

## Activities of Toddlers and Preschoolers - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The formative toddler and preschool years are crucial for a child's development. Many parents feel pressured to focus their children's activities on skill building. Physically active play and reading aloud from books are among the top activities that parents do with their kids."

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

- Kids need to start learning to read before they get to kindergarten
- Parents want their kids to build healthful habits
- Sometimes parents of young kids need a break
- Toddlers and preschoolers want to emulate adults
- Brands need to embrace YouTube

As toddlers and preschoolers, kids acquire language and reasoning skills, build their physical abilities, and explore their emerging identities. It is important for parents to spend time interacting with kids at this age to help with their cognitive development, and many parents feel a pressure to start building their kids' reading and academic skills at this age.

However, parents of toddlers and preschoolers also need a break sometimes. Watching television programs together is a common and easy way for parents to unwind while spending time with their energetic young ones. When parents need a break from meal planning and cooking, they take their kids along for dinner at a restaurant. Educational mobile apps help parents feel better about quieting their kids with screen time when they are away from home.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Activities of Toddlers and Preschoolers - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Overview

Issues and opportunities

Issue: Kids need to start learning to read before they get to kindergarten

Opportunity: Focus on language for educational toys and products

Figure 1: Parents' attitudes toward developing academic skills, by age of parent, December 2018

Figure 2: Parents' attitudes toward skill building, December 2018

Issue: Parents want their kids to build healthful habits

Opportunity: Brands can make healthful habits enjoyable

Figure 3: Parents' attitudes toward health, December 2018

Figure 4: Activities parents do with their kids (past three months), December 2018

Issue: Parents of toddlers and preschoolers sometimes need a break

Opportunity: Partnerships with restaurants could boost brand exposure

Figure 5: Activities parents do with their kids (past three months), December 2018

Issue: Toddlers and preschoolers want to emulate adults

Opportunity: Brands can provide ways for kids to contribute

Figure 6: Developmental milestones, December 2018

Issue: Toddlers and preschoolers watch YouTube videos

Opportunity: Brands need to embrace YouTube

Figure 7: Internet video viewing, by co-viewer, December 2018

What it means

### The Market – What You Need to Know

Millennials are parents now

Prekindergarten years are crucial

State of early childhood education in the US not ideal

### Demographics: Toddlers and Preschoolers

Number of toddlers and preschoolers will remain stable

Figure 8: Children aged 2-5, 2013-23

Most parents of young kids are Millennials

Figure 9: Distribution of households, by age of householder and type of household, 2018

Figure 10: Age distribution among parents of toddlers and preschoolers, December 2018

Family households have higher incomes

Figure 11: Median annual household income, by age of householder and type of household, 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Activities of Toddlers and Preschoolers - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The future is more multiracial

Figure 12: Children aged 2-5, by race, 2013-23

### Issues Impacting Families with Toddlers and Preschoolers

A child's development hinges on critical early childhood years

Enrollment in early childhood education programs is not universal

Figure 13: Percentage of children aged 3-6 enrolled in nursery school or kindergarten, 2017

Figure 14: Percentage of children aged 3-6 enrolled in nursery school or kindergarten, by race and Hispanic origin, 2017

High pre-K program costs and low teacher salaries hurt everyone

Figure 15: Screen shot of "Where Does Your Child Care Dollar Go?" interactive tool, 2019

### Key Trends – What You Need to Know

"Baby Shark" turns YouTube success into profit

Paw Patrol consumer products can't be stopped

Hasbro suffers without Toys"R"Us

Disney+ is going to shake things up

Jell-O Play taps into kids' love of slime

### What's Working

"Baby Shark" swims into the mainstream

Figure 16: Baby Shark Dance | Sing and Dance! | Animal Songs

Figure 17: "Baby Shark" plush toys

Paw Patrol licensing booms

Figure 18: Screen capture of Orajel's Paw Patrol training toothpaste, 2019

### What's Struggling

Hasbro stumbles in the post-Toys"R"Us market

Kraft Heinz struggles to evolve

Figure 19: Parents' attitudes toward health, December 2018

### What's Next

Disney+ will disrupt families' streaming choices

Jell-O gets into the slime business

Figure 20: 4 DIY Summer Slimes! Pool Party, Beach Sand Slime, Jell-O Slime & More!, July 2018

### The Consumer – What You Need to Know

Parents feel pressure to develop kids' skills

Kids at this age want to be grown-ups

Parents dine out with their toddlers and preschoolers

Kids watch, play, and read with parents

Two thirds of toddlers and preschoolers watch internet videos

TV shows are the top type of kids content

### Parent Priorities

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Activities of Toddlers and Preschoolers - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Reading skills are a top priority

There is pressure to start building other academic skills too

Figure 21: Parents' attitudes toward skill building, December 2018

Parents feel "traditional" books and toys are best

Educational tablet apps help parents feel less guilty about screen time

Figure 22: Parents' attitudes toward tablets and technology, December 2018

Parents want to encourage physical activity from an early age

In an ideal world, kids would eat healthful foods

Figure 23: Parents' attitudes toward health, December 2018

Parents are more willing to make compromises for boys

Figure 24: Parents' attitudes toward compromise, by gender of child, December 2018

