

## Kids' Snacking - UK - December 2011

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"Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government's aims to improve the nation's health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children."

– Chris Wisson, Senior Food Analyst

### In this report we answer the key questions:

- How can fruit and vegetables win share in Kids' snacking?
- Can healthy snacks drive engagement among children through ambassadors?
- Should brands be trying to target their snacks more specifically by age?
- What threat does the current economic situation pose to kids' snacking?

#### Definition

This report examines the UK retail market for kids' snacks between the ages of 5 and 15, although reference will also be made where relevant to snacks in general, due to blurring between child- and adult-oriented snacks. Mintel's definition includes products sold through the grocery retail channel, including:

- chocolate, sugar and gum confectionery
- breakfast cereals
- fruit and vegetables
- crisps, nuts and other salty snacks
- cheese snacks
- sweet and savoury biscuits/cookies/crackers
- cakes, pastries and sweet goods
- flavoured milk
- spoonable yogurt
- dairy-based frozen products.

It excludes sales via catering or foodservice establishments, however, references and comparisons to these sectors may be made where relevant.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2011 prices are devised using Mintel's food deflator.

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