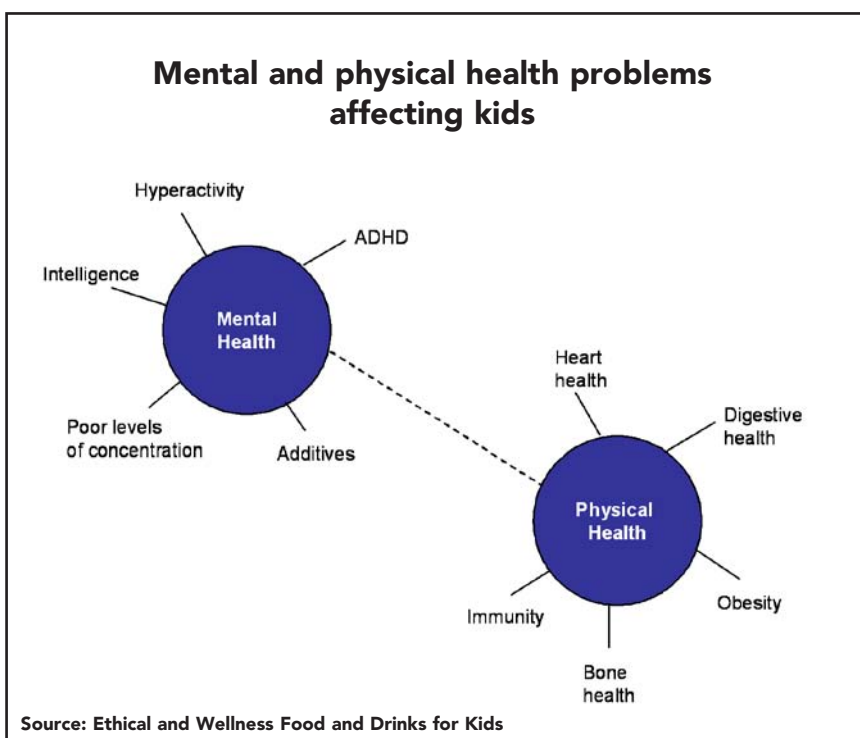


## BUSINESS INSIGHTS

### Ethical and Wellness Food and Drinks for Kids

Key product trends and manufacturer strategies



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“Parents are concerned about a number of issues in kids’ health and these can be split into concerns about mental and physical health. Mental health concerns include attention-deficit hyperactivity disorder (ADHD) and poor levels of concentration. These concerns have driven the growth in natural and ‘free-from’ food and drinks targeted at kids. Physical health concerns are strongly linked to healthy growth of a child and the increasing levels of childhood obesity...”

**Identify and anticipate the key trends and growth opportunities shaping the kids’ food and drinks market with this new report...**

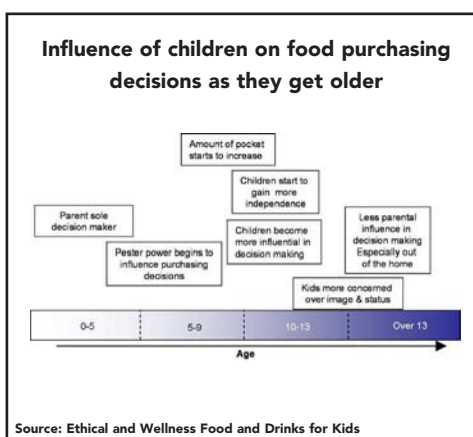
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**Business Insights'** portfolio of consumer goods management reports are designed to help you make well informed and timely business decisions. We understand the problems facing today's consumer goods executives when trying to drive your business forward, and appreciate the importance of accurate, up-to-date, incisive product, market and company analysis. We help you to crystallize your business decisions.

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### Key issues examined by this report...



"Kids are increasingly using the computer to communicate, play and learn and explore. This has increased the amount of pester power children have. Food and drinks manufacturers are directly marketing to kids through the Internet with interactive games to increase brand association and more recently through social networking sites and websites such as YouTube..."

- **Parental concern about additives increasing hyperactivity in kids.** This has contributed to the increase in NPD of natural food and drink products for kids, which claim to be 'free-from' artificial colors and flavorings.
- **Healthy growth of kids.** Healthy food and drinks for kids fall under two key areas; mental and physical health. Parents want their kids to be the best and strongest performer and products that claim to contain ingredients that promote these aspects remain popular with parents.
- **Development of new technologies leading to new strategies to market directly to kids.** The development of social networking sites and kids owning a mobile phone from a younger age, has meant that marketers are able to directly target kids in new ways. However, these methods are increasingly coming under criticism due to the fact that parents have a lack of control.
- **Kids are becoming more aware of environmental issues.** Kids are learning about environmental issues in schools and therefore ethical claims on packaging should also be made in such a way to attract kids, as well as parents.

