

CHILDREN'S SNACKS – GERMANY – 2021

Parents' increased health focus due to COVID-19 necessitates further health-led innovation, for example, in snacks with lower sugar or with functional benefits.



Heidi Lanschützer, Deputy
Research Director,
Germany



Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Impact of COVID-19 on children's snacking

- COVID-19 outbreak boosts at-home snacking in 2020, and this will continue in 2021
- COVID-19's impact on children's snacking and German consumer behaviour

Market context

- COVID-19 outbreak boosts at-home snacking over 2020-21
- Snacking is near universal
 - Graph 1: types of snacks bought for children, by category, December 2020
- Falling birth rates and trend towards smaller families set a challenge for the category
 - Graph 2: live birth rates, 2015-19
- Many children are missing the mark on health

Mintel predicts

- Multiple factors for companies to consider in the wake of the pandemic

What consumers want, and why

- Consumers want: snacks with high fruit/vegetable content
- Consumers want: snacks with no added sugar
- Consumers want: more guidance on healthy snacks
 - Graph 3: parents who agree there is not enough guidance on which snacks are healthy for children, by age group, December 2020
- Consumers want: snacks with functional benefits

Opportunities

- Good opportunities for new snack launches
- Promote single-serve packs as helping to control children's nutritional intake
- Scope for expansion in plant-based children's snacks
- Quick download resources

MARKET DRIVERS

- A return to lockdown
- Rates of at-home eating to remain high in 2021
- Consumers' weakened finances to prompt trading down in 2021

- Graph 4: extent to which people are worried the COVID-19 outbreak might affect their lifestyle, by parental status, 4-17 March 2021
- Birth rate falls in 2019 and is expected to decline further in 2020
 - Graph 5: number of live births, 2015-19
- Develop snacks aimed at teenagers to retain users for longer
- Delayed motherhood trend is a barrier to volume sales growth
 - Graph 6: average age of mothers at birth of the first child (amongst married women), 1999-2019
- A fifth of 3-17 year olds are overweight
 - Graph 7: rates of obesity among children and adolescents, by age group, 2017
- Food industry is tasked with reducing fat, salt and sugar
- Government looks to regulate school meals
- Many children are missing out on their five-a-day
- The impact of COVID-19 on the German economy
 - Graph 8: key economic data, in real terms, 2019-22
- Brexit: some disruption for German trade will be inevitable

WHAT CONSUMERS WANT AND WHY

Impact of COVID-19 on consumer behaviour

- Parents' heightened health consciousness offers both a challenge and an opportunity
- Shift to online shopping provides scope for direct-to-consumer services
- Offer more locally sourced products to tap into the localism trend
 - Graph 9: consumers who agree that their local community has become a higher priority for them since the COVID-19 outbreak, by parental status, 2-12 February 2021
- Companies need to be proactive on sustainability
 - Graph 10: consumers who agree the environment has become a higher priority for them since the COVID-19 outbreak, by parental status, 2-12 February 2021

Types of snacks bought for children

- 97% of German parents buy snacks for their children
 - Graph 11: types of snacks bought for children, by category, December 2020
- Fresh fruit/vegetables are the most widely bought snack
 - Graph 12: types of snacks bought for children, December 2020
- Parents of 5-15s are most likely to buy snacks
 - Graph 13: types of snacks bought for children, by category, by age of the oldest child in the household, December 2020
- More scope for NPD in children's snacks

Frequency of snacking among children

- 90% of under-15s snack once a day or more

– Graph 14: frequency of snacking among children aged 0-15, December 2020

Where children snack

- Children mainly snack at home
 - Graph 15: where children snack, December 2020
- Focus more on school-time occasions to drive purchase
- Promote sharing bags for celebrating children's reunions with friends post-pandemic

Factors influencing parents' choice of snacks for children

- Focus on fruit/vegetable content to win over parents
- High fruit/vegetable content is the most sought-after attribute
 - Graph 16: factors influencing choice of snacks for children, December 2020
- Appeal to health-conscious parents with fruit/vegetable content on-pack
- Explore vegetable ingredients in crisps and sweet snacks
- International inspiration: fruit & vegetable blend yogurts
- Use packaging and novelty shapes to make vegetables more visually appealing for children
- International inspiration: children's vegetable snacks
- Children's preferences hold considerable sway
- Favourite brands have more of an influence as children get older
 - Graph 17: child's favourite brand as an influencing factor when choosing snacks for children, by age of oldest child, December 2020

Parents' behaviours relating to children's snacks

- Good opportunities for innovation in children's snacks
 - Graph 18: parents' behaviours relating to children's snacks, December 2020
- Innovate with flavours and types of snacks to keep shoppers engaged
- Use seasonal flavours to maintain consumer interest
- International inspiration: adult food trends extend into children's products
- Snacks that support immune health are an unrealised opportunity
- Examples of snacks with immune health claims
- Develop snacks with eye health benefits
- Examples of snacks with eye health claims

Parents' attitudes towards snacks for children

- Make children's snacks as natural as possible
 - Graph 19: parents' attitudes towards snacks for children, December 2020
- Single-serve packs are key to portion control
- International inspiration: advertising themed around small portion size giving permissibility
- Use sustainable packaging on single-serve formats to win over consumers
- Need for more health-led innovation in children's snacks

- 45% of parents want more guidance on healthy snacks
 - Graph 20: parents who agree there is not enough guidance on which snacks are healthy for children, by age group, December 2020
- Offer healthy meal plans with snack suggestions to appeal to parents
- Plant-based children's snacks attract strong consumer interest
- Non-dairy children's yogurts

LAUNCH ACTIVITY AND INNOVATION

- A note on product coverage and definitions
- Children's snacks take a small share of snack launches
- Chocolate products lead for children's snack launches
 - Graph 21: children's snack launches, by category, 2017-20
- Sugar-related claims are under-explored in the children's snacks category
- A few brands release reduced sugar children's products in 2020
- Examples of reduced-sugar claims in children's snacks
- Fortified snacks launches
 - Graph 22: leading 'plus' health claims in children's snack launches, 2017-20
- Fortified biscuits should appear as a better-for-you treat
- Offer organic children's snacks to appeal both on health and ethical grounds
- Examples of organic children's snack launches
- Examples of launches with clean label claims
- Vegan launches rise in 2020
- Examples of children's snacks with vegan claims

APPENDIX

Appendix – abbreviations and consumer research methodology

- Abbreviations
- Consumer research methodology
- A note on language use

About Mintel Reports: Germany

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Germany gives you everything you need to know about what German consumers want and why.

In each report, we're analysing the market, new product innovations and the competitive landscape, as well as consumer behaviours across Germany. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes us unique?

- ✔ A 360-degree view of German markets
- ✔ Experienced analysts based in Germany
- ✔ Expert-led support from global category experts

How Mintel Reports Germany will help your business grow:



Identify future opportunities by understanding what German consumers want and why



Make better decisions faster by keeping informed on what's happening across your market



See the trends and innovations impacting Germany both on a local and global level

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a German licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
Germany	+49 211 2409023
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850