

Parents' Attitudes towards Children's Food and Drink - UK - 2023

Report Price: £2195 | \$2995 | €2600

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

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

Buy this report now

Visit	store.mintel.com
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

Parents' Attitudes towards Children's Food and Drink - UK - 2023

Report Price: £2195 | \$2995 | €2600

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



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.

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

Table of Contents

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

EXECUTIVE SUMMARY

- **The five-year outlook for children's food and drink**
Figure 1: Category outlook for children's food and drink, 2022-27
- **The market**
- **Income squeeze will create more at-home opportunities**
- **Only 18% of children achieve five-a-day target**
- **Latest report on sugar reduction programme shows mixed progress; HFSS volume promotions ban postponed**

Figure 2: Percentage of sugar reduction achieved across selected categories in OHID's sugar reduction and reformulation programme, 2015-20

- **Sustainability predicted to be a higher priority going forward; flexitarian trend will gain greater momentum**
- **Companies and brands**
- **High/added fibre claims return to growth in 2022**
- **Children's launch activity caters to meat/dairy reduction trends**
- **Achieving five-a-day remains key focus of advertising**
- **Child food poverty campaigns during pandemic have renewed relevance in 2023**
- **New rules on the advertising of HFSS food and drink delayed to 2024**
- **The consumer**
- **Family meal occasion still prevalent**

Figure 3: Households eating at different times vs eating at the same time, 2022

- **Nearly a third of households eat different meals**

Figure 4: Households eating the same meals vs eating different meals, 2022

- **Scratch-cooking and meals made from prepared and unprepared ingredients share lead**

Figure 5: Type of meal cooked/prepared most often, 2022

- **'Game-ifying' fruit and vegetable intake can boost five-a-day consumption and please parents**
- **Adequate fibre intake important for a third of parents**

Figure 6: Factors considered most important for a child's diet, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

- **Help in creating nutritionally rich meals on a budget will chime**
- **Environmental initiatives and repurposing can alleviate parental guilt over packaging**
Figure 7: Behaviours related to children's food and drink, 2022
- **Addressing parents' concerns about meat and dairy alternatives will be crucial**
Figure 8: Attitudes towards children's food and drink, 2022
- **Low sugar content only prioritised by 37%; 'not too sweet' claims can chime**
- **Slow-release carbohydrates can tap into interest in feeling full**

Figure 9: Factors that would encourage buying of children's snacks, 2022

ISSUES AND INSIGHTS

- **Offering parents guidance around affordable, nutritionally rich meals will chime during income squeeze**
- **Calling out contribution to fibre intake can tap into key concern relating to children's diet**
- **Responding to sustainable intentions of children and parental packaging guilt will be pertinent going forward**

MARKET DRIVERS

- **Inflation is the key concern for consumers and brands...**
- **...and despite government support, energy prices are still a major concern**
- **Rising interest rates mean that the pressure will move up to middle- and higher-income households**
- **High inflation and rising interest rates will weigh down the post-COVID recovery**
- **Consumer spending power will be curbed**
- **Unemployment is at a near-50-year low**
- **Consumers' financial wellbeing has fallen from the highs of 2021...**

Figure 10: Household financial wellbeing index, 2016-22

- **...and most people are feeling the effects of price rises**
- **Income squeeze will create more at-home opportunities**
- **Cooking from scratch likely to gain popularity**
- **Energy costs lead some to invest in less traditional cooking methods**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

- **Live births in 2021 return to slight growth after reaching their lowest level since 2002**

Figure 11: Live births in England and Wales, 2015-21

- **Total Fertility Rate in 2021 mirrors movement of live births**
- **Ageing population will also decrease birth rates over 2022-26**

Figure 12: Total fertility rate for England and Wales, 2015-21

Figure 13: Trends in UK population, by age, 2016-21 and 2021-26

- **Health remains a key focus for consumers**
- **Many parents view financial health as key to feeding children well**
- **State of children's health laid bare by obesity, five-a-day and activity levels**
- **Childhood obesity remains a significant problem**

Figure 14: Prevalence of overweight or obese children in England, by year group, 2016/17-2021/22

- **Only 18% of children achieve five-a-day target...**
- **...but percentage of active children returns to pre-pandemic levels**
- **OHID partnership with Disney for summer physical activity campaign returns**

Figure 15: Percentage of children eating at least five portions of fruit and vegetables a day, 2006-18

Figure 16: Percentage of children aged 5-16 years old meeting the Chief Medical Officers' physical activity guidelines, 2018/19- 2021/22

- **Government targets childhood obesity through public health initiatives**
- **Latest report on sugar reduction programme shows mixed progress**

