



## D5.1 Living Picture of the international demand report | KIDS

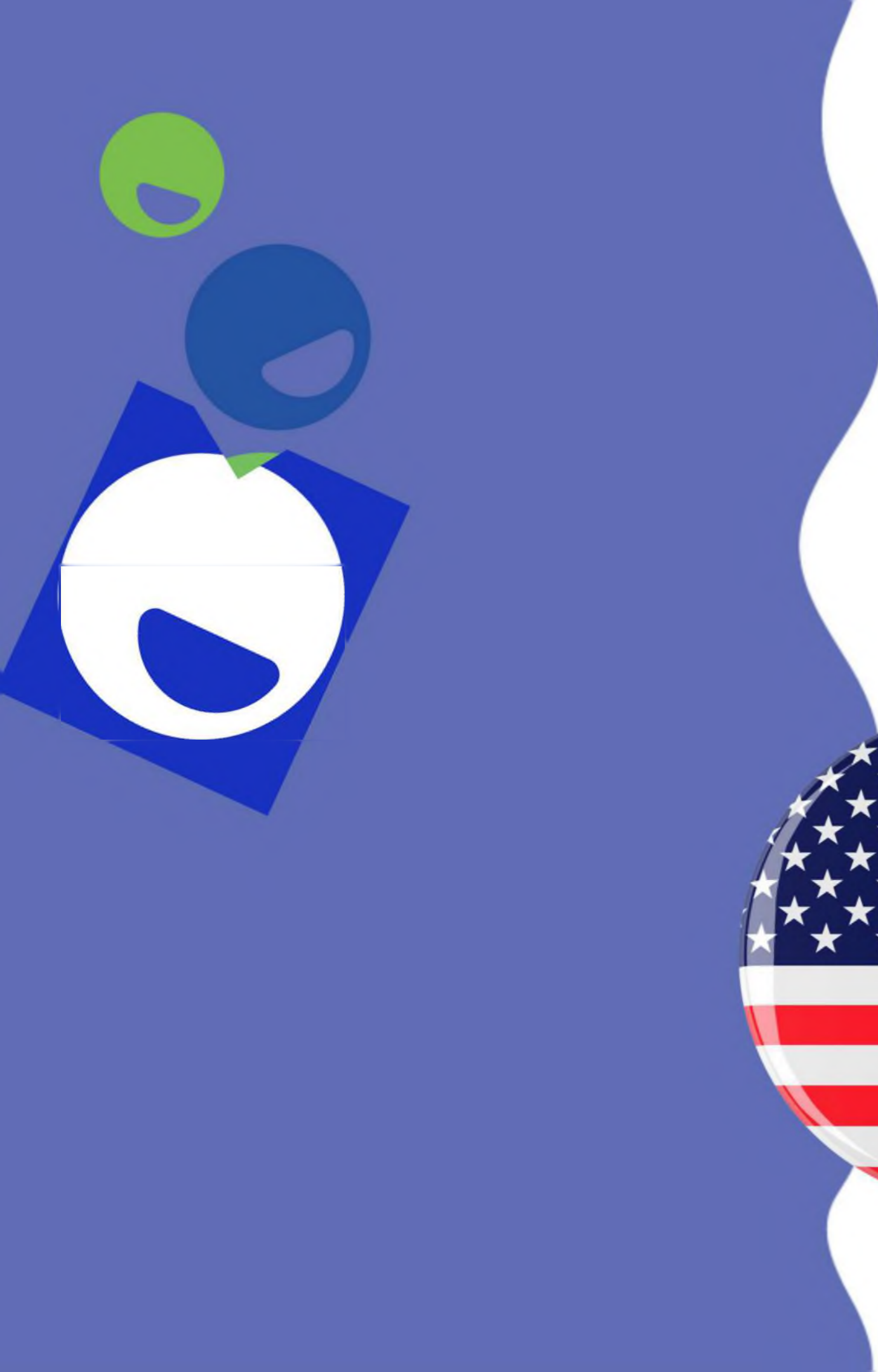
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# LIVING PICTURE



## QUANTITATIVE STUDY

The study involved 3,000 families, including 1,000 from the USA, 1,000 from Korea and 1,000 from Chile.

The home:

Number of children aged 3 to 14 :  
1: 51%  
2: 38%  
3: 9%  
+ more than 3: 3%

Adult at home :  
1: 28%  
2: 72%

Child at home :  
all the time: 91  
partially: 9%

Professional activity of the parent responding :  
full: 60% - part-time  
partial: 13  
not in employment: 28



The home:

Number of children aged 3 to 14 :  
1: 64%  
2: 29%  
3: 6%  
+ over 3: 1% of household income

Adult at home :  
1: 23%  
2: 77%

Child at home :  
all the time: 92  
partially: 8%

Professional activity of the parent responding :  
full-time: 64  
partial: 21  
no professional activity: 15%



The home:

Number of children aged 3 to 14 :  
1: 62%  
2: 32%  
3: 5%  
+ over 3: 1% of household income

Adult at home :  
1: 28%  
2: 72%

Child at home :

all the time: 91  
partially: 9%

Professional activity of the parent responding :  
full: 60% - part-time  
partial: 13  
not in employment: 28



# Methodology

## QUALITATIVE STUDY

- Interviews with parents with children aged 3 to 14
- May 2024
- Based on a qualitative questionnaire
- 3 countries: USA, Chile, Korea

# 6 main products categories



CHILDCARE PRODUCTS



TEXTILE



FURNITURES



FOOD



TOYS/GAME



HYGIEN/BEAUTY



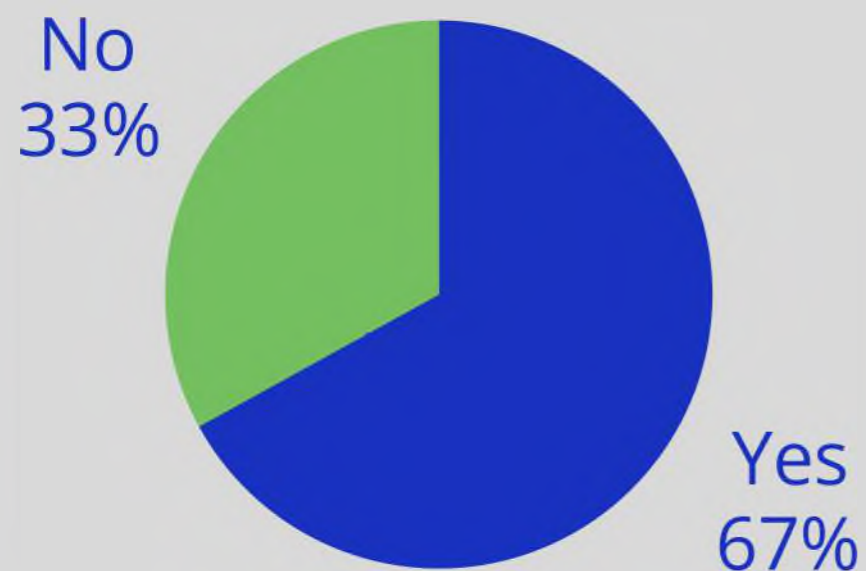
# 1 Children's power of prescription



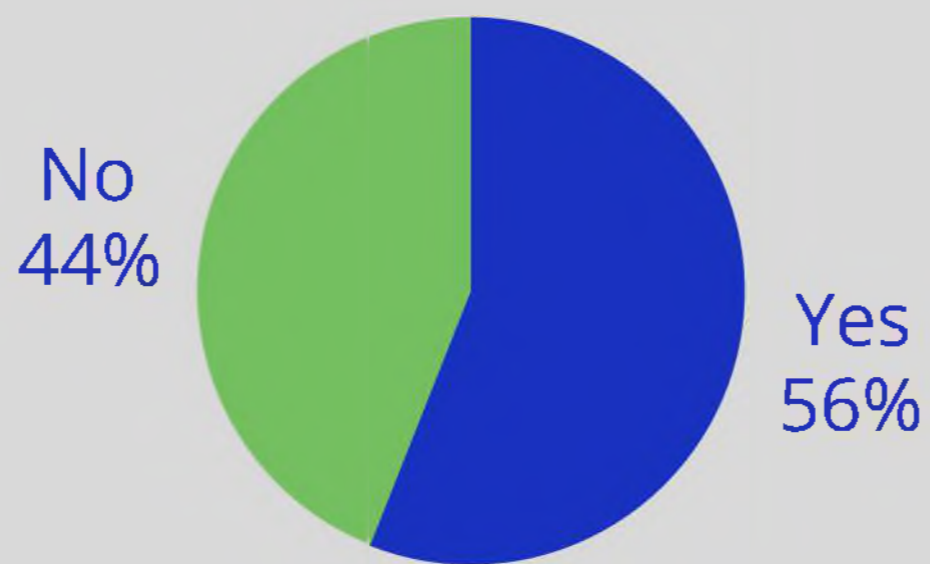


# Knowledge of the term child prescription for a product

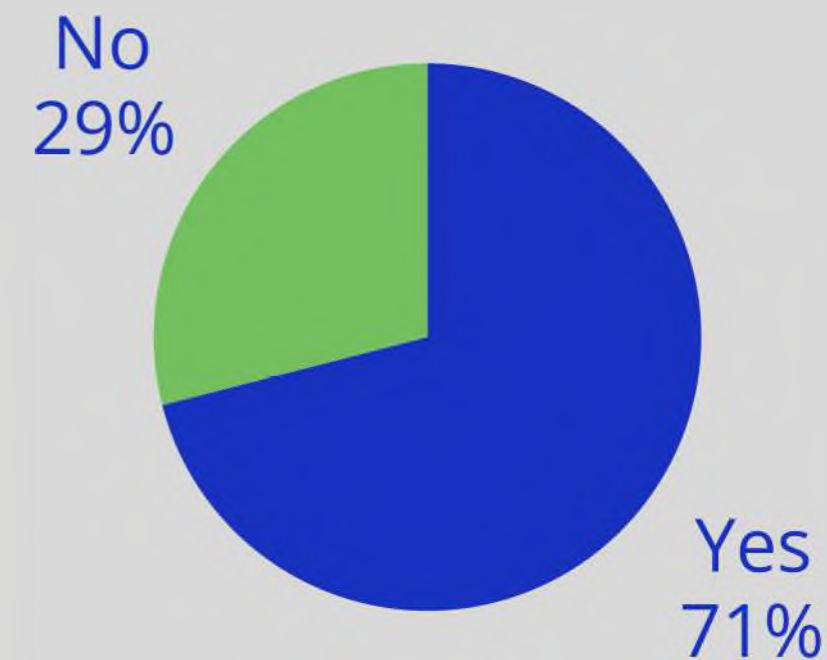
Are you familiar with the term child prescription?



base : 1000



base : 1000



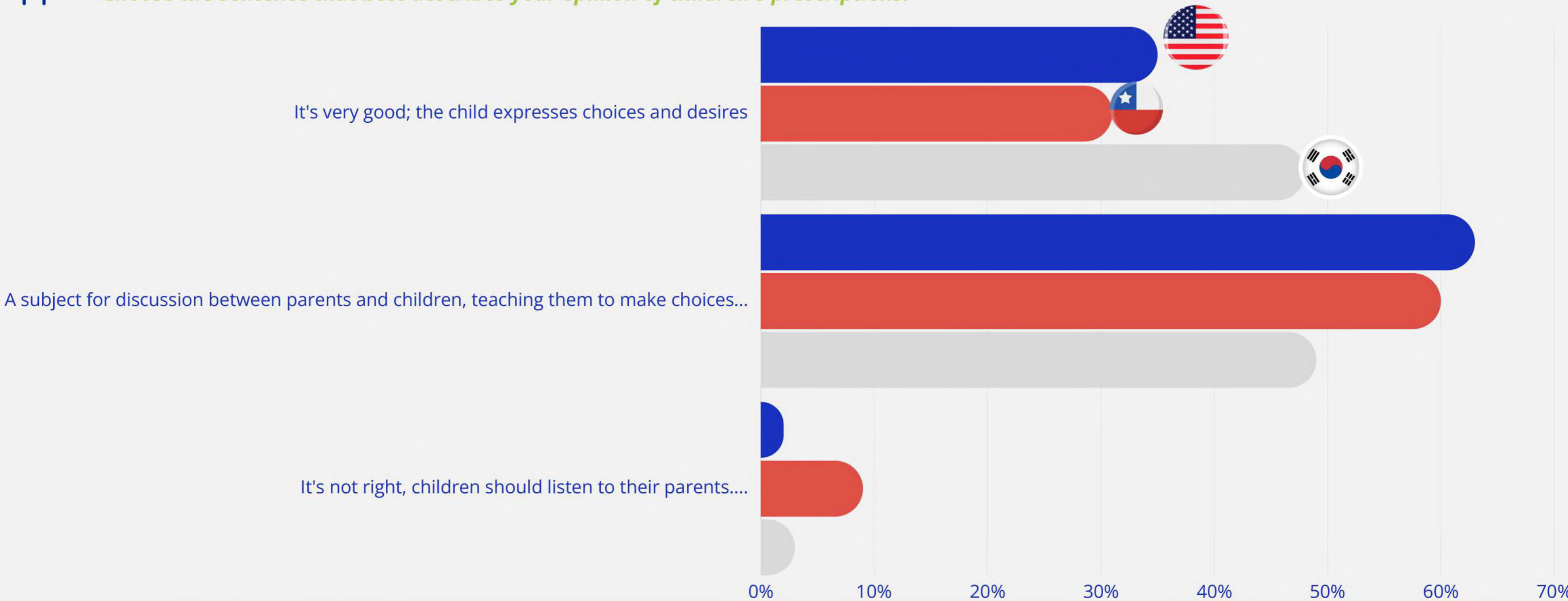
base : 1000

Most parents are familiar with the term child prescription. South Koreans are the most familiar with the term.



# Parents' appreciation of the concept of children's prescriptions

Choose the sentence that best describes your opinion of children's prescriptions.

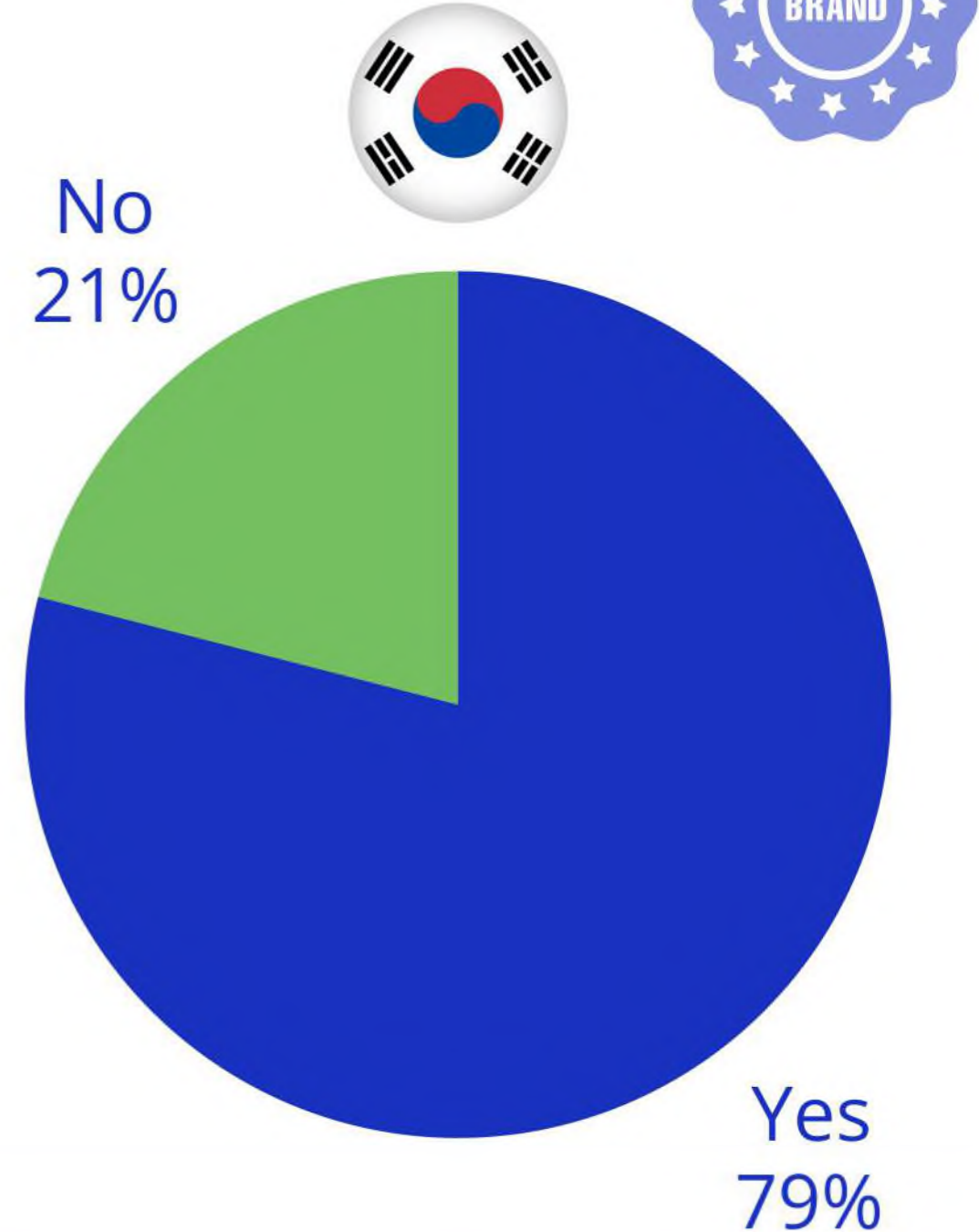
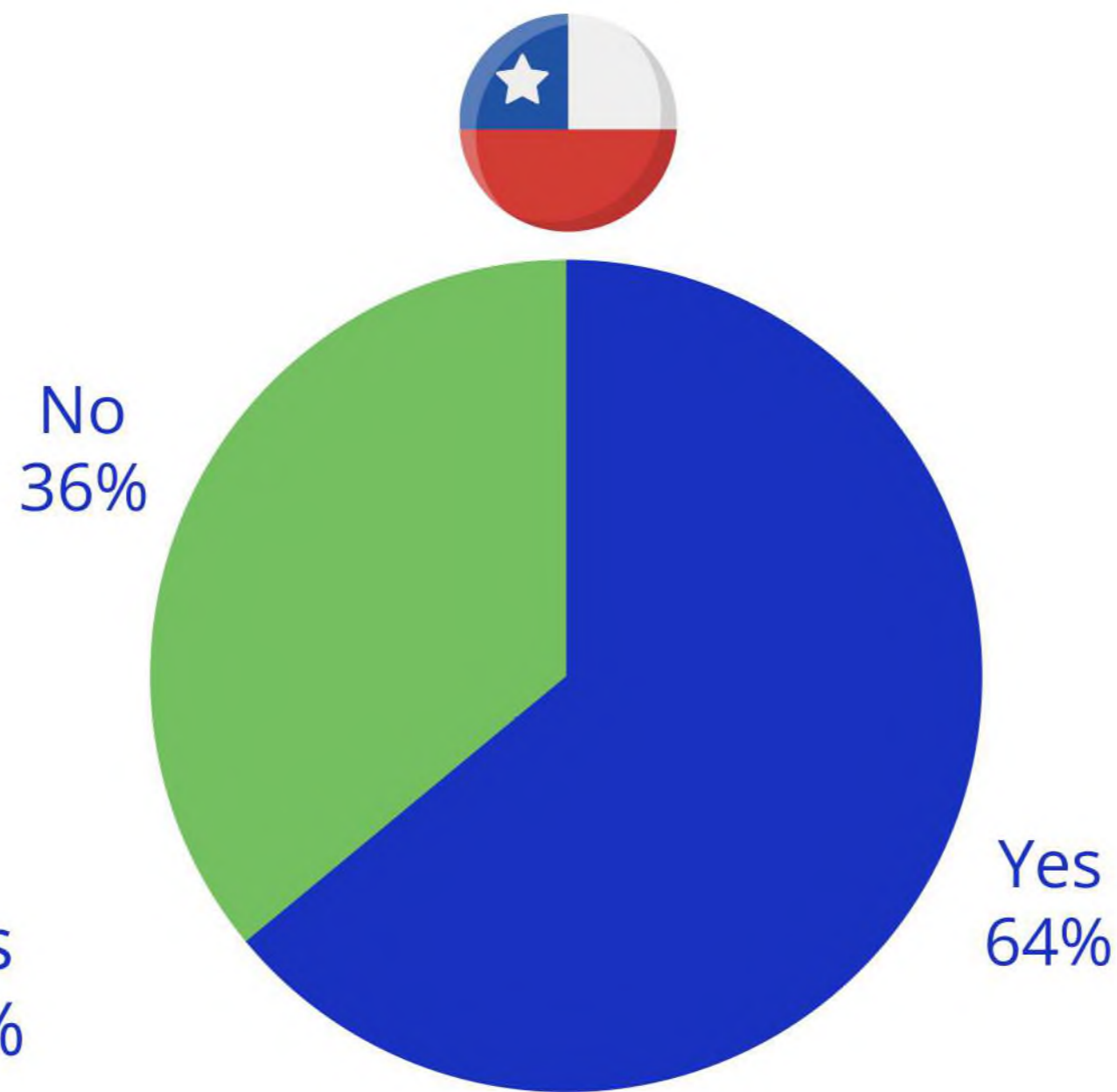
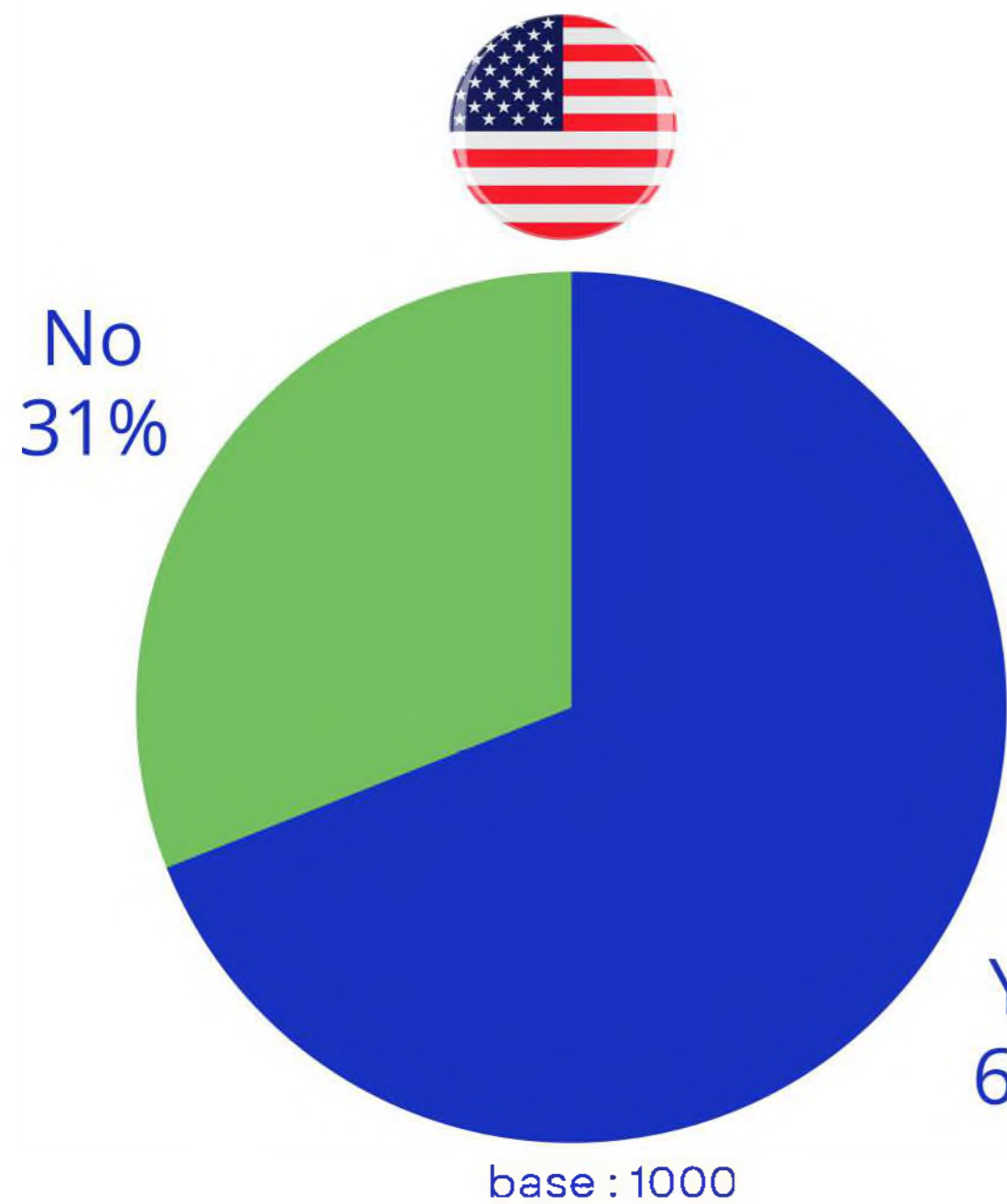


Comparing the scores, we can see that they are very similar.

- However, it is interesting to note that South Korean parents are very tolerant, particularly when it concerns freedom of choice.
- Chile, on the other hand, has a relatively high rate of non-compliant parents, reaching almost 10%, compared with just 3% among South Koreans.e,

# Children's prescription rate for a brand

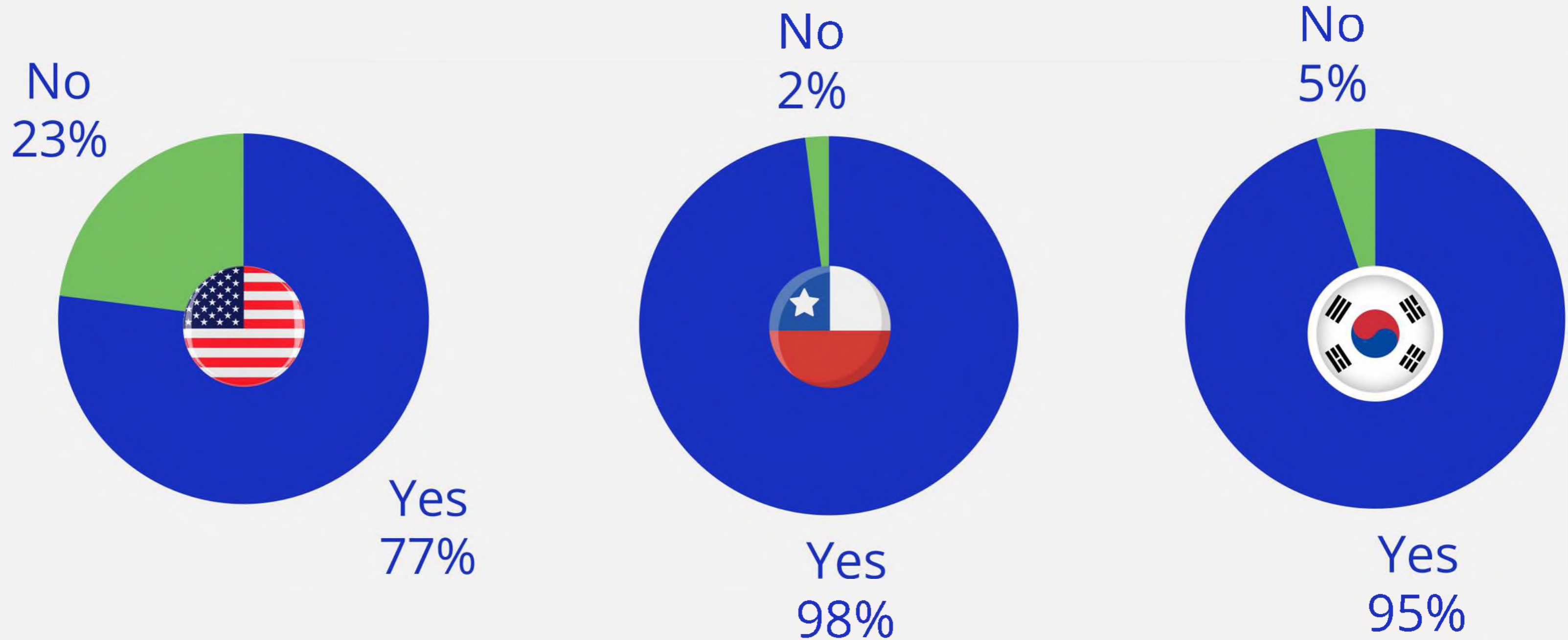
 *Has your child ever asked you for a brand?*



A comparison of the scores reveals a significant similarity. Children can express a preference for a BRAND in around 70% of cases in all three countries, with a figure approaching 80% in South Korea.

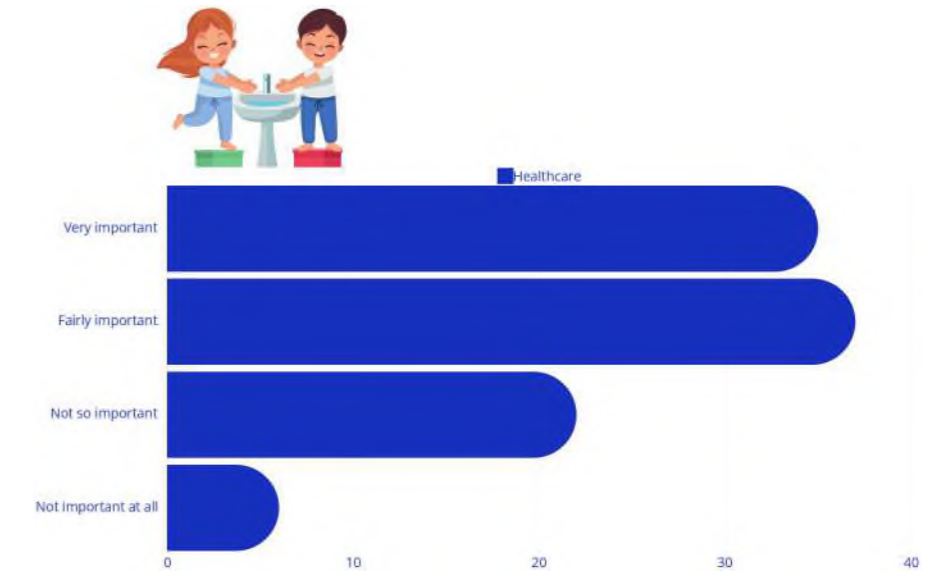
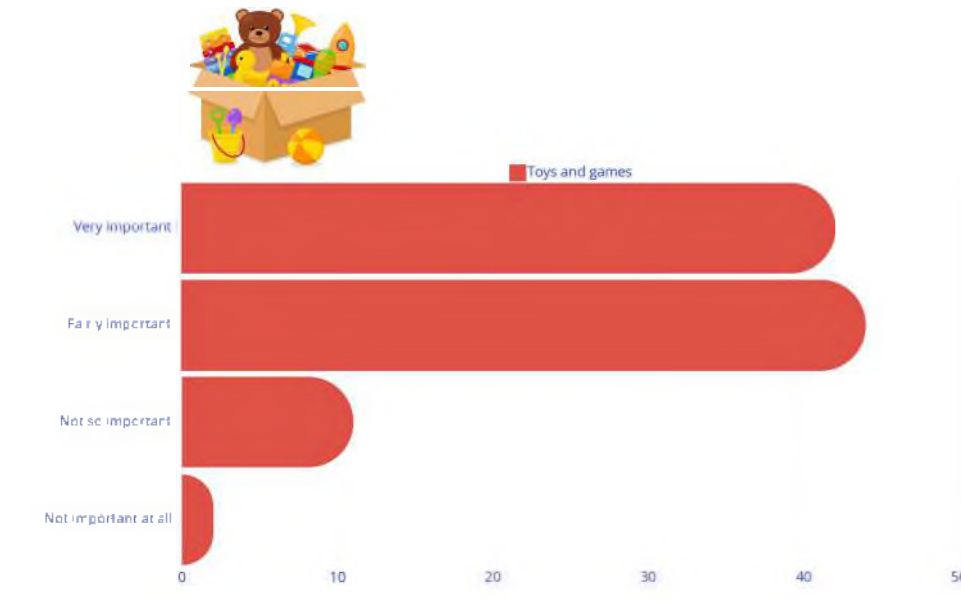
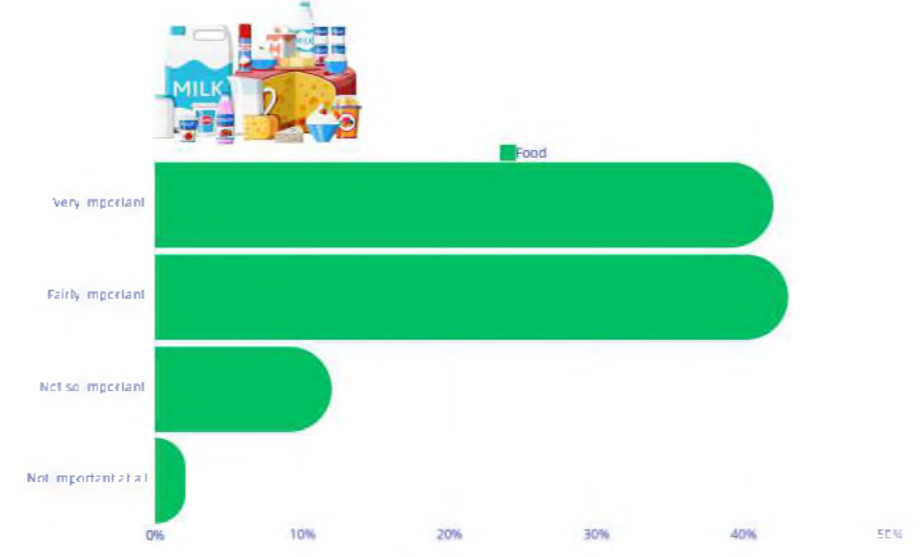
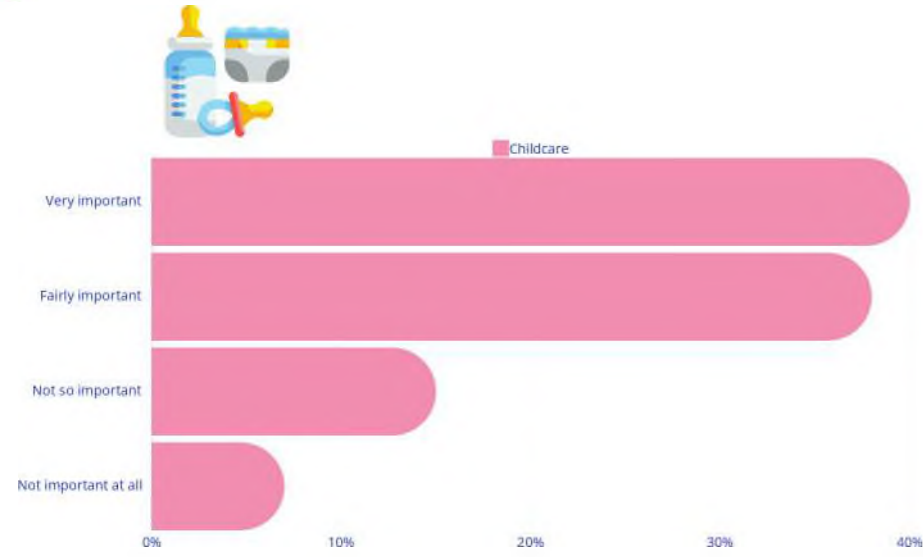
# Children's prescription rate for a product

 *Has your child ever asked you for a product?*



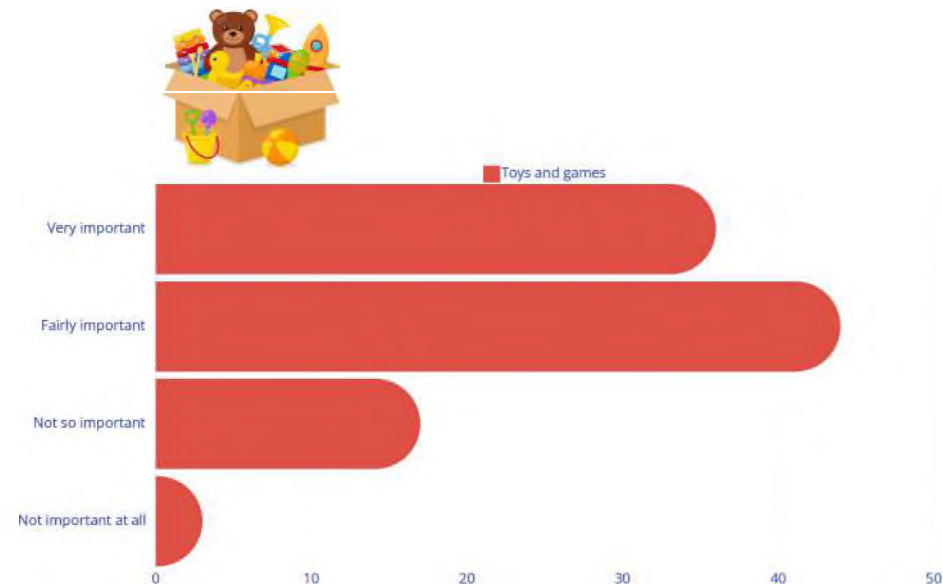
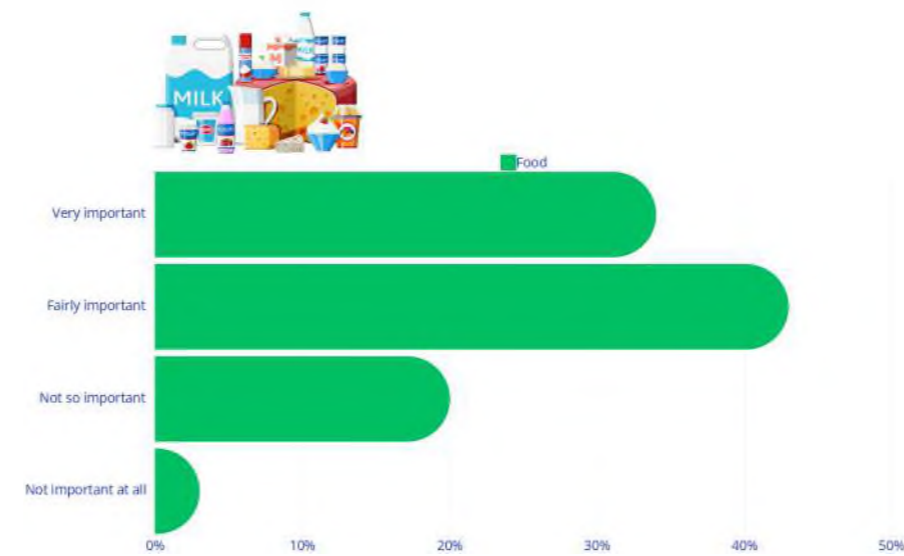
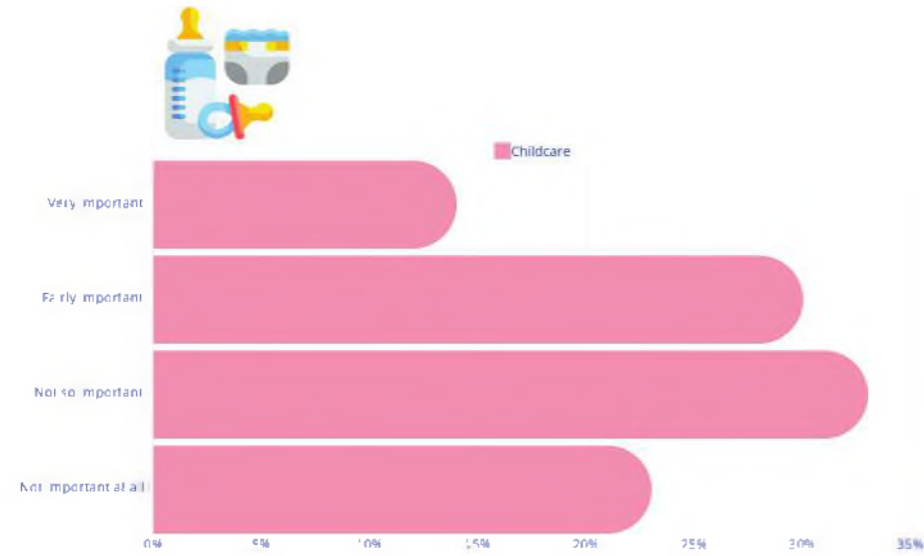
All children are able to ask for a product that attracts them. The USA stands out slightly, with almost a quarter of children not asking for a product.