## Ethical and Wellness Food and Drinks for Kids

### Key product trends and manufacturer strategies

#### Population of 5-9 year olds in Europe and the US (m), 2006-2011

	Europe	US
2006	42.7	19.6
2007	42.5	19.9
2008	42.4	20.2
2009	42.4	20.4
2010	42.6	20.7
2011	42.7	20.8
CAGR 06-11	0.0%	1.2%

Source: Ethical and Wellness Food and Drinks for Kids

"The population of 5-9yr olds in Europe is set to remain relatively steady, it was set at 42.7m in 2006 and this is set to remain constant to 2011. However, a number of key countries within Europe are declining in the population of 5-9yr olds. France, Spain and Sweden are the only countries that are expected to see positive growth in the number of 5-9yr olds between 2006 and 2011..."

NPD in ethical and wellness food and drinks for kids is being driven by parents demanding products for their children which promote healthy growth. Food and drinks manufacturers are targeting parents with clear scientific claims on packaging. However, kids are becoming more aware of health and environmental issues, and at the same time are gaining more influence over purchasing decisions. To remain competitive food and drink manufacturers need to ensure they also place bold, bright, simple claims on packaging to appeal to kids.

**Ethical and Wellness Food and Drinks for Kids** is a new report by Business Insights that provides the definitive analysis of the global kids' food and drinks market. The report also assesses the opportunities within health, indulgence, convenience and ethical kids' food and drinks. Also it gives detailed analysis of innovative products and other ways in which manufacturers are positioning their products to appeal to kids.

**Discover the leading innovators, the most successful categories and future growth opportunities in the kids' food and drinks market with this new report...**

### This new report will enable you to...

#### Y Water Wellness Water - Brain; Immune; Muscle; Bone

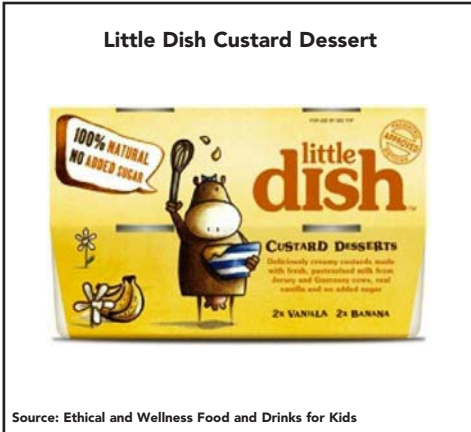


Source: Ethical and Wellness Food and Drinks for Kids

- **Quantify future growth areas in the kids' food and drinks market** using epidemiological data of obesity and ADHD in Europe and the US contained in the report.
- **Improve targeting and the effectiveness of your NPD strategies** with this report's analysis of ProductsScan data of over 4,000 kids' food and drinks product launches that took place globally between 2005 and 2008. Includes analysis of products by category, trend and product tags.
- **Identify the key trends in the kid's market** and evaluate future product innovation and marketing strategies.
- **Target key countries and categories** with this reports analysis of per capita spend on kids' food and drinks in Europe and the US in 2007.

"Y Water was launched in the US in February 2008 and claims to be an organic, low calorie, functional drink. Company literature states that it is the first of a new category of developmental drinks which provide the vitamins and minerals essential for a child's healthy growth. The immune variety is said to have vitamins A, C and E to strengthen the immune system. The drinks are presented in 9 fl. oz. Y shaped PET bottles that can be snapped together with a Y Knot when empty..."

## Your questions answered...



Source: Ethical and Wellness Food and Drinks for Kids

“Parents often use treats to reward kids for good behavior, and will feel less guilty about treating a kid with a product that has a health benefit. Little Dish Custard Desserts were launched in the UK in March 2008. Company information states that the product is “great as a healthy snack on its own or in a lunch box.” The product has been targeted to appeal to kids on the taste and with the packaging, and to parents with the fact that it is natural and has no added sugar...”

- Who are the key players leading the way in kids’ food and drinks?
- How are demographics and lifestyles changing and what impact are they having on new product development in kids’ food and drinks?
- Which categories are most successful in the kids’ food and drinks market?
- What trends are having the most impact on NPD in the kids’ food and drinks market?
- How is ‘kids growing older younger’ affecting purchasing decisions?
- How should marketing, promotion and NPD strategies for children’s products change over the next three years?
- What are the most important health issues driving parental purchase of kids’ food and drinks?