Figure 17: Percentage of sugar reduction achieved across selected categories in OHID's sugar reduction and reformulation programme, 2015-20

- **HFSS volume promotions ban postponed until October 2023**
- **2024 salt reduction targets still in place**
- **On-pack nutrition label consultation proposed**
- **NHS launches Food Scanner app**
- **Sustainability predicted to be a higher priority going forward**
- **Flexitarian trend will gain greater momentum in long term...**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

LAUNCH ACTIVITY AND INNOVATION

- **Products for children aged 5-12 remain a small minority of overall launches**

Figure 18: Proportion of new launches in the UK food or drink market categorised as featuring children (5-12) claims, 2018-22

- **Chocolate confectionery represents largest share of children's food launches**

Figure 19: Breakdown of new food launches assigned children (5-12) claims, by category, sorted by 2022, 2018-22

- **Immunity claims see boost post-COVID**

Figure 20: Percentage of children (5-12) food and drink launches with selected functional claims, 2018-22

Figure 21: Recent children's food and drink launches calling out immunity support, 2021-22

- **High/added fibre claims return to growth in 2022**

Figure 22: Percentage of children (5-12) food launches with high/added fibre claims, 2018-22

- **Baby and toddler brand Organix extends to appeal to older children...**

- **...whilst healthier cookie brand Snackzilla also explores inulin**

Figure 23: Recent examples of high fibre claims in children's snacks products, 2022

- **Majority of no added sugar claims in snack products**

Figure 24: Percentage of children (5-12) food and drink launches with sugar-related claims, 2018-22

- **Toddler cutlery brand Nana's Manners launches "less meat and more veg" meal products**

- **VFC launches first children's product**

Figure 25: Nana's Manners silly sausages, 2022

- **Petits Filous expands into plant-based yogurt for first time**

- **The Collective launches dairy-free Suckies**

Figure 26: Examples of dairy brands expanding into dairy-free children's space, 2021-22

- **...whilst some children's snack products explore allergen-friendly labelling**

Figure 27: Recent children's snack launches calling out allergen friendly, 2021-22

- **Brands extend into kids market**

- **Cheese snack brand Strings & Things expand its sweet offerings**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Figure 28: Recent examples of brand extensions in children's food and drink, 2020-21

- **Children's ready meals offer convenience to families who eat at different times**
- **Little Dish unveils new packaging**
- **Young's teams up with Annabel Karmel**

Figure 29: Examples of ready meals targeted at children, 2020-22

- **Cake kits will tap into increased time at home during income squeeze**
- **Premier Foods expands Mr Kipling home baking range**
- **Handful of children's products explore sustainability credentials beyond recyclability**
- **Little Freddie launches first kerbside-recyclable pouch and claims to be 'carbon negative'**
- **Actimel aligns with Too Good to Go**

Figure 30: Recent children's home baking launches offering craft element, 2021-22

- **Handful of children's products explore sustainability credentials beyond recyclability**

Figure 31: Children's food and drink products highlighting sustainability credentials, 2022

- **Achieving five-a-day remains key focus of advertising**
- **Soreen takes children to an allotment for the launch of Fruit & Veg-Mmms**
- **Eat Them to Defeat Them returns for 2023**
- **BEAR targets back to school occasion**
- **M&S brings back free fruit for kids in-store activation**
- **Child food poverty campaigns during pandemic have renewed relevance in 2023**
- **"Silence the Rumble" campaign run by Heinz**
- **Kellogg's extends its support for Magic Breakfast**
- **Co-Op argues, "Everyone should have something for tea"**
- **Marcus Rashford narrates Aldi Hunger Monster animation**
- **Dairylea advert banned by ASA...**
- **...whilst The Collective focuses 2023 campaign on its non-dairy products**
- **Petits Filous encourages families to #MakeMischief**
- **New rules on the advertising of HFSS food and drink delayed to 2024**

HOUSEHOLD MEAL PATTERNS

- **Family meal occasion still prevalent**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Figure 32: Households eating at different times vs eating at the same time, 2022

- **Opportunities for slow-cooker products to more actively target families**
- **Nearly a third of households eat different meals**

Figure 33: Households eating the same meals vs eating different meals, 2022

TYPE OF MEAL COOKED/PREPARED MOST OFTEN

- **Scratch-cooking and meals made from prepared and unprepared ingredients share lead**

Figure 34: Type of meal cooked/prepared most often, 2022

- **Healthy child-orientated shortcut products can offer convenience...**

Figure 35: Examples of shortcut child-orientated products, 2021

- **... and alleviate guilt**

FACTORS CONSIDERED MOST IMPORTANT FOR A CHILD'S DIET

- **Five-a-day is important for 46% of live-in parents**
- **'Game-ifying' fruit and vegetable intake can make it fun for children**

