

Snacks for Children: Targeting a New Generation of Parents

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Abstracts

This briefing explores how the busier lifestyles of new generation parents have increased their reliance on packaged snacks for children. Children offer a big opportunity to brand owners; however, parents have high nutritional expectations of children's snacks. The categories of interest and approaches to raising nutritional profiles vary significantly between developed and developing regions. Product accessibility and appeal to children are key purchase influencers too.

Euromonitor International's Snacks for Children: Targeting a New Generation of Parents global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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