

Children's Online Spending Habits - UK - January 2017

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“Some 61% of children spend more money online on digital goods than anything else, driven largely by boys’ gaming purchases. That said, children still demonstrate a general preference for physical stores compared to making online purchases for physical items.”

– **Mark Flowers, Research Analyst - Consumer Technology**

This report looks at the following areas:

- For six in 10 children, the majority of their online spend is on digital goods
- Parents want control and curation from online retailers

With access to smartphones and debit cards at a young age, children are more likely than ever to be spending money online. Parental doubts have to some extent overshadowed the potential of this market of young consumers, but online retail platforms and app developers have been working to tackle parents’ concerns and enable parental control and monitoring.

Despite the creation of these tools, many parents are still unaware of their existence, which threatens to push them into a niche. Parents can see the benefit of services that enable monitoring and control of their child’s online spending. These features are yet to be implemented by most mainstream retailers however, and the services that do offer them have low levels of awareness.

The increasing digitisation of media such as music, film and video games means some 61% of children now say they spend more money online on digital goods than anything else. That said, children still demonstrate a preference for physical stores compared to making online purchases and clothing is the most popular individual online purchase category for children.

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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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The Market – What You Need to Know

Parents are concerned about access to age inappropriate products and how much children are spending

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