

Kids as Influencers - US - March 2016

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"35 million US households include children younger than 18. The majority are headed by a married couple. Parenting trends allow for kids to have significant influence on household decisions – including purchases for the child individually as well as those for the whole family."

- Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Simultaneously targeting kids and parents
- With kids and teens increasingly reachable, relationship with brands under scrutiny
- Parents worry about spoiling kids

Key opportunity:

Millennial dads are under-targeted and a potentially lucrative demographic. Millennial dads are most likely to say they prefer to shop with their children and that they feel better buying things for their kids rather than for themselves.

Key challenge:

The majority of parents are worried about spoiling their kids and that saying "yes" may encourage even more requests and expectations for gratification instead of satisfying their children. 48% of parents say "yes" less than half the time when their kids ask to buy something.

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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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