

Family Entertainment - US - August 2019

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"Parents look to balance screen time with outside play to keep themselves sane and their kids entertained. They are looking to share familiar experiences with their kids in new and interesting ways as the entertainment market gets increasingly more diverse."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Controlling what is being watched
- Reconsidering budgets in the face of more options
- Defining family video
- Kids and parents have different priorities

While digital entertainment has spurred some of the biggest growth in the family entertainment category, parents are still more likely to enjoy some classic offline activities with their kids than they are to sit in front of a screen. This varies by the age of children, with younger kids getting more exposure to offline activities and teens gaining digital independence. As kids age, parents are less worried about too much screen time, potentially leading to an upswing in digital family entertainment for kids aged 6+. Still, activities that are inexpensive and collaborative tend to resonate most with parents seeking out ways to fill their kids' free time.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

Figure 1: Family activities, June 2019

Controlling what is being watched

The ever-present parental eye

Key opportunity

Figure 2: Parental control technology used, June 2019

Reconsidering budgets in the face of more options

Fragmented market will heighten competition

Key opportunity

Figure 3: Price ranges of family entertainment budgets, 2016 vs 2019

Defining family video

Fun for the whole family

Key opportunity

Figure 4: Qualities of family entertainment, June 2019

Finding common ground

Kids and parents have different priorities

Key opportunity

Figure 5: Attitudes toward co-viewing, June 2019

What it means

The Market – What You Need to Know

The American family is changing

Leisure spending for families is on the rise

Technology coming at an early age

Demographic Indicators

Households with kids losing share

Figure 6: Share of households, with related children vs without children, 2008-18

Families consistently have higher income

Figure 7: Median household income, all households vs households with related children, 2007-17

Family dynamics shifting

Figure 8: Number of households, by type of family, 2008 and 2018

Different family makeups by race and Hispanic origin

Figure 9: Share of household types, by race and Hispanic origin, 2018

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Delayed life events point to older families

Figure 10: Median age at first marriage, by gender, 2008-18

Leisure and Entertainment

Americans investing more in free time

Figure 11: Best- and worst-case forecast value sales of leisure and entertainment, at current prices, 2013-23

Kids aged 6-17 drive family entertainment spending

Figure 12: Annual expenditures on select entertainment sectors, by share of spending and age of oldest child, 2017

Shifting media landscape brings more entertainment to households

Technology and Entertainment

Families expanding entertainment beyond the computer

Figure 13: Use of devices to access the internet, February 2019

Teens with mobile independence

Figure 14: Smartphone and tablet ownership among kids and teens, November 2018

Bridging tech priorities between teens and parents

Figure 15: Weekly tech priorities, teens vs parents, 2019

Key Trends – What You Need to Know

- Experiences for the whole family to share
- Determining what's appropriate
- Creating new memories in the digital age

What's Working?

- "House of Mouse" is now a mansion
- Promoting family sharing on streaming services
- Fortnite ushers in next generation of family gaming
- Figure 16: Fortnite toys, January 2019
- Still STEAMing

What's Struggling?

- Finding common ground on TV
- Defining what families deem appropriate
- Keeping kids safe online

What's Next?

- More specialized digital offerings
- Bringing entertainment to unlikely places
- Further development of interactive content
- Immersive environments for family entertainment
- Making content together

The Consumer – What You Need to Know

- Finding time away from screens

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Entertainment budgets high but rising
 Animation and all ages entertainment dominate family screen time
 Parental control options maintaining trust
 Parents reluctant to introduce kids to social issues
 Screen time helps families connect, even if they're distracted

Time Spent on Family Activities

Key opportunity
 Finding analog entertainment in a digital world
 Figure 17: Family activities, June 2019
 Taking younger kids outside
 Figure 18: Family activities, by age of children in household, June 2019
 Outdoor play dominates family time
 Figure 19: Time spent on non-media family activities, June 2019
 Live TV remains a regular event
 Figure 20: Time spent on TV, June 2019
 Gathering around online video
 Figure 21: Time spent on online video, June 2019
 Video games rival TV time
 Figure 22: Time spent on non-TV media, June 2019

Family Entertainment Budget

Key opportunity
 More families with higher entertainment budgets
 Figure 23: Price ranges of family entertainment budgets, 2016 vs 2019
 Two child households spending more
 Figure 24: Average monthly family entertainment budget, by number of children in household, June 2019
 Most parents spending the same as they have in the past
 Figure 25: Paying for stuff you don't use? Get Control Tower. Only from Wells Fargo, June 2019
 Figure 26: Family entertainment spending comparison, June 2019
 New streaming services to reach people looking for better programming, fewer commercials
 Figure 27: Attitudes toward adding new streaming services – CHAID – Tree output, June 2019

Defining Family Video

Key opportunity
 Animation, all ages entertainment a must for most families
 Figure 28: Qualities of family entertainment, June 2019
 Nostalgia fuels what parents look forward to sharing
 Parents of young kids seek escape, nostalgia...
 Figure 29: Qualities of family entertainment – Kids entertainment, by age of only children in household, June 2019
 ...while teens go for something more real

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Figure 30: Qualities of family entertainment – Teen entertainment, by age of only children in household, June 2019

Parental Controls

Key opportunity

Most parents trust their kids can stay away from inappropriate content

Figure 31: Attitudes toward parental controls, June 2019

Black, Hispanic parents looking for tools to protect kids

Figure 32: Attitudes toward parental controls, by race and Hispanic origin, June 2019

Half of parents use some parental control tech...

Figure 33: Parental control technology used, June 2019

...while even more monitor themselves

Figure 34: Monitoring and screen time limits, June 2019

Larger households demand more oversight

Figure 35: Parental controls, by number of children in household, June 2019

Comfort in Content

Key opportunity

Parents still struggling with exposure to key social issues

Figure 36: Comfort in media content, June 2019

Moms looking for more representation for kids

Figure 37: Comfort in media content, by gender of parent, June 2019

Suburban parents take a progressive approach

Figure 38: Comfort in media content, by area of living, June 2019

Screen Time and Co-viewing

Key opportunity

Parents looking to share experiences with kids

Figure 39: Attitudes toward sharing family content, June 2019

Disconnect between what parents and teens think of taste

Figure 40: Teen and teen parents sharing taste, June 2019

Seeking distraction on a screen

Figure 41: Attitudes toward content consumption and screen time, June 2019

Parents with younger kids more bored with kids entertainment

Figure 42: Attitudes toward content consumption and screen time, by age of children, June 2019

What Mintel parents watch with their kids

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Mintel parent videos

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Abbreviations and terms

Abbreviations

Terms

Appendix – The Consumer

Figure 43: Leisure activity participation, 2014-18

Appendix – CHAID Analysis

Methodology

Figure 44: Attitudes toward family entertainment – CHAID – Table output, June 2019

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