# The role of the child in the purchasing process for different product categories



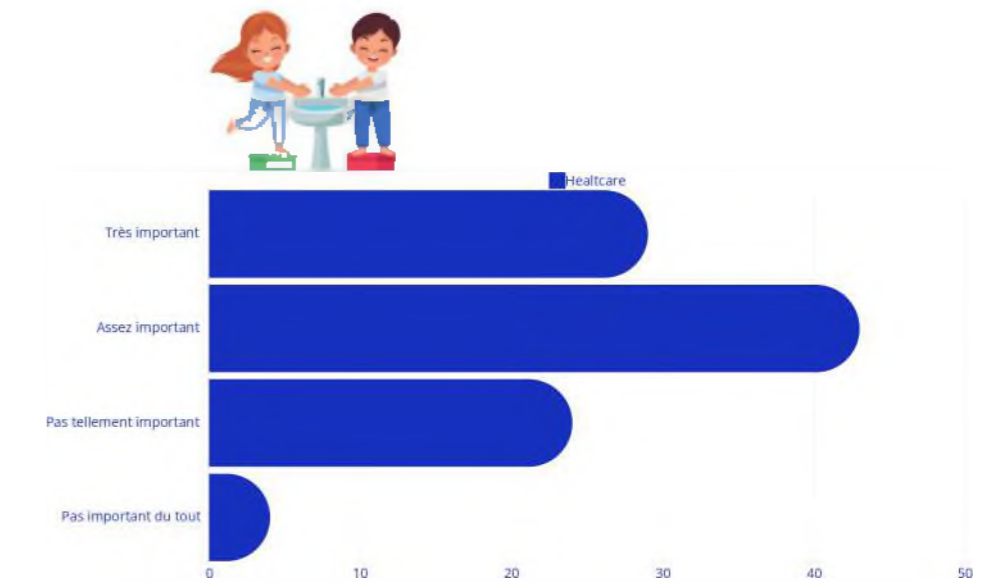
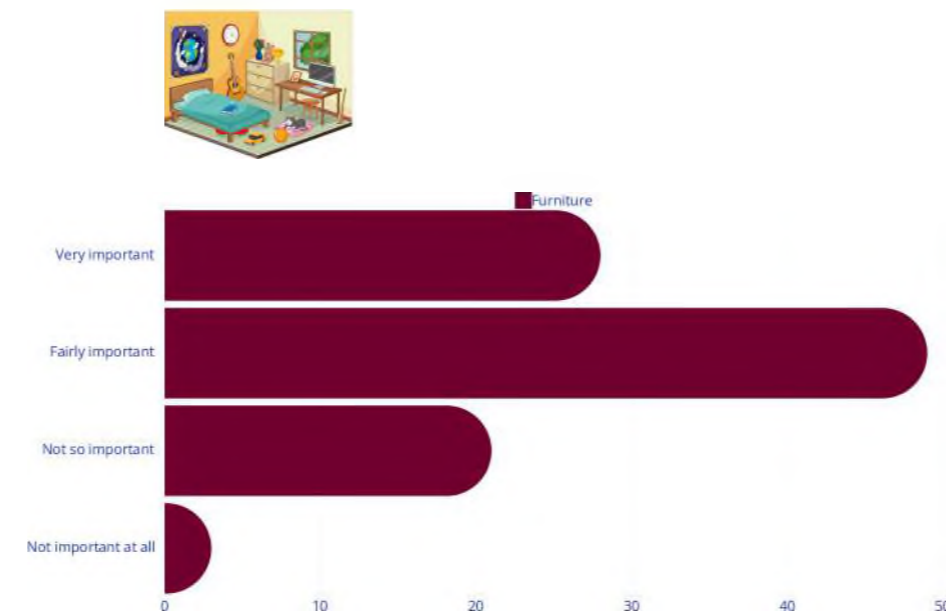
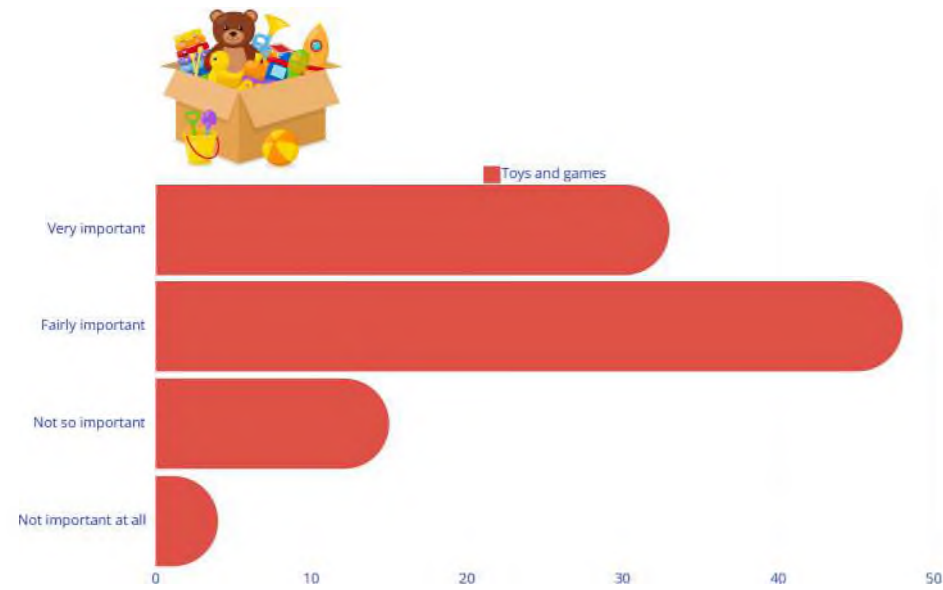
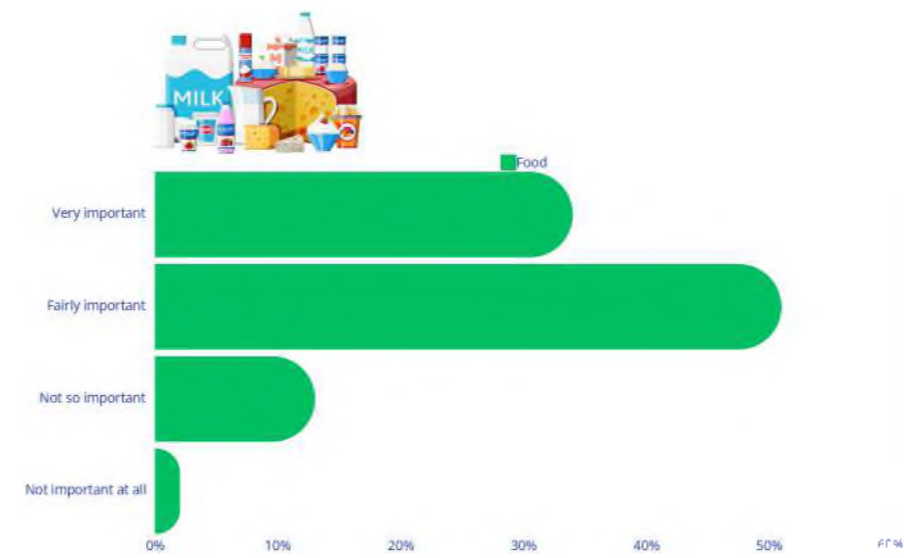
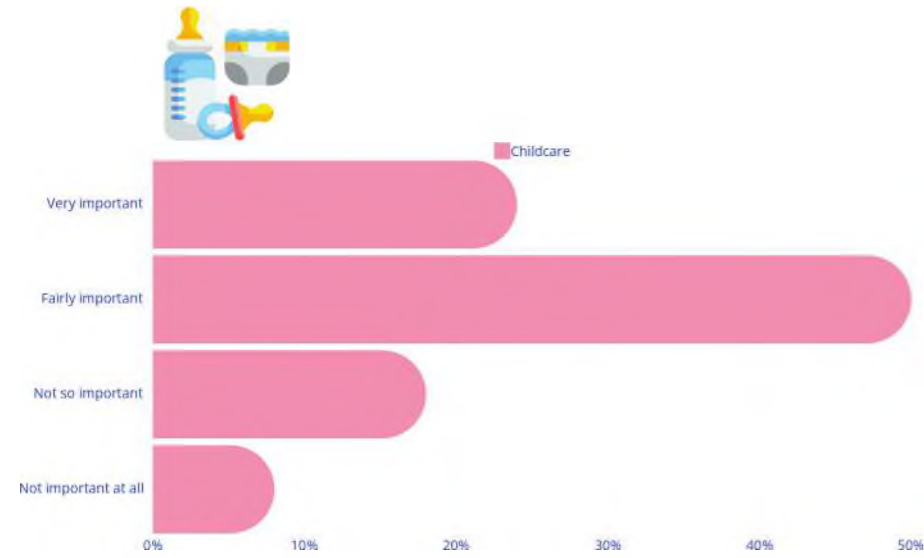


# The role of the child in the purchasing process for different product categories





# The role of the child in the purchasing process for different product categories



# Report



1. **Prescribing to children is of crucial importance when targeting families.**
2. **The role and influence of children in the process of buying products intended for them, or which will be used by the family, must be fully taken into account in communication strategies, both in terms of the messages and the media used.**



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# Report



1. Prescribing to children is of crucial importance when targeting families.

2.

3. The role and influence of children in the process of buying products intended for them, or which will be used by the family, must be fully taken into account in communication strategies, both in terms of the messages and the media used.



## 1) Children's prescriptions are both known and accepted

- For almost 7 out of 10 American parents, the term is familiar.
- For just over half of Chilean parents, the term is familiar.
- Just over 7 out of 10 South Korean parents are familiar with the term.
- For just over 7 out of 10 South Korean parents, the term is familiar
- For the vast majority of parents, prescriptions are a way for children to make choices and, at the same time, to practise becoming consumers.

## 2) very high brand and product prescription rates

- A comparison of the scores reveals a significant similarity. Children are able to express a preference for a BRAND in around 70% of cases in all three countries, with a figure approaching 80% in South Korea.
- All children are able to ask for a product that attracts them. The USA stands out slightly, with almost a quarter of children not asking for a product.

## 3 The role of the child in the purchasing process is significant for the six categories studied and for three countries, with a slight decrease observed in Chile.

In their choice of food, the influence of the child is predominant, exceeding 80% when the very important and fairly important roles are combined. This trend is also maintained at over 80% in the textile sector, for example.



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# Assessment



Confirmation of the importance of the voice of the child, a value that transcends cultural boundaries. It should be underlined that this recognition does not imply a uniform approach for all countries, but highlights the imperative of fully integrating the child's leading role in market penetration strategies that directly concern them.

# Thought

**THE ROLE AND VOICE OF CHILDREN ARE IMPORTANT WHEN IT COMES TO CONSUMPTION, PARTICULARLY OF PRODUCTS DESIGNED FOR THEM**

Over 30 years ago, France became aware of the considerable impact of children in terms of their power to influence purchasing decisions. This phenomenon is constantly evolving, underlining the growing importance of children in markets that affect them directly or indirectly.

It also reflects parents' societal choices in terms of education and personal development from a very early age. For a generation now, children have been accustomed to having their demands listened to.

However, it is essential to remember that, whatever the case, parents remain the ultimate decision-makers, as it is they who finance all purchases for children.

**PARENTS ARE FORMER CHILDREN WHOSE DEMANDS WERE LISTENED TO. CHILDREN'S PRESCRIPTIONS WILL BECOME THE NORM.**

The results of our research carried out in the three countries studied show that parents behave in a similar way to French parents. It is important not to categorise the child as 'child king', but rather to recognise that today (and probably for generations to come), taking account of children's desires when it comes to consumption has become an established norm.

# Assessment

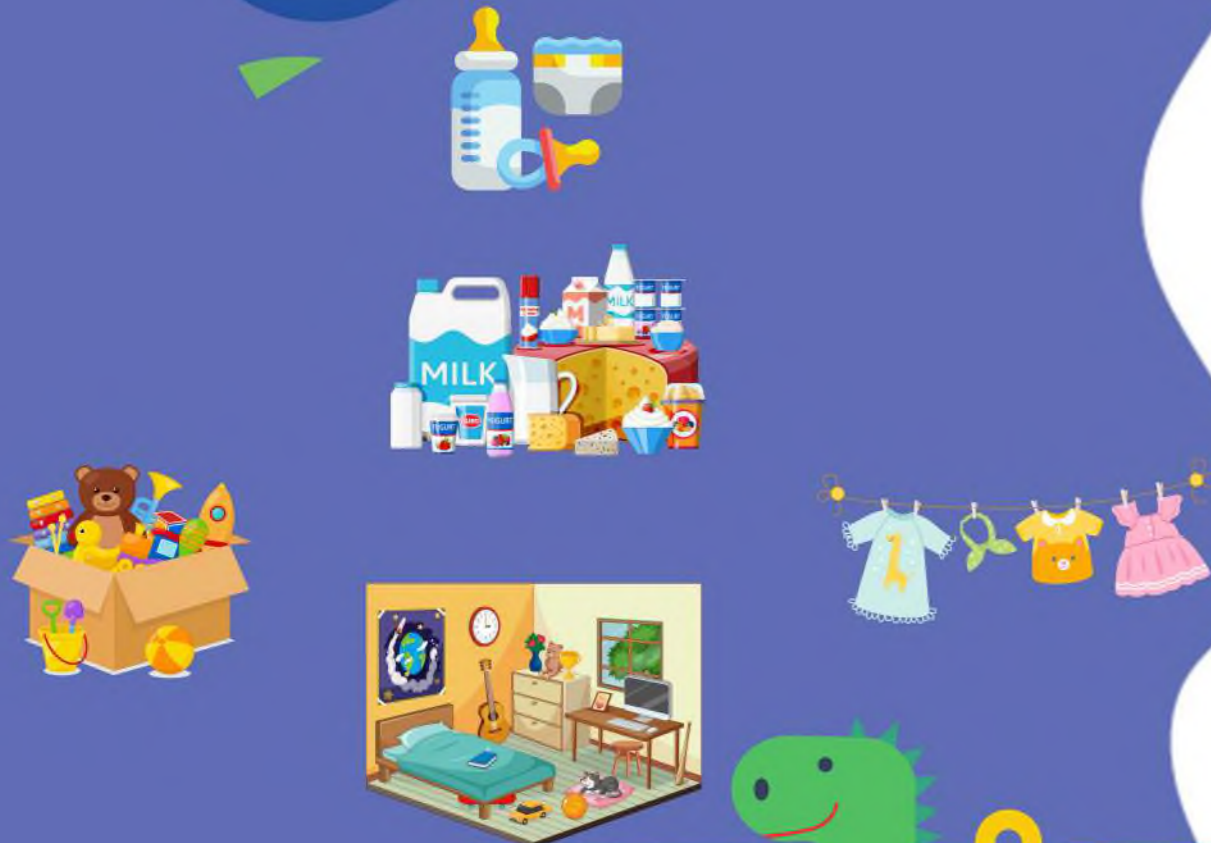


# Thought

**Brands must follow a process to achieve a precise and effective brand prescription.**

**Here are the possible stages, the last being the grail:**

- ‘Mum, Dad: I'd like some chocolate powder for breakfast’: recommendation of a generic product.
- ‘Mum, Dad: I'd like chocolate powder in a yellow container’: recommendation of a specific product based on its packaging, assuming that only one brand uses a yellow container.
- ‘Mum, Dad: I'd like chocolate powder with a picture of a little horse on the packaging’: product recommendation accompanied by a visual cue to make it easier for the parent to find the product.
- ‘Mum, Dad: I'd like some Poulain chocolate powder’: specific recommendation of the brand, highlighting the diversity of the range.
- ‘Mum, Dad: I'd like Super Poulain chocolate powder, with a picture of a little horse on top’: specific recommendation of the brand and the specific product variant.

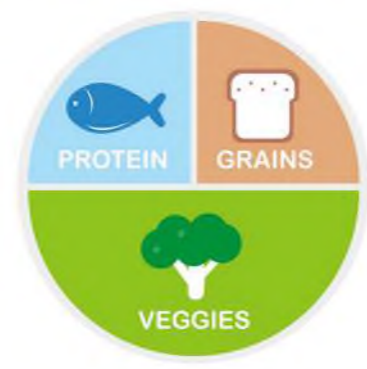




# The product characteristics that are most important to parents, by product category



**Healthy product composition**



**Price accessibility**



**Usefulness and support for child development**

**Product quality and durability**



**Listening and responding to parent's needs**



**Environmental commitment**



**Listening and responding to children's needs**



% supérieur à 100 en raison des réponses multiples





# The product characteristics that are most important to parents, by product category



*\* In your opinion, what are the 3 most important qualities for each category?*

## HIERARCHIZED



base : 1000



Childcare



Food



Textile



Toys, games



Furniture



Hygiene and Beauty



% supérieur à 100 en raison des réponses multiples





*\* In your opinion, what are the 3 most important qualities for each category?*



base : 1000

# HIERARCHIZED



% higher than 100 due to multiple responses



Results expressed in %



\* In your opinion, what are the 3 most important qualities for each category?

# HIERARCHIZED



base : 1000



% higher than 100 due to multiple responses



Results expressed in %





# Purchasing criteria's classification for a product intended for children



\* Rank from first to last the following purchasing criteria for a product intended for your child(ren).

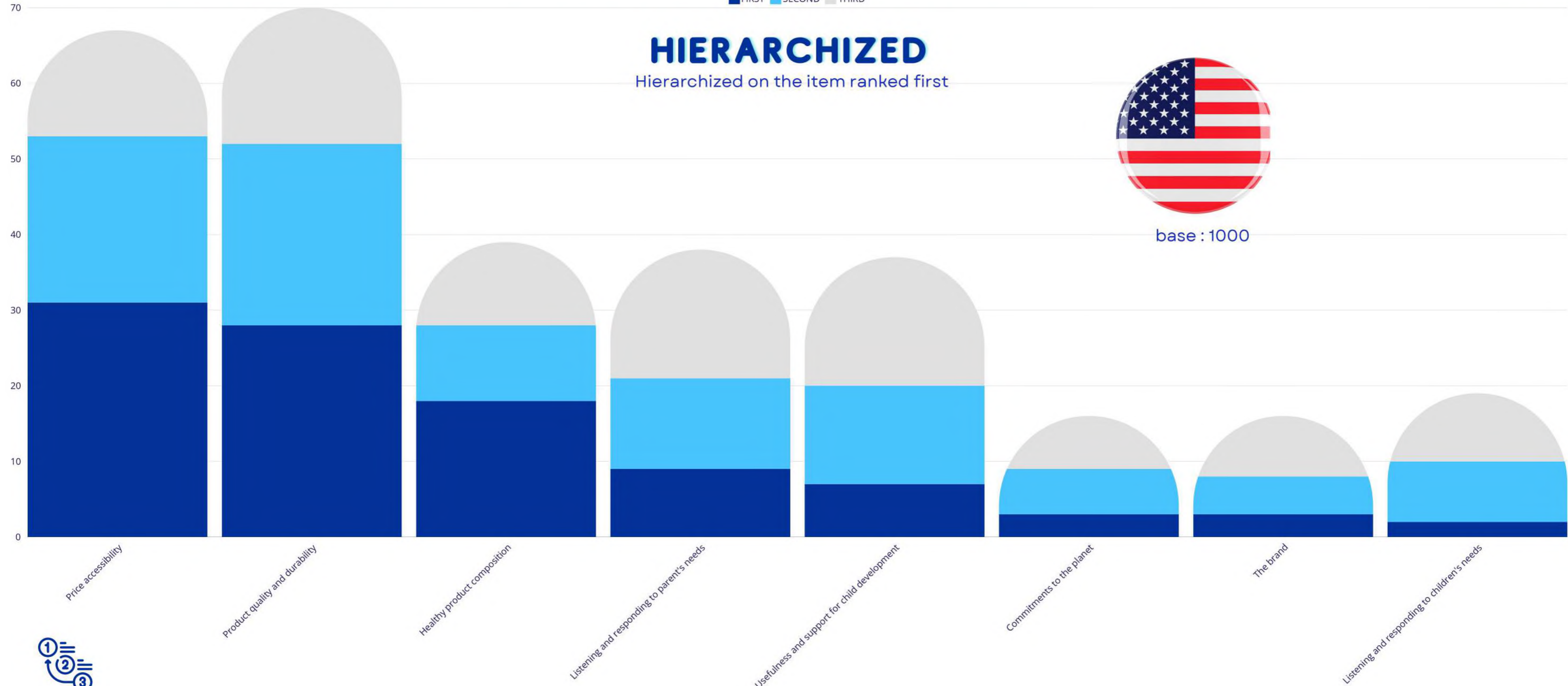
FIRST SECOND THIRD

## HIERARCHIZED

Hierarchized on the item ranked first



base : 1000



Results expressed in %

II. Essential criteria and characteristics for a brand targeting children



Funded by the European Union



# Purchasing criteria's classification for a product intended for children

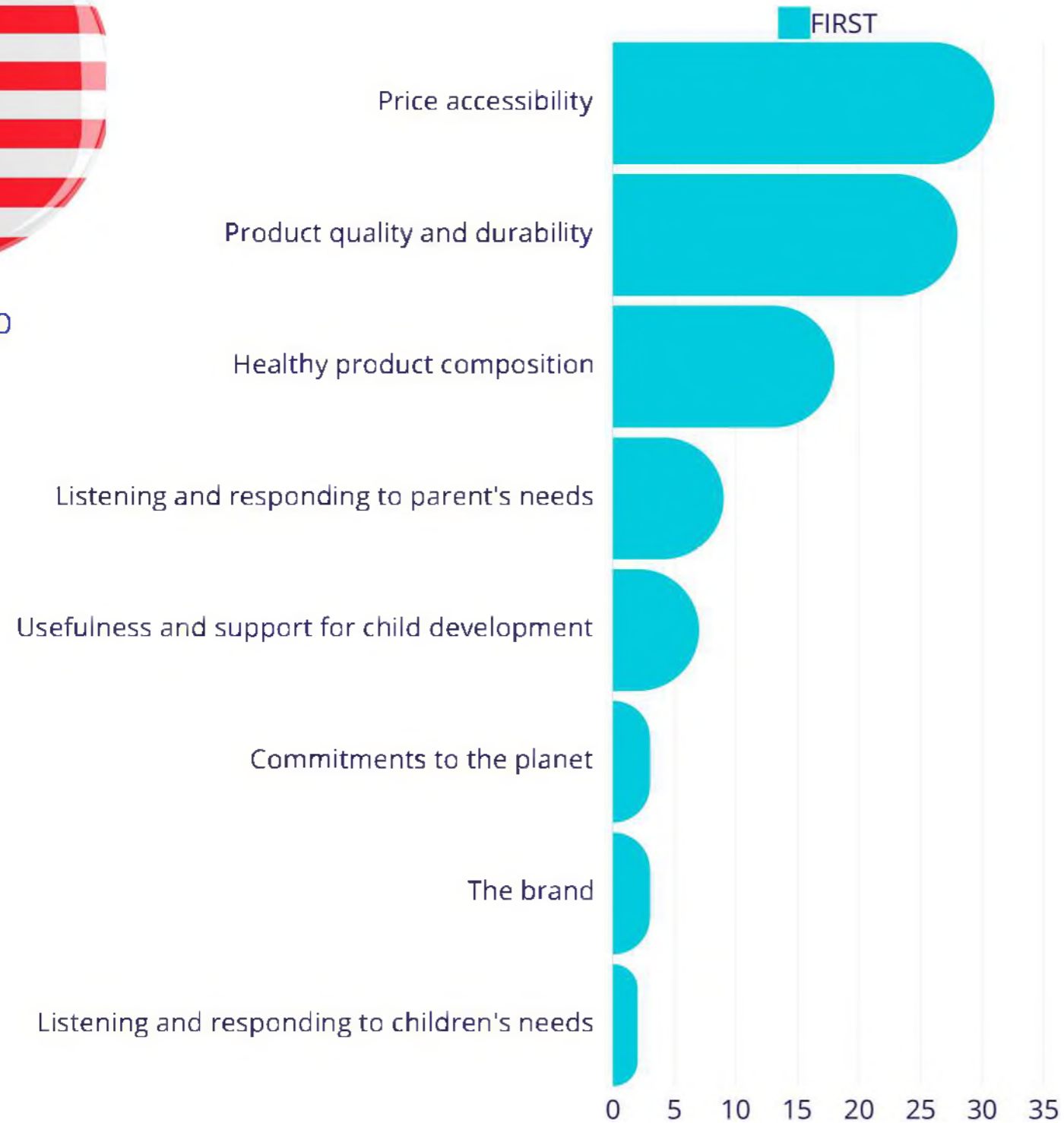


\* Rank from first to last the following purchasing criteria for a product intended for your child(ren).



base : 1000

## FIRST AND LAST CRITERIA



Results expressed in %

II. Essential criteria and characteristics for a brand targeting children



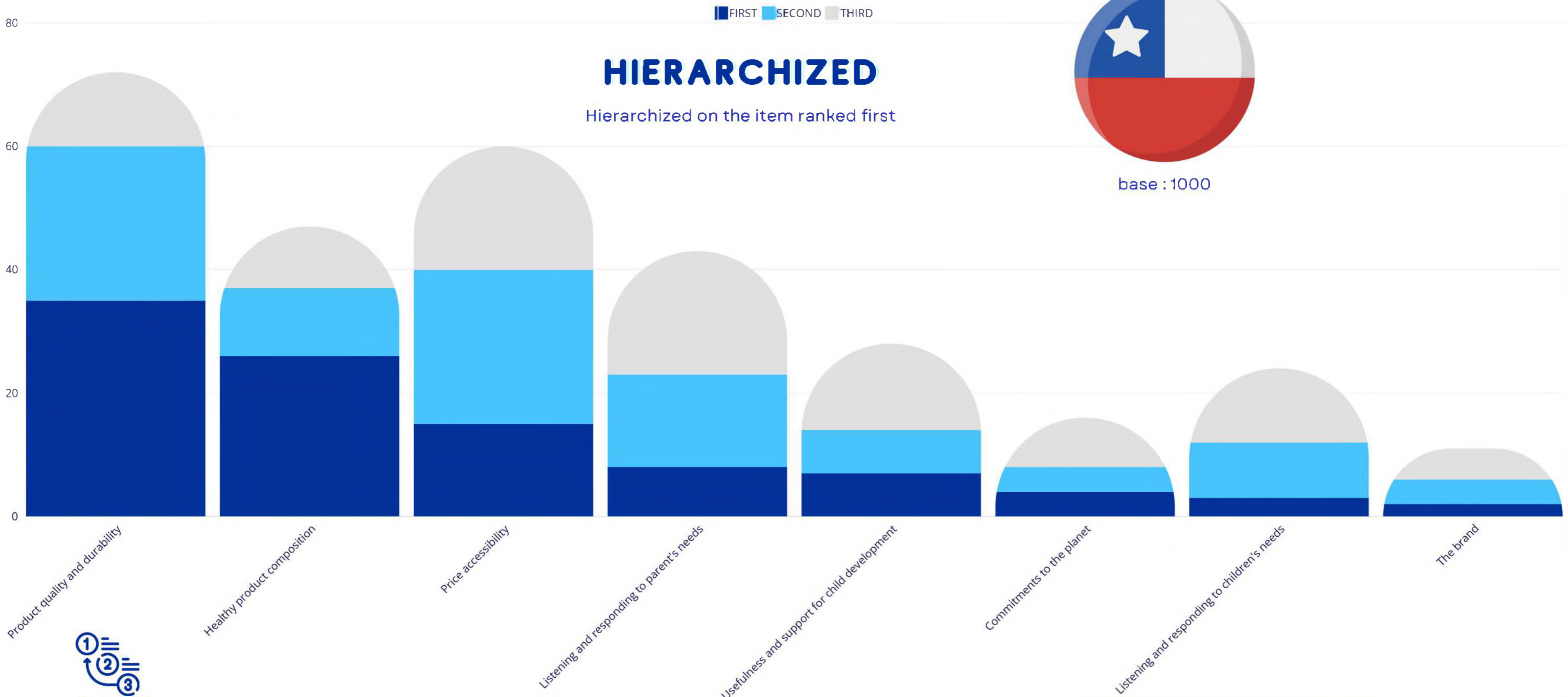
Funded by the European Union



# Purchasing criteria's classification for a product intended for children



\* Rank from first to last the following purchasing criteria for a product intended for your child(ren).



Product quality and durability

Healthy product composition

Price accessibility

Listening and responding to parent's needs

Usefulness and support for child development

Commitments to the planet

Listening and responding to children's needs

The brand



Results expressed in %

II. Essential criteria and characteristics for a brand targeting children



Funded by the European Union



# Purchasing criteria's classification for a product intended for children



\* Rank from first to last the following purchasing criteria for a product intended for your child(ren).

