

Lifestyles of Children and Teens - UK - July 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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"Today's kids and teens are far more exposed to advertising than previous generations ever were. Building cradle-to-grave loyalty has become easier, but brands need to tread carefully; in the age of social media any mistake could cost them repeat custom down the line."
 – Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- Making a dent in childhood obesity
- Harnessing children's influence
- Reducing gender inequalities from childhood

Much has been said in the popular media about how today's young are more clean-living than their parents or grandparents. Such attitudes and behaviours have been linked with the onset of the financial crisis, job insecurity and austerity, with younger people experiencing the brunt of it all just as they are starting to establish their lives.

These hardships have made young people more responsible and serious from a tender age, evidenced by their attitudes towards studying, saving money and leading healthy lifestyles.

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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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