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This report looks at the following areas:

- Household meal patterns in terms of time and type of meal cooked/ prepared most often, and innovation opportunities arising from these.
- Trends in launch activity for children's food and drink products.
- Parents' top health priorities and concerns when it comes to their children's diet.
- Parents' attitudes towards the environment in relation to children's food and drink.
- Factors that would encourage parents to buy one children's snack over another.

Some 80% of live-in parents of 4-17s agree that it is important that children try different types of cuisines from an early age. That this is so high points to the significant opportunities that exist for both children's and world cuisines products to tap into this interest going forward.

Some 63% of live-in parents of 4-17s worry about whether their child gets all the nutrients they need from their diet, rising to 82% of those who agree that money concerns make it difficult to feed children a healthy diet. This demonstrates how squeezed incomes are seen to limit the ability to afford health-giving foods and points to the importance of children's products to reassure parents of their nutritional worth during the cost-of-living crisis.

Half (50%) of live-in parents feel guilty about the environmental impact of the packaging of the food/drink products they buy for their child(ren). Given the predicted long-term focus on sustainability, it will be crucial for brands within this space to prove their environmental credentials in order to reduce this feeling of guilt and remain on the shopping list.

A third (35%) of live-in parents of 4-17s say it is most important that their youngest child consumes enough fibre. Fibre has been traditionally linked with satiety and, more recently, gut health. Calling out contributions to

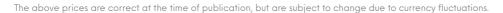


"The cost of living crisis is likely to increase the popularity of at-home meal occasions, offering opportunities for brands with strong family appeal."

Alice Pilkington, Senior
 Food and Drink Analyst,
 February 2023

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recommended daily fibre intake is currently rare within both child-orientated products and 'family favourite' staples, such as breakfast cereals and bread, and can thus provide considerable stand-out.

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