

Children's Eating Habits - Ireland - February 2017

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“Parents consider regular exercise as the most important step to improving children’s health and diet. This reflects the increasingly sedentary lifestyles of children and with technology a significant contributor to this, utilising bloggers, vloggers and YouTube channels, for example, can help brands to encourage children to take more exercise and extend their influence into new areas.”

– James Wilson, Research Analyst

This report looks at the following areas:

- What are parents doing to improve children’s eating habits at home?
- What can the foodservice industry do to boost their appeal to families?
- What steps are important to improving children’s health and diet?

Irish parents are encouraging their children to snack on more fresh fruit and vegetables when eating at home and are looking to reduce their intake of sugar to improve their children’s eating habits and better manage their weight.

However, parents do not have a problem giving their children sweet treats occasionally, indicating that they see these products as permissible treats. Brands could look to place an emphasis on their smaller-format ‘fun size’ ranges to help position their products as part of a healthy and balanced diet.

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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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