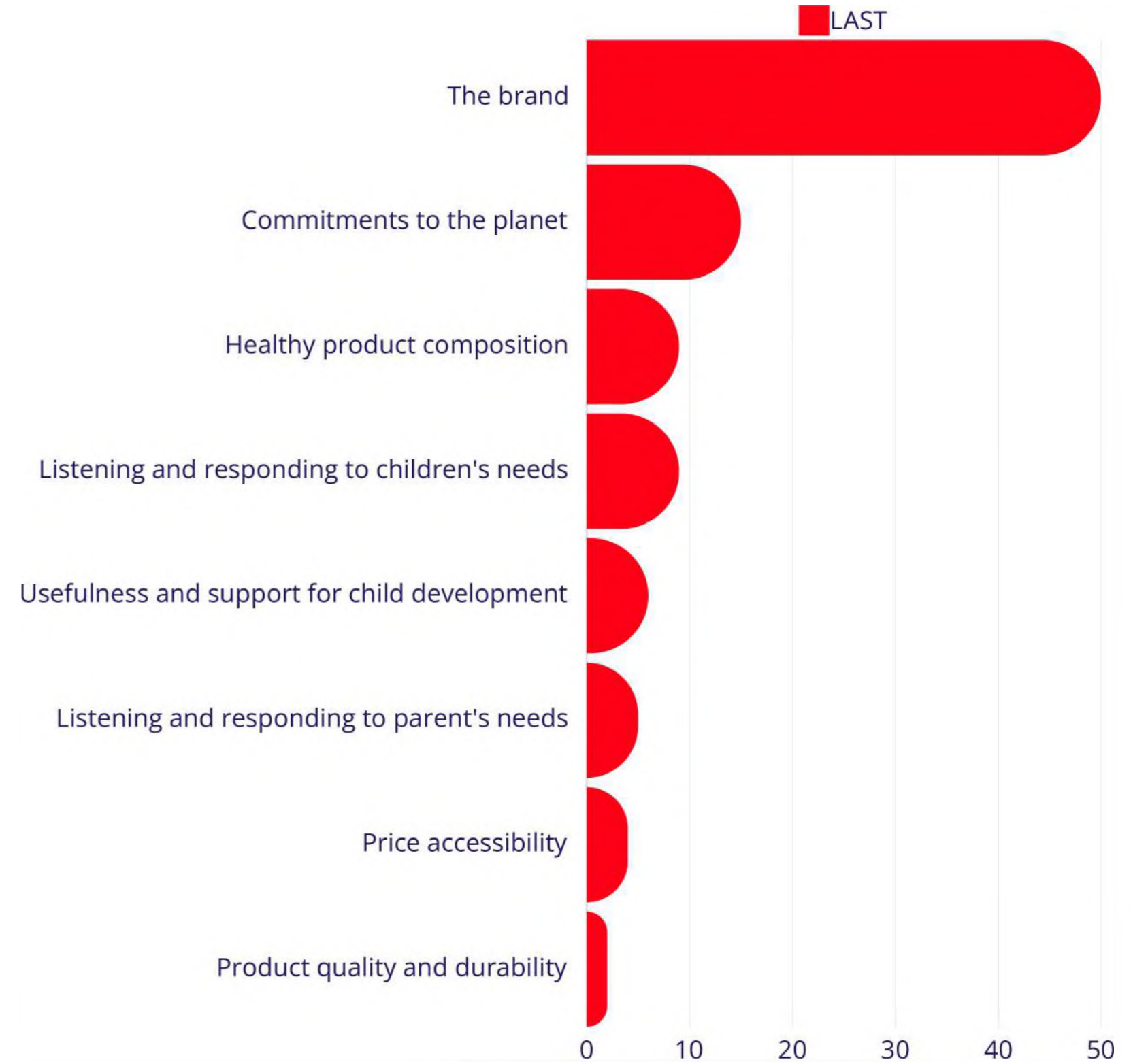
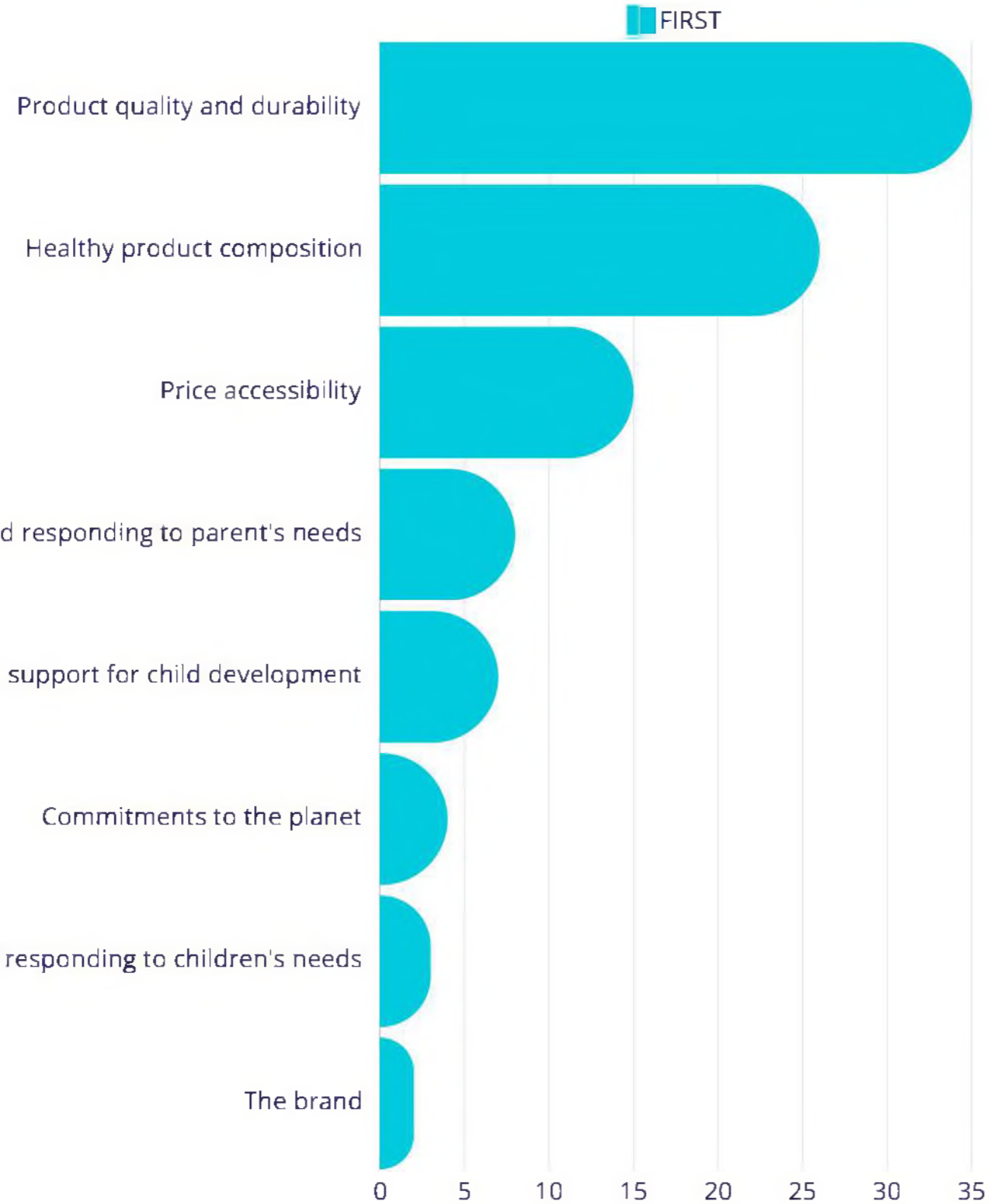
## HIERARCHIZED



base : 1000



Results expressed in %

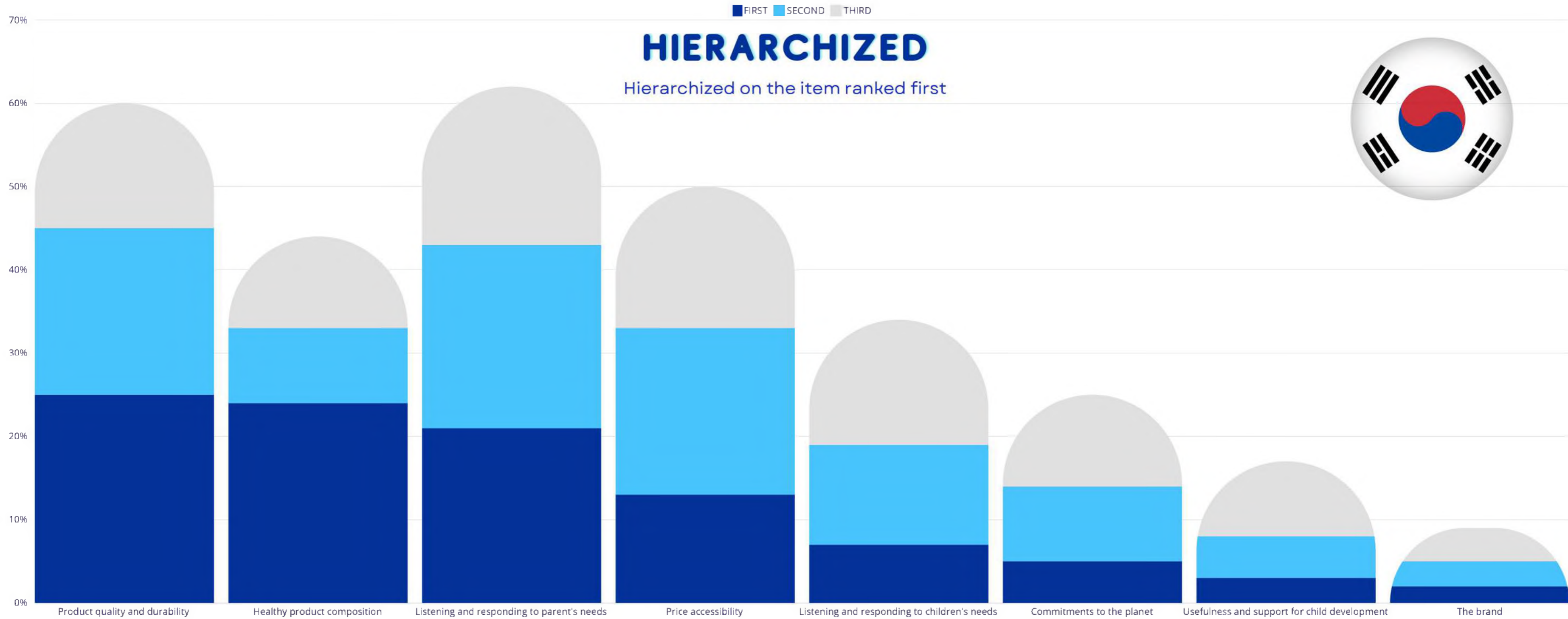




# Purchasing criteria's classification for a product intended for children



\* Rank from first to last the following purchasing criteria for a product intended for your child(ren)



Results expressed in %

II. Essential criteria and characteristics for a brand targeting children



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# Purchasing criteria's classification for a product intended for children

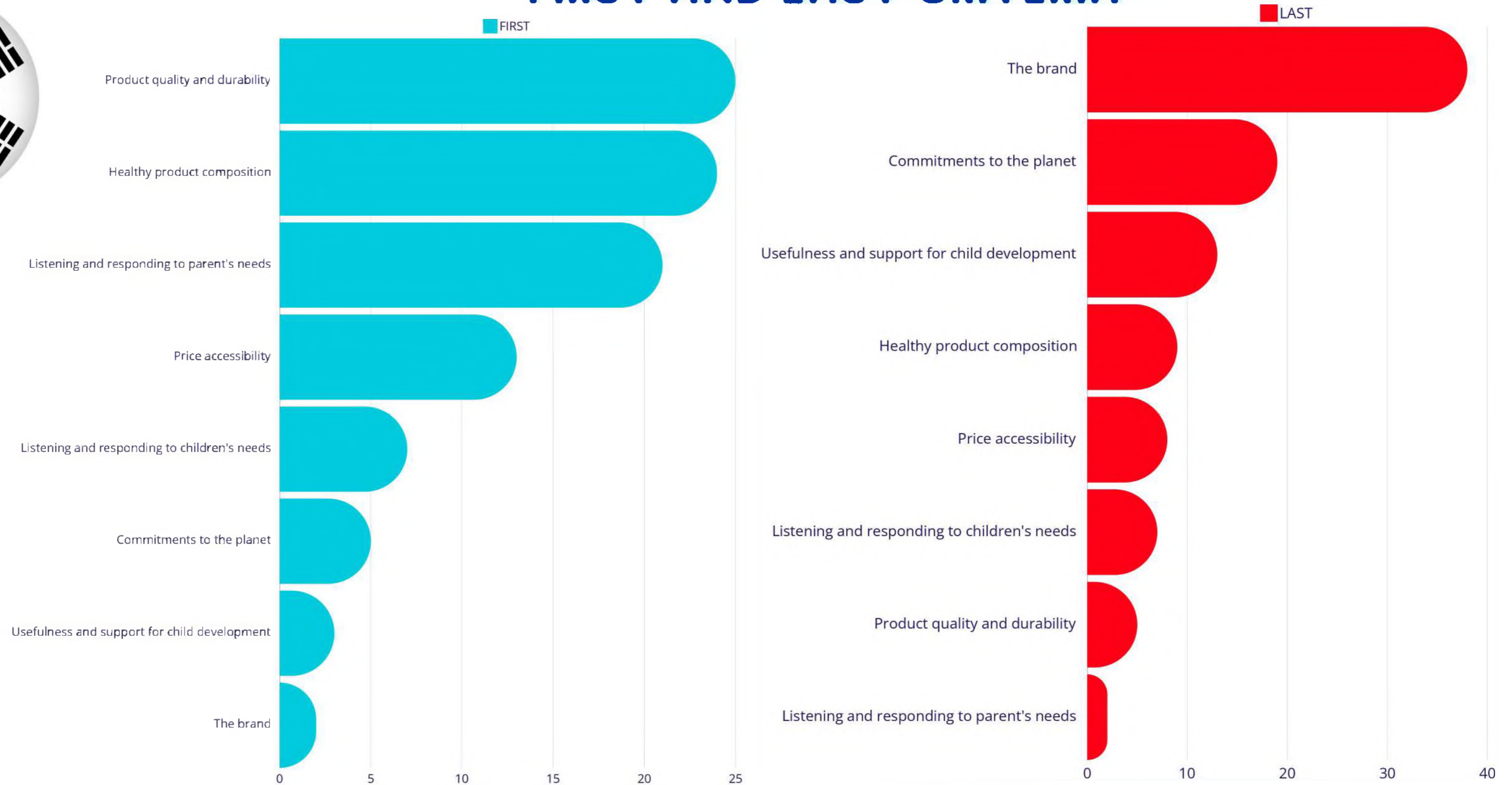


\* Rank from first to last the following purchasing criteria for a product intended for your child(ren)



base : 1000

## FIRST AND LAST CRITERIA



Results expressed in %

II. Essential criteria and characteristics for a brand targeting children



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# Purchasing criteria's classification for a product intended for children

\* Rank from first to last the following purchasing criteria for a product intended for your child(ren)



WINNER



1<sup>st</sup>

FIRST



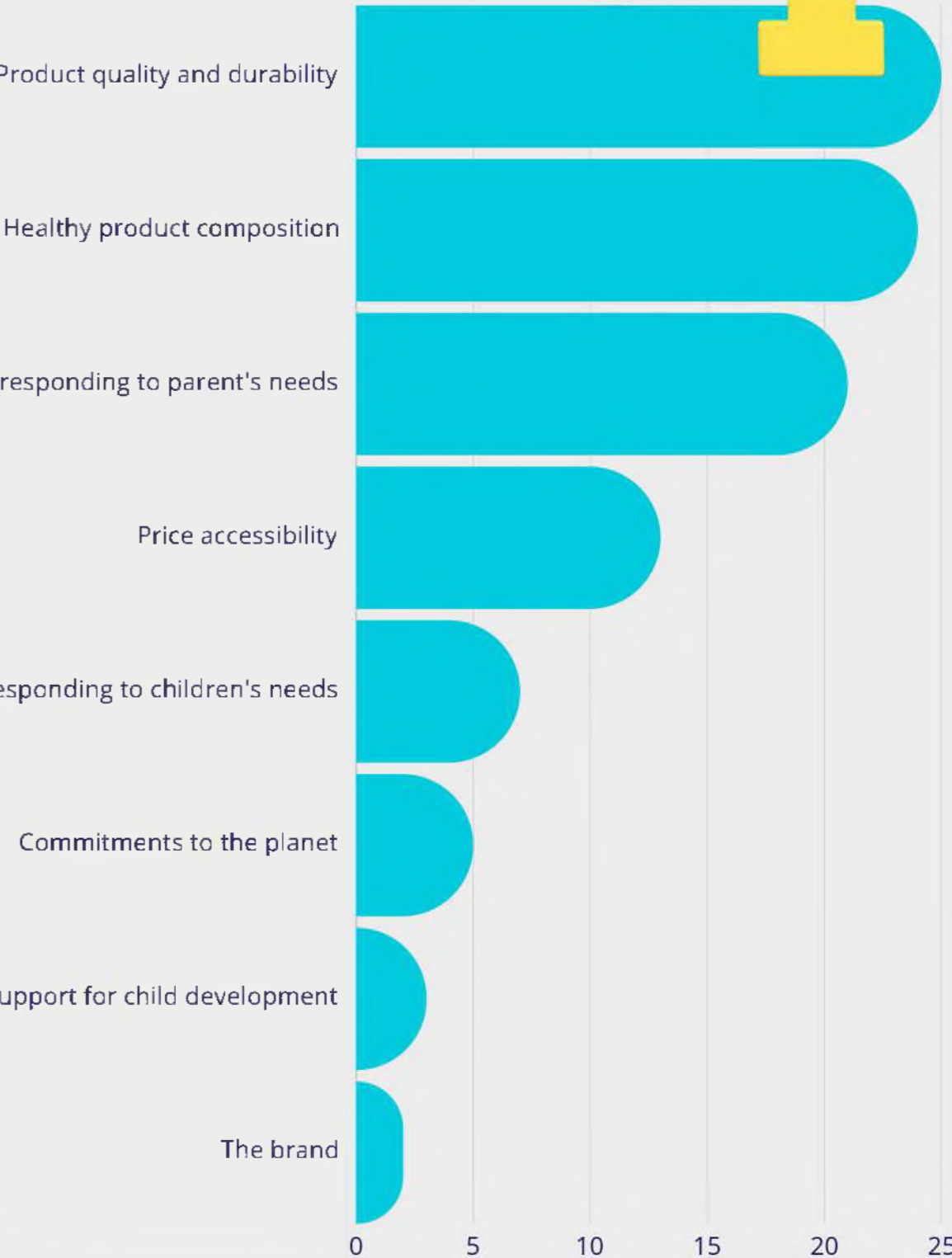
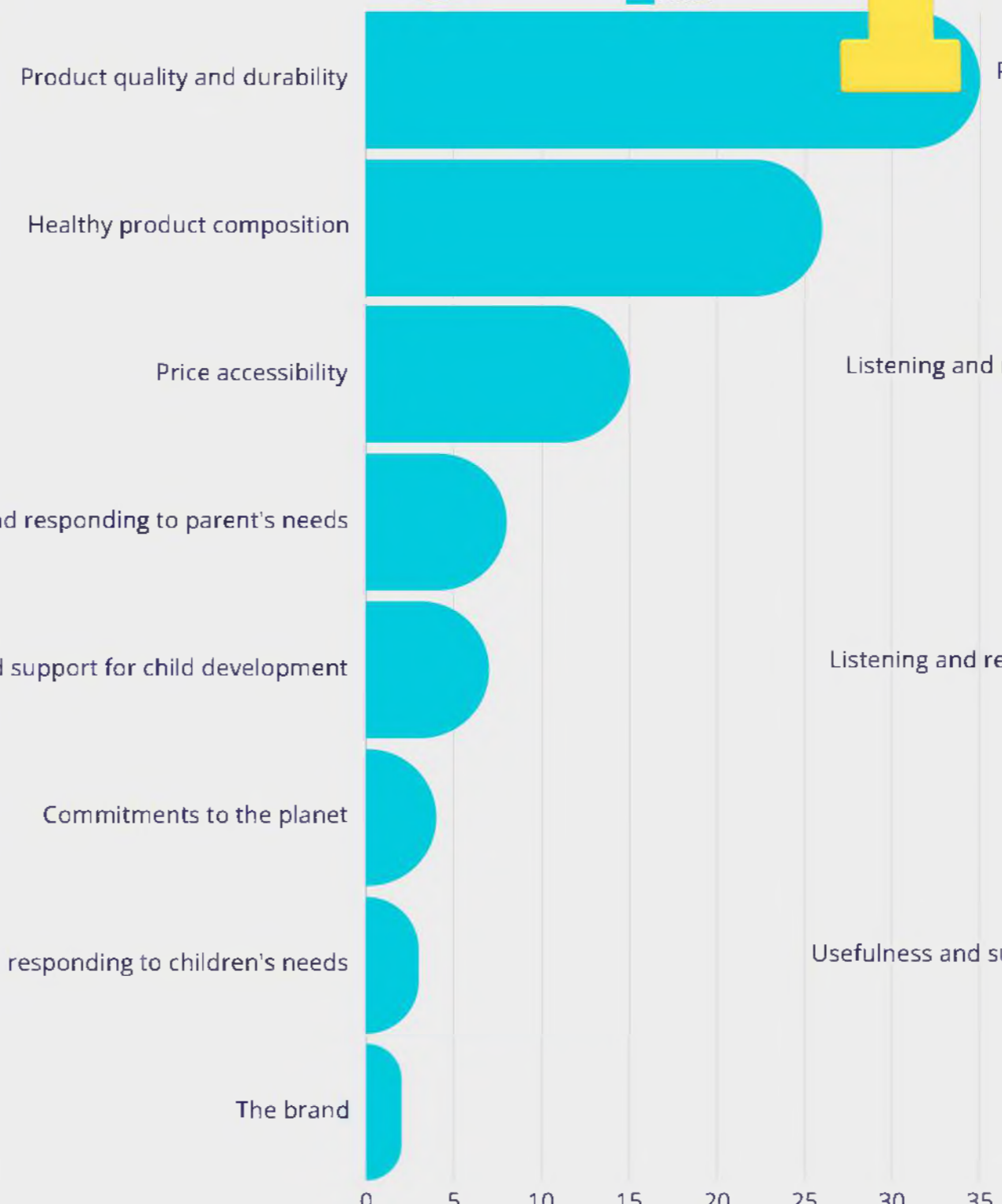
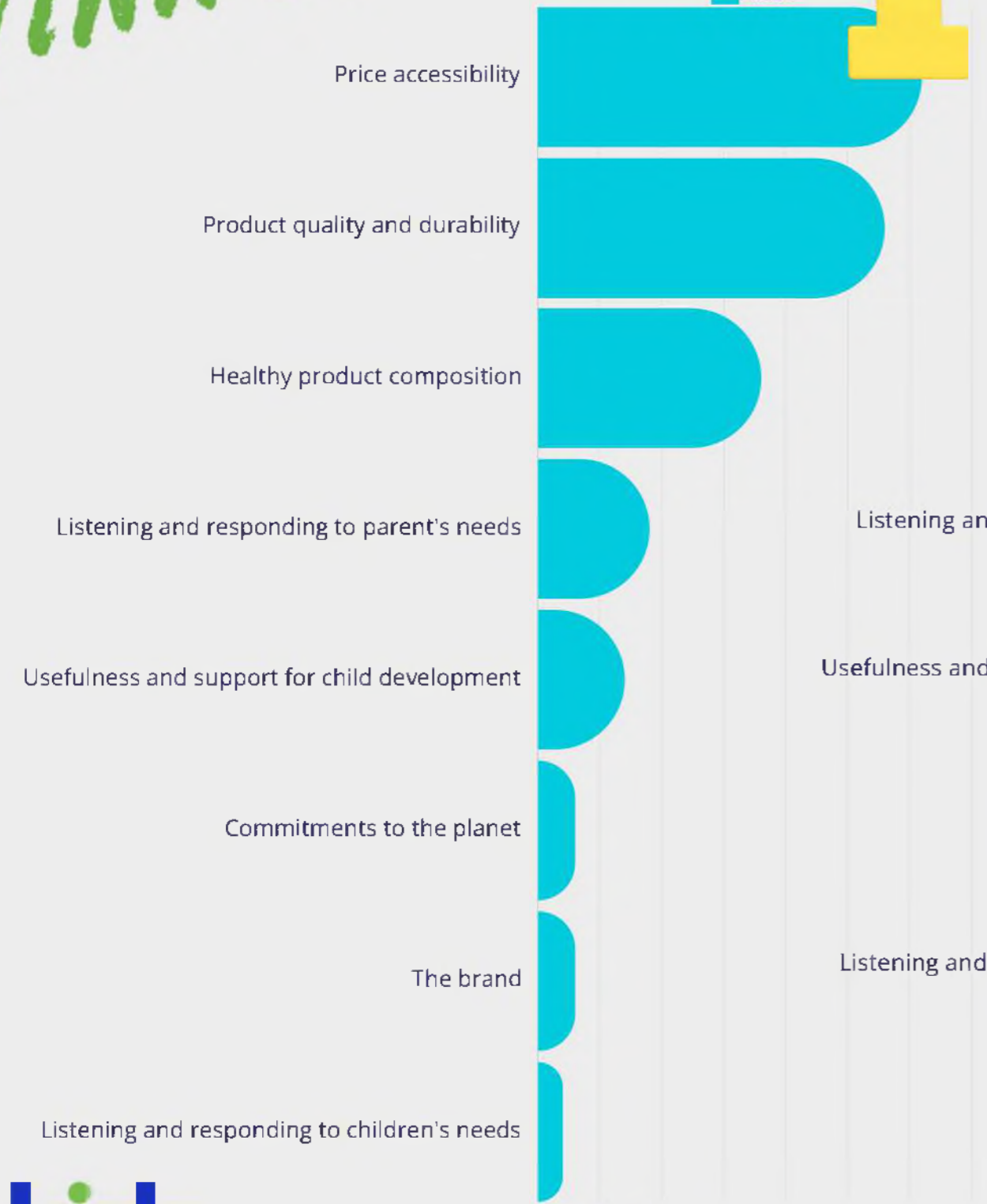
1<sup>st</sup>

FIRST



1<sup>st</sup>

FIRST



Results expressed in % base : 1000

II. Essential criteria and characteristics for a brand targeting children



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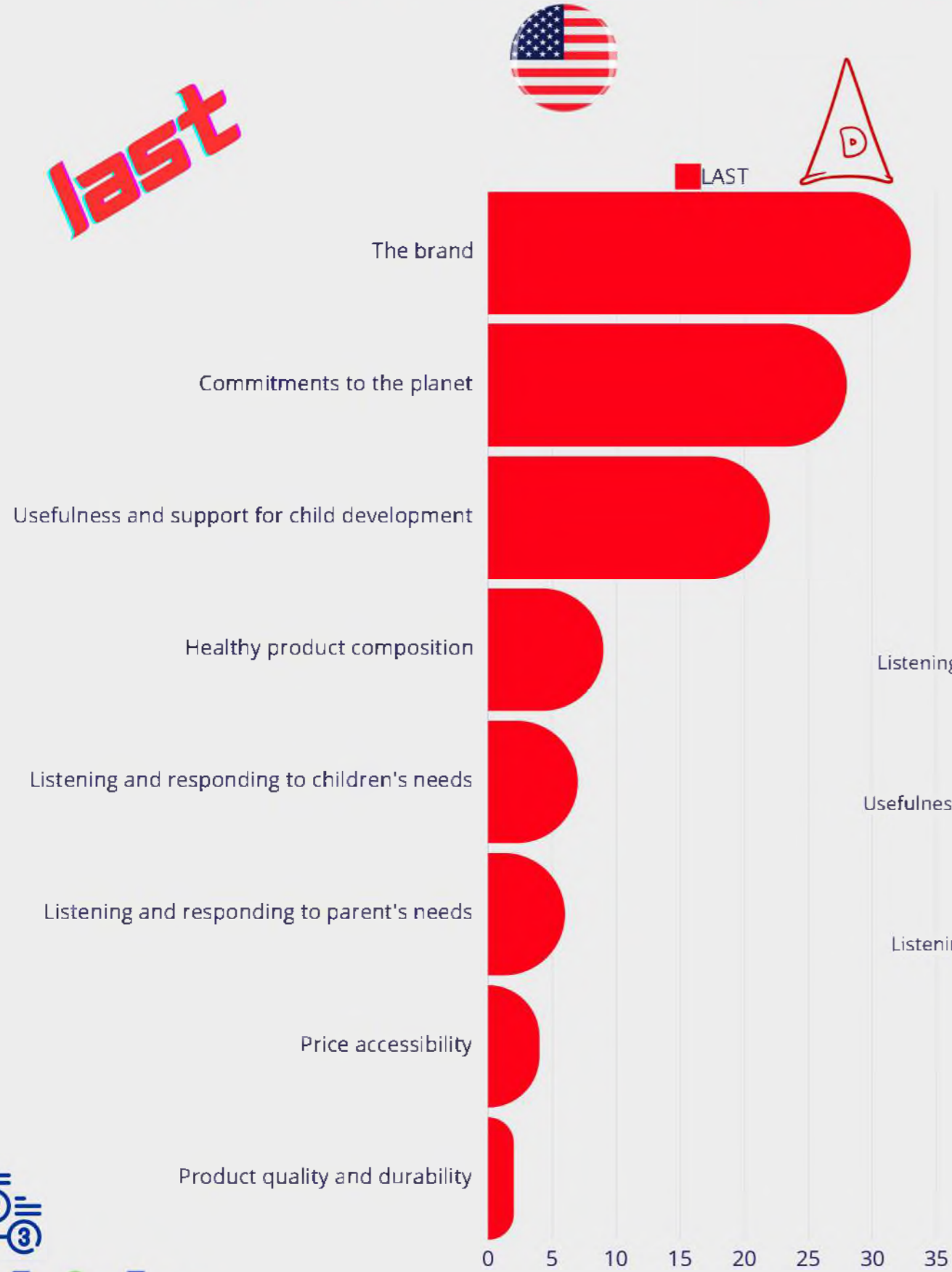


# Purchasing criteria's classification for a product intended for children



Rank from first to last the following purchasing criteria for a product intended for your child(ren)

last



Results expressed in % base : 1000



**A+** Important criteria to reach the children's target



The novelty



The fun and funny side



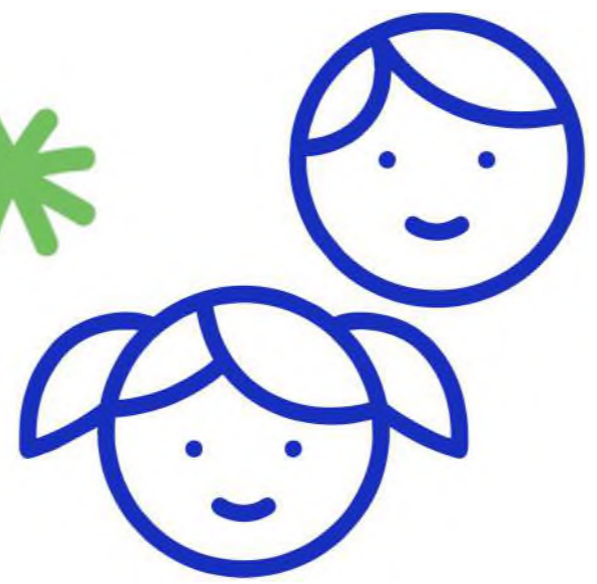
The heroes of cartoons or animated films



The bright, joyful colors



The characters that represent the brand (mascot)



The fact that we see that it is a product appropriate to the child

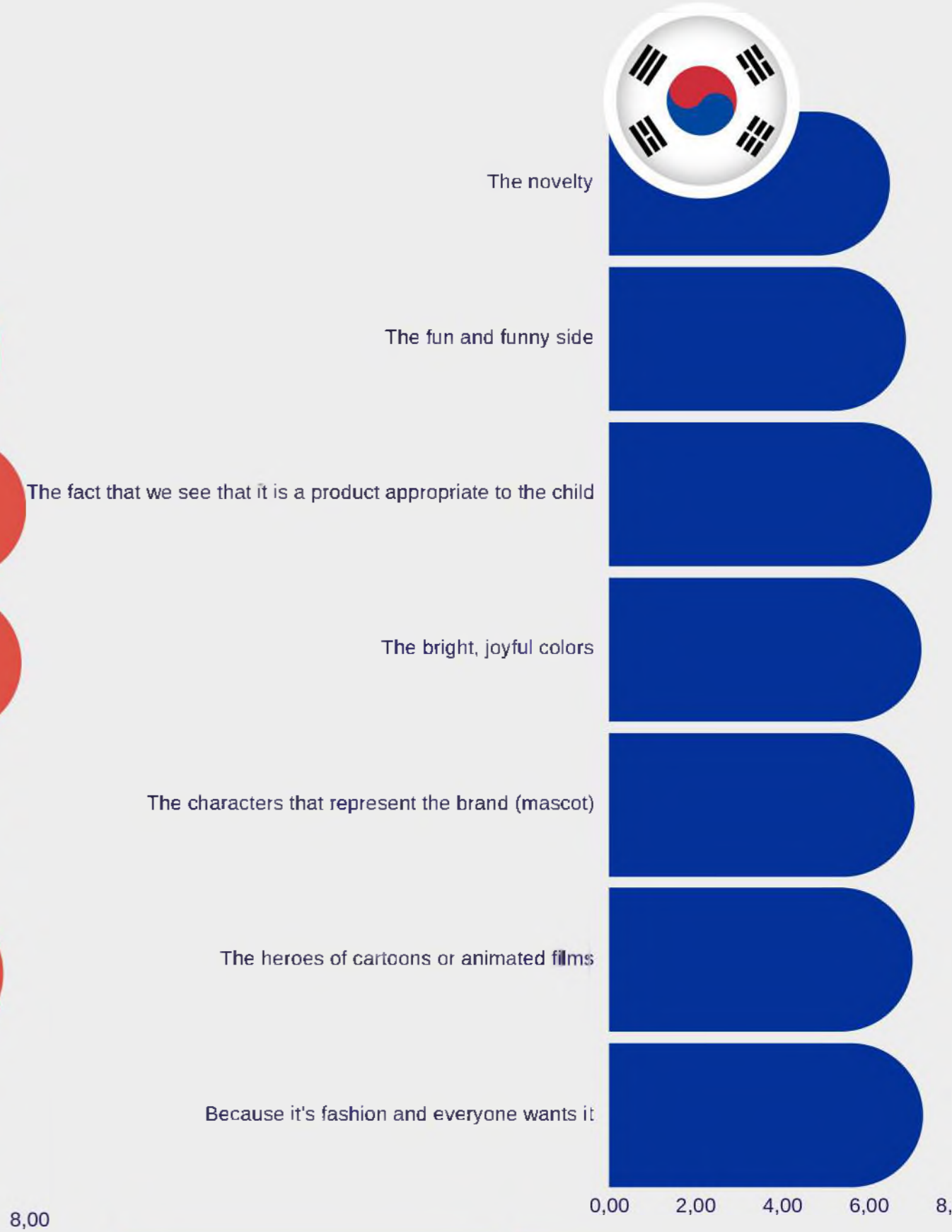
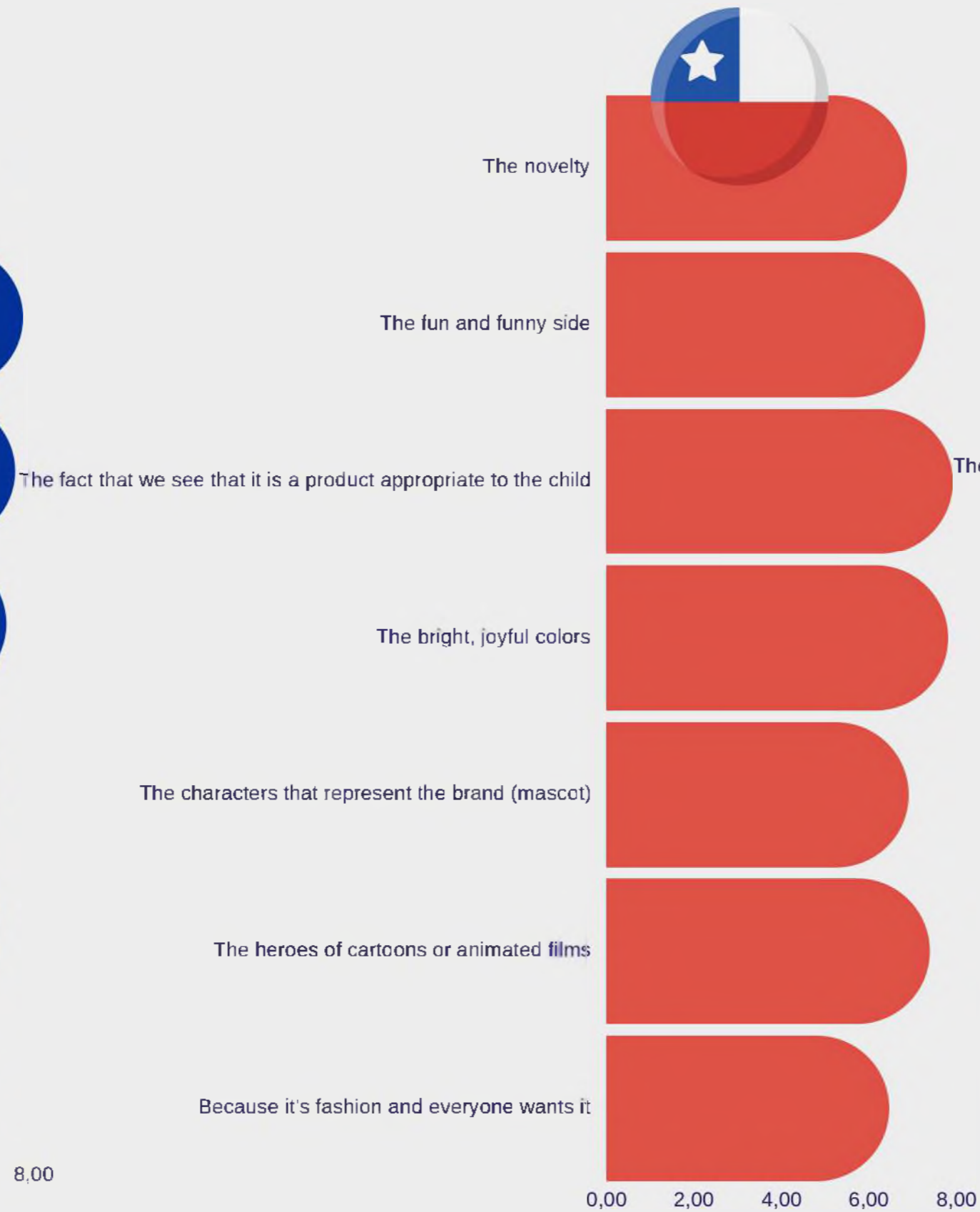
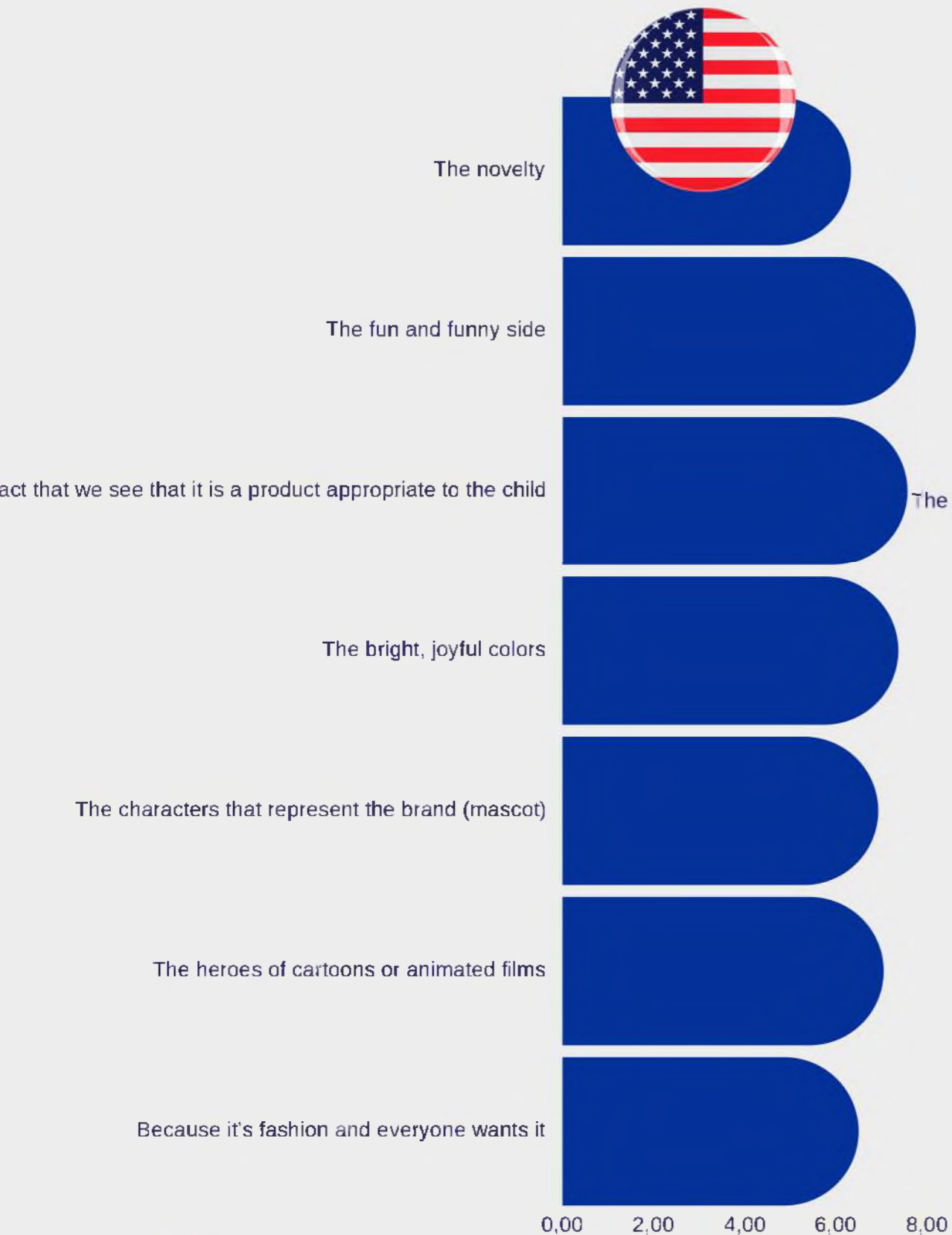


Because it's fashion and everyone wants it



# Important criteria to reach the children's target

\* With a score of 1 to 10, what are the important criteria for a product to please your children?