## Some key findings from this report...

**Factors driving parent and kids purchasing decisions**

Parents	Kids
Concern	Fun
Guilt	Taste
Nutritional content	Brand
Desire for perfect child	Peer-pressure
Aspiration	Status
Control	Packaging

Source: Ethical and Wellness Food and Drinks for Kids

“A key factor affecting purchases in the children’s food and drinks market is who is actually buying the product. Parents and children often have very different views on the important aspects of a food and drink purchase. Kids are driven by products that look and taste nice and parents are driven by food and drink products that they think will be beneficial for their children...”

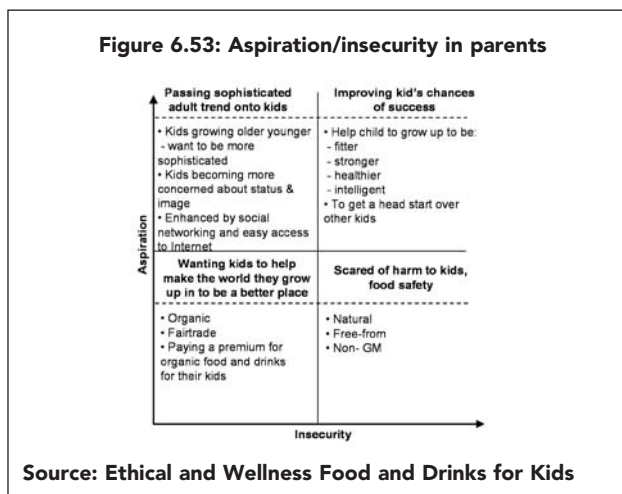
- **Natural was the leading product tag** on healthy kids’ food and drinks product launches in 2008, with 59.7% of products making the claim.
- **Over the past three decades, the childhood obesity rate in the US has almost doubled** in pre-school children aged 2-5yrs and teenagers aged 12-19yrs, and it has more than tripled for children aged 6-11yrs. 9million children over the age of six in the US are considered obese.
- **Products with organic claims took that largest share of ethical food and drinks for kids launched in 2008** (60.1%), an increase from 46.1% in 2005. Environmental concerns, food quality and food safety are the three main factors driving parents to purchase ethical food and drinks for kids.
- **The amount of pocket money that children are receiving worldwide is increasing.** The amount of discretionary income (\$ per week) for 5-9 year olds in the US rose from \$4.2 in 2001 to \$8.2 in 2006. Signifying that children are getting more purchasing power at a younger age.

## Sample from 'Ethical and Wellness Food and Drinks for Kids'

### Chapter 6: Conclusions Parents

Kids getting older younger has led to a change in parents' purchasing decisions. Parents are the dominant food purchaser for a shorter time, as kids begin to gain more independence and assert their purchasing power from a younger age. The factors driving parents to purchase kids' food and drinks are:

- Concern;
- Guilt;
- Nutritional content;
- Perfection;
- Control;
- Insecurity;
- Aspiration.



Aspiration is parents wanting their kids to be the fastest or the most intelligent, and insecurity is about their fears over the mental and physical health of their children. Figure 6.53 shows the relationship between aspiration and insecurity and how this affects parents' food and drink purchasing decisions, highlighting that many of the key purchasing occasions for parents have strong links to ethical and wellness.

The diagram shows four clear opportunities where kids' food and drinks manufacturers can target parents. Parents are increasingly concerned with the safety and wellness of their children. Natural, free-from and non GM food and drinks have all seen an increase in popularity, as parents are concerned that harm does not come to their kids in any way. Regulation in Europe regarding the labeling and monitoring of artificial food coloring in kids' food and drinks, means that food and drinks manufacturers are beginning to develop products to satisfy this insecurity.

Parents also want to improve their kid's chances of success, and this has been promoted in food and drinks with the emergence of functional food and drinks for kids; developed with specific health benefits. Heart health, bone health and immunity are all claims that have been used in marketing to appeal to parents. Kids are not necessarily interested in functional food and drinks so manufacturers have to ensure that they appeal to parents with clear health claims on the packaging.

Marketers are appealing to parents by printing clear and bold health and ethical claims on the packaging of kids' food and drinks. However, these products also need to appeal to kids. With kids getting older younger there may be an opportunity for food and drinks manufacturers to also target kids with health and ethical claims as they begin to become more aware of green issues and more concerned with about status from a younger age.

Order this report today to find out more...

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