

5 Key Insights About Kids' Food Products

Insights and stats from parents about buying and
choosing food products for their children

November 2020

Presented by Innovate Solutions and MyInsightsOnTime

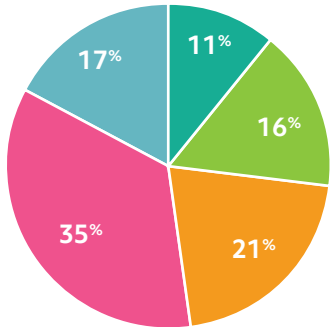


Key Stats

AN ONLINE QUANTITATIVE SURVEY OF 21 QUESTIONS WAS DISTRIBUTED VIA EMAIL TO 303 IRISH FEMALE CONSUMERS ACROSS THE COUNTRY. The survey was active for 12 days and the total number of complete responses was 188.

1. FOOD BRANDS ADVERTISING TO KIDS

How concerned are you as a parent about food brands advertising to kids?

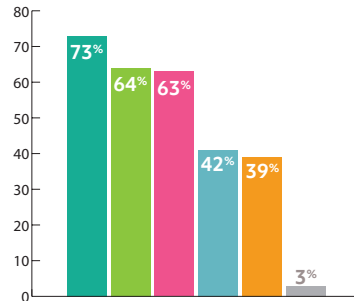


1 (not at all concerned)	11%
2	16%
3	21%
4	35%
5 (extremely concerned)	17%

52% of parents are concerned about media advertisements of unhealthy food & drink products to kids

2. TRYING NEW KIDS' FOOD PRODUCTS

What would make you try a new kids food product?

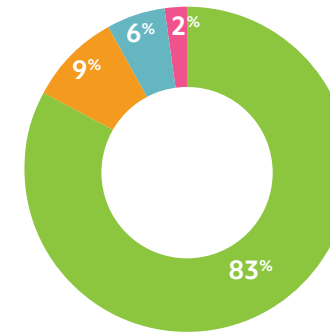


63% of parents will try a new kids' food product if there's an offer

My child has enjoyed similar products/I thought my child would like it	73%
A family or friend recommended it	64%
There was an offer	63%
I am familiar with that brand	42%
My child has told me about it/has pestered me for it	39%
Other	3%

3. OWN LABEL VS BRANDED KIDS' PRODUCTS

What's your opinion on own label vs branded kids food products?

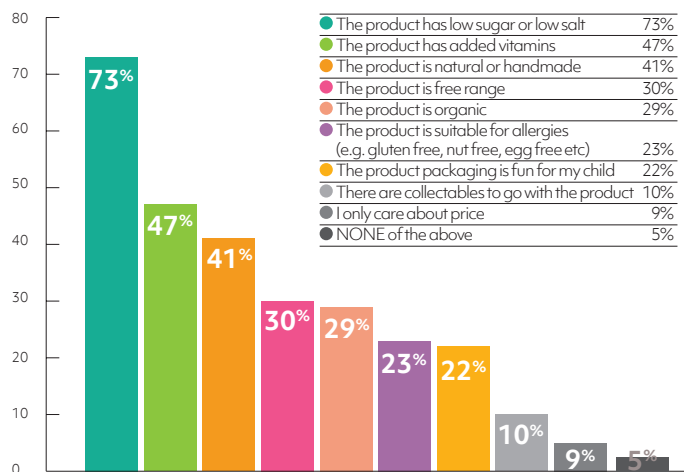


9% of parents buy only branded kids' products

I buy a mix	83%
I always go for branded	9%
I prefer own label	6%
Other	2%

4. WHAT INFLUENCES KIDS' FOOD PRODUCT PURCHASE

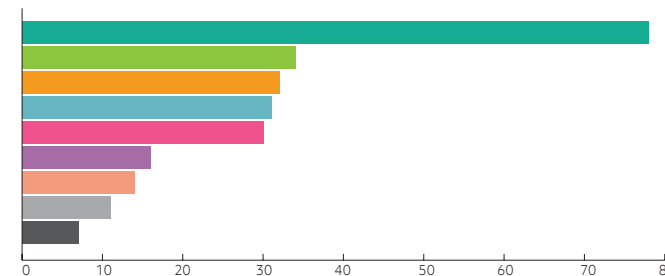
When picking a kid's food product in the supermarket to buy, which factors are important?



73% of parents say Low Sugar or Low Salt is the number one influence on kids' product purchase

5. PACKAGING KIDS' FOOD PRODUCTS

When choosing new kids food products to try, what type of packaging motivates you to buy?



78% of parents said that the package indicating it was a healthy kids product motivated them to buy a new product

The package indicates it is a healthy kids product	78%
The package is fun and colourful	34%
The package comes with a gift with purchase e.g. water bottle, lunch box etc.	32%
There's a recipe on the packaging	31%
There is a giveaway/offer/activity or incentive on the packaging	30%
There's a tie in with film or TV characters	16%
There is a story or characters on the packaging	14%
There are collectables within	11%
Other	7%

Key Insights

Online Focus Group carried out on **MyInsightsOnTime** private platform in November 2020 with 19 parent panel participants from across Ireland.

FOOD BRANDS ADVERTISING TO KIDS



"I understand they have to do it for marketing but yes some of them annoy me as it can lead to pester power from the kiddos! It would be beneficial if the ad clearly stated what a portion size should be and how many teaspoons of sugar are in it. In clear language for the children."

TRYING NEW KIDS' FOOD PRODUCTS



"If they offer a money off coupon, they always work to get me to try new products. Maybe bundling it with another child friendly product in the supermarket. If it is with something else they eat, they may be more inclined to try the new thing."

OWN LABEL VS BRANDED KIDS' PRODUCTS



"I used to buy mostly branded but now I am not fussy. As long as there is not a major difference with content, then I don't mind. A lot of products are from the same supplier and are just rebranded."

WHAT INFLUENCES KIDS' FOOD PRODUCT PURCHASE



"The main factor is if they will eat it or not. If I find a new product that I think they might like I mention it a few times before I buy it so it doesn't seem brand new. I try to buy what is healthy and also good value. If I get a voucher for a free product or money off I will buy it to try it and hopefully get a new food that is liked which I can add to the list of what the kids will eat."

PACKAGING ON KIDS' FOOD PRODUCTS



"I tend to buy kids' products on promotion. Sustainable packaging and suitable size for lunch box are important. The flavour is the most important factor, directly followed by the nutritional value of the food."

Key Recommendations For Brands

Recommendation 1



The nutritional profile of kids' products tends to be the deciding factor for parents, even between branded & unbranded varieties. Make sure the health properties of your kids' product are clearly communicated on the packaging. Consider getting a health claim to support the communication.

Recommendation 2



Seek to reduce the sugar content of your kids' product and/or replace with natural sugars. Make sure this is also highlighted on the packaging.

Recommendation 3



Provide ideas & recipes for your kids' product on your website & social media channels.

Recommendation 4



Transition to eco packaging – modern mothers are tired of single use plastic, especially when it comes to single kids portions! Sustainable packaging will make your product more favourable.

Recommendation 5



Offers are a big driver of parents adopting new kids' products, so look at opportunities to create vouchers to encourage parents to try your product.

If you need market research and independent consumer insights then **Innovate Solutions** and **MyInsightsOnTime** can help. Contact Aidan at 087 2494747 aidan@innovatesolutions.ie or Jill at 087 2299128, info@myinsightsontime.com