# Report



The brand represents a guarantee of quality and trust for parents, but is it a constant reality or is it in decline?

The importance of the criteria determining its value is the result of a delicate balance to maintain.

It is essential to remember that the brand must address varied audiences, with sometimes divergent needs and perspectives.

Children, as end users, have a real power of recommendation, knowing how to express their desires.

Parents play the role of arbitrators and decision-makers, holding the ultimate power in their hands... or rather in their wallets.

## The price ... be at market price and accessible

The predominant criterion in all sectors of the three countries studied is **price**, although distinct nuances emerge: the United States attaches great importance to price, Chileans prefer quality and sustainability of products, while South Koreans also show a preference for quality over quantity, with an emphasis on product composition. It should be noted that these distinctions are subtle, because on the whole, the main criteria remain **the price, the quality of the product and its (healthy) composition.**



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# Report



Brand discourses and lines of communication differ from the daily reality of families, which focuses on the management and satisfaction of children. Ethical considerations remain crucial but cannot overcome financial constraints related to price and purchasing power.

Brands committed to preserving the environment are valued, but those that manage to reconcile this commitment with affordable prices are more valued.



## The planet...is not what counts at the time of purchase...for parents in the 3 countries consulted

### USA

Des USA

Scores as an influential product characteristic when purchasing between 17% and 29% with 4 places last (among the list of proposed criteria) and 2 penultimate

### CHILE

Scores as an influential product characteristic during the purchase between 21% and 32% with 3 places last (among the list of proposed criteria) and 2 before last and 1 before before last.

### SOUTH KOREA

Scores as an influential product characteristic when purchasing between 27% and 37% with 2 places last (among the list of proposed criteria) and 4 penultimate



The fear of the empty basket



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# Report



The brand targeting a child audience must align with widely recognized and internationally understood standards to fully captivate this specific audience.

It is crucial that the products offered stand out and are easily identifiable... Children appreciate feeling appreciated, and offering items specifically designed for them is a demonstration of affection and attention.



## The brand ... can no longer be an end in itself ... neither can children !

- In all three countries, parents rank the brand **last in the list** of purchase criteria for products for their children. This pragmatic approach is predominant in them, favoring a good value for money based on perceived quality and good composition. Chileans are those who tend to take the least account of the brand ... 50% the place in last position for the criteria of purchase
- Listening and meeting the needs of children are relegated to the background and are not a determining criterion for parents, especially American parents.

## Children love Life and the joy of living!

- They particularly appreciate **products that are clearly addressed to them**, especially through color codes or dedicated graphics. a child product must be recognizable at first glance ... without being a “baby” product ... or infantilizing



## Children like heroes !

- Children need to identify and or vibrate for characters with or without powers or as the minimum strong human qualities.
- 2 categories of characters exist: mascots or licenses
- A choice is to be made: use or not 1 or 2 types of characters or none



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# Assessment



Although the brand is not the determining factor in the purchasing process, it took on a significant importance in terms of reinsurance and quality.

National brands are currently talking about quality, however, it is necessary to remain vigilant in front of competition from private labels that, in times of crisis, emphasize more attractive prices.

## Thought

- 1. The brand ... must confirm its involvement in terms of quality and healthy composition!**
- 2. Be able to immediately signify who is its final consumer = the child, taking care to make a distinction according to the age of the child**
- 3. Integrate a problematic of valuation of the product and or service: the brand is a guarantee, the product is the real trigger of the purchase**
- 4. Integrate in all approaches the PARENT-CHILD tandem to reassure the first and convince and seduce the second by pleasing him with a product whose mix is made for him**



# III. Purchasing motivations

Factors influencing the prescription for children  
Factors that influence parents' purchase decision



# Factors influencing the prescription for children

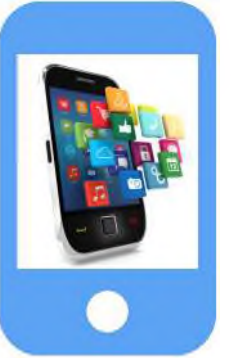


Among the following reasons, which 3 play an important role for your child when he claims a product or brand ? Rank from 1 to 3

His friends have the product and he wants the same



My child saw the product on social networks and claims it



My child saw the product on the shelf and wants to buy it in store



My child saw an advertisement for the product on television



My child saw an advertisement for the product in magazines or catalogues



My child loves the product and wants to have it again



My child doesn't know the product and novelty attracts him

He has seen an influencer he likes, talking about it and now he wants it



% higher than 100 due to multiple responses

**NEW**





# Factors influencing the prescription for children



Among the following reasons, which 3 play an important role for your child when he claims a product or brand ? Rank from 1 to 3

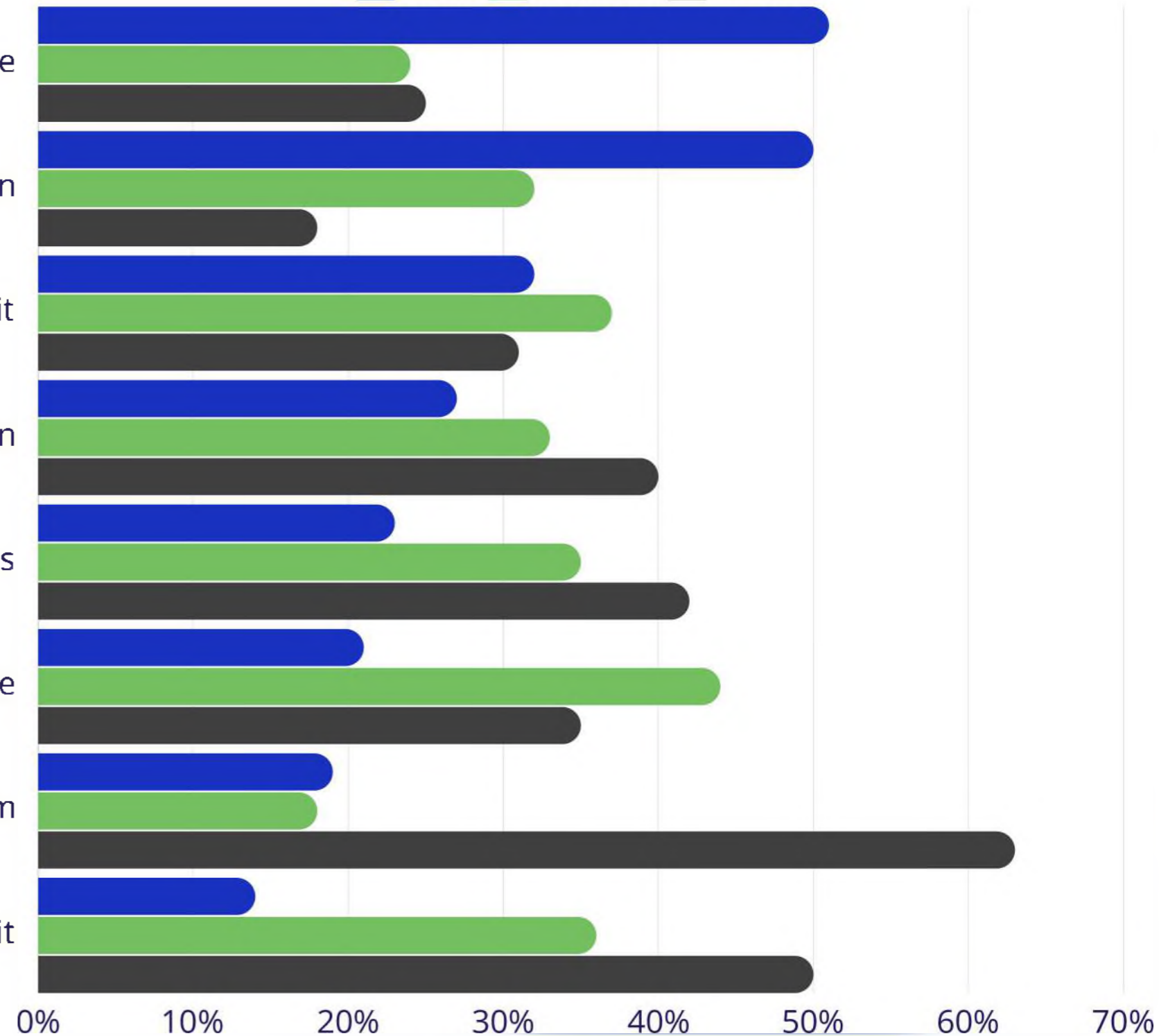
## HIERARCHIZED



base : 1000

FIRST SECOND THIRD

- His friends have the product and he wants the same
- My child saw an advertisement for the product on television
- My child saw the product on social networks and claims it
- My child loves the product and wants to have it again
- My child saw an advertisement for the product in magazines or catalogues
- My child saw the product on the shelf and wants to buy it in store
- My child doesn't know the product and novelty attracts him
- He has seen an influencer he likes, talking about it and now he wants it



% higher than 100 due to multiple responses





# Factors influencing the prescription for children



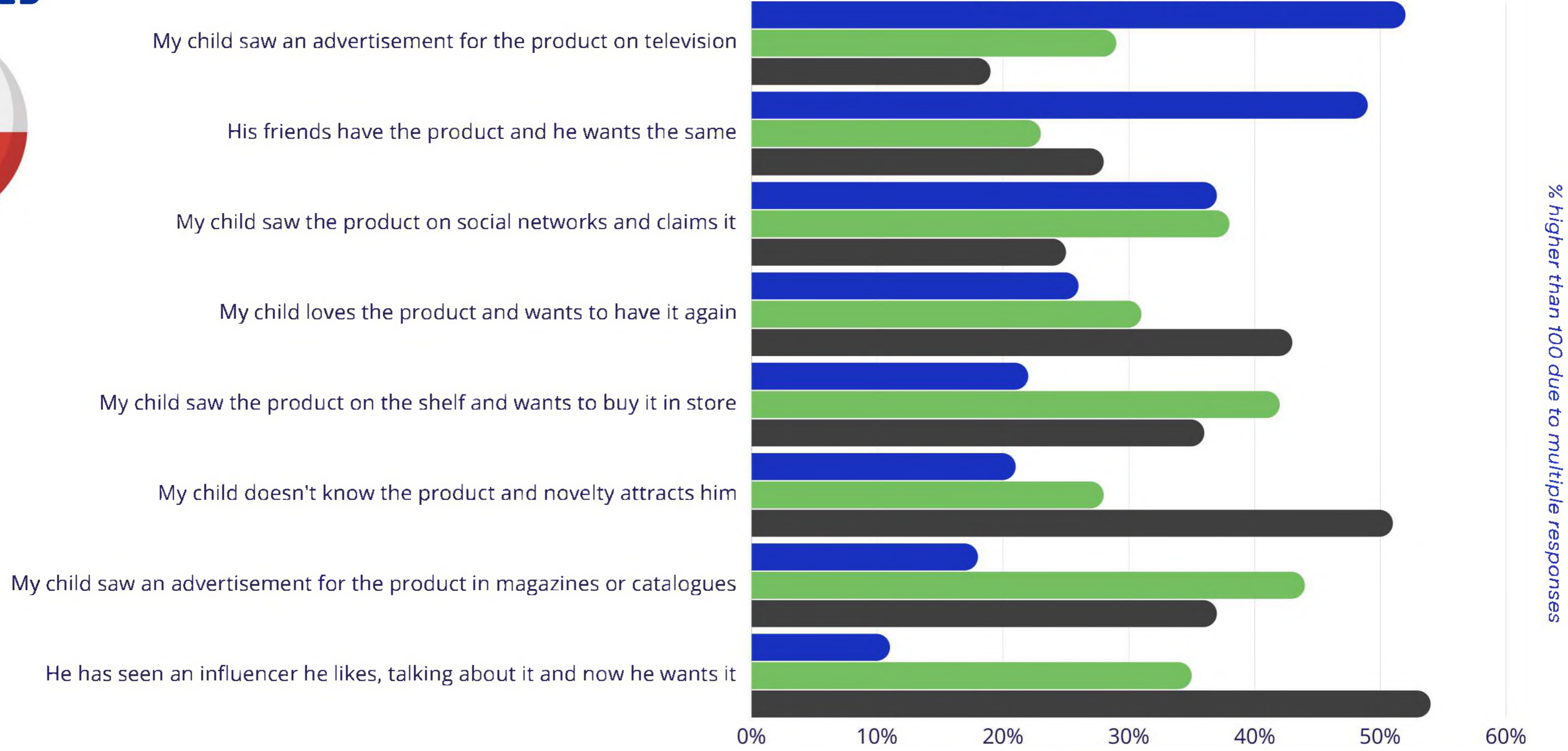
Among the following reasons, which 3 play an important role for your child when he claims a product or brand ? Rank from 1 to 3

## HIERARCHIZED



base : 1000

FIRST SECOND THIRD





# Factors influencing the prescription for children



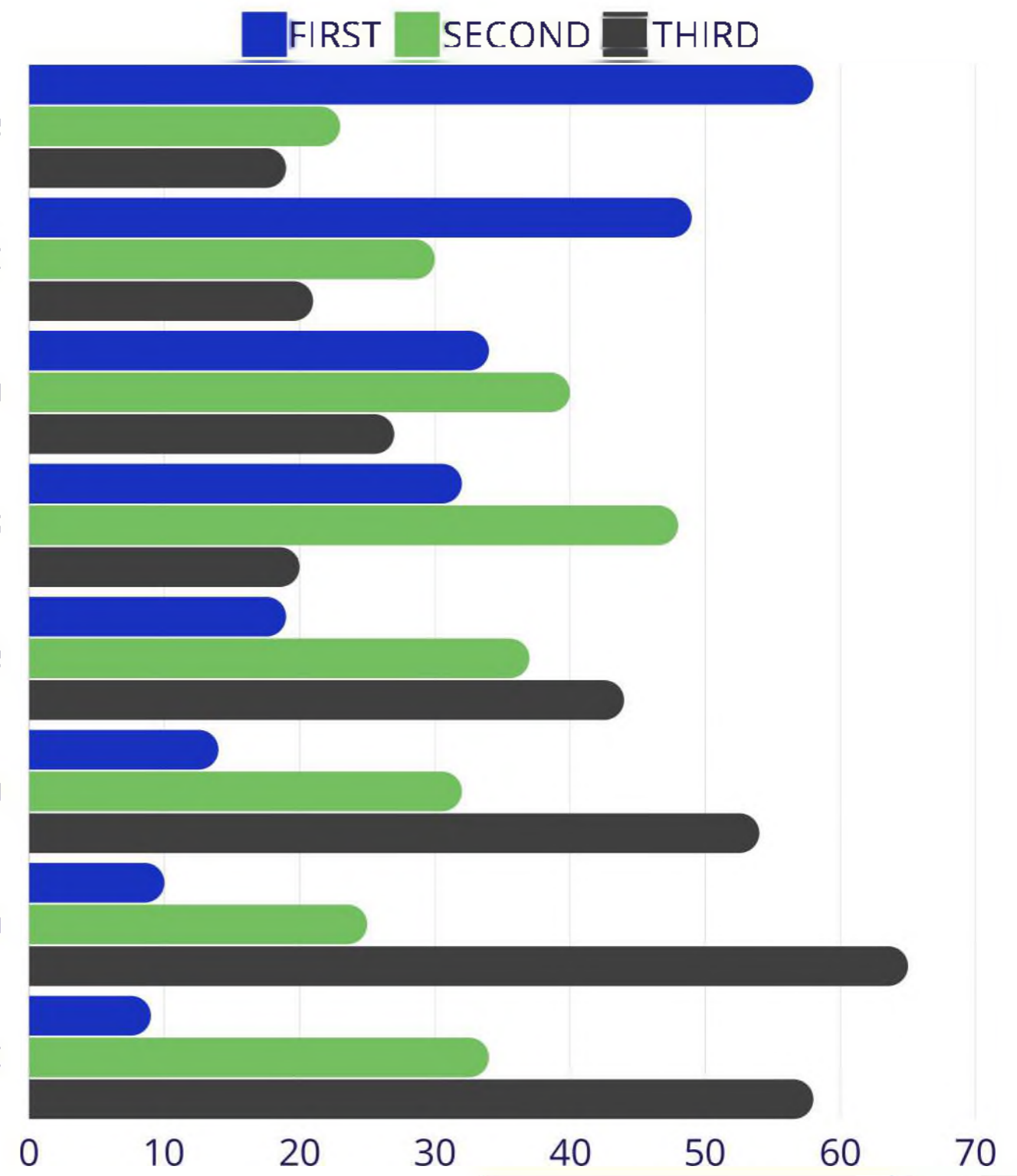
Among the following reasons, which 3 play an important role for your child when he claims a product or brand ? Rank from 1 to 3

## HIERARCHIZED



base : 1000

- His friends have the product and he wants the same
- My child saw the product on social networks and claims it
- My child saw an advertisement for the product on television
- My child saw an advertisement for the product in magazines or catalogues
- My child saw the product on the shelf and wants to buy it in store
- My child loves the product and wants to have it again
- My child doesn't know the product and novelty attracts him
- He has seen an influencer he likes, talking about it and now he wants it



% higher than 100 due to multiple responses





# Factors influencing the prescription for children



Among the following reasons, which 3 play an important role for your child when he claims a product or brand? Rank from 1 to 3



His friends have the product and he wants the same

1<sup>st</sup>  
FIRST

My child saw an advertisement for the product on television

My child saw the product on social networks and claims it

My child loves the product and wants to have it again

My child saw an advertisement for the product in magazines or catalogues

My child saw the product on the shelf and wants to buy it in store

My child doesn't know the product and novelty attracts him

He has seen an influencer he likes, talking about it and now he wants it

0% 10% 20% 30% 40% 50% 60%

base : 1000



My child saw an advertisement for the product on television

1<sup>st</sup>  
FIRST

His friends have the product and he wants the same

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base : 1000



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0 10 20 30 40 50 60

base : 1000

% higher than 100 due to multiple responses

# Factors that influence parents' purchase decision

\*Which of the following are the 3 reasons that play an important role for you?



## HIERARCHIZED

FIRST SECOND THIRD



base : 1000

% higher than 100 due to multiple responses



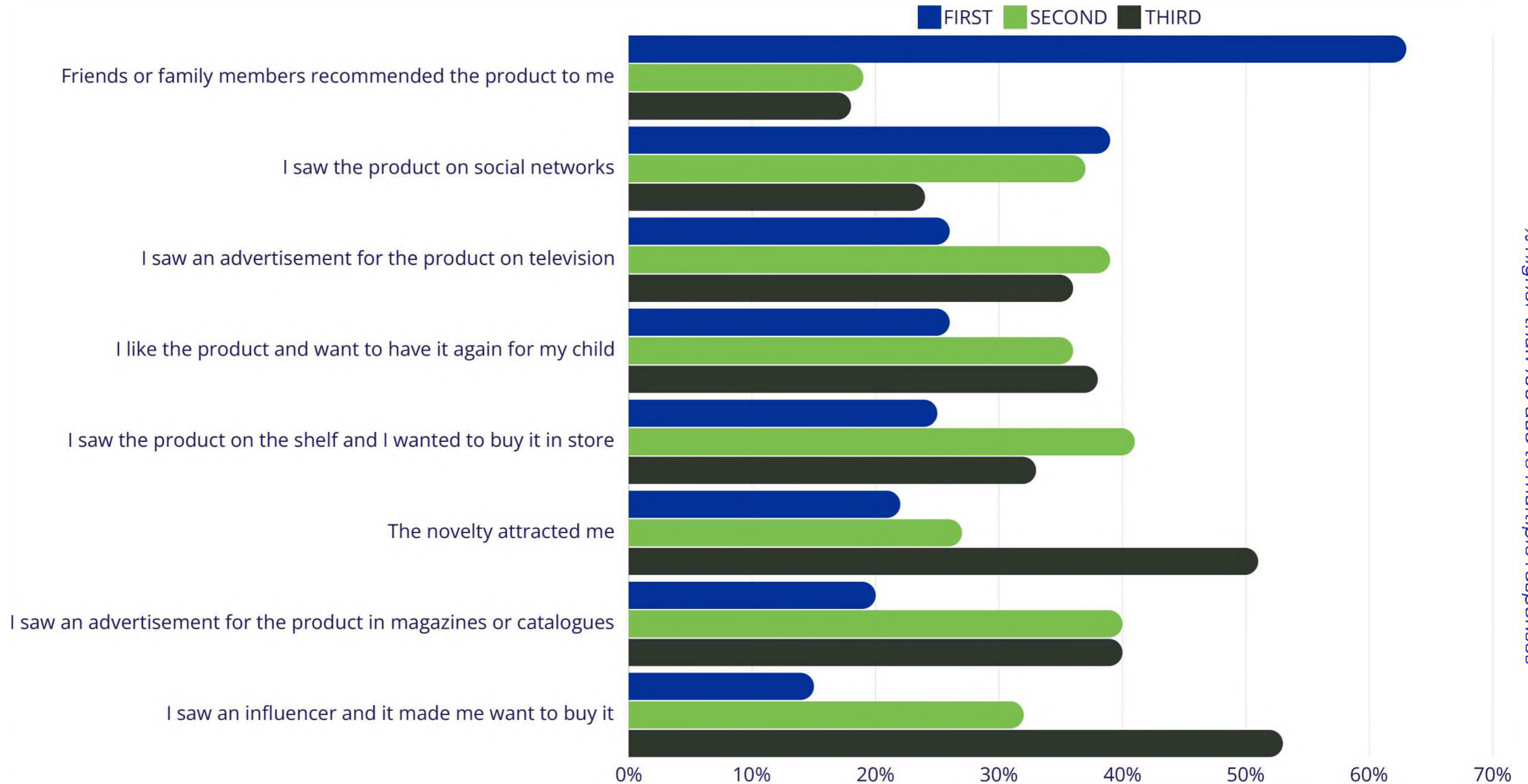
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HIERARCHIZED



base : 1000



% higher than 100 due to multiple responses



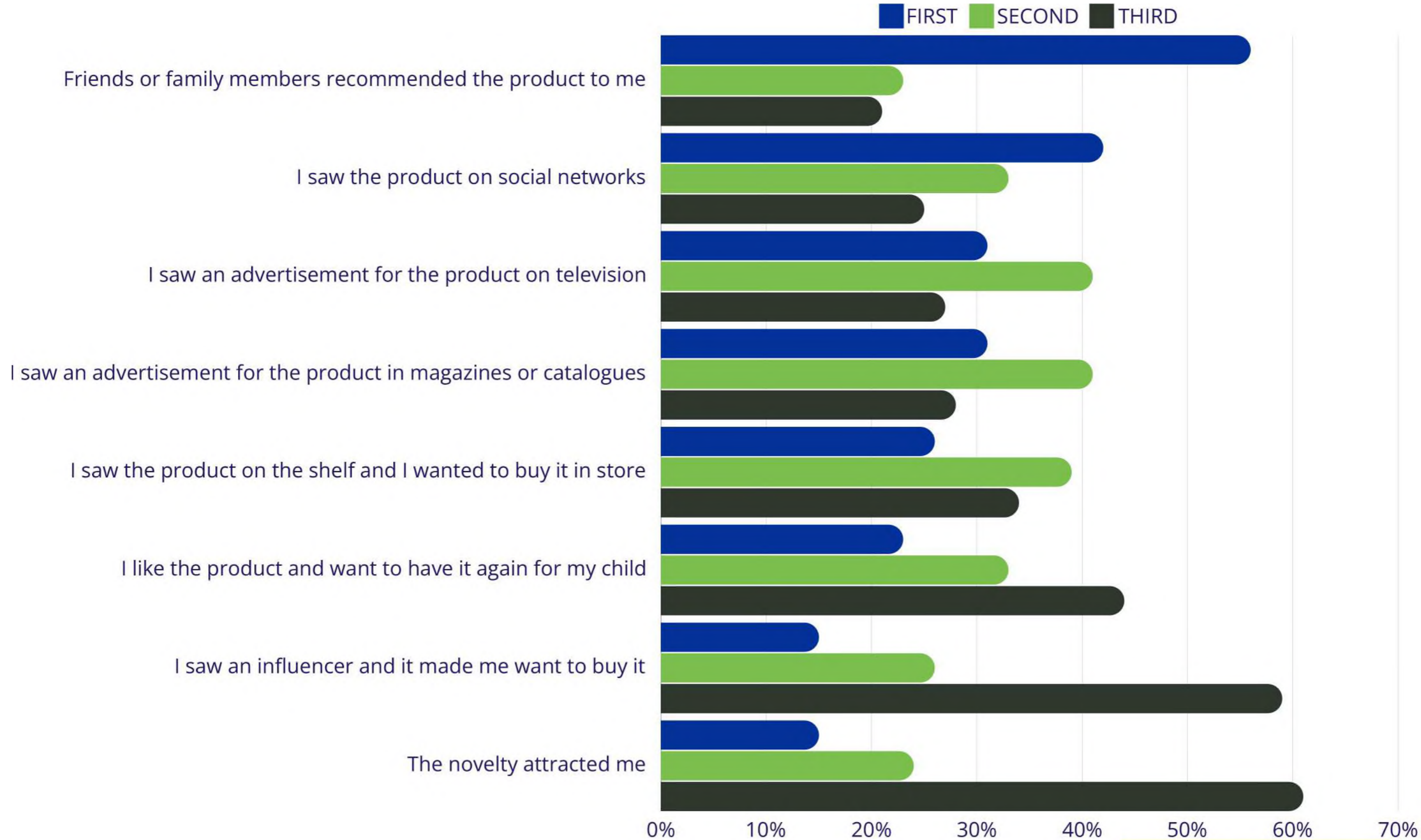
# Factors that influence parents' purchase decision

\*Which of the following are the 3 reasons that play an important role for you?

**HIERARCHIZED**



base : 1000



% supérieur à 100 en raison des réponses multiples



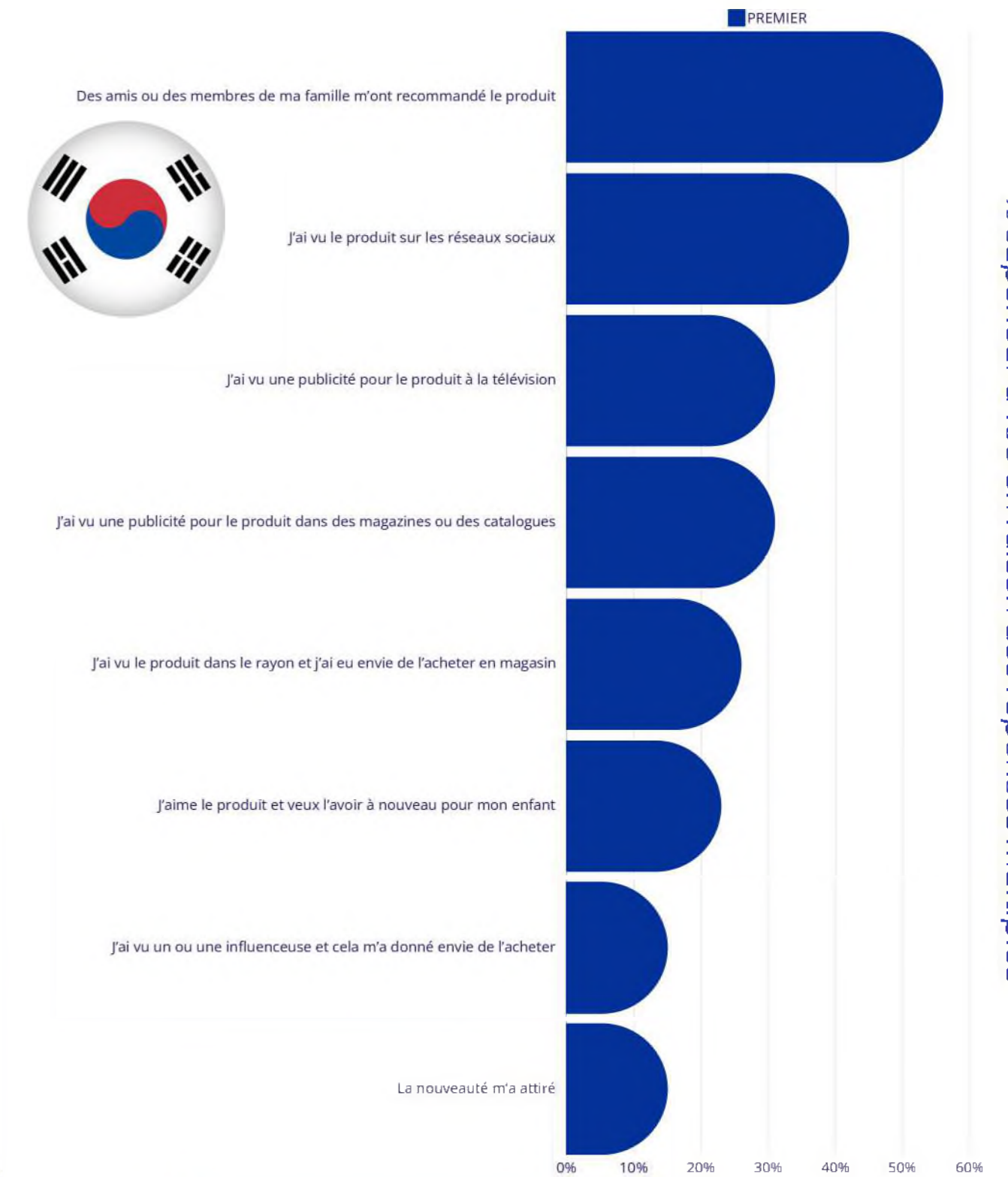
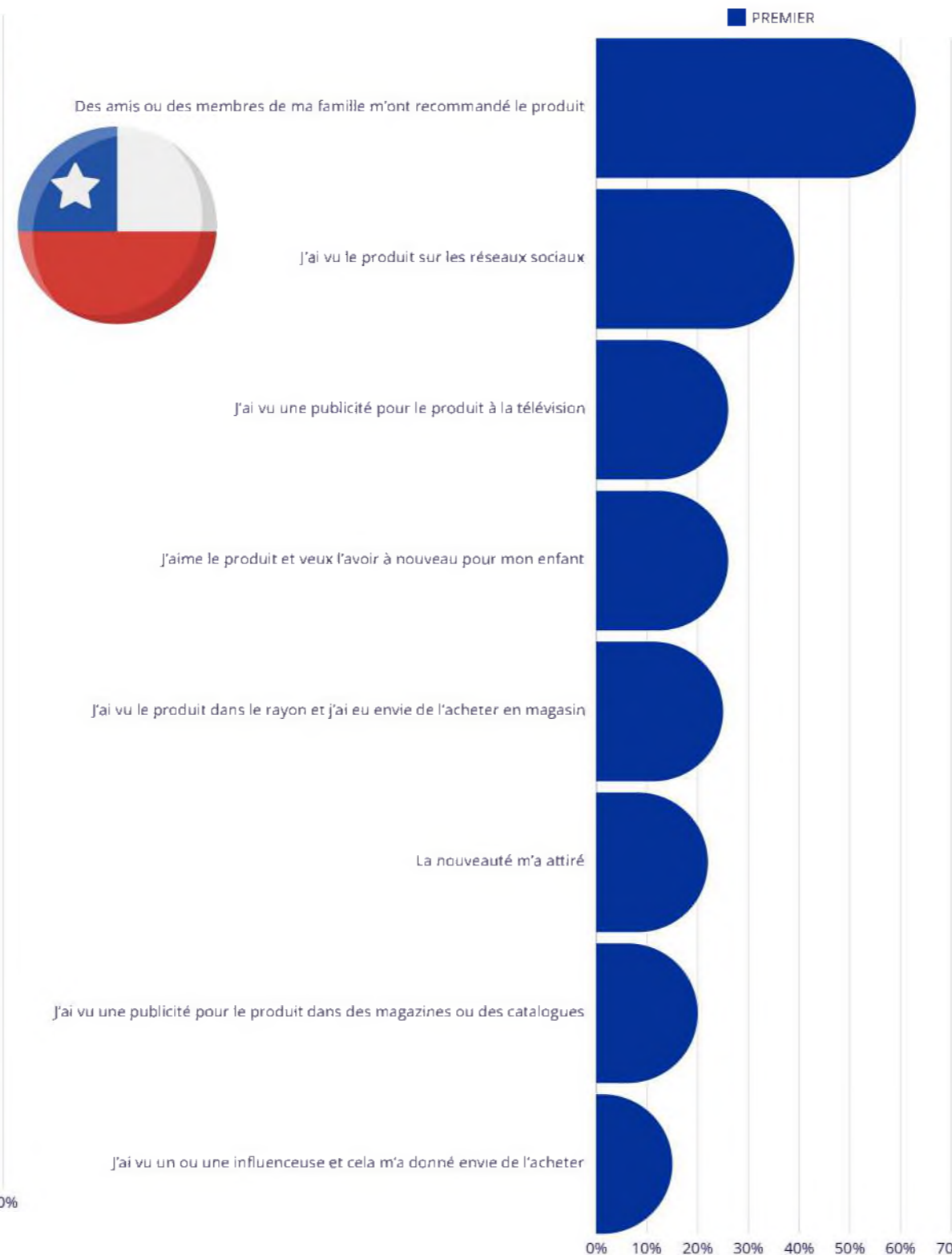
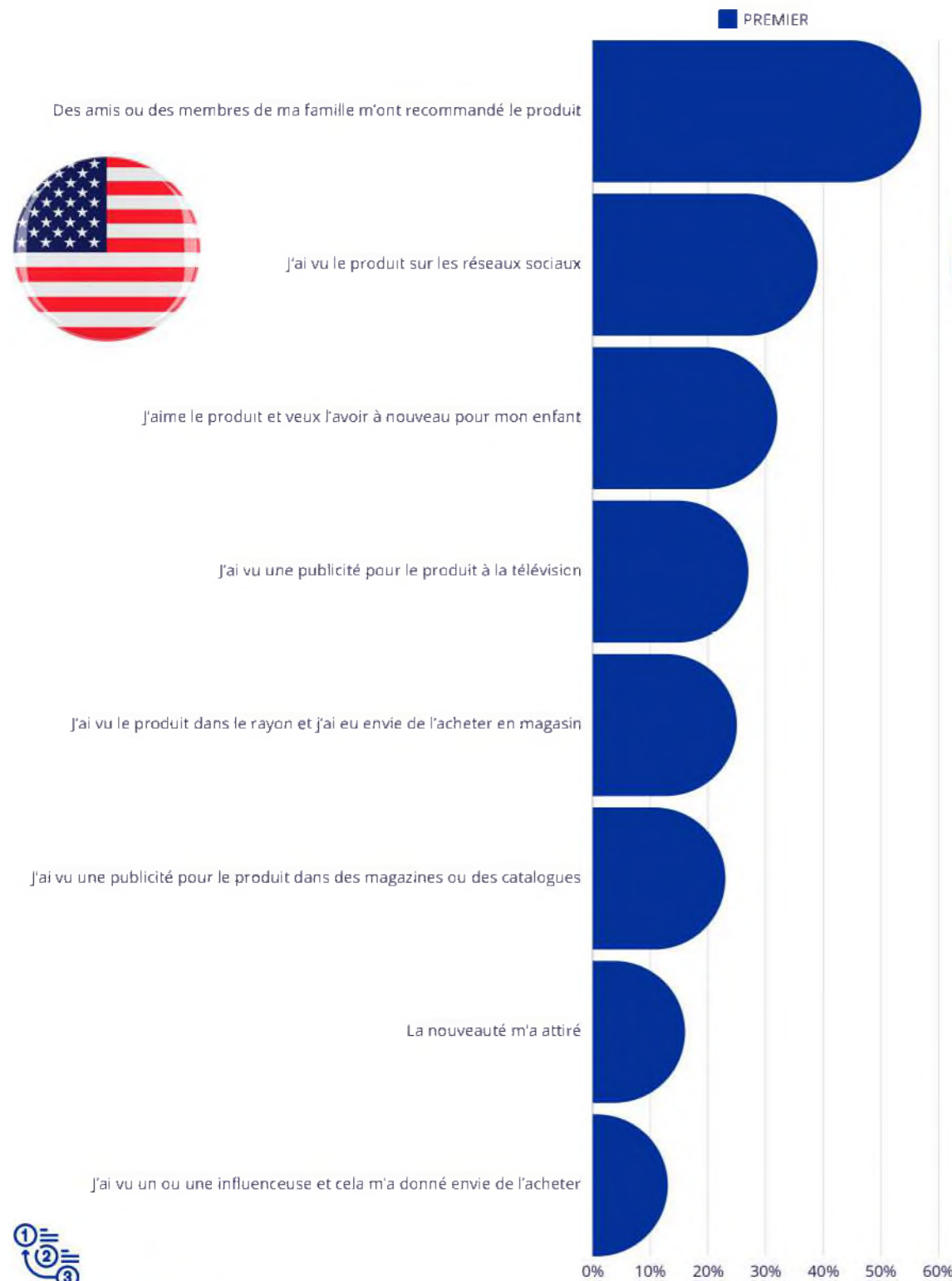
# Factors that influence parents' purchase decision



Which of the following are the 3 reasons that play an important role for you?



