

Purchasing Food and Drinks for Children - China - March 2018

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“As the concept of a balanced diet becomes popular, not all parents are interested in implementing strict rules on their child’s diet. Giving in to children’s requests and occasionally buying unhealthy treats is not always seen as a bad decision because some parents think that raising a happy, independent child and respecting his/her requests is more important.”

- Alina Ma, Associate Director

This report looks at the following areas:

- Children tend to eat with their eyes, hands and nose
- Cooking with children to teach healthy food choice
- New and emerging ways of ensuring children’s healthy eating

Ensuring children eat healthily is a very important task for parents and dairy products remain their favourite pick for healthy ingredients and functional benefits. Although the Chinese government has not issued any official guidelines regarding recommended daily consumption of necessary nutrients for children, many parents are still willing to pay a premium for children-specific food and drink products.

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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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