

Marketing to Kids and Tweens - US - March 2018

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"In order to reach kids and tweens, marketers will likely have to consider strategies that include parents as decision makers, while at the same time appealing to kids. Gaining an understanding of the topics that kids are interested in, and areas where parents are supportive, can help guide brand strategy.

- Dana Macke, Senior Lifestyles and Leisure Analyst

This report looks at the following areas:

- Kids quickly outgrow their favorites
- Kids pick up on gender specificity
- Health concerns gain relevance as kids get older

At nearly one quarter of the total US population, kids under the age of 18 are an important demographic for marketers to consider. While there is economic opportunity in pursuing the youth market, it can be a challenging one to address. Kids have quickly changing preferences and a lot of different voices influencing their decisions. At the same time, kids lack the agency to make their own purchases and for the most part have to persuade their parents to do their bidding. With this, the approach marketers take when reaching out to kids will likely be very different than the strategies they implement with adults.

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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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