## THE FIRST ONE



% supérieur à 100 en raison des réponses multiples





# Report

The purchase motivations of children pose a challenge of understanding, because as parents, we are often faced with their immediate desire to own everything, followed by disinterest once the object has been obtained. Many factors come into play in this complex process.

A popular anecdote suggests that in the north of a country, if children play marbles on a Monday, those in the south will join this game within a week.

As a result, it becomes difficult for companies to understand these behaviours and even more complex to anticipate their trends.... there are, however, some valuable indications!

## For children: friends first !

- In all three countries, friends are the main incentive to buy! In fact, they come top of the list for 58% of young South Koreans, 51% of young Americans and 49% of young Chileans.



## For children : Television remains the media queen !

- In all three countries, television is an essential element. It is favoured by 52% of young Chileans, 50% of young Americans and 40% of young South Koreans, who rank it first in terms of influence in the prescription process that eventually leads to a purchase. The latter are slightly different from other children on this point: digital plays a more prominent role in them.



# Report



In the digital age and the predominance of the virtual world, children always evolve within a system of exchanges and concrete sharing, expressing their desires and exchanging information on various products or services.... the scores obtained for influencers are starting to emerge and have to be followed as well as what happens constantly on social networks

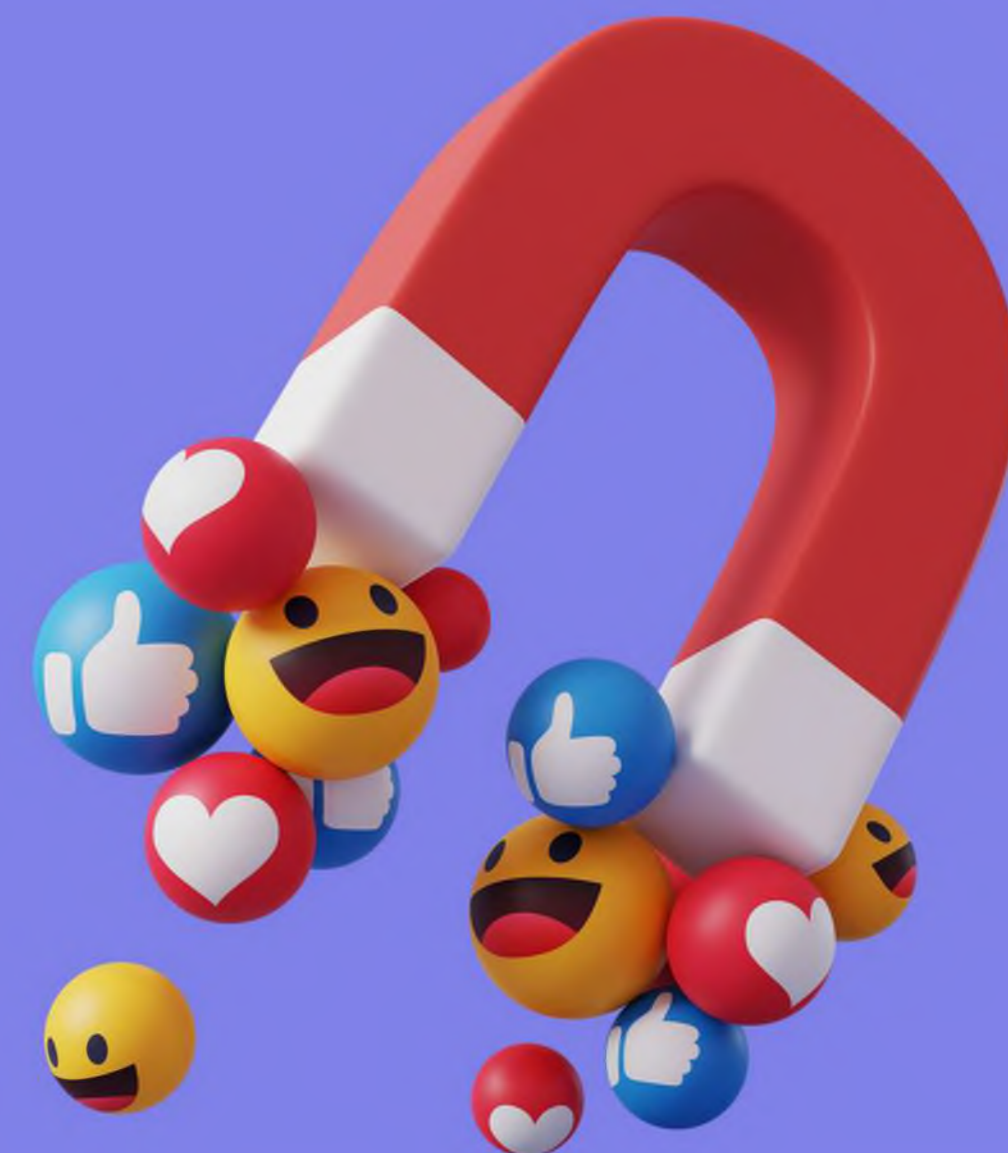
## For children: influencers; a little but not too much yet

- This is 9% as the first criterion in South Korea, 11% in Chile and 14% in the USA



## For children: social networks are beginning to weigh

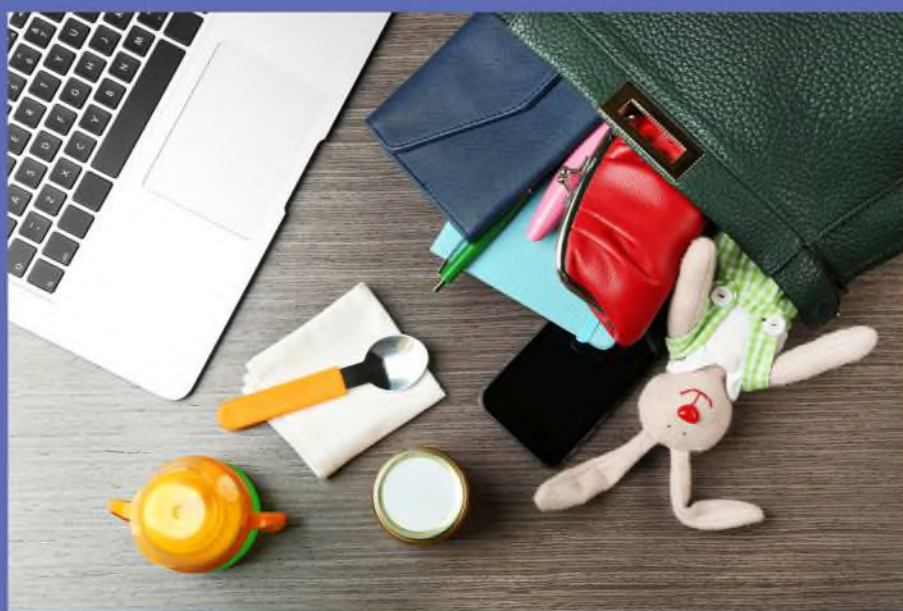
- This is 49% as the first criterion in South Korea, 32% in the USA and 37% in Chile



# Report



Today's parents are connected... but that doesn't stop them from giving priority to the human side of things.



## For parents: family and friends are the first advisors

- It is 63% as the first criterion in Chile South Korea, 57% in the USA and 56% in South Korea.



## For parents, social networks have replaced certain news magazines.

- In the three countries studied, this is the second most important factor in the purchasing process. The discovery of new products seems to be centralised on these media platforms.



Funded by  
the European Union

# Assessment



The recommendations from friends and family remain particularly influential for both parents and children. In this era where social networks are both glorified and criticised, it is imperative to integrate this notion into any strategy of conquest or communication in order to preserve its market share.

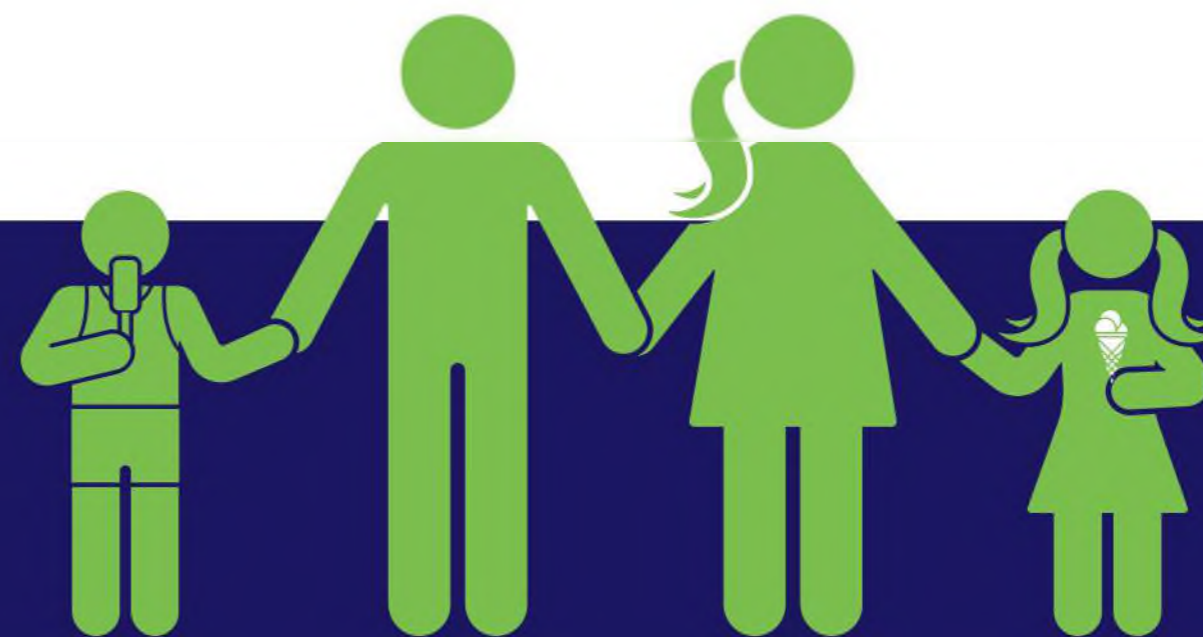
The digital world is an inexhaustible source of information, enabling the collection of data on new trends, developments, products, brands, services and good deals. It is a modern catalogue that is constantly changing.



## Thought

- 1. Capitalising on families' attraction to “extended siblings or peers”:** this approach is comforting and builds trust in an era tinged with mistrust.
- 2. Cross-referencing research data to incorporate, for example, that the sight of the product at the point of sale is the determining factor in 25% of purchasing decisions, an observation that is valid for all countries:** an exclusively digital strategy presents risks.
- 3. Each medium has its own function: digital to inform, peers (sponsorship, loyalty) to endorse and reassure.**





## IV. Families and points of sale

Support rate for children at points of sale  
Frequency of support for children at points of sale  
Children's preferences for points of sale



# Rate of children accompanied to points of sale

Rate of children accompanied to points of sale

Shopping with parents is a common activity, and one that is largely practised by 3 working nations.



Results expressed in %.

No  
15%



Yes  
86%

No  
10%



Yes  
90%

No  
13%



Yes  
87%

base : 1000

base : 1000

# Rate of children accompanied to points of sale



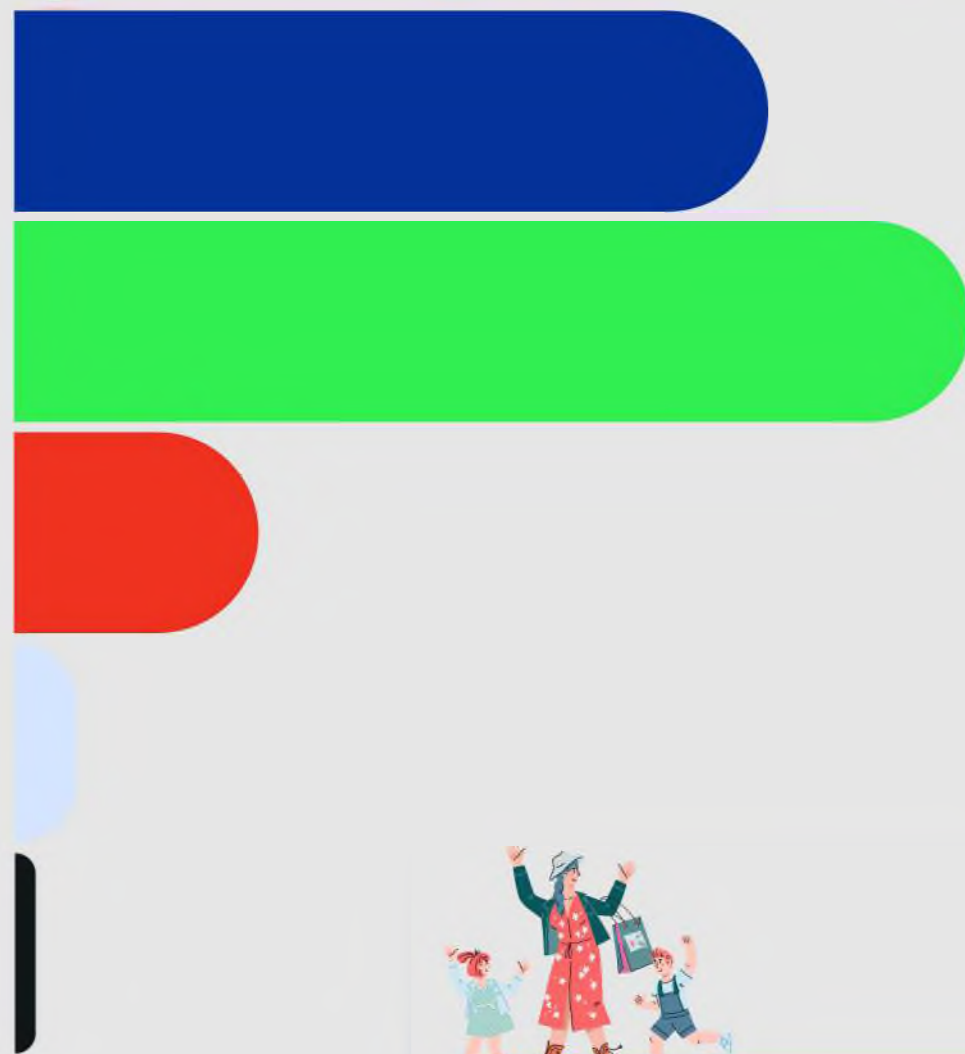
\* How often do your children go shopping with you?



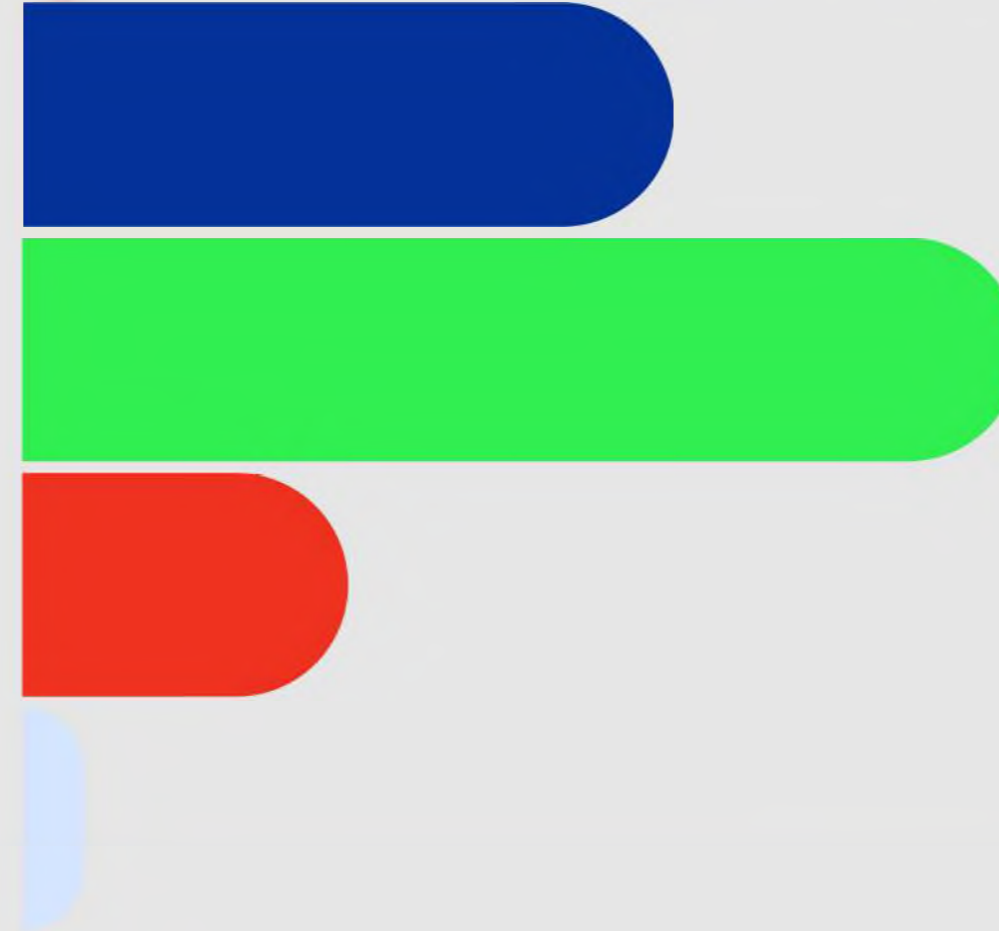
Once a week or more often 1 - 3 times a month  
Less than once a month Less than once a trimester Never

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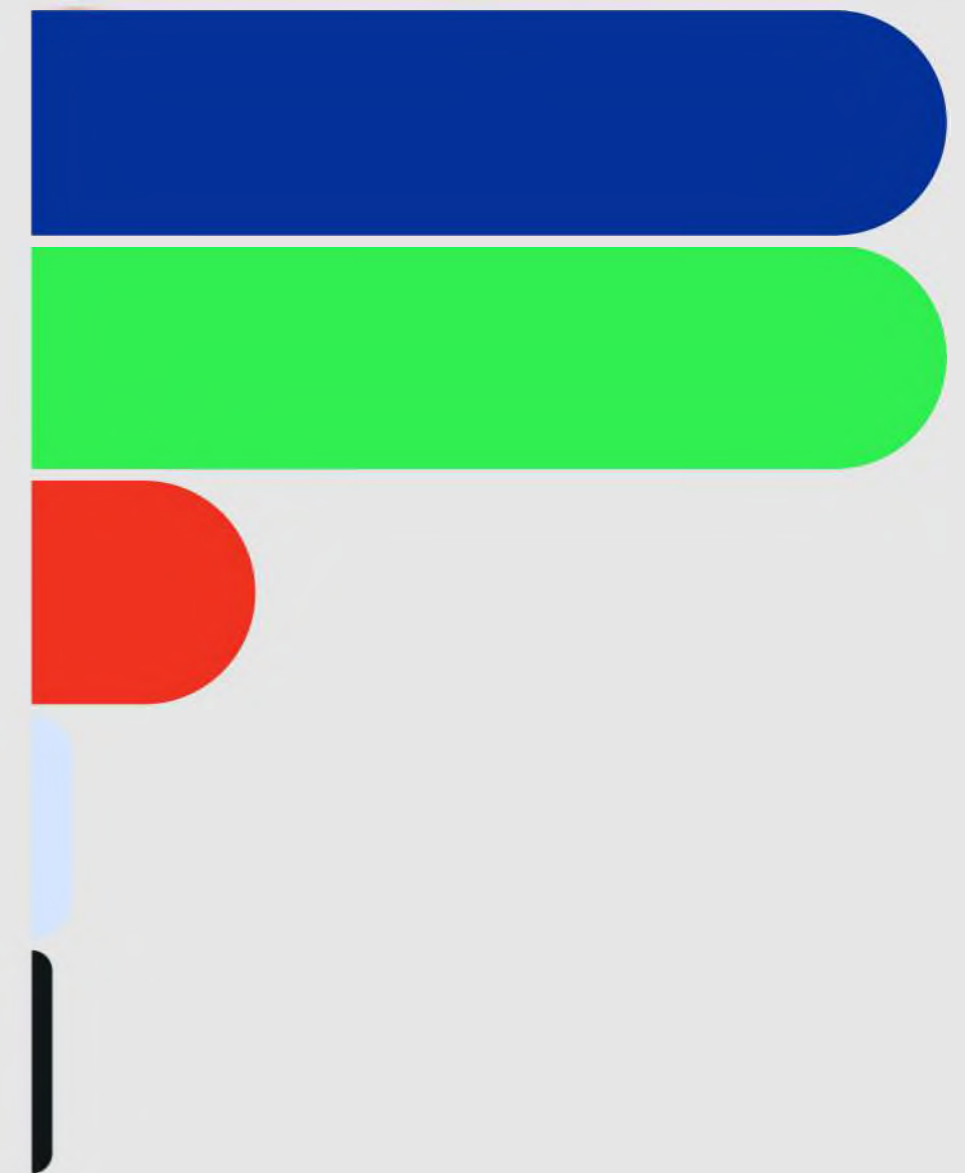
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base : 1000



base : 1000



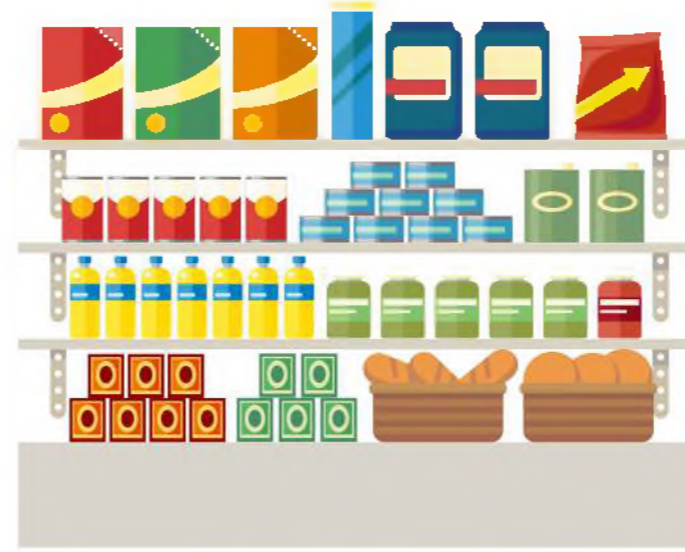
base : 1000



Children regularly visit various shops, which has a direct impact on the types of activities that can be offered, particularly by favouring school holidays in the countries concerned.



# Children's point-of-sale preferences (multiple selection)



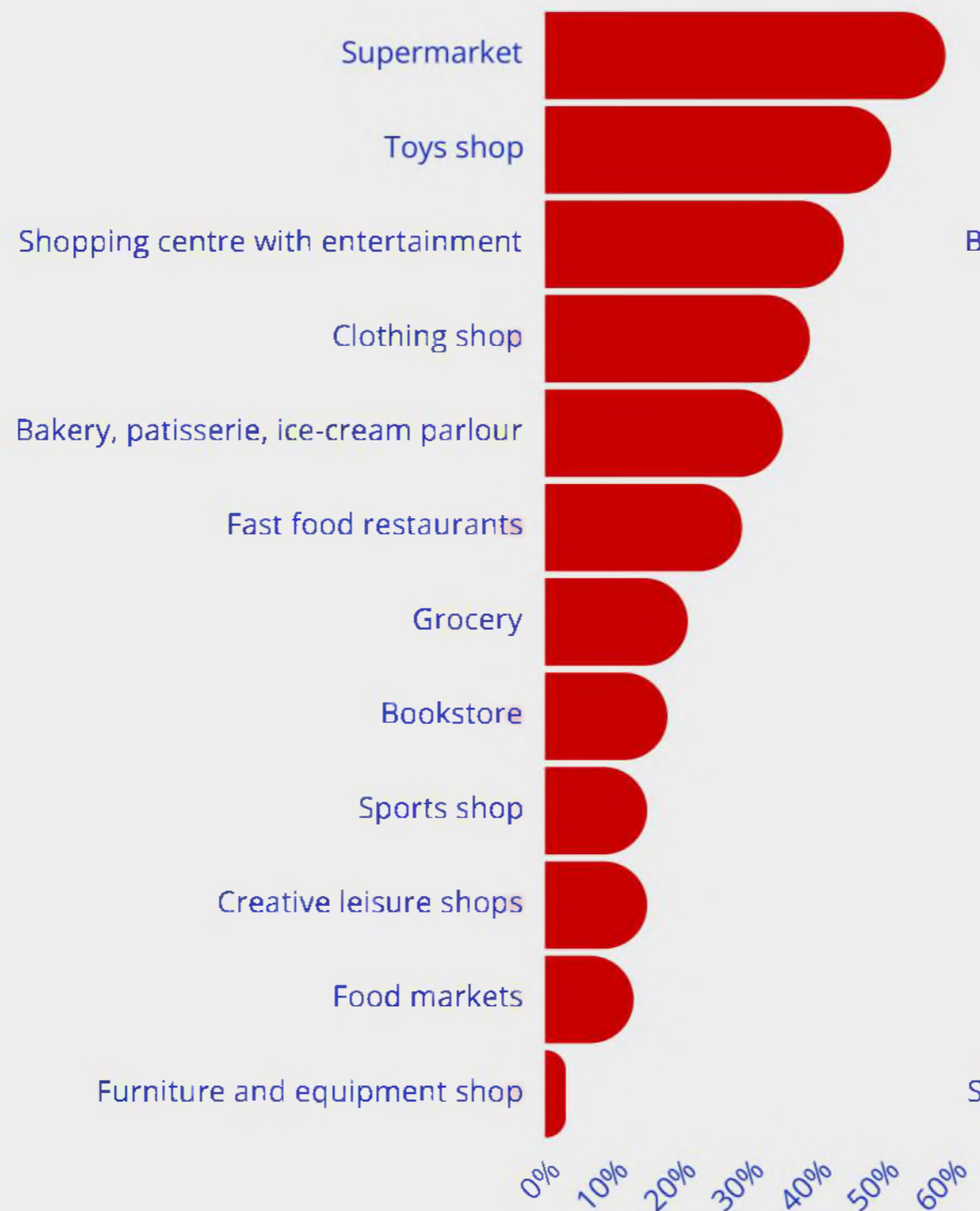


# Children's point-of-sale preferences (multiple selection)

\* What kind of shops does your child like going to most?



## RANKED



% supérieur à 100 en raison des réponses multiples



base : 1000  
Results exprimed in %

base : 1000

IV.Les familles et les points de vente

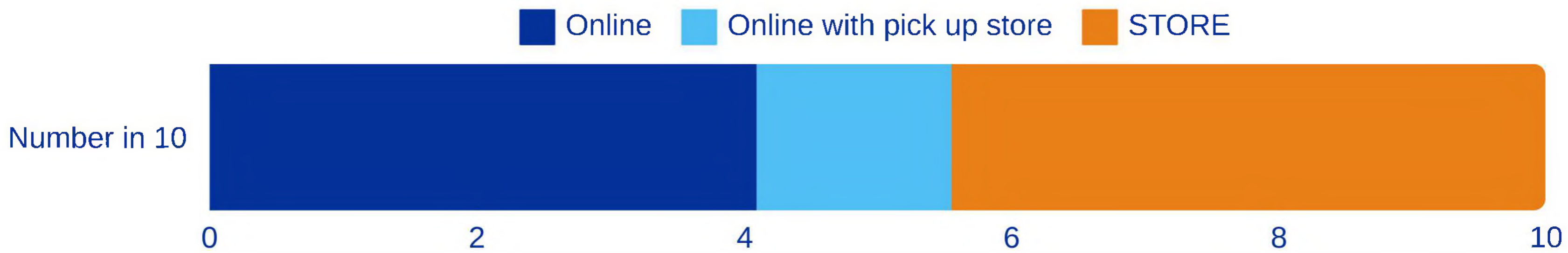


Funded by the European Union



# The proportion of online purchases for children

*Think about the last 10 purchases you made for your child: how many were in-store purchases, how many were online purchases with in-store pickup, and how many were online purchases with delivery.*

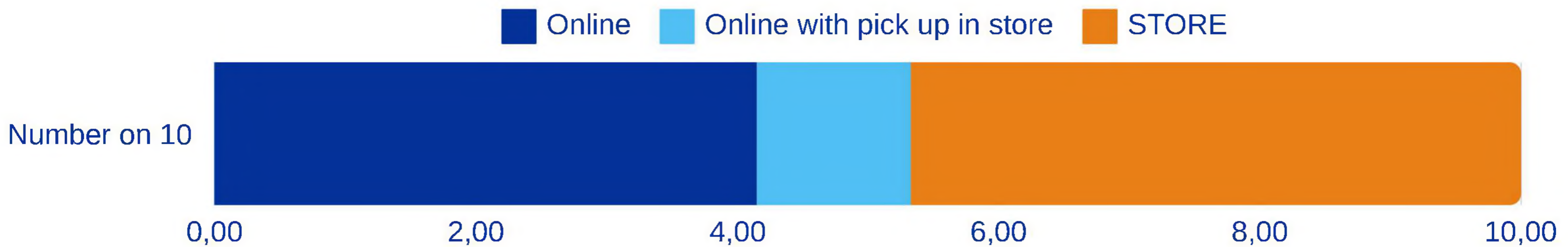


## DISTRIBUTION OVER 10 'CHILDREN' PURCHASES



# The proportion of online purchases for children

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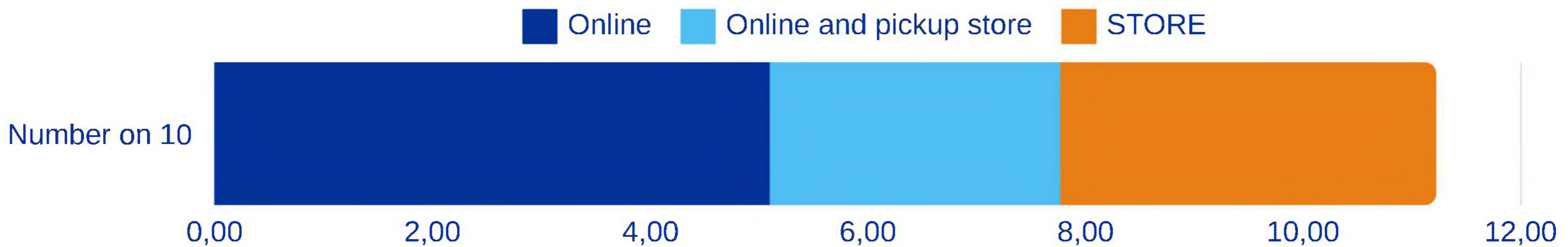


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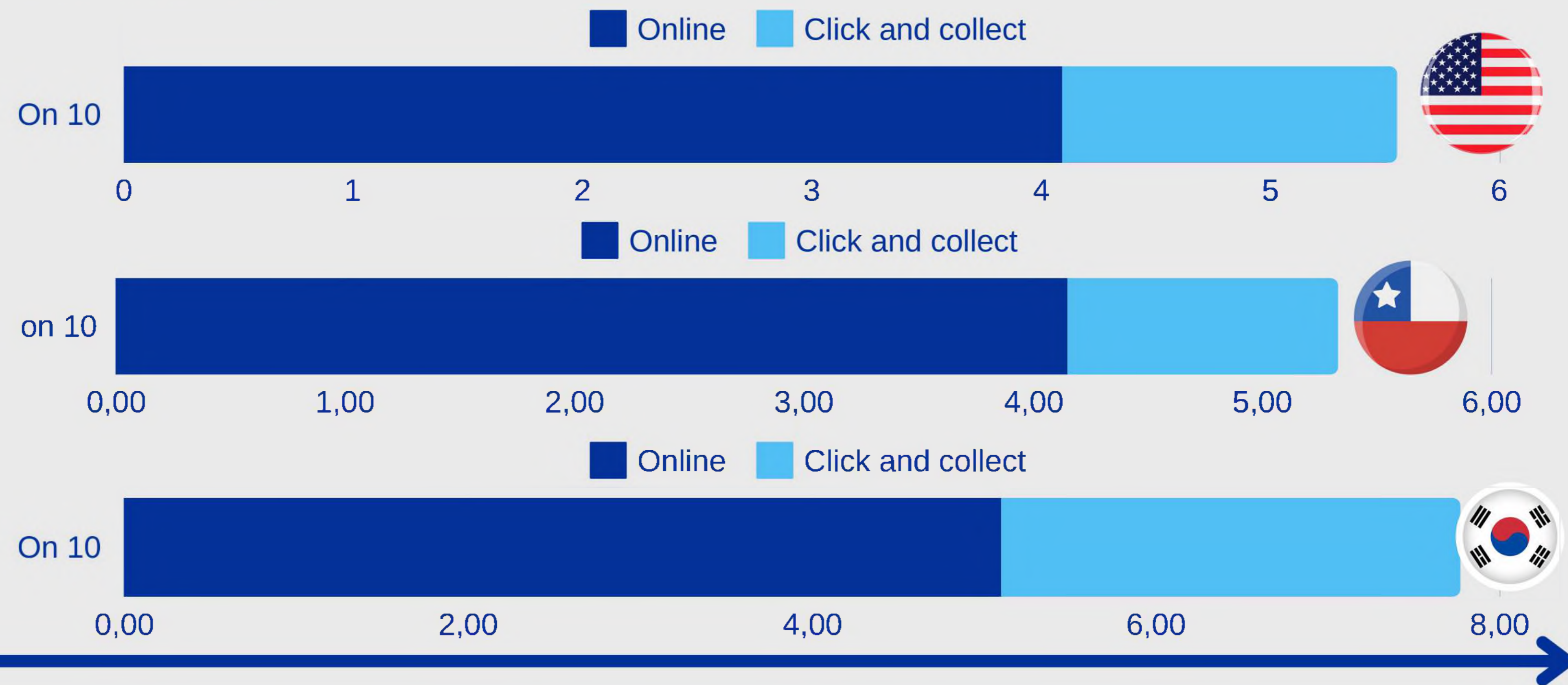
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## LA RÉPARTITION SUR 10 ACHATS "ENFANT"



base : 1000

IV.Les familles et les points de vente



Funded by the European Union

# Report



Real life is still useful for families and brands!

Points of sale are meeting places where parents and children interact, exploring new finds or rediscovering their favourite products in a tangible way.

The presence of children in these places also reveals their educational dimension. Children learn a wide range of skills: how to make choices, manage situations, compare products... all stages that prepare them for adulthood.



## LONG LIVE DEPARTMENT STORES

Department stores are favoured by 59% of Chilean children, who put them first, 56% of South Korean children and 51% of American children.

Toy shops also garner significant support, ranking first among American children with 55%, second among Chilean children with 51%, and also second among South Korean children with 55%.



choice  
low prices  
market segments  
popular with children



## Long live toys specialist

Toy shops also garner significant support, ranking first with American children at 55%, second with Chilean children at 51%, and also second with South Korean children at 55%.

the Holy Grail

Magical and magical  
SYNONYMOUS WITH  
HAPPINESS

## THE NET: THE RESULTS ARE CLEAR!

Pragmatic parents are using the advantages of e-commerce to make life easier.

