"Typically, parents with children under the age of 18 are in their prime earning and spending years, making them a critical audience for brands to win – and kids have an undeniable impact on parents’ spending decisions.

- Dana Macke, Senior Lifestyles and Leisure Analyst

This report looks at the following areas:

- Food decisions driven primarily by parents
- Parents wary of mature content
- Parenting ain’t what it used to be

Families with kids are a critical demographic: There are an estimated 73.8 million children in the US, and 27% of all households have at least one child under the age of 18. Families with children have higher incomes than the average and control a potential $3.8 trillion in buying power. Further, these consumers have a variety of different needs and are in their peak years of earning and spending. In this Report, Mintel examines the significant role kids play in household purchasing decisions and recommends strategies and opportunities for appealing to this important group.

DID YOU KNOW? 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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