definition of online spending includes the purchase of goods, services and media over the internet.

The terms 'teen', 'tween', 'child' and 'young people' have been used interchangeably to describe children aged 10-15.

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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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 Buy-buttons rolled out across social media  
 Financial literacy taught in schools for the first time  
 Disney introduces video streaming service  
 Nationwide launches a current account for children  
 Amazon adds allowance feature

## Launch Activity and Innovation

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 Buy-buttons rolled out across social media  
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 Disney introduces video streaming service  
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