

# CHALLENGES IN CHILDREN'S SNACK FOOD CULTURE

Market research manager Suvi Luoma/ Foodwest Ltd.

## RESULTS OF A QUANTITATIVE SURVEY

Snack usage is changing all around the world. People increasingly eat outside home and on-the-go and many replace regular meals with different kinds of snacks. Trends in consuming are changing faster and faster and some of them have a short lifecycle, whereas others become a permanent factor influencing consumer's decision making.

In Finland there has also been a lot of public discussion on children's health and how they should or should not eat. To give a few examples, in recent years the amount of gluten, additives, salt, meat and sugar in a diet have been topics that many people are wondering in their daily lives. For us at Foodwest it was interesting to study how parents actually feel about their children's snacking, what kind of challenges they face and do they find it difficult to provide their children with healthy snacks. We also wanted to know what healthiness means, what do parents want from a healthy product.

In this quantitative study made among Finnish parents, we discovered there are many things parents find problematic. Some are related to purchase decisions and store selection, some to their kid's behaviour. The study shows that the amount of sugar in a product is the most important factor influencing consumer behaviour. Many parents say they have tried to offer healthier snacks to their children, but they won't eat them. Parents also find it difficult to find good snack products to be given to children and many would like to see more healthy choices in stores.