

# Children's Eating Habits - UK - June 2019

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## This report looks at the following areas:

Prioritising time together with children is also a relevant message if combined with reassuring parents on the well-balanced nutrition of prepared foods.

- Highlighting nutritional benefits and giving portion advice will help foods get into parents' shopping baskets
- Focusing on 'new and exciting' choices caters for kids' strong interest in trying different meals and helps overcome boredom factor
- Brands and retailers in prepared foods will gain from reassuring parents that not cooking from scratch is OK



"Scratch cooking has a health halo, and many parents feel guilty if they do not cook from scratch, so brands able to reassure parents that not cooking from scratch is OK can look to win favour. Key messages for prepared meals or meal components should be about quality of ingredients, healthiness and naturalness."

– Richard Caines, Senior Food & Drink Analyst

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- Focusing on 'new and exciting' choices caters for kids' strong interest in trying different meals and helps overcome boredom factor
- The facts
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- Brands and retailers in prepared foods will gain from reassuring parents that not cooking from scratch is OK
- The facts
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## THE MARKET – WHAT YOU NEED TO KNOW

- Slowdown in growth of child population
- Three in 10 children are overweight or obese
- Sugar reduction targets for nine categories
- 2019 Change4Life campaign focuses on food swaps
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- Advertising of HFSS food and drink under the spotlight
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## COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Products for kids aged 5-12 take a small share of food launches**
- **Snacks products and treats dominate children's food launches**
- **'One of your 5-a-day' claims tap parents' concerns**
- **Whole grain/fibre claims are mostly made in cereals and pasta**
- **Vitamins/mineral claims continue in kids' launches**
- **L/N/R sugar claims have increased**
- **Significant opportunity for healthy ready meals for kids**

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- **Breakfast cereals and crisps are the foods most commonly bought for kids**
- **Eight in 10 parents have concerns about what their kids eat**
- **Parents worry about kids' 5-a-day intake**
- **Most families have a fairly narrow repertoire of meals**
- **Calling out vitamins/minerals will appeal to parents**
- **Ensuring a well-balanced diet for kids is challenging for parents**
- **Marketing featuring family meals is still relevant**
- **Half of parents cook most meals completely from scratch**
- **Kids are keen on trying new meals at home**
- **More interesting lunch box and breakfast options**

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- **Meat-free dinners are part of the menu for most kids**

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- **More interesting lunch box and breakfast options**
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