

Kids' Snacking - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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Almost all parents bought snacks for their child in the six months to March 2015. Also reflective of the ingrained nature of kids' snacking is that three quarters of children snack at least once a day.

This report looks at the following areas:

- Unrefined sugar sources offer route for operators to address health concerns
- Free school meal scheme poses a threat to kids' snacking
- Interest in kids' snacks with added protein presents NPD opportunity

The government's introduction of universal infant free school meals to reception-age children and those in Years 1 and 2 from September 2014 saw an extra 1.3 million children eating a hot school meal at lunch according to official governmental figures. In total 1.6 million children, equivalent to 85% of all infants, opt for a school meal at lunchtime. Given that snacks are often included in packed lunches, this has curbed demand for these products.

However the forecast growth in the number of children aged 10-14 between 2014 and 2019 is good news for the kids' snacking market and should support demand for these products.

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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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Table of Contents

Overview

- What you need to know
- Product covered in this report
- Abbreviations

Executive Summary

- Universal infant free school meals pose a threat to kids' snacking
- Media spotlight on sugar affects kids' snacking
- Kinder tops advertising expenditure
- Kids' snacks look to boost fun factor
- On-the-go children's snacks attract launches in 2014
- Nine in 10 parents buy sweet snacks
 - Figure 1: Snacks bought by parents, by category, March 2015
 - Figure 2: Snacks bought by parents, March 2015
- Unhealthy snacks deemed acceptable in small portions
 - Figure 3: Attitudes towards kids' snacking, March 2015
- Healthier versions of kids' favourite treats gain the most interest among parents
 - Figure 4: Interest in selected product concepts, March 2015
- Taste is king for children
 - Figure 5: Most important choice factors for children when buying snacks, March 2015

Issues and Insights

- Unrefined sugar sources offer route for operators to address health concerns
 - The facts
 - The implications
- Free school meal scheme poses a threat to kids' snacking
 - The facts
 - The implications
- Interest in kids' snacks with added protein presents NPD opportunity
 - The facts
 - The implications

The Market – What You Need To Know

- Universal Infant Free School Meals pose a threat to the market
- Growth in the number of 10-14-year-olds good news for kids' snacking
- Negative media focus on sugar puts pressure on manufacturers
- Children's intake of fruit/vegetables is on the decline

Market Drivers

- Changes to school lunches represent a threat to kids' snacking

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Growth in number of children good news for the market

Figure 6: Trends in the age structure of the UK population, 2009-14 and 2014-19

Sugar attracts negative media in 2014

Fewer than one in five children reach 5-a-day fruit and vegetables target

Figure 7: Trends in the prevalence of eating five or more portions of fruit and vegetables per day, by sex, 2001-13

Key Players – What You Need To Know

On-the-go children's snacks attract launches in 2014

Kerry Foods launch innovative yogurt snack

Kinder tops advertising expenditure

Mondelez's Barny cakes focus on 'kitchen cupboard' ingredients

Launch Activity and Innovation

NPD in kids' snacking drops in 2014

Figure 8: Index of new product launches in kids' snacking market in the UK, 2010-14

Fruit snacks mimic sugar confectionery to boost appeal with children

Yogurt explores different designs to boost the fun factor

Kid versions of regular snacks

Minority think kids' snacks are more suitable than adults' snacks

On-the-go children's snacks attract launches in 2014

Figure 9: NPD in the UK kids' snacking market, top 15 claims, 2010-14

Brand Communication and Promotion

Kinder tops advertising expenditure

Figure 10: Advertising expenditure on ten selected kids' snacking brands 2010-15*

Babybel introduces Babybel Buddies characters

Barny cakes focus on kitchen cupboard ingredients

Haribo second largest spender with the launch of two new TV adverts

Petits Filous Magic Squares backed by marketing push

The Consumer – What You Need To Know

Nine in ten parents buy sweet snacks

Snack brands linked to a wider healthy lifestyle appeal

Openness among parents to 'light' snack products for children

Kids' snacks with added protein appeal to one in four parents

Taste most important to children

Snacks Bought by Parents

Nine in 10 parents buy sweet snacks

Figure 11: Snacks bought by parents, by category, March 2015

Figure 12: Snacks bought by parents, March 2015

Fresh fruit most popular snack bought by parents

One in three parents buy breakfast biscuits

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Attitudes towards Kids' Snacking

Three in four parents agree unhealthy snacks are OK in small portions

Figure 13: Attitudes towards kids' snacking, March 2015

Minority think kids' snacks are more suitable than adults' snacks

Homemade snacks preferred by half of parents

'Light' snacks widely accepted by parents

Product Enticements for Kids' Snacks

Healthier versions of kids' favourite treats gain the most interest among parents

Figure 14: Interest in selected product concepts, March 2015

Kids' snacks with reduced sugar appeal

Alternatives to white sugar appeal to one in four

Plant-derived sweeteners deemed more acceptable

Snacks with benefits

Kids' snacks with added protein attract interest from one in four parents

Wholegrain kids' snacks appeal to one in three parents

Kids' Usage of Snacks

Three in four children snack at least once a day

Figure 15: Frequency of kids' snacking, March 2015

Figure 16: Time of day when snacks are eaten by children, March 2015

Four in 10 children eat snacks as part of a lunchbox

Figure 17: Kids' snacking occasions, March 2015

Taste is rated as the most important factor by three in four children

Figure 18: Most important choice factors for children when buying snacks, March 2015

Half of children buy snacks because they are fun to eat

Snacks that are filling important to one in three children

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