

Activities of Toddlers and Preschoolers - US - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on the activities of toddlers and preschoolers.
- Parents' short-term and long-term concerns around academic, social and emotional wellbeing.
- Top in-home and out-of-home leisure activities for families with young children.
- Learning priorities prior to entering grade school and enrollment in pre-primary education.

Toddlers' and preschoolers' worlds have turned upside-down in the last year. They are spending more time in their home doing digital and analog activities and less time out of the home playing with their family and friends or attending pre-primary programs like day care or preschool. This has resulted in parents' concerns for their children's academic and social development as well as emotional wellbeing. However, while parents may be concerned about the long-term impact of the pandemic, toddlers and preschoolers are resilient, have a basic understanding of what is going on and are adapting to their new normal well.



"While toddlers and preschoolers are aware that their world looks different, they are resilient in the face of change. Brands have opportunities to help bring parents peace of mind through products and services that help support their child's academic and social development as well as their emotional wellbeing."

- Ariel Horton, Lifestyle and Leisure Analyst

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