

## Kids as Influencers - US - February 2018

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"Typically, parents with children under the age of 18 are in their prime earning and spending years, making them a critical audience for brands to win – and kids have an undeniable impact on parents' spending decisions.  
- **Dana Macke, Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

- Food decisions driven primarily by parents
- Parents wary of mature content
- Parenting ain't what it used to be

Families with kids are a critical demographic: There are an estimated 73.8 million children in the US, and 27% of all households have at least one child under the age of 18. Families with children have higher incomes than the average and control a potential \$3.8 trillion in buying power. Further, these consumers have a variety of different needs and are in their peak years of earning and spending. In this Report, Mintel examines the significant role kids play in household purchasing decisions and recommends strategies and opportunities for appealing to this important group.

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## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

Overview  
The issues  
Food decisions driven primarily by parents  
Figure 1: Kids' influence on food purchasing decisions - nets, November 2017  
Parents wary of mature content  
Figure 2: Saying no to kids – select items, by age of children, November 2017  
Parenting ain't what it used to be  
Figure 3: Relationship with kids – closeness, November 2017  
The opportunities  
An important, but shifting market  
Figure 4: Annual births and general fertility rate, 2006-16  
A larger role for older kids  
Figure 5: Kids' influence on adult behavior – select items, by age of child, November 2017  
Look to dads  
Figure 6: Select attitudes and behaviors, for moms and dads, November 2017  
What it means

### The Market – What You Need to Know

Birth rates in decline  
Parents are having kids later in life  
Two-parent families remain the norm  
Families represent significant buying power

### Family Demographics and Characteristics

Kids: A significant segment of US consumers  
Figure 7: Population by age, 2018  
Growth slows for households with kids  
Figure 8: Annual births and general fertility rate, 2006-16  
Older parents on the rise  
Figure 9: US birth rates by age of mother, 2011-2015  
Number of children per family remains steady following recession  
Figure 10: Average number of own children per family, 1970-17  
Most children live with both parents  
Figure 11: Living arrangements of children under age 18, 2017

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Figure 12: Living arrangements of children under age 18 by race/Hispanic origin, 2017

## Family Perspectives

Significant buying power

Figure 13: US median household income by presence of children under 18, 2016

Digital influence continues to grow

Figure 14: Kids' ownership/access of digital devices, November 2017

## Key Trends – What You Need to Know

What's best for baby

Grandparents come along for the ride

It's all about digital

Social and voice the next frontiers

Digital comes with risks

## What's In

Eco-friendly equals family friendly

Figure 15: Annie's Homegrown Organic Fruit Snack Variety Pack

The influencers' influencers

Figure 16: HUGE EGGS SURPRISE TOYS CHALLENGE Inflatable water slide Disney Cars Toys Paw Patrol Spiderman, April 2016

Travel connecting generations

## What's Out

Traditional toys fading out

Digital has a downside

## What's Next

Facebook Messenger goes younger

Alexa – the ultimate babysitter?

## The Consumer – What You Need to Know

Parents guide entertainment decisions

Parents say no to sex and violence – and sugar

Clothing buys shift as kids age

Parents feel closer than ever to kids

Spending time together as a family

Kids aren't afraid to ask

## Kids' Influence on Family Purchases

Family decisions are joint decisions

Figure 17: Correspondence Analysis – Kids' influence on food and entertainment purchases, November 2017

Families decide on entertainment, kids decide on toys

Figure 18: Kids' influence on family entertainment purchases, November 2017

Kids have less say when it comes to food

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Figure 19: Kids' influence on family food purchases, November 2017

Vacation destinations are in the hands of parents

Figure 20: Kids' influence on family vacations, November 2017

Dads like to drive entertainment options

Figure 21: Kids' influence on family vacations, November 2017

Kids gain independence with age

Figure 22: Kids' influence on family decisions – select items, by age of children, November 2017

## When Parents Say “No”

Parents on the lookout for inappropriate content

Figure 23: Saying no to kids' entertainment, November 2017

Sexual content deemed inappropriate for all ages

Figure 24: Saying no to kids – select items, by age of children, November 2017

A majority of parents say no to sugar

Figure 25: Saying no to kids' food or beverage, November 2017

Older kids are living the sweet life

Figure 26: Saying no to kids' food or beverage, by age of children, November 2017

## How Kids Influence Parents' Behavior

Parents lead by example

Figure 27: Kids' influence on adult behavior, November 2017

Dads more likely to give into the “whine factor”

Figure 28: Kids' influence on adult behavior, by gender of parent, November 2017

Young kids have broad influence, older kids have specific influence

Figure 29: Kids' influence on adult behavior – select items, by age of child, November 2017

Kids have more say in households with more income

Figure 30: Kids' influence on adult behavior, by gender of parent, November 2017

## The Parent and Child Relationship

Family relationships evolve

Figure 31: Relationship with kids, November 2017

In their own words: kids' independence

Relationships strengthen as children age

Figure 32: Relationship with kids - select items, by age of children, November 2017

Relationship dynamics vary by race

Figure 33: Relationship with kids - select items, by racial group, November 2017

Single parents may feel a closer bond with kids

Figure 34: Someone For You – eHarmony Ad, February 2017

Figure 35: Relationship with kids - select items, by marital status, November 2017

## Parent and Child Activities

Time together

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Figure 36: Weekly activities for kids, November 2017

Moms buy food, dads play games

Figure 37: Weekly activities for kids, by gender of parents, November 2017

Parents spend less time with older kids – but text way more

Figure 38: Weekly activities for kids, by age of children, November 2017

Entertainment is a form of bonding for Hispanic families

Figure 39: Weekly activities for kids, by Hispanic origin, November 2017

## Attitudes toward Kids and Influence

Parents are open to kids' influence

Figure 40: Attitudes toward kids and influence - shopping, November 2017

In their own words: Shopping with kids

Kids aren't shy about asking

Figure 41: Attitudes toward kids and influence – kids' requests, November 2017

Shopping an opportunity to pass on lessons

Figure 42: Attitudes toward kids and influence – parental influence, November 2017

Kids show a high level of brand awareness

Figure 43: Attitudes toward kids and influence – what kids ask for, November 2017

In their own words: Kids and brands

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Methodology – Correspondence analysis

Abbreviations and terms

Abbreviations

## Appendix – The Market

Figure 44: US households by type, 2008-2017

## Appendix – The Consumer

Figure 45: Kids' influence on entertainment and groceries, November 2017

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