### Kids' Early Development

Kids know the foods they like

Case Study: Annie's Homegrown

Figure 25: Annie's Homegrown's Super Cheesy Cheddar Bunnies

Little kids want to be helpful

Figure 26: Developmental milestones, December 2018

Clear distinctions between preschoolers and toddlers

Figure 27: Developmental milestones, by age of child, December 2018

Gender-related behaviors start early

Girls more likely to choose own clothes and help with meal prep

Boys are more concerned about gender-specific toys

Figure 28: Developmental milestones, by gender of child, December 2018

### Activities Outside the Home

Parents don't let their kids stop them from dining out

Retailers can help make running errands pleasant

There is space for play places

Case study: Little Beans Café

Figure 29: Little Beans Clubhouse at Little Beans Café in Evanston, Ill.

Kids start playing sports at a very young age

Low demand for skill-based classes at this age

Figure 30: Activities parents do with their kids away from home (past three months), December 2018

Cinema-related marketing should target older kids

Sports participation linked to kids' age and gender

Case study: Steph Curry responds to young, female fan

Figure 31: Stephen Curry Tweet to young fan

Figure 32: Activities parents do with their kids away from home (past three months), December 2018

### Activities at Home

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Activities of Toddlers and Preschoolers - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Parents follow through on physical play and books

At least one third of toddlers and preschoolers play video games

Figure 33: Activities parents do with their kids at home, December 2018

Preschoolers more likely to use mobile apps and video games

Figure 34: Activities parents do with their kids at home, by age of child, December 2018

Parents play differently with boys than girls

Case study: Mattel's "Dolls with Dad" Barbie campaign

Figure 35: Playing Barbie Dolls with Dad | #BarbieProject

Figure 36: Activities parents do with their kids at home, by gender of child, December 2018

### Kids' Viewing Habits

Traditional kids programs and movies remain relevant for families

TV shows are the go-to content for parents

Kids movies are important too

Figure 37: Types of TV/video content that kids watch, December 2018

Figure 38: Frozen 2 | Official Teaser Trailer

Most kids watch content on multiple devices

Figure 39: Percentage of kids aged 2-5 who watch TV/Video content, December 2018

At least two thirds of young kids watch internet videos

Figure 40: Internet video viewing, by co-viewer, December 2018

Music and animals and influencers, oh my!

Viewership of product-focused videos higher among preschoolers

Figure 41: Types of videos that kids watch alone, by age of child, December 2018

Figure 42: Unboxing Video: SURPRISE Toys Peppa Pig Mickey Cutie Poopies slime surprise Mighty Beanz egg

Parents join their kids for internet videos

Figure 43: Types of videos that kids watch with parents, by gender of child, December 2018

### Favorite TV Shows

Paw Patrol leads the pack

Figure 44: Paw Patrol "Top Ultimate Rescue Moments" compilation video, 2019

Mickey and friends provide more educational content

Figure 45: Super Hero Hot Dog Dance | Music Video | Mickey Mouse Clubhouse | Disney Junior

Figure 46: Kids' favorite TV shows, December 2018

Favorite shows: Toddlers and preschoolers

Thomas & Friends and Sesame Street appeal more to toddlers

Older kids can handle more complicated storylines

Figure 47: Kids' favorite TV shows, by age of child, December 2018

Favorite shows: Boys and girls

Boys are drawn to vehicle-centered shows

Girls like shows with female protagonists

Figure 48: Kids' favorite TV shows, by gender of child, December 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Activities of Toddlers and Preschoolers - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Subgroup Differences

### Moms vs dads

Skill development is a bigger concern for dads

Figure 49: Parents' attitudes toward skill building, by moms and dads, December 2018

Parent/child activities are becoming more gendered at home

Figure 50: Activities parents do with their kids at home, by moms and dads, December 2018

Moms run errands with kids, but dads get to have fun

Figure 51: Activities parents do with their kids away from home, by moms and dads, December 2018

### Age of parents

Millennials feel more pressure to start building kids' academic skills

Figure 52: Parents' attitudes toward developing academic skills, by age of parent, December 2018

Millennial parents employ digital diversions for kids

Figure 53: Activities parents do with their kids at home, by age of parents, December 2018

### Household income

Higher-income households do more reading and building

Figure 54: Activities parents do with their kids at home, by household income, December 2018

Higher-income households better able to afford paid activities for kids

Figure 55: Activities outside the home, by household income, December 2018

## Appendix – Data Sources and Abbreviations

### Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Definitions

## Appendix – The Market

Figure 56: Children aged 2-5, 2013-23

Figure 57: Children aged 2-5, by race and Hispanic origin, 2013-23

Figure 58: Distribution of households, by age of householder and type of household, 2018

Figure 59: Labor-force status of men aged 16 or older, annual averages, by age, 2017

Figure 60: Labor-force status of women aged 16 or older, annual averages, by age, 2017

Figure 61: Median household income, by type of household, 2016

Figure 62: Percentage of children aged 3-6 enrolled in nursery school or kindergarten, 2017

Figure 63: Enrollment status of children aged 3-6, 2017

Figure 64: Percentage of children aged 3-6 enrolled in nursery school or kindergarten, by race and Hispanic origin, 2010-17

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)