The proportion of declared purchases of products intended for children is very high: in cumulative terms between the net and the net and point-of-sale collection, this reaches or exceeds 50% for children's products.



Funded by  
the European Union



# So,

Children and parents continue to appreciate traditional retail outlets, while becoming increasingly accustomed to buying online. This phenomenon is undeniable and seems irreversible... and should it be?

Shopping, although perceived as a chore by some, can be transformed into a shopping experience when children are present.

The key element to consider is the pleasure involved: parents enjoy giving small gifts or rewards and savouring the immediate reaction on their children's faces, an interaction that screens cannot fully reproduce.

# Thoughts



1. When shopping with children, the fun aspect is essential. Brands should consider closer partnerships with physical shops. By offering additional benefits, specific loyalty programmes, as well as exclusives or pre-sales, they can strengthen the authentic relationship with consumers.
2. It is also essential to strengthen the presence of specialist shops, which offer more proactive, personalised services and advice to customers.
3. Children should be encouraged to visit shops, as this experience promotes socialisation and helps to educate them as informed consumers.





# V. Families and their expenditure

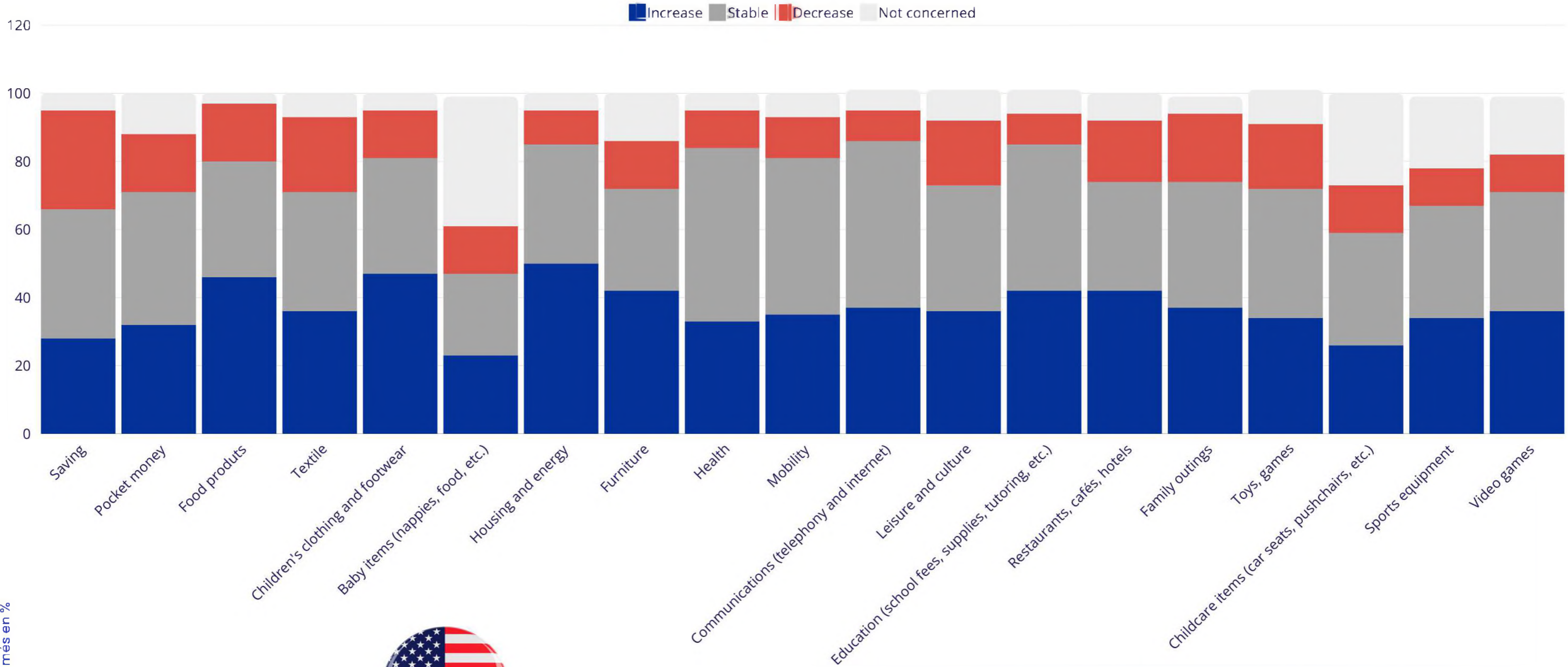


Les dépenses de la famille : sont-elles en augmentation, stables ou en diminution?

Les postes majeurs de dépenses de la famille

# Family expenditure: is it increasing, stable or decreasing?

Thinking about the last 6 months, here are the different expenditure items. For each, tell us if the item is: stable, up, down or if it does not concern you.

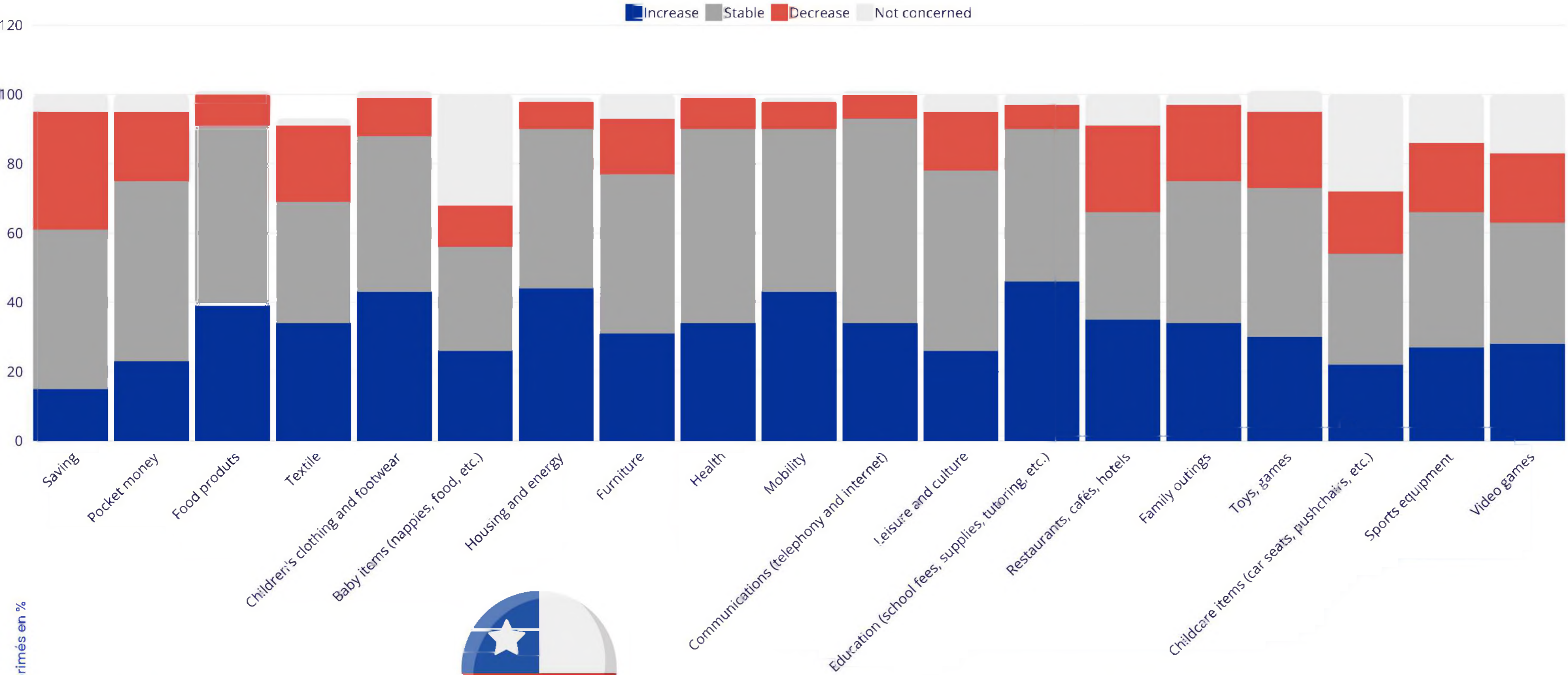


Résultats exprimés en %



# Family expenditure: is it increasing, stable or decreasing?

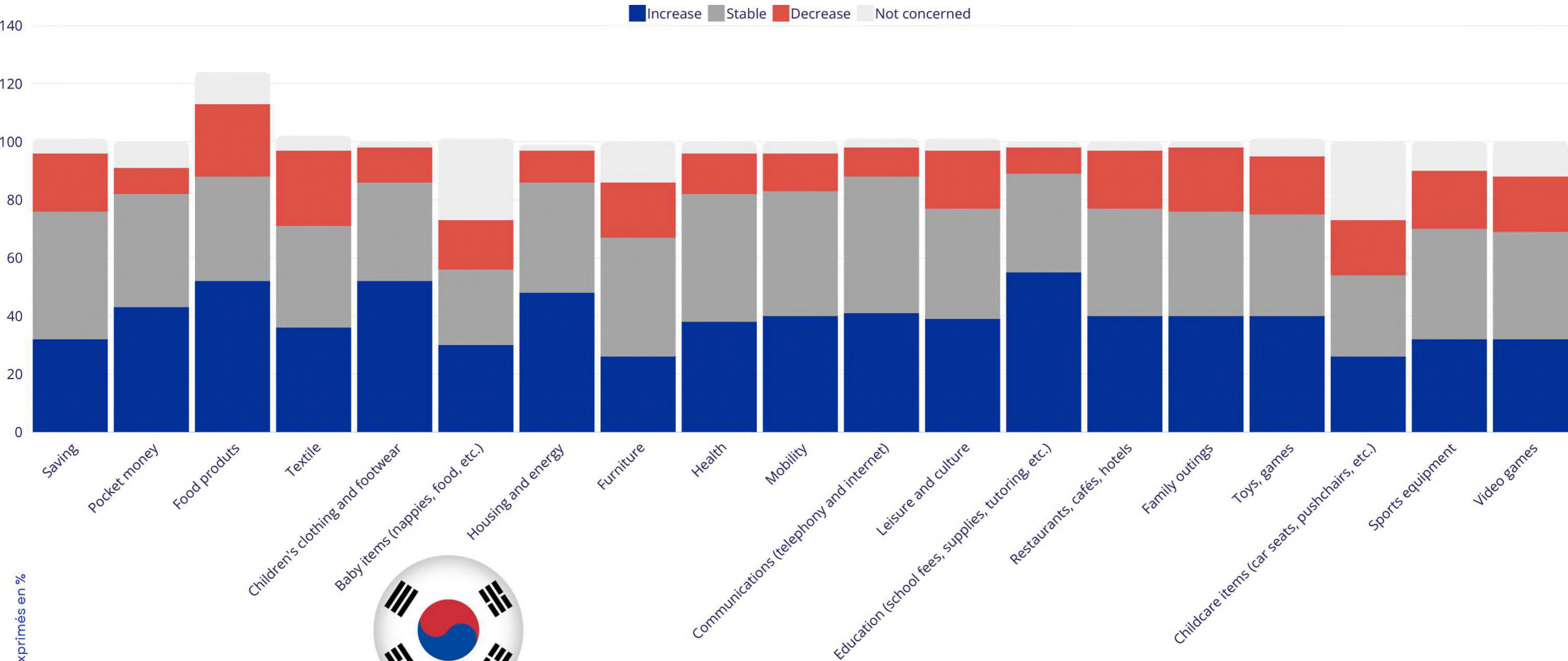
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Résultats exprimés en %

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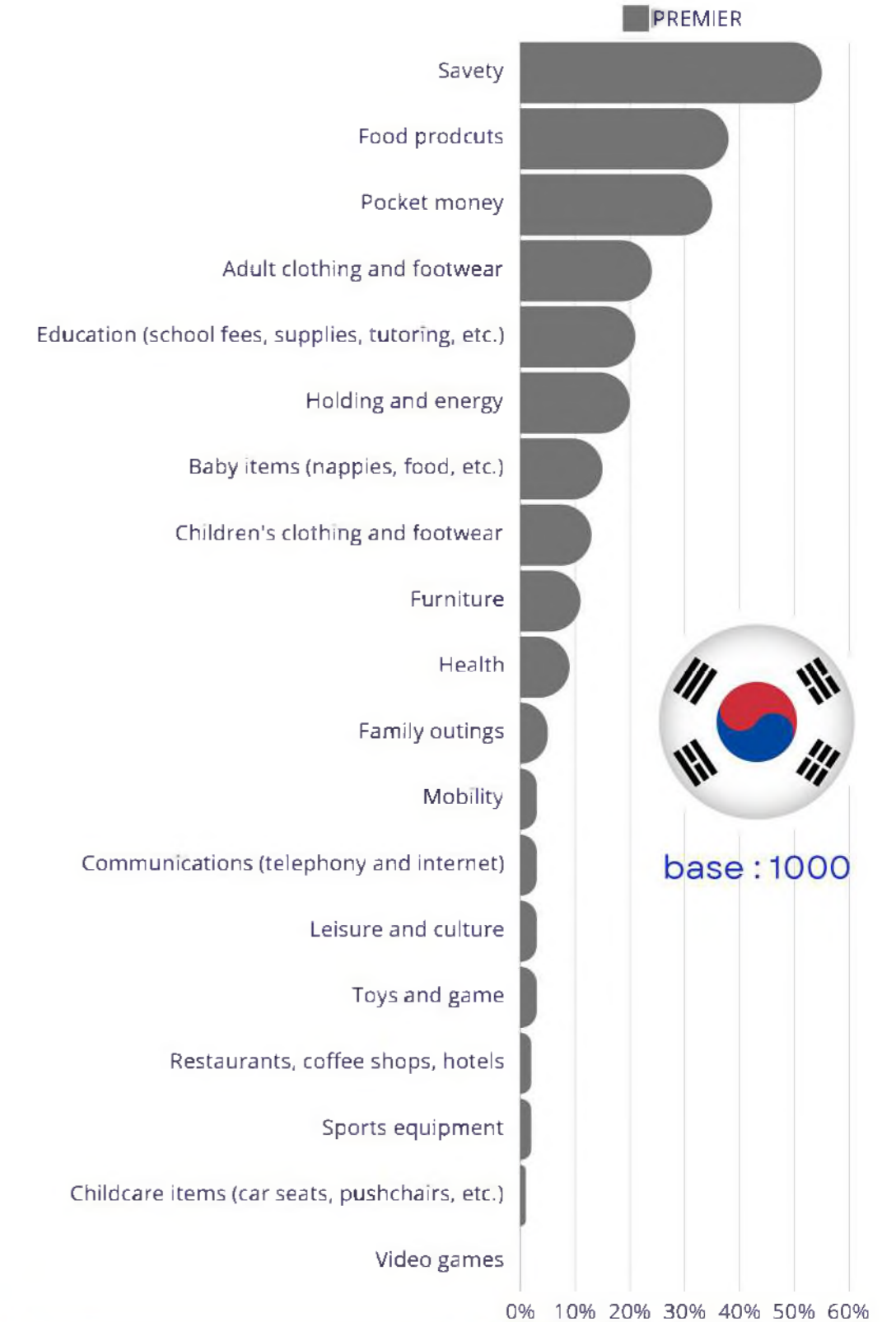
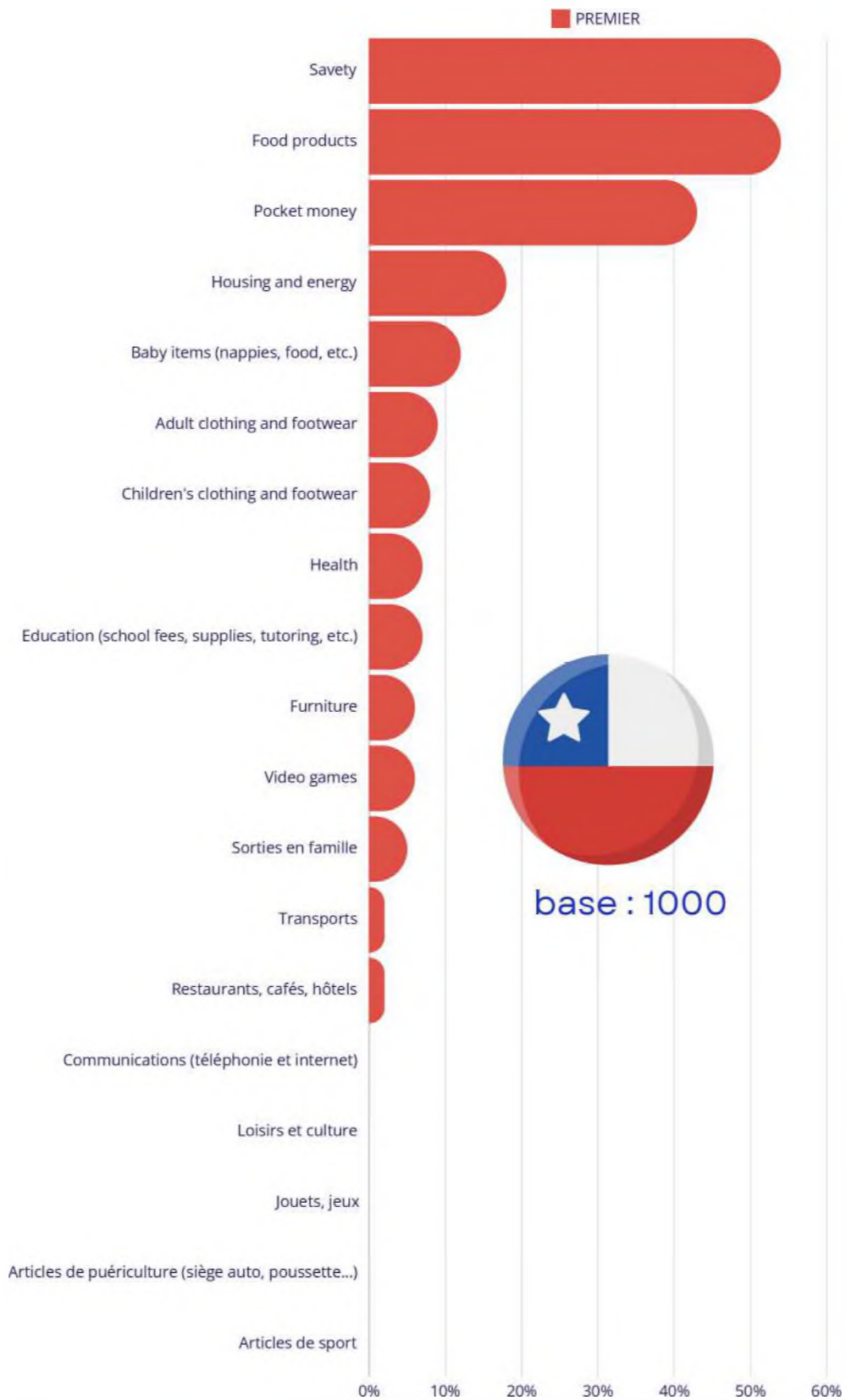
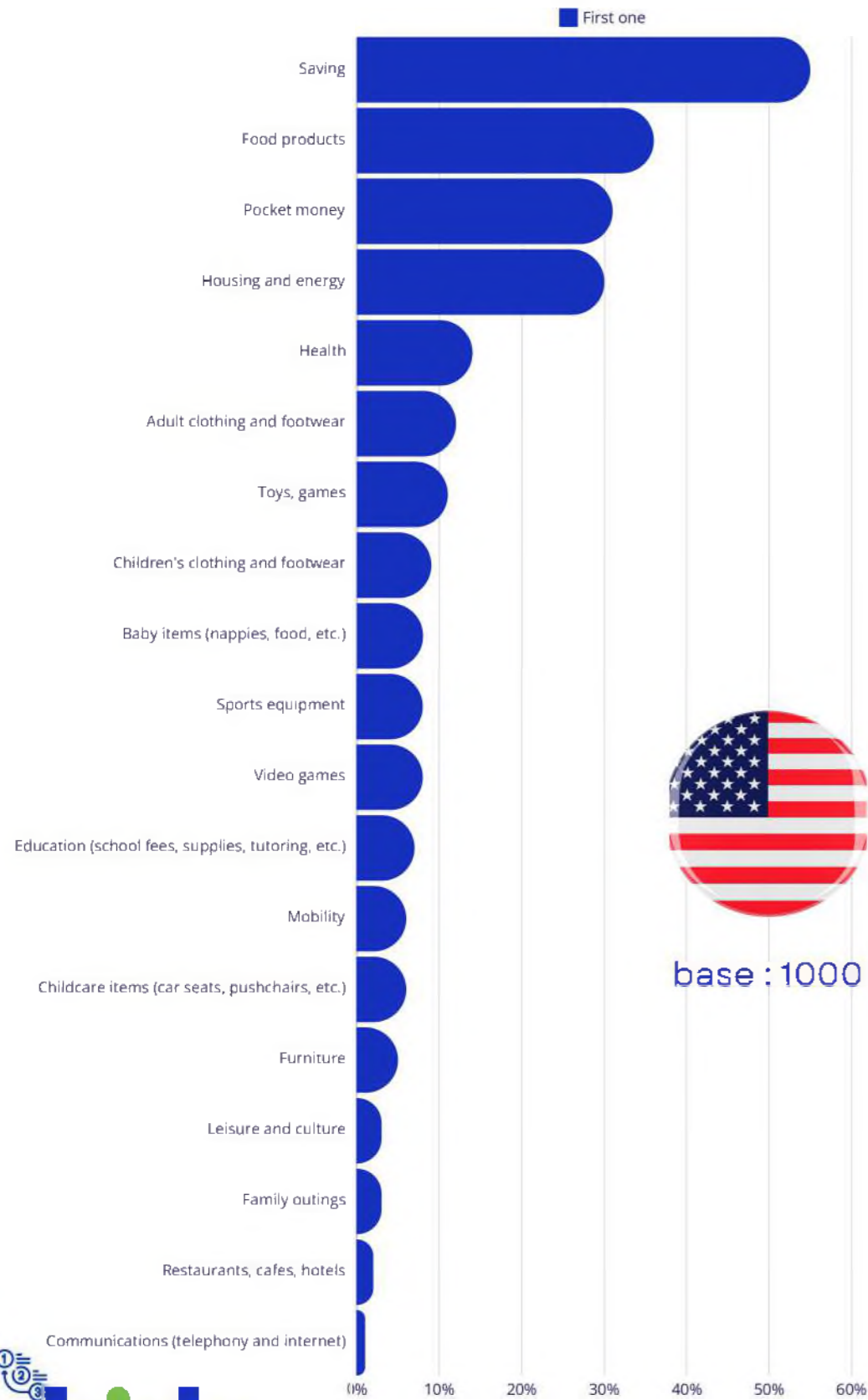


# The family's major expenditure items, ranked in order of 1st place, are as follows



What are your top 5 areas of expenditure?

## RANKED





# VI. Kids and their free time

TV

LET'S  
PLAY



# Children's free time activities

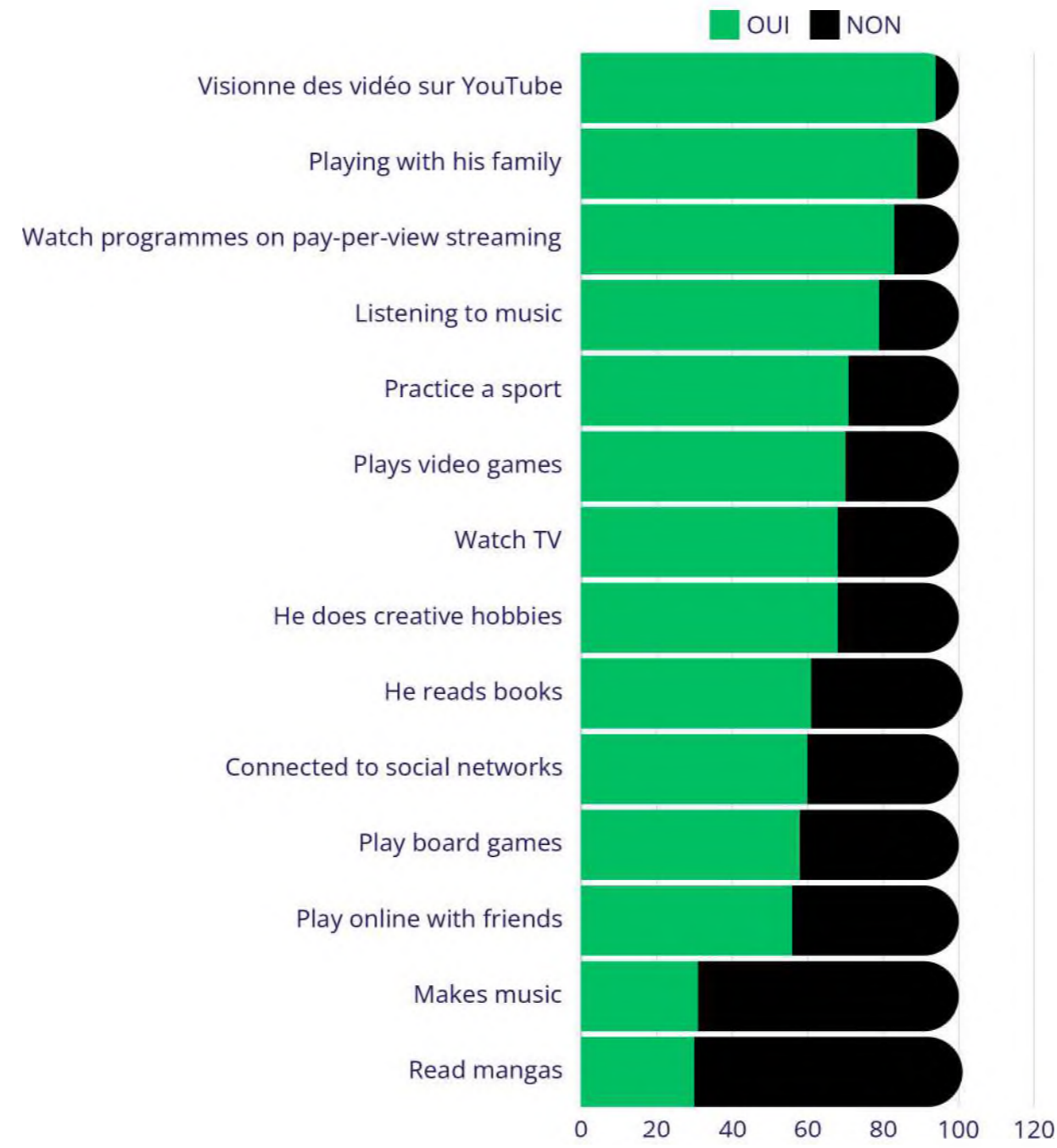
When your child has time to himself, tell us what he does?



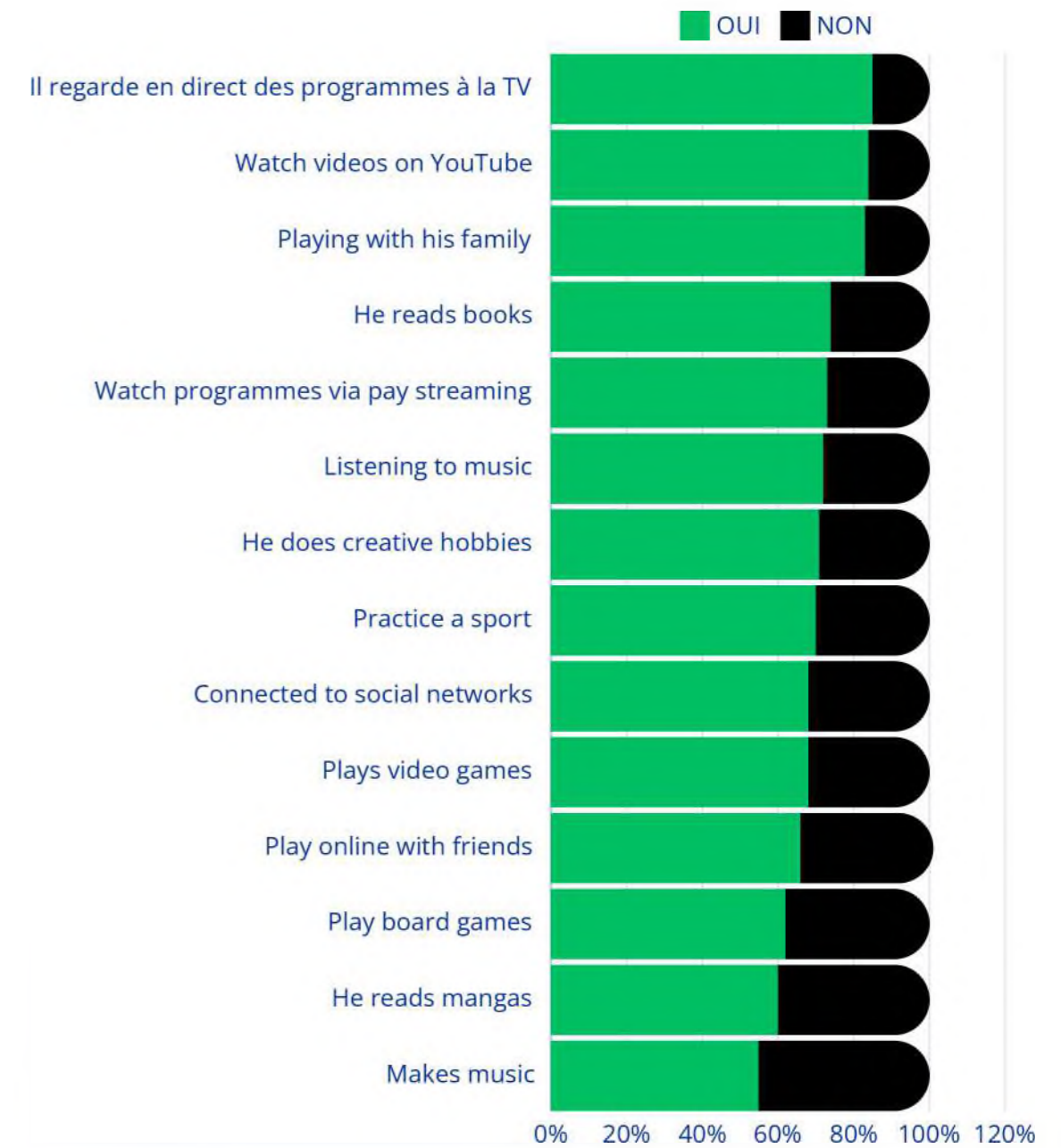
**RANKED**



base : 1000



base : 1000



base : 1000

Résultats exprimés en %



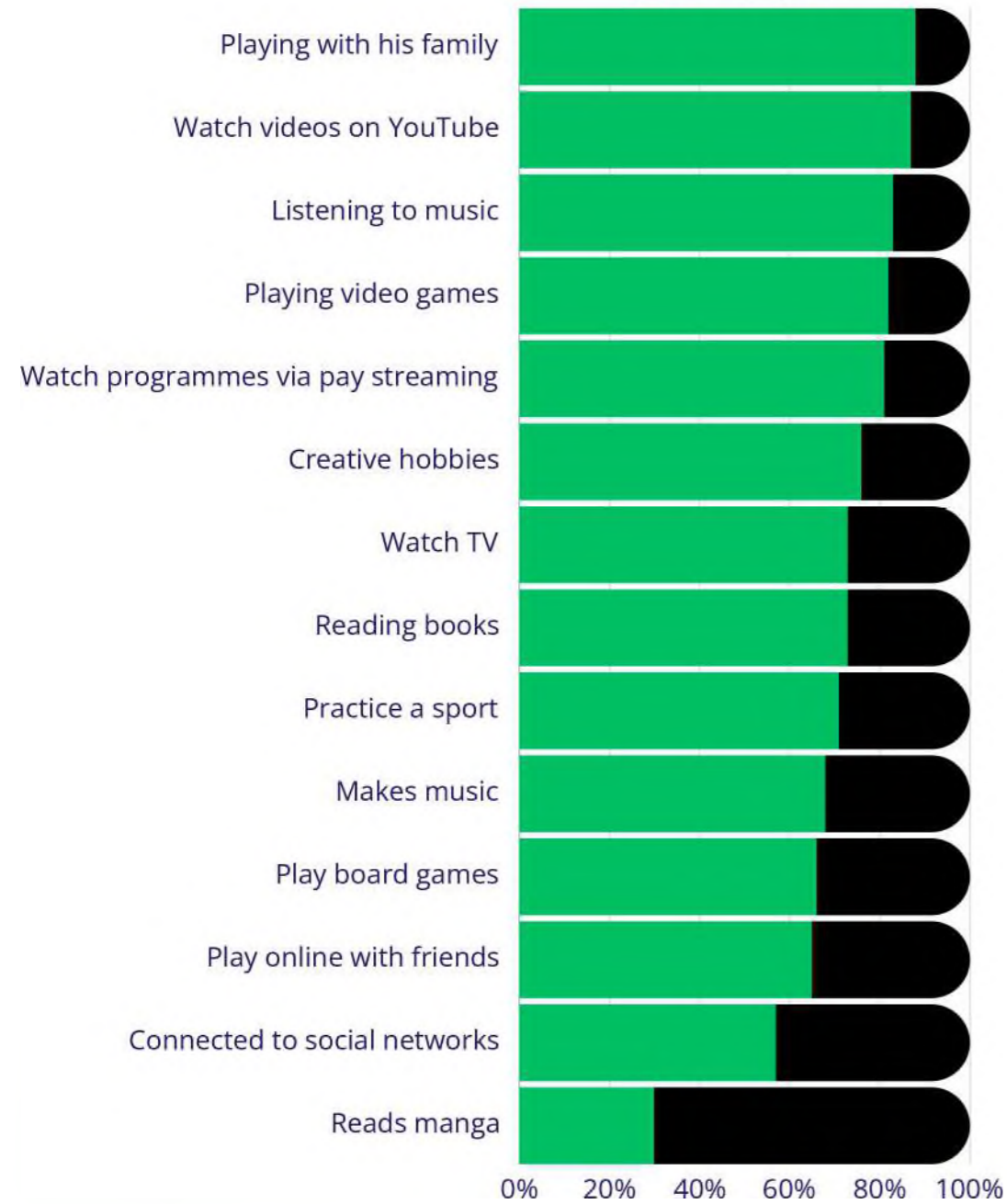
# Children's free time activities

When your child has time to himself, tell us what he does?