Figure 36: Factors considered most important for a child's diet, 2022

- **Kids Eat in Color offers cues for re-framing the five-a-day conversation**
- **Help with appropriate child portions can chime for 39%**
- **Calling out alliance with portion recommendations that do exist remains relevant...**

Figure 37: BEAR offers collectable cards and an app to track collecting them, 2022

- **...whilst 'family favourite' products can more actively position themselves as encouraging healthy habits**
- **Help around portions can also tap into minimising food waste**
- **Nesquik offers cues for on-pack communication**
- **Adequate fibre intake important for a third**

Figure 38: Soreen and Innocent call out alliance with official portion recommendations

Figure 39: Recent examples of child-orientated products calling out portion control, 2021-22

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

- **Calling out contribution to recommended fibre intakes can help make it tangible**

Figure 41: Troo calls out contribution to daily fibre intake, 2021

- **Wholegrain and 50/50 variants can also tap into concerns about fibre**

Figure 42: Piccolo Kids organic carrot cupcake mix calling out 'wholewheat goodness', 2022

Figure 43: Napolina 50%50 spaghetti, 2020

BEHAVIOURS RELATED TO CHILDREN'S FOOD AND DRINK

- **63% of parents worry about the nutritional richness of their children's diet**

Figure 44: Behaviours related to children's food and drink, 2022

- **Give parents help in creating nutritionally rich meals on a budget**

Figure 45: Marks and Spencer shares ideas for five breakfasts and five lunches for two children for £20, 15 January 2021

- **Raise awareness of the role of different nutritional elements in a complete meal among children**

- **BOL and children's shake mixes offer cues for 'nutritionally complete' messaging...**

Figure 46: BOL Power Pot calls out that it is 'nutritionally complete' and details contribution to daily fibre intake, 2021

Figure 47: Else. calls out complete nutrition in shake mix, 2022

- **...whilst prioritising positive nutrition claims in on-pack messaging also holds potential**

Figure 48: John West Kids calls out lack of 'nasties', 2022

Figure 49: Co-op prioritising positive nutrition claims on front-of-pack, 2022

- **Environmental impact of packaging makes 50% of parents feel guilty**

- **Calling out packaging reduction will be pertinent for hard-to-recycle products...**

Figure 50: Recent examples of snack and breakfast cereal brands calling out packaging reduction, 2021-22

- **...whilst environmental initiatives can help parents feel they are contributing to a better planet for their children's future**

Figure 51: Recent examples of brands calling out ocean-plastic initiatives, 2022

- **Offer ways in which packaging can be repurposed**

Figure 52: Craft & Crumb cool cat biscuits & craft kit with cut out cool cat house, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

- **Social media turned to by half of parents to make meals more exciting**
- **Collaborations with 'mummy influencers' can boost visibility**
- **Ocado makes meals exciting by drawing links with Disney movies**

ATTITUDES TOWARDS CHILDREN'S FOOD AND DRINK

- **Responding to sustainable intentions of children will be pertinent going forward**
Figure 53: Attitudes towards children's food and drink, 2022
- **More child-friendly meat substitutes NPD pertinent**
- **Addressing parents' nutritional concerns within meat substitutes will be crucial...**
Figure 54: International example of children's meat substitute product calling out vegetable and fibre content, 2022
- **...as well as in dairy alternatives**
Figure 55: Recent examples of dairy alternative products targeting children, 2021-22
- **Meat and dairy will need to work hard to stay on menu**
- **Introduction to different cuisines important for 80% of parents**
- **Level of interest points to extension opportunities for baby food brands**
Figure 56: Recent examples of world cuisine flavours in baby food products, 2023
- **Providing guidance on tailoring world cuisine products for younger taste buds will chime...**
Figure 57: Uncle Ben's Caribbean jerk inspired one pot rice kit helps people customise dish, 2019
- **...whilst world cuisines flavours also lend themselves to more meat-free meals**

FACTORS THAT WOULD ENCOURAGE BUYING OF CHILDREN'S SNACKS

- **Low sugar content only prioritised by 37%**
Figure 58: Factors that would encourage buying of children's snacks, 2022
- **'Not too sweet' claims can chime**
Figure 59: Examples of 'not too sweet' claim in hot chocolate and yogurt, 2020
- **Slow-release carbohydrates can tap into interest in feeling full...**
Figure 60: beVita breakfast biscuits calling out slow-release carbohydrates, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



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

- **...whilst high fibre claims can also chime**
Figure 61: Recent examples of high in fibre claims in children's snack products, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.