

What Children Drink - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“A wide range of drinks are bought by parents for children. With parents looking for healthier drinks when shopping for their kids and with school policies promoting them, healthier drinks remain a key area for brands to focus on. Single-serve drinks could come under pressure in the coming years, though, as a result of concerns about packaging waste.”

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

This report looks at the following areas:

- Health-related messages are important for children’s drinks
- Parents limit drinking of certain drinks, but kids still have a big say on what gets bought
- Lunchbox drinks face a number of challenges
- New flavours and sparkling options are important for experimental kids

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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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PHE targets sugar to combat childhood obesity

Soft drinks sugar levy comes into effect

New restrictions on advertising targeted at children

School food standards guidance influence lunchbox drinks

Universal Infant School Meals limit sales of 'lunchbox' drinks

Deposit return schemes aim to increase recycling

Free water refill stations set to become more widespread

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PHE targets sugar to combat childhood obesity

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New restrictions on advertising targeted at children

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Deposit return schemes aim to reduce litter and increase recycling

Free water refill stations set to become more widespread

Government consultation on plastic straws

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Products for 5-12s make up a small share of drinks launches

Majority of children's launches are juices and juice drinks

L/N/R sugar claims on two thirds of new launches

On-the-go claims on three in 10 launches

Vitamin/mineral fortified launches also being seen

Brands continue to push school compliant credential

Brands look to packaging to make water more fun for kids

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Fizzy drinks lag noticeably behind

Sugar is parents' top consideration when buying drinks for kids

Favourite flavour a bigger consideration for parents than favourite brand

Parents try to limit their kids' intake of fizzy drinks and juice

Children have a big influence on soft drink purchases

Milk drunk most for breakfast, followed by fruit juice/smoothies

Squash a popular choice for lunch and dinner

Schools encourage kids to drink water and healthier drinks

Half of 10-15s sometimes buy drinks on school days

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Two thirds of parents buy squash/cordial for their child

Fruit juice and juice drinks are next most popular choice

Fizzy drinks lag noticeably behind

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Favourite flavour a bigger consideration than favourite brand

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