

produce marketing to kids



PERISHABLES GROUP®
Keeping Your Business Fresh®

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Background

Produce for Kids® (PFK), the creator of innovative, produce promotional campaigns that benefit kids, commissioned the Perishables Group (PG) to bring innovative insight into marketing strategies to appeal to kids, who account for \$146 billion worth of expenditures each year, as well as parents. Specific areas of interest included purchase behavior and motivations, the impacts of branding and promotion, and the importance of health messages.

Approach

The Perishables Group used both internet and in-store surveys to gather information from parents (primarily moms) about their shopping patterns. This research was overlaid with other relevant sources of information, including Nielsen Homescan Panel data, Spectra Perishables Consumer Profiles and point-of-sale scan data. Information was processed and analyzed to create an overall understanding of how moms shop for their children.

Results

The research and analysis provided valuable insights, including:

- Only 18% of parents said their kids are eating three or more servings of fresh fruits or vegetables each day.

- Kids influence their parents' purchase decisions: parents buy produce items because kids ask for them.
- Picky eaters are a problem: 47% of Mom's said they would be interested in information on how to encourage picky eaters to eat more fruits and vegetables.
- Half of children eat salad regularly; however older children are more likely than younger children to eat salad on a weekly basis.
- Branded cartoon characters on produce packaging would influence about a quarter of parents' produce purchases.
- Kids eat fresh fruit as a snack, side dish or in school lunches; they eat vegetables at dinner.

The Perishables Group wanted to bring innovative insight into marketing produce to kids as well as their parents

Top Produce Items Purchased for Kids

Top Fruits	Top Vegetables
Bananas	Potatoes
Apples	Baby Carrots
Grapes	Tomatoes
Citrus	Packaged Salads