

## Children's Eating Habits - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“Children’s likes and dislikes have the biggest influence on food bought for them by parents, which on the face of it poses a challenge for brands embracing a healthier proposition.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Interest in healthier foods for kids a key opportunity**
- **Food brands and retailers can help encourage wider meal choice**
- **Tapping into what children like is a priority for brands and retailers**
- **Healthy lunch boxes and after-school snacks remain big markets to target**

The majority of parents buy foods specifically for their children across a wide range of categories, but products positioned as being for children are rare in many categories. This means there is a huge market for foods that are not overtly positioned as being for kids, but are attractive to parents as something to give to them.

While kids have strong views that influence what foods get bought for them, parents and kids have a lot in common when it comes to their attitudes towards food. Most parents think it is important that kids understand what makes up a well-balanced diet and that they try a wide range of foods, while the majority of kids like to try foods they haven’t had before and think a healthy diet is important.

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Tapping into what children like is a priority for brands and retailers

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Healthy lunch boxes and after-school snacks remain big markets to target

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## The Market – What You Need to Know

Children and teens outpacing total population growth

Sugar target set to tackle childhood obesity

New restrictions on advertising targeted at children

Apps support Change4Life campaign

Number of working mothers soars

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Kids' snacks put emphasis on 5-a-day

Natural or healthier claims a rarity in bakery

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Children's ready meals are an undeveloped area

Catering for demand for natural products

L/N/R sugar claims a bigger focus in children's foods

Added nutrition and health benefit claims growing

## Launch Activity and Innovation

Products for children aged 5-12 take a small share of food launches

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Sugar also a major concern among parents

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High importance attached to trying wide range of foods

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Sugar also a major concern among parents

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Absence of artificial ingredients matters to a third of parents

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