

Children's Eating Habits - Ireland - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and children's eating habits
- The continued rise of childhood obesity and its impact on children's eating habits
- Concerns in food products aimed at children
- Ethical concerns amongst parents
- Parents' health priorities when purchasing children's food products.

COVID-19 has had a huge impact on how consumers view their children's diets; parents want to ensure their children are consuming foods that are high in natural vitamins/minerals that can boost their health holistically.

However, parents across the Irish market have struggled to meet these health goals, primarily due to COVID-19. During lockdown, children were more consumed with playing online games than physical exercise, and some children will have turned to comfort food as a way to cope during this stressful time. Consumers will continue the fight to strike a balance between allowing their children a treat but ensuring they receive a balanced diet.



"Parents are becoming more aware of the nutritional value of the products their children consume and are conducting more research into what products they want included in their children's diets. COVID-19 has accelerated this behaviour as parents are on a health kick and want this to be reflected in their children's lifestyle."

– **Natalie Magill, Market Research Analyst**

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What's included

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