

## Children's Online Spending Habits - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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



“Children are particularly responsive to products seen online, so brands must keep a strong social media presence and work with social influencers to promote their product.

However, brands must also ensure they are responsibly targeting these consumers to ensure the gatekeepers to a child’s money – the parents – are satisfied with where the money is spent.”

– Andrew Moss, Consumer Technology Analyst

This report looks at the following areas:

- Parents or guardians are the gatekeepers to children’s spending
- Social and media networks the key to product discovery

The proportion of 8-11-year-olds engaging in online activity has increased from 90% in 2016 to 94% in 2017, whilst the proportion of 12-15-year-olds going online remains at 99% (Source: Ofcom’s report Children and Parents: Media Use and Attitudes 2017). Children’s activity on social media is also high, and this is an important driver of online spending. Brands with an online presence that keep up to date with online trends are well placed to promote their product to this market. In particular, social influencers are important figures to children and many report spending behaviour based on having heard these figures talking about a product.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@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

# Children's Online Spending Habits - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market  
Tablets drive young children's increased time online  
Companies lock down unwanted in-app spending  
More games are adopting in-game purchasing models  
Parents concerned over gambling behaviours  
Facebook feed changes may reduce social media-influenced spending  
Vloggers, sponsored content, and commercial interests  
Open Banking may change children's banking products  
The consumer  
Cash still the most popular pocket money method  
Figure 1: Ways parents give their child money, September 2017  
Seven in 10 kids spend money online  
Figure 2: Ways a child makes purchases online, September 2017  
Most parents report controlling their child's online spending in some way  
Figure 3: Parent's control of their child's online spending, September 2017  
Clothing the most popular item children purchase  
Figure 4: Items bought by children online, September 2017  
Streaming services  
Figure 5: Children's purchasing of music and video subscription services, September 2017  
Toys and clothes the most regularly purchased items  
Figure 6: Regularity of things bought by children online, September 2017  
Amazon most popular place for children's online spending  
Figure 7: Locations of purchasing online, September 2017  
Social media prompts purchasing  
Figure 8: Children's online spending behaviour, September 2017  
What we think

### Issues and Insights

Parents or guardians are the gatekeepers to children's spending  
The facts  
The implications  
Social and media networks the key to product discovery  
The facts

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Children's Online Spending Habits - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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

The implications

## The Market – What You Need to Know

- Tablets drive young children's increased time online
- Companies lock down unwanted in-app spending
- More games are adopting in-game purchasing models
- Parents concerned over gambling behaviours
- Facebook feed changes may reduce social media-influenced spending
- Vloggers, sponsored content, and commercial interests

## Market Drivers

- Tablets drive young children's increased time online
  - Figure 9: Devices teens and tweens use, by age, March 2017
- Companies lock down unwanted in-app spending...
  - ...but more games are adopting in-game purchasing models
  - Loot boxes provide a gateway to gambling behaviours...
    - ...and virtual items can be used for actual gambling
  - Facebook feed changes may reduce social media-influenced spending
  - Vloggers, sponsored content, and commercial interests
- Subscription services a family purchase
  - Figure 10: Netflix multiple user profiles selection screen
- Children's current accounts versus prepaid cards
- Open Banking a potential game changer for managing children's spending

## The Consumer – What You Need to Know

- Cash still the most popular pocket money method
- Seven in 10 kids spend money online
- Most parents report controlling their child's online spending in some way
- Clothing the most popular item children purchase
- Streaming services
- Toys and clothes the most regularly purchased items
- Amazon most popular place for children's online spending
- Social media prompts purchasing

## How Parents Dispense Pocket Money

- Cash still the most popular pocket money method
- Uptake of prepaid cards remains low
  - Figure 11: Ways parents give their child money, September 2017
- Young parents more likely to use prepaid cards
  - Figure 12: Ways parents give their child money, by parent's age, September 2017

## Online Spending Methods and Regularity

- Seven in 10 kids spend money online

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Children's Online Spending Habits - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Gift cards a popular form of controlled spending

Figure 13: Ways a child makes purchases online, September 2017

General online purchasing increases with age...

...but age doesn't increase spending methods equally

Figure 14: Ways a child makes purchases online, by age, September 2017

## Control of Online Spending

Most parents report controlling their child's online spending in some way

Figure 15: Parent's control of their child's online spending, September 2017

Having own bank account comes with fewer restrictions on online purchasing

Figure 16: Parental controls over their child's online spending, by a child's access to their own bank account, September 2017

## What Children Buy Online

Clothing the most popular item children purchase

Figure 17: Items bought by children online, September 2017

Digital games outsell physical copies

Figure 18: Items bought by children online, by age, September 2017

Streaming services have a bright future for media consumption

Figure 19: Children's purchasing of music and video subscription services, September 2017

## Purchasing Regularity and Places Shopped

Toys and clothes the most regularly purchased items

Game longevity likely linked to less regular purchasing

Figure 20: Regularity of things bought by children online, September 2017

Amazon most popular place for children's online spending

Figure 21: Locations of purchasing online, September 2017

Boys more likely to buy on gaming stores, while girls shop for music

Figure 22: Places children purchase online, by gender, September 2017

## Spending Behaviours

Social media prompts purchasing

Figure 23: Children's online spending behaviour, September 2017

Purchasing freedom related to increased online spending, but also increased financial awareness

Figure 24: Children's online spending behaviour, by whether they have access to their own bank account, September 2017

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)