## RANKED



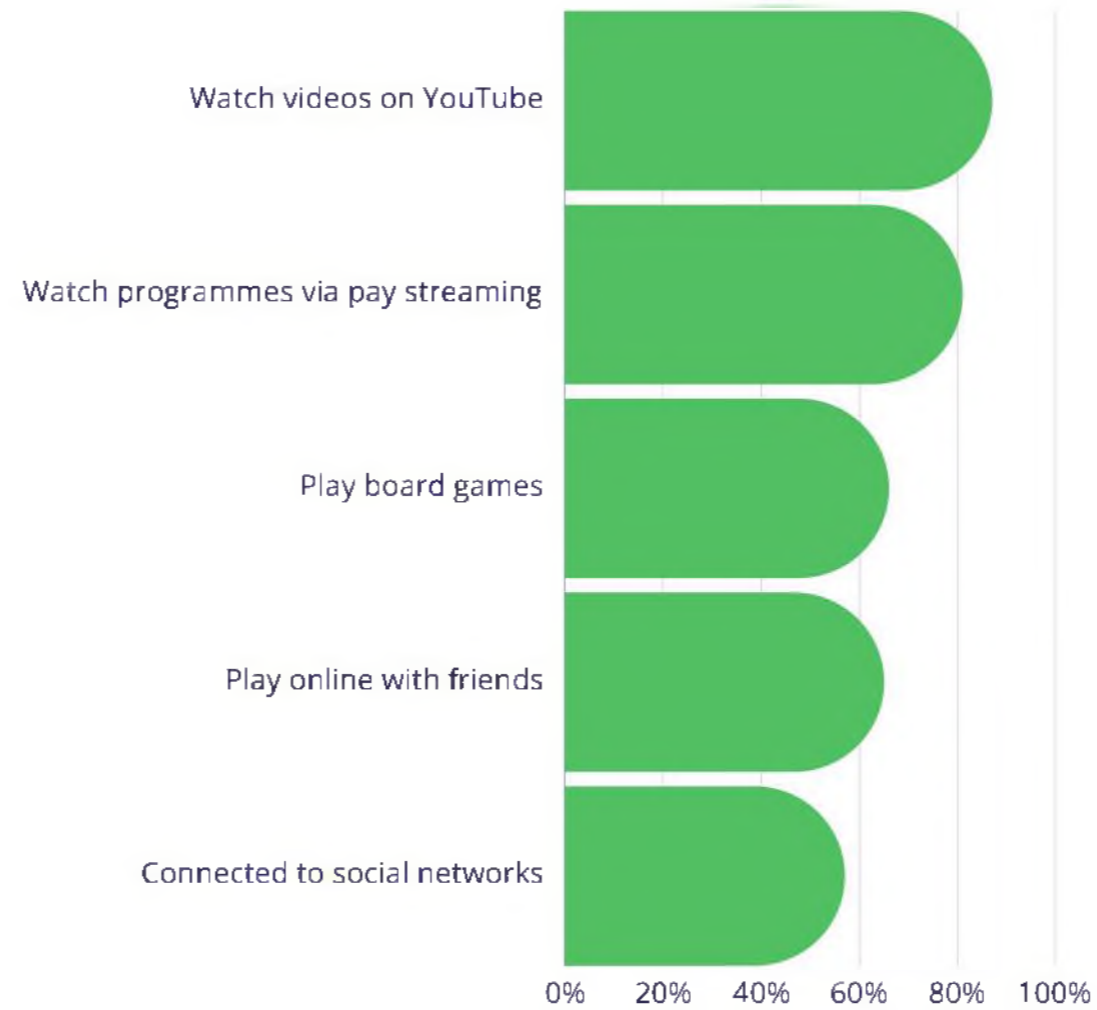
OUI NON



base : 1000



OUI



base : 1000



Yes



base : 1000

Résultats exprimés en %



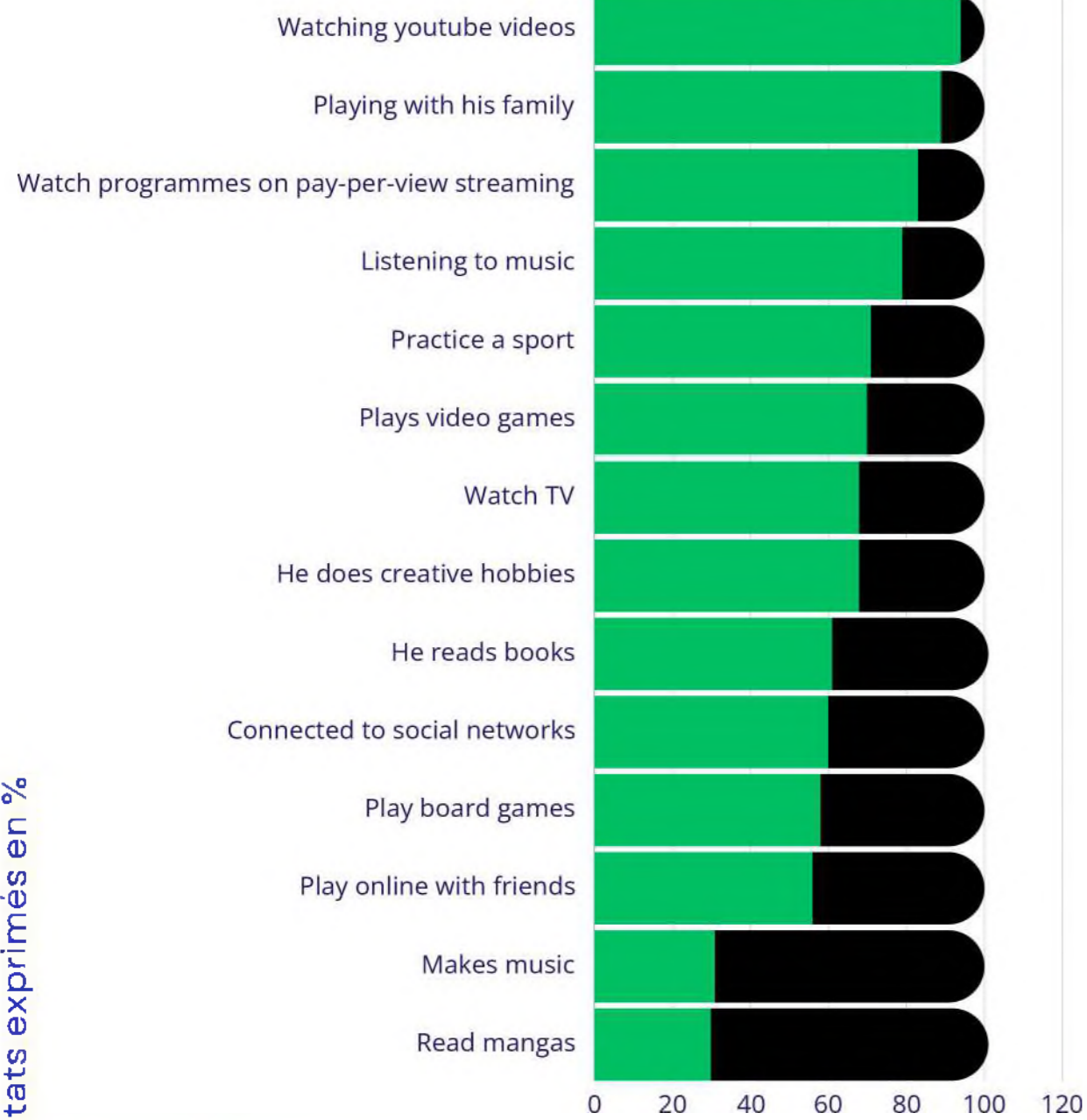
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When your child has time to himself, tell us what he does?

## RANKED



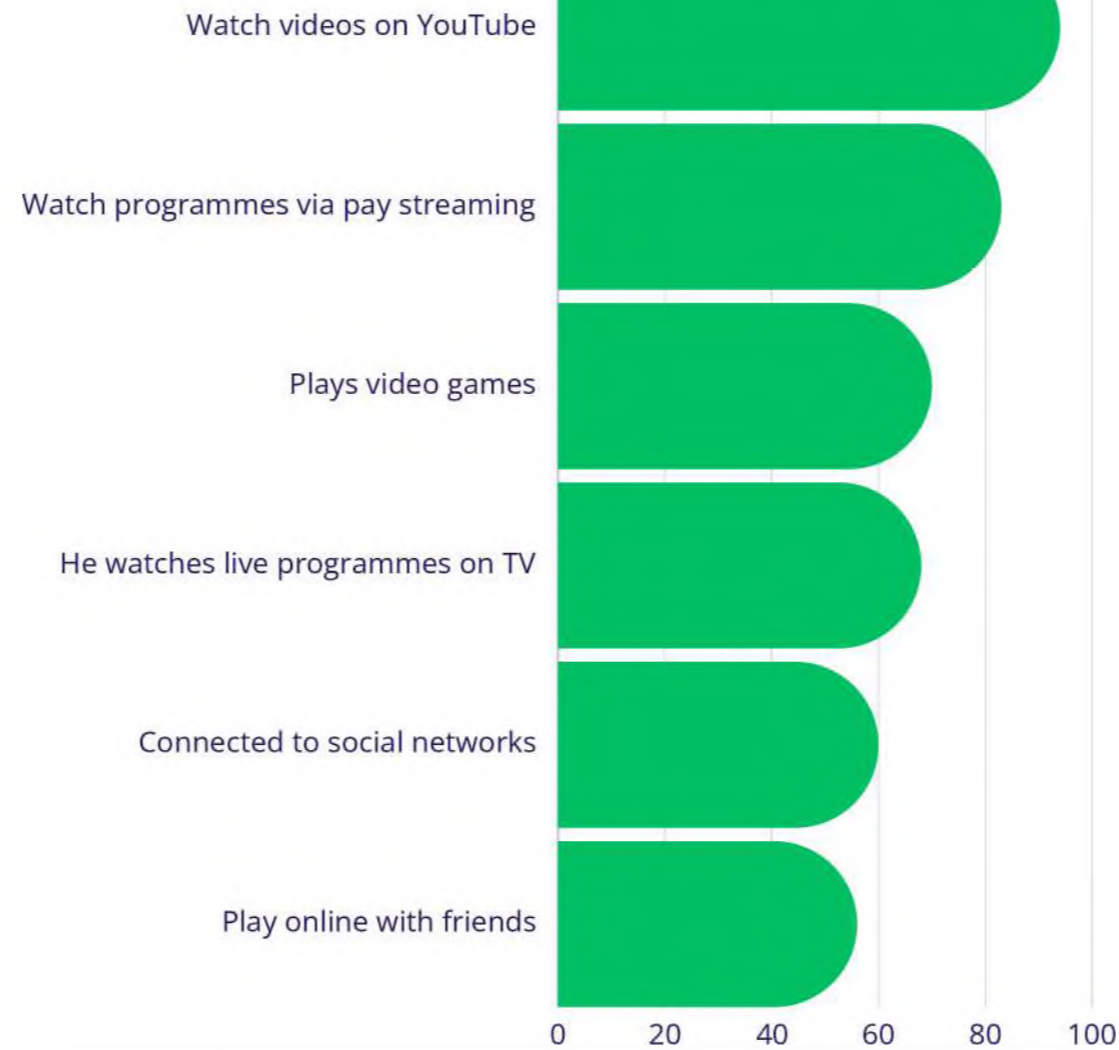
OUI NON



base : 1000



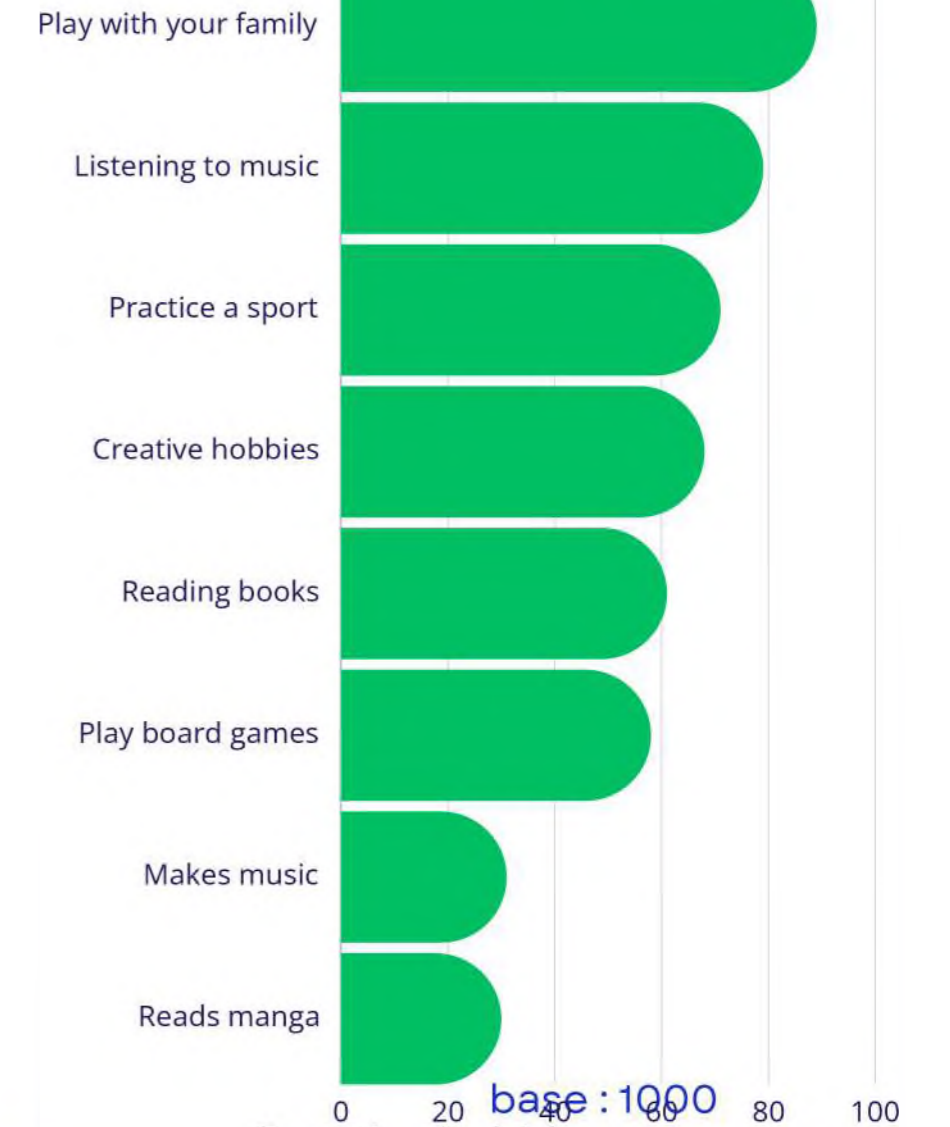
OUI



base : 1000



OUI



base : 1000

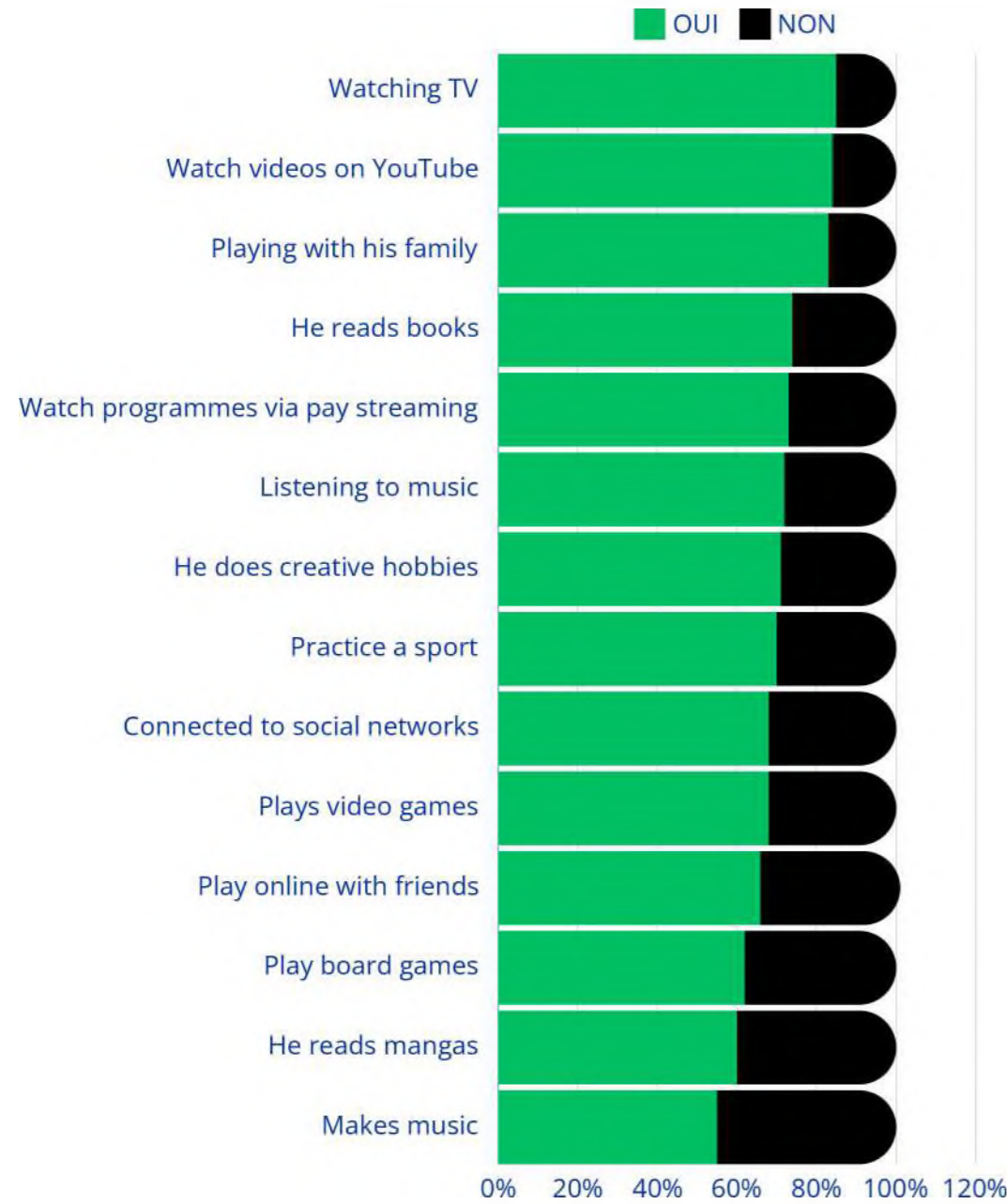
Creative hobbies



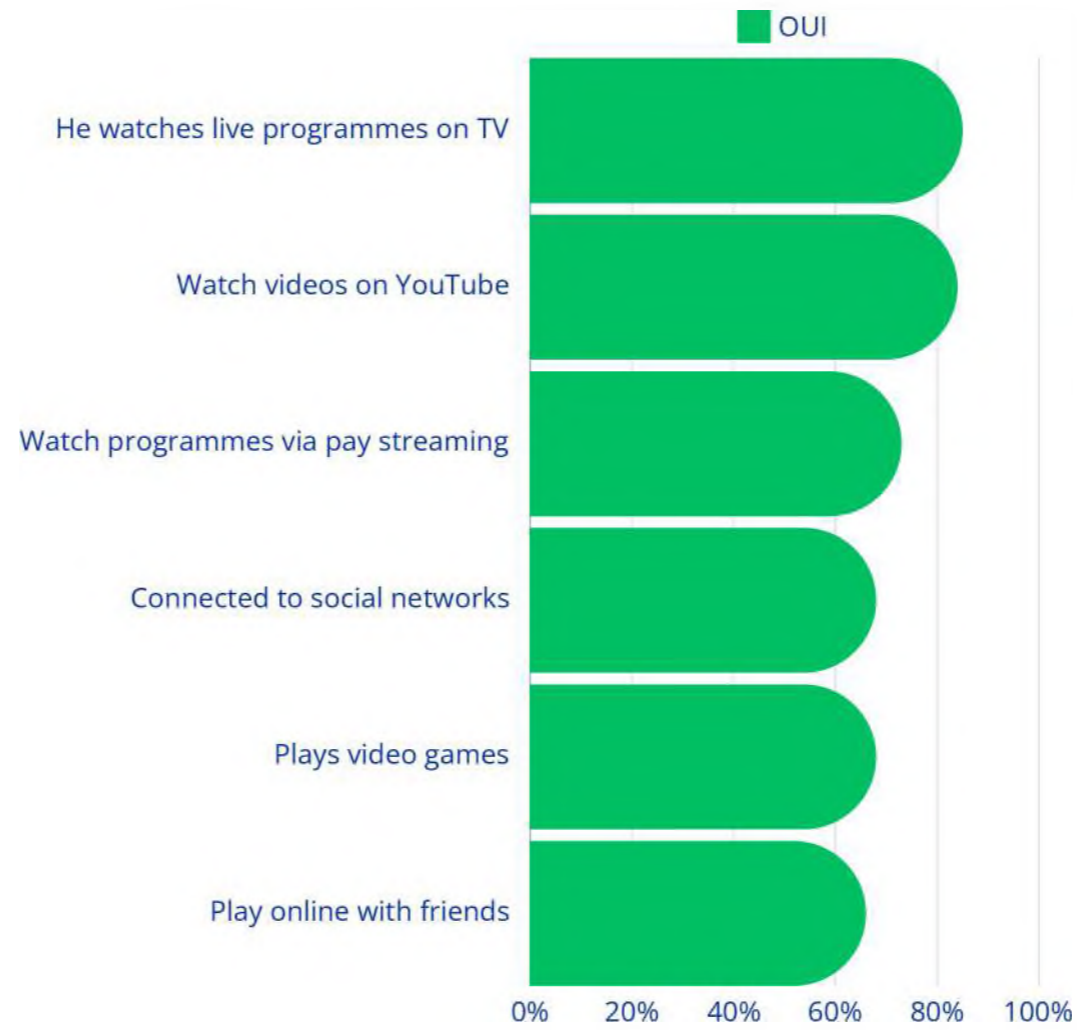
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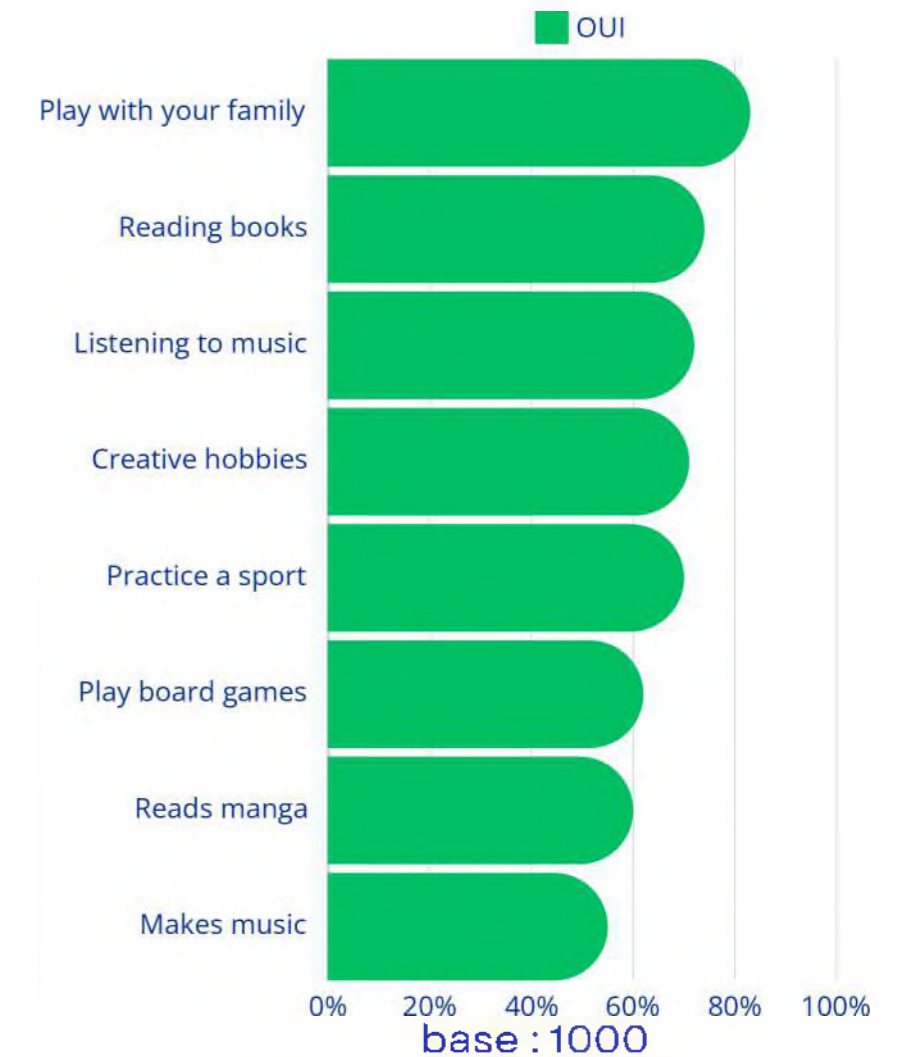
## RANKED



base : 1000



base : 1000



# Review

## CHILDREN ENJOY A WIDE RANGE OF LEISURE ACTIVITIES

Children have very busy schedules... the multiplication of activities is a reality... but in practice it is the screens that take the lion's share.



Children need to participate in a variety of activities to support their learning and development. It is encouraging to note that the majority of leisure activities on offer are practised by more than 50% of children in all countries, with the exception of manga reading.

This list can serve as inspiration for brands to help them design activities or offers based on attractive themes.



**TELEVISION REIGNS LIKE A QUEEN!**  
It is significantly in first place in all three countries studied: in first place for 62% of American children, and 60% for young Chileans and South Koreans. Pay-TV follows closely in second place with 52% in the USA and South Korea, and 50% in Chile.

## SOCIAL NETWORKS: THE NEW LEISURE ACTIVITY THAT IS OUTSTRIPPING ALL OTHERS

**it is second only to television in all the countries surveyed:**  
it is the primary leisure activity for 40% of Chilean children, 39% of South Koreans and 38% of American children.

# review



Leisure activities are currently heavily influenced by the intensive use of screens, which contributes to children's inactivity.

The French government is endeavouring to control this over-consumption of screens from an early age, recommending a total ban on screens before the age of 3 and banning children's access to social networks before the age of 15.

Studies show that smartphones and tablets are used regularly and at an early age, including by young children.

Thirty years ago, television was already considered the cheapest babysitter, a role now shared with its more modern and equally affordable version, screens.

# Thoughts

1. Can the role of brands be to contribute to children's good health by, for example, encouraging them to take up sport?
2. Be careful not to run the risk of being perceived as giving lessons (screens are bad...).
3. Anticipate the long-term future of these new leisure activities, which are now becoming an essential part of everyday life, while taking care not to promote their use (the difficult balance: being present on the networks but not too much).
4. Behind the child's autonomy lies the freedom of the parent who entrusts the task of distracting his offspring to a screen or applications.





# VII Families and digital



# Evaluating the online shopping experience

For the following product categories, you would say :



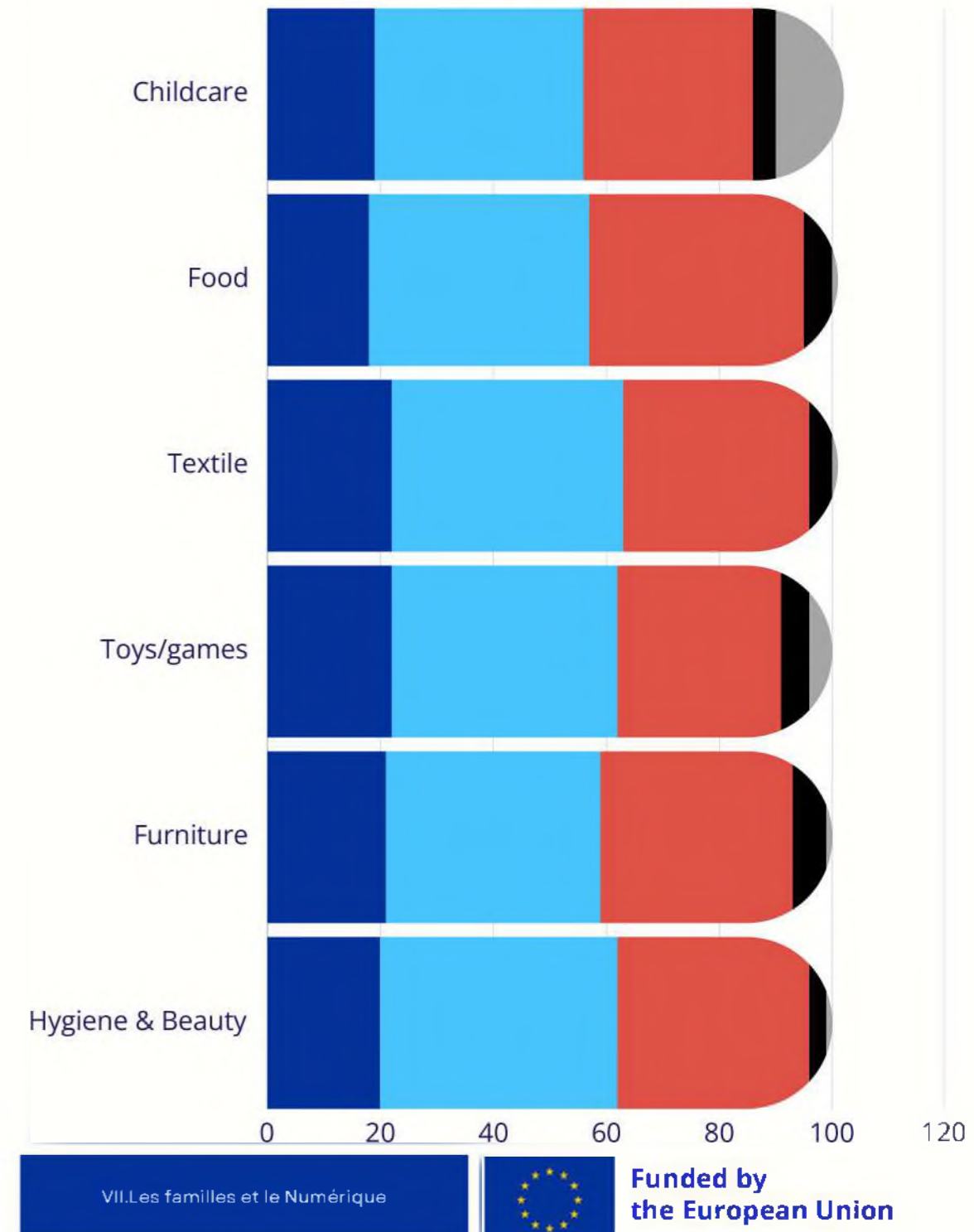
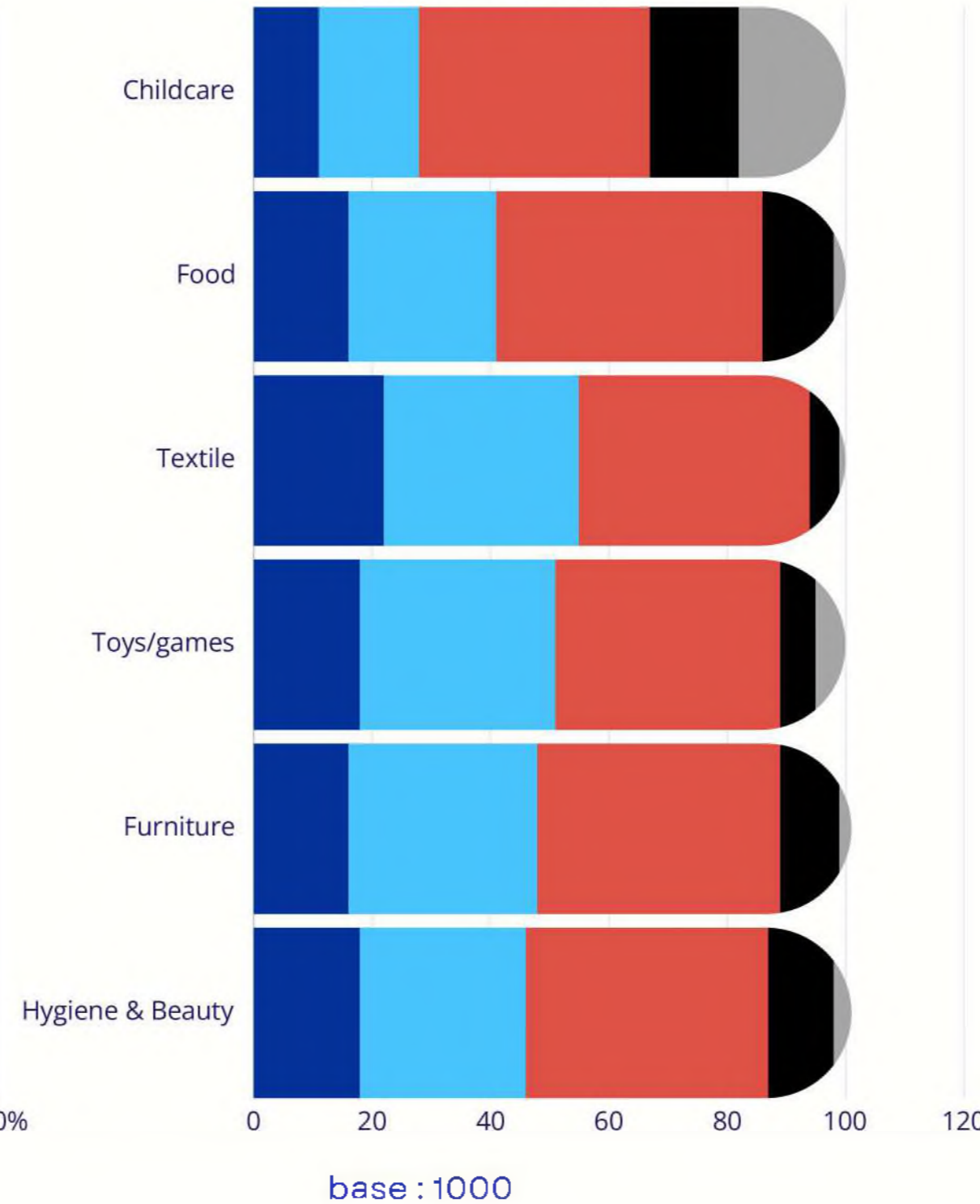
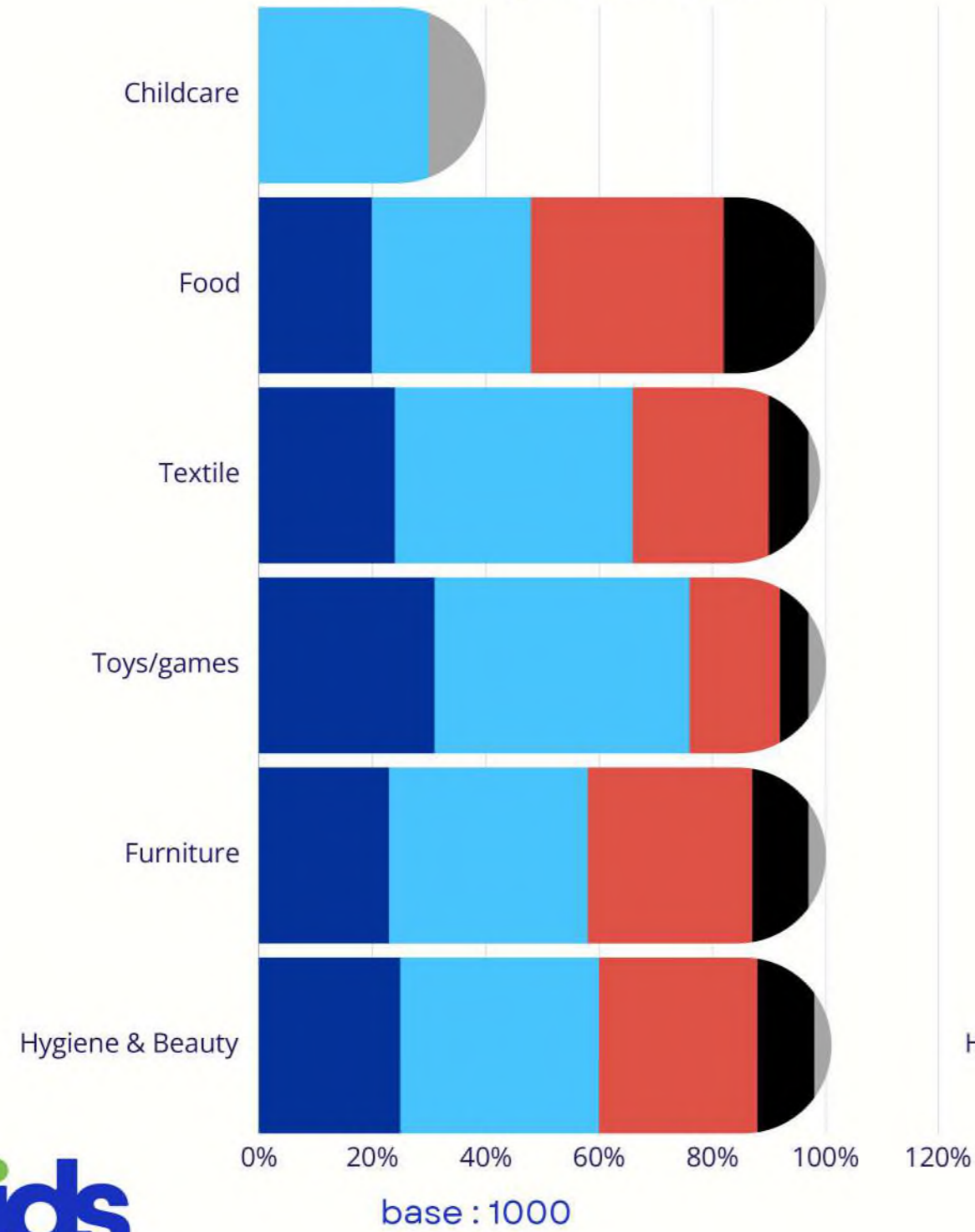
- I like buying online a lot
- I like buying online quite a lot
- I don't like buying online so much
- I don't like buying online at all
- I do not buy this type of product online
- I do not buy this type of product



