

Children's Eating Habits - UK - December 2017

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“Children’s likes and dislikes have the biggest influence on food bought for them by parents, which on the face of it poses a challenge for brands embracing a healthier proposition.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Interest in healthier foods for kids a key opportunity**
- **Food brands and retailers can help encourage wider meal choice**
- **Tapping into what children like is a priority for brands and retailers**
- **Healthy lunch boxes and after-school snacks remain big markets to target**

The majority of parents buy foods specifically for their children across a wide range of categories, but products positioned as being for children are rare in many categories. This means there is a huge market for foods that are not overtly positioned as being for kids, but are attractive to parents as something to give to them.

While kids have strong views that influence what foods get bought for them, parents and kids have a lot in common when it comes to their attitudes towards food. Most parents think it is important that kids understand what makes up a well-balanced diet and that they try a wide range of foods, while the majority of kids like to try foods they haven’t had before and think a healthy diet is important.

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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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