

Children's Eating Habits - UK - June 2019

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“Scratch cooking has a health halo, and many parents feel guilty if they do not cook from scratch, so brands able to reassure parents that not cooking from scratch is OK can look to win favour. Key messages for prepared meals or meal components should be about quality of ingredients, healthiness and naturalness.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

Prioritising time together with children is also a relevant message if combined with reassuring parents on the well-balanced nutrition of prepared foods.

- **Highlighting nutritional benefits and giving portion advice will help foods get into parents' shopping baskets**
- **Focusing on 'new and exciting' choices caters for kids' strong interest in trying different meals and helps overcome boredom factor**
- **Brands and retailers in prepared foods will gain from reassuring parents that not cooking from scratch is OK**

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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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The facts

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