- I like buying online a lot
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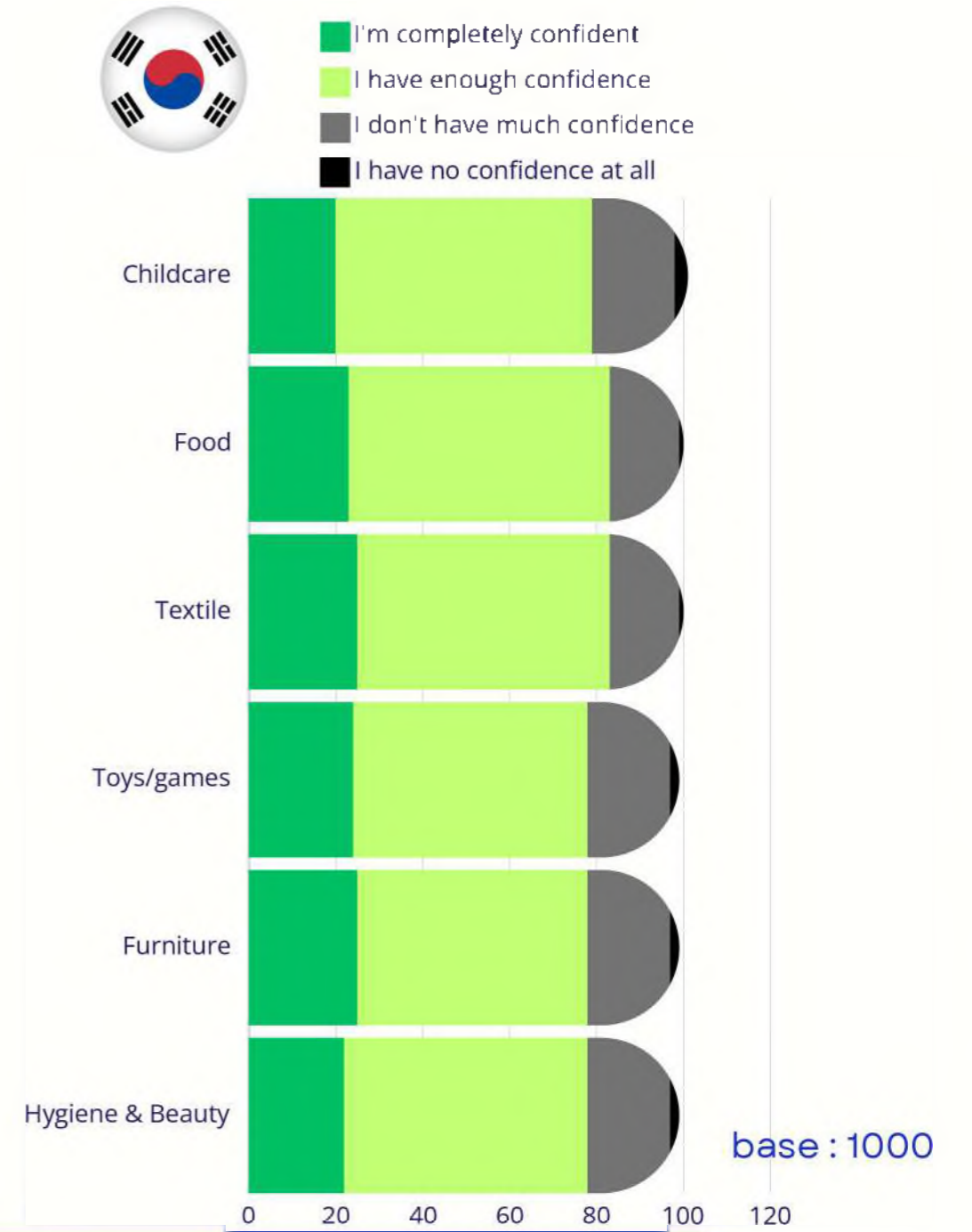
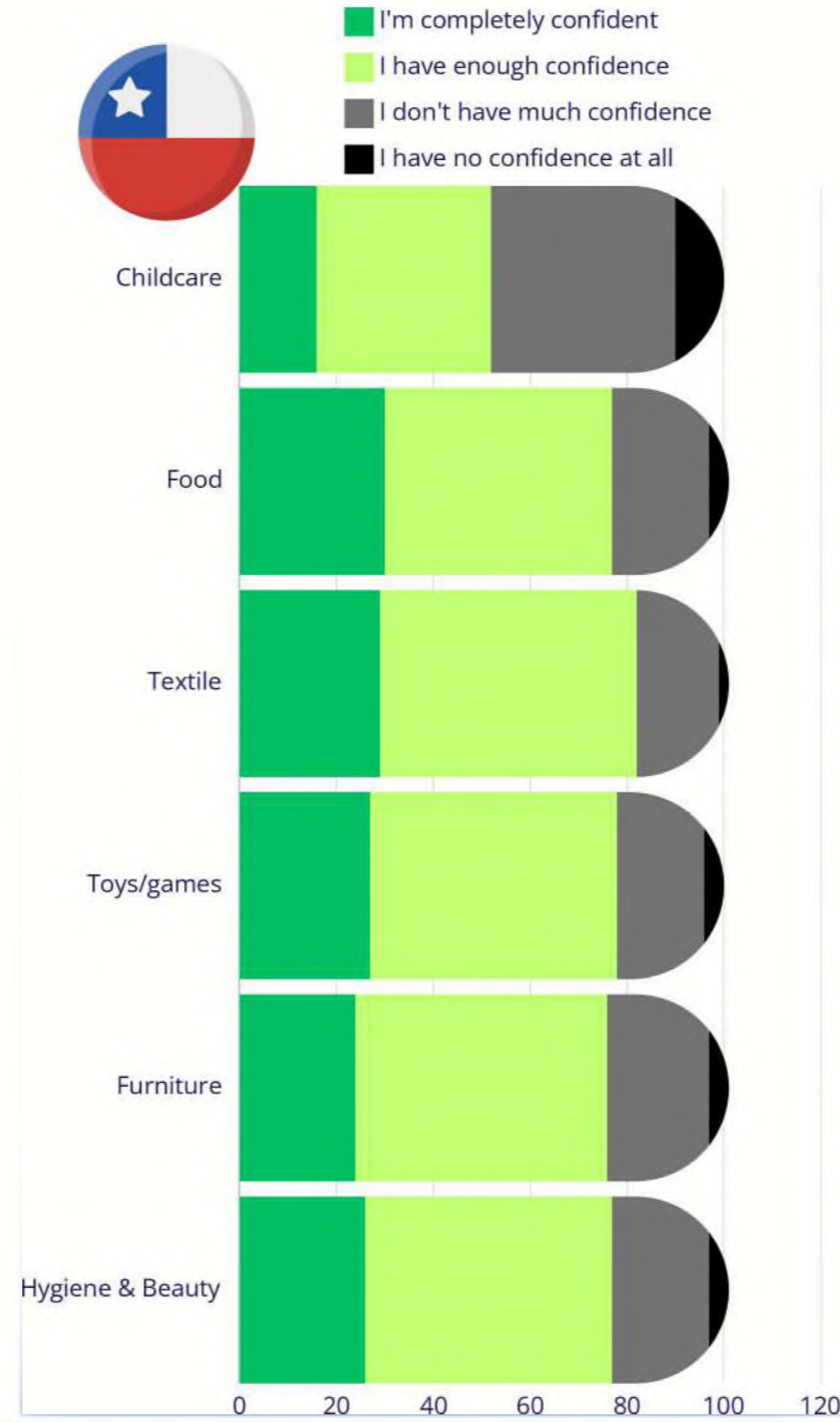
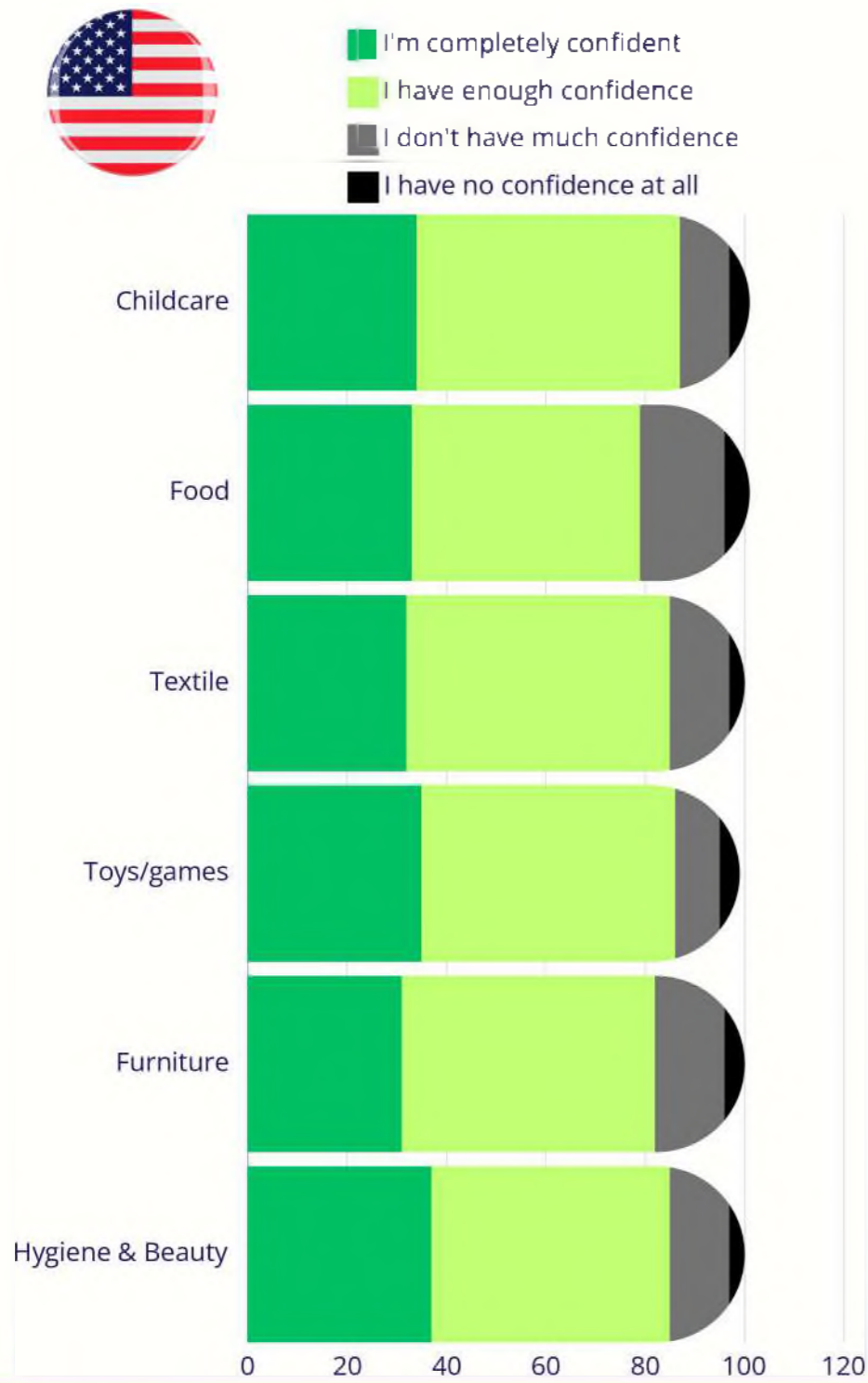


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# Level of trust in websites

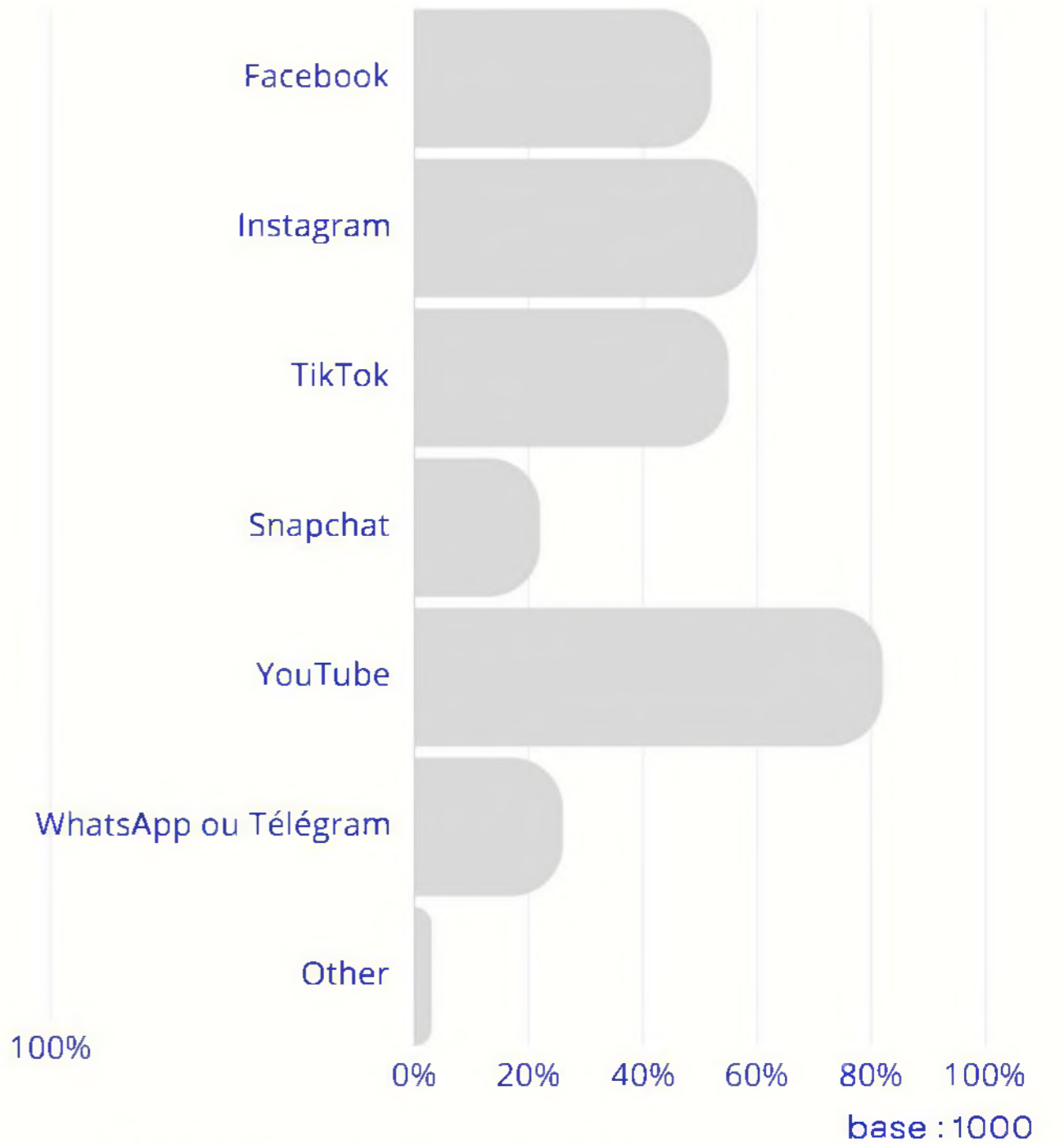
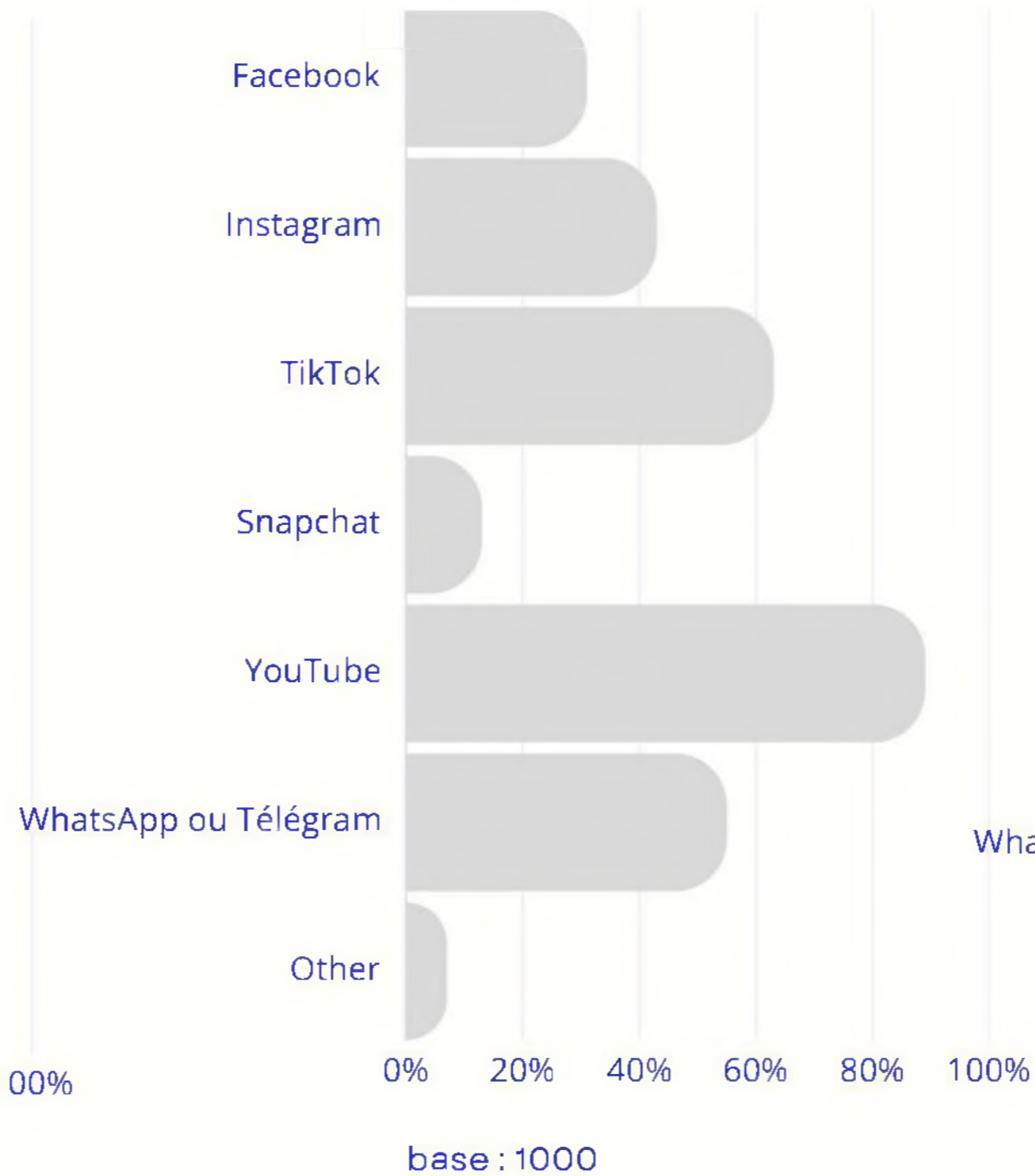
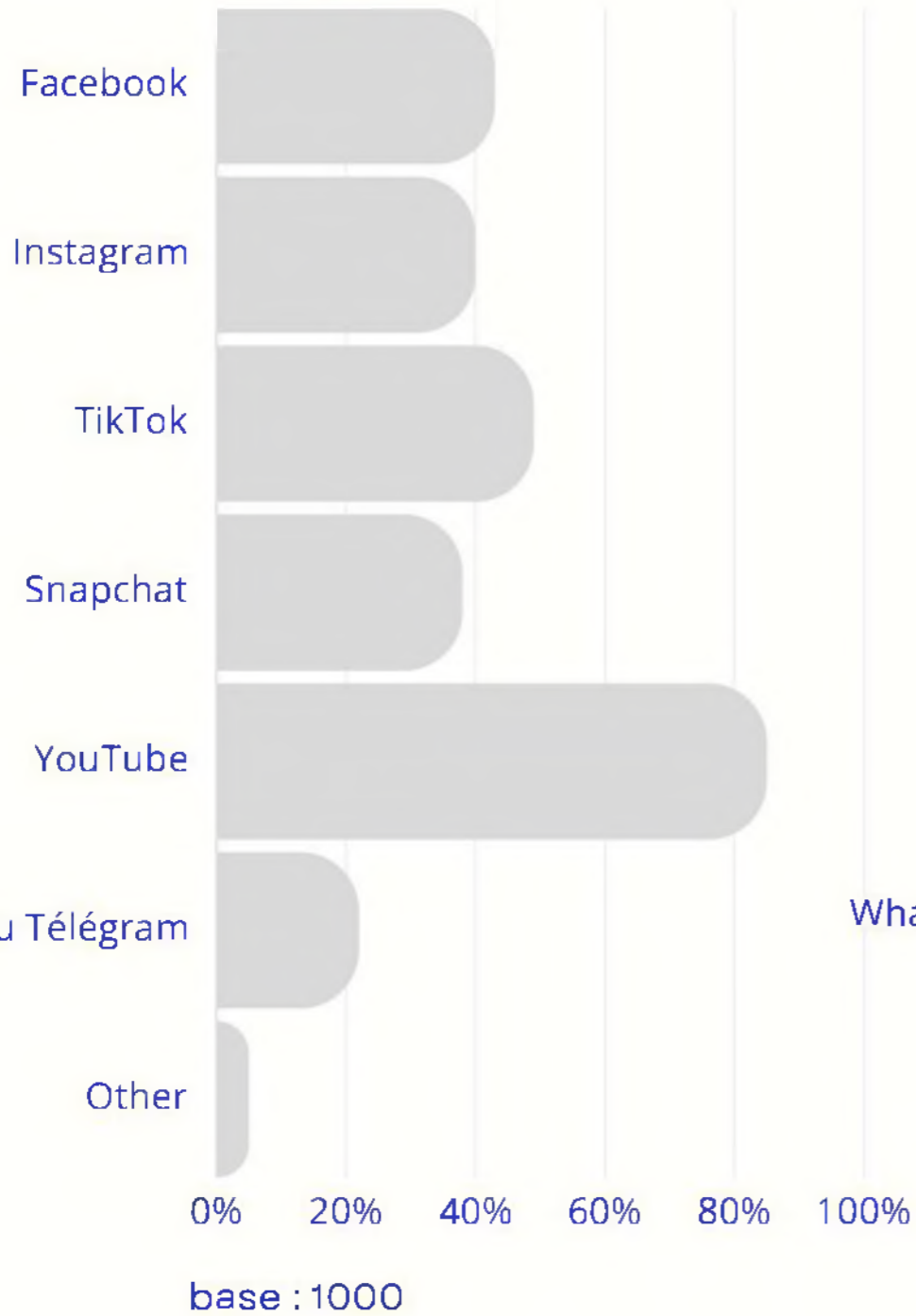
When it comes to online shopping, how much confidence do you have in the...



E-commerce is part of everyday life for families: buying is no longer a scary proposition, and the number of people who don't buy is extremely low in all countries and all sectors.

# The social networks used by children

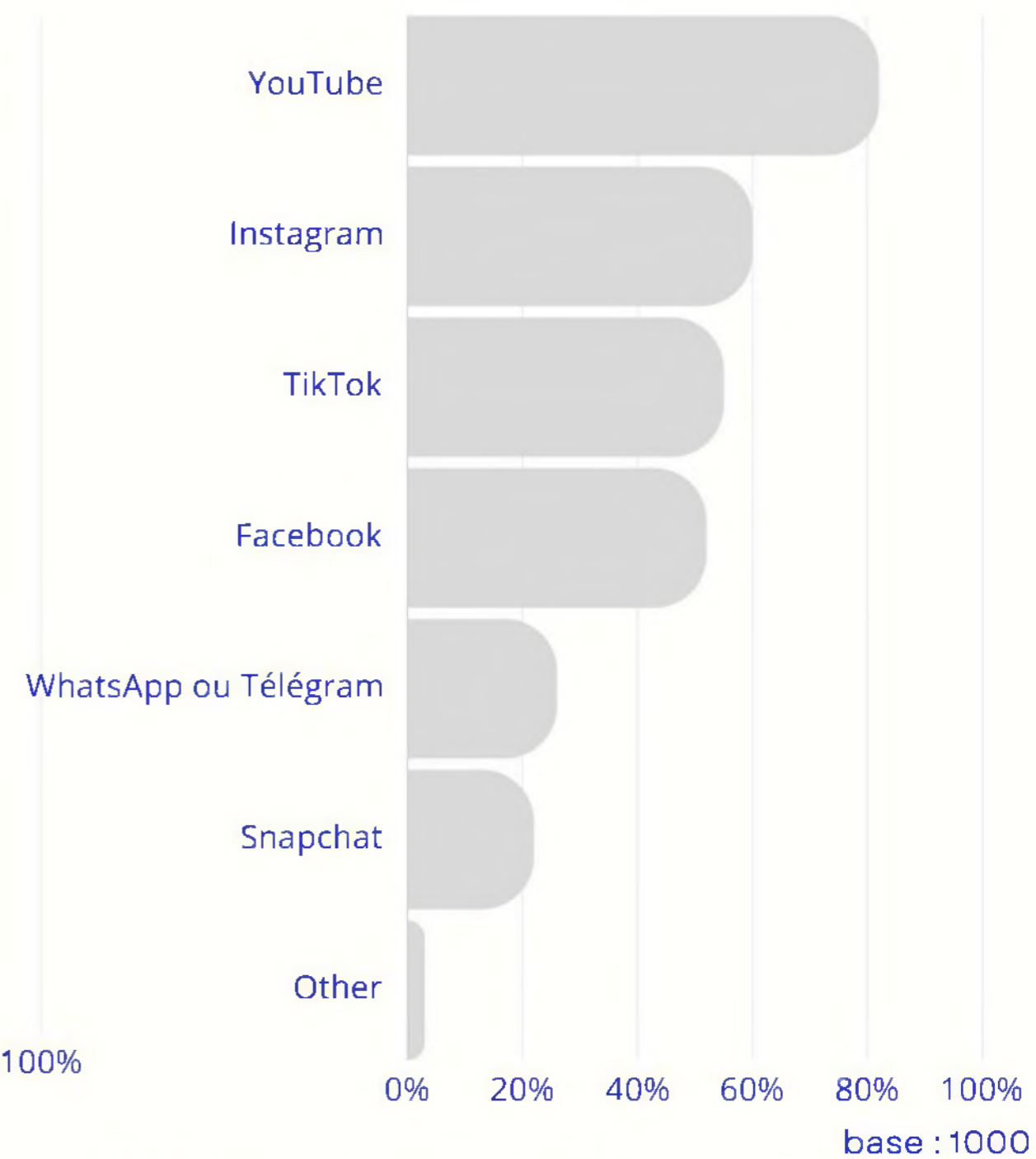
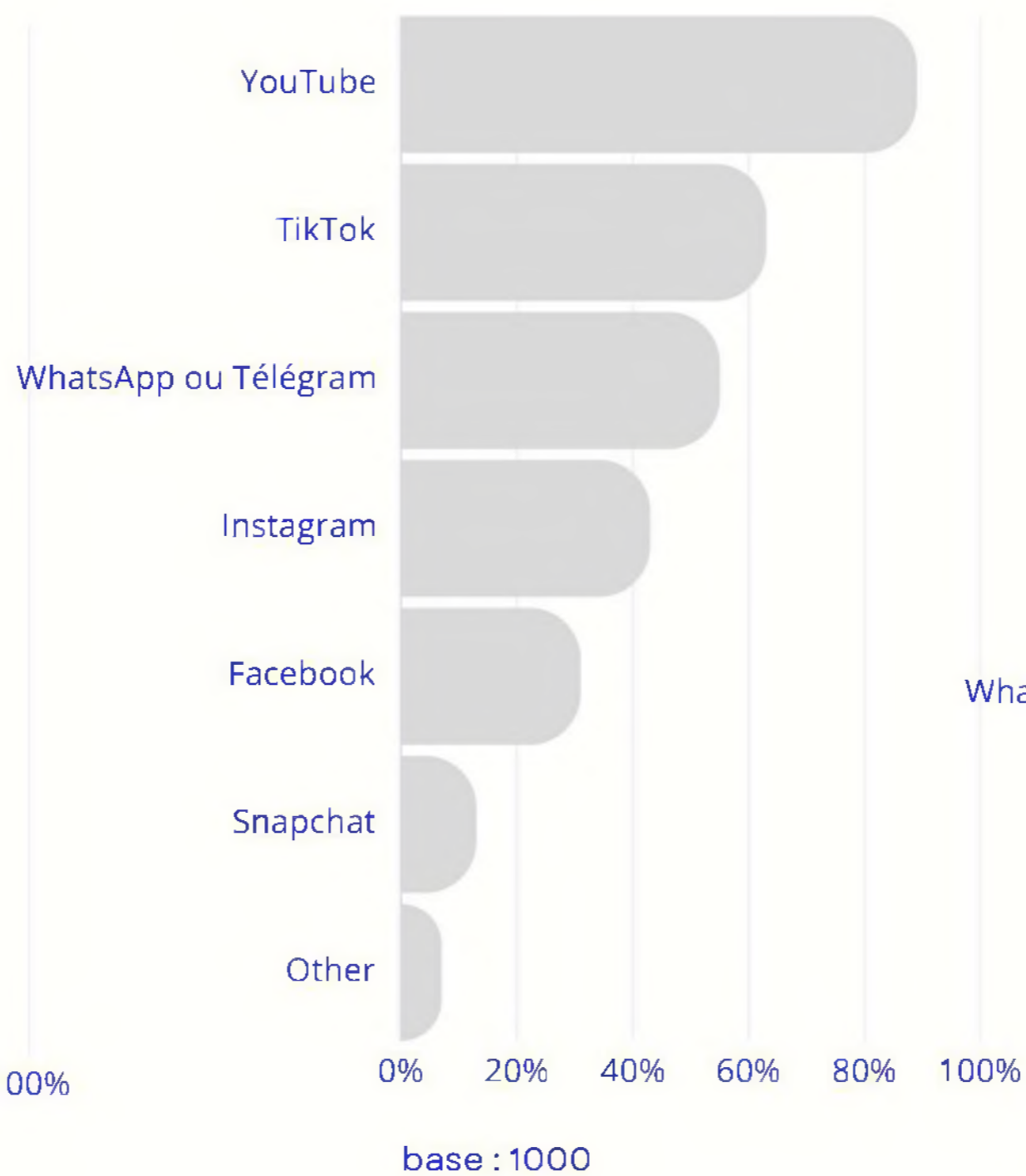
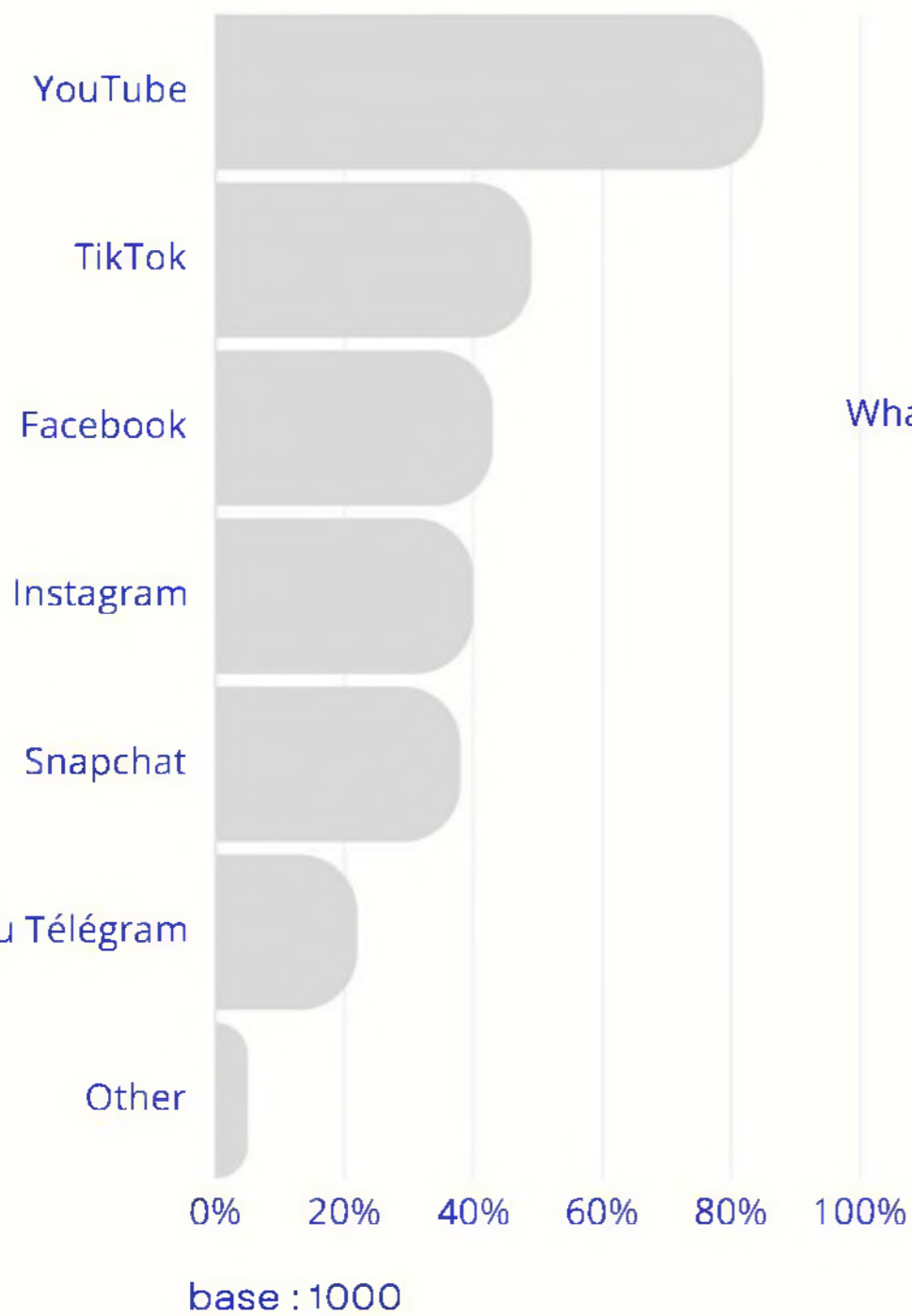
What social networking sites does your child/children use?



Résultats exprimés en %

# The social networks used by children

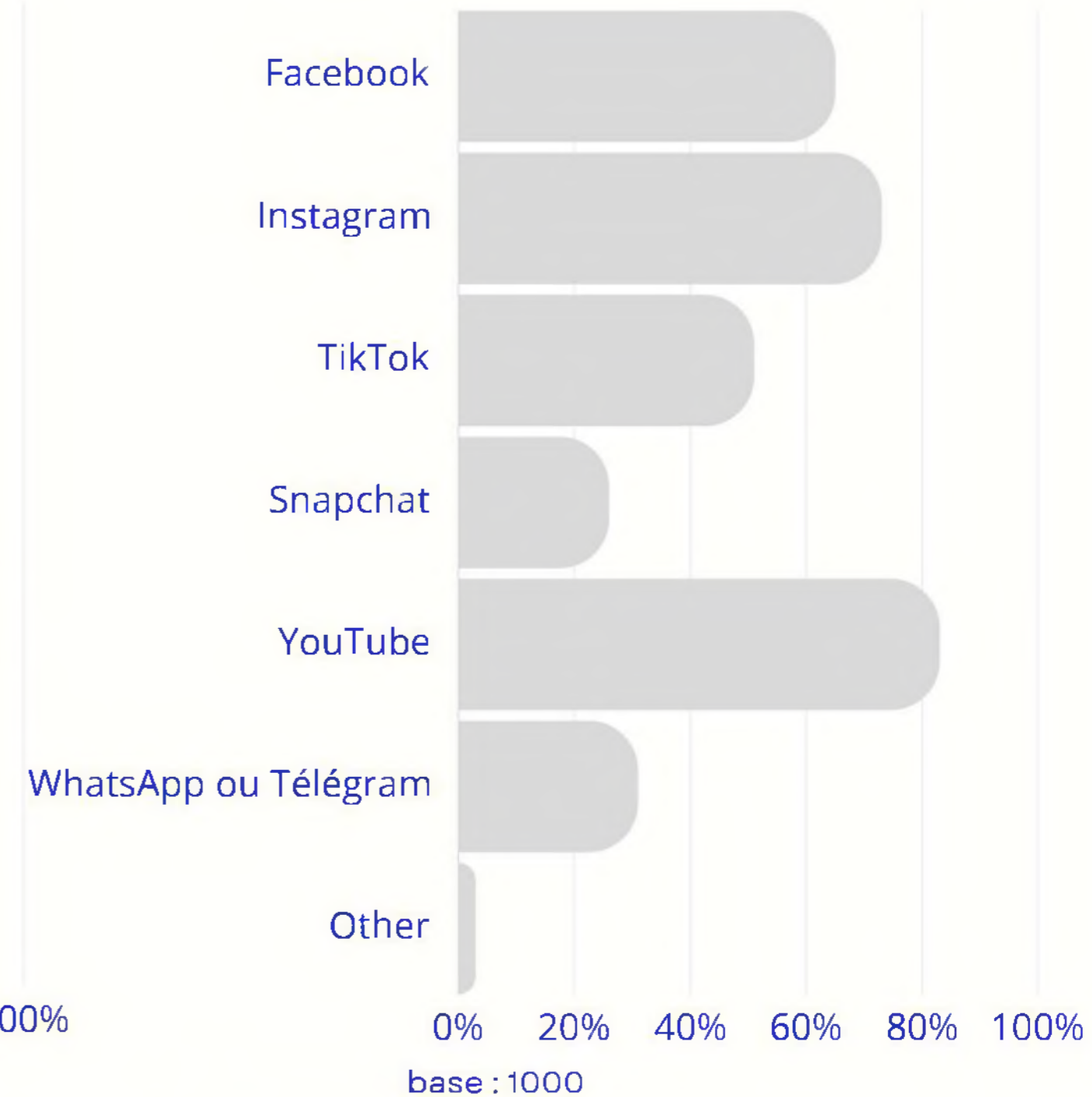
