

## Feeding Your Kids - US - August 2014

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“For parents, feeding their kids is largely driven by generational factors, as well as parenting styles and demographics. There are distinct differences in the attitudes and behaviors of parents based on what groups they belong to and identify with.”  
– Amy Kraushaar, US Category Manager

### This report looks at the following areas:

Parents are impacted by many factors when making decisions on what and how to feed their kids: demographics, generational groups (how their parents raised them as well as their own generation attitudes, perceptions, and beliefs), and the style in which they raise their children.

The percentage of families with children has declined between 2003 and 2013, and with Millennials marrying and setting up households later, manufacturers and marketers need to understand parent issues, considerations, and strategies in terms of feeding their kids. This report identifies what impacts parent decision making when it comes to kids and eating.

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