

Kids' Snacking: Inc Impact of COVID-19 - UK - May 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market dynamics in relation to children's snacking.
- The necessity for companies to create healthier children's snacks and current health-related trends in NPD.
- Patterns of children's snacking throughout the day, how these has been affected by the COVID-19 outbreak, and how companies can cater to these different snacking occasions.
- Consumer behaviour and attitudes towards kids' snacking.



"The COVID-19 outbreak has disrupted children's snacking patterns, driving frequency of at-home snacking while curbing impulse buying and eliminating school lunchbox occasions.

– Alice Baker, Research Analyst

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- Government takes action on children's health
- Plastic packaging tax due in 2022

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- **Children's preferences have strong influence on parents' buying habits**
- **Healthier versions of children's snacks appeal to many**

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