

Kids' Snacking - UK - November 2018

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“That efforts to limit the amount of snacks children eat are near universal and parents are switched onto the importance of snacks being healthy is welcome news for PHE and indicates that the industry’s efforts to improve the healthiness of their products will appeal.”
– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Healthier snacks that kids like will gain substantial following**
- **Permissibility will keep unhealthy snacks on the menu for kids**
- **NPD and introductory promotions are a necessity in the snacks market**
- **Single-serve snacks at risk of backlash over packaging waste**

Healthier versions of popular children’s snacks and smaller portion sizes for children are key means for snacks to get on parents’ shopping lists, but new products also have to appeal to kids on taste

Nearly all parents buy snacks for children, and most buy an array of indulgent and healthy snacks. With most children aged 7-15 eating snacks two or more times a day, this shows the importance of kids’ snacking occasions to the UK food market.

Healthy snacks that kids like will gain a substantial following. While parents put marked weight to health-related factors in kids’ snacks, they also attach high importance to finding snacks their child likes. Half of parents agree that it is hard to get children to eat healthier snacks. Strong demand for healthier versions of popular children’s snacks and smaller-sized, single-portion packs stems from these conflicting priorities.

NPD is a necessity in the snacks market, catering for the very strong interest among parents and children in trying new snacks. Pester power is a big influence on snack buying, with sales benefiting from parents and children shopping together, emphasising the importance of appealing packaging and high in-store visibility in making an impact at point of sale.

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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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NPD and introductory promotions are a necessity in the snacks market

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Child population growth set to slow down

Childhood obesity a major health issue

Sugar reduction targets focus on nine categories

PHE advises two 100-calorie snacks a day

Restrictions on advertising of HFSS foods to children

School lunchboxes drive demand for kids' snacks

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- Seasonal chocolate and fruit snacks see most kids' claims
- Half of children's launches have no additives/preservatives
- Spotlight on sugar spurs leap ahead in claims
- Products tapping into 5-a-day interest
- Few kids' snacks tapping into interest in vitamins/minerals
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New varieties tap kids' interest in trying new products

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Buying of snacks for kids is almost universal

Seven in 10 parents buy snacks for school

Children's preferences are parents' top consideration

Contributing to 5-a-day matters to two in five

Most parents buy snacks both for children specifically and for whole family to share

Eight in 10 parents like to buy new snacks for children to try

Parents try to limit the number of unhealthy snacks kids eat

Strong interest in healthier versions of popular kids' snacks

Majority of kids snack at least two times a day

Kids are big buyers of snacks in their own right

Foods Bought for Children to Snack On

Buying of snacks for kids is almost universal

Sweet treats remain popular snacks

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Dried fruit/nuts lag in popularity

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Many schools ban unhealthy snacks

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Out-of-home and out-of-school snacking also important

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Children's preferences are parents' top consideration

Taste is key for winning kids over

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Low/no added sugar beat 100-calorie claims among parents

Contributing to 5-a-day matters to two in five, vitamins to one in three

Highlighting vitamins/minerals gives added appeal among a minority

All-natural ingredients sway one in three

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Few parents are acting on PHE calorie advice for snacks

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Most parents buy some snacks just for children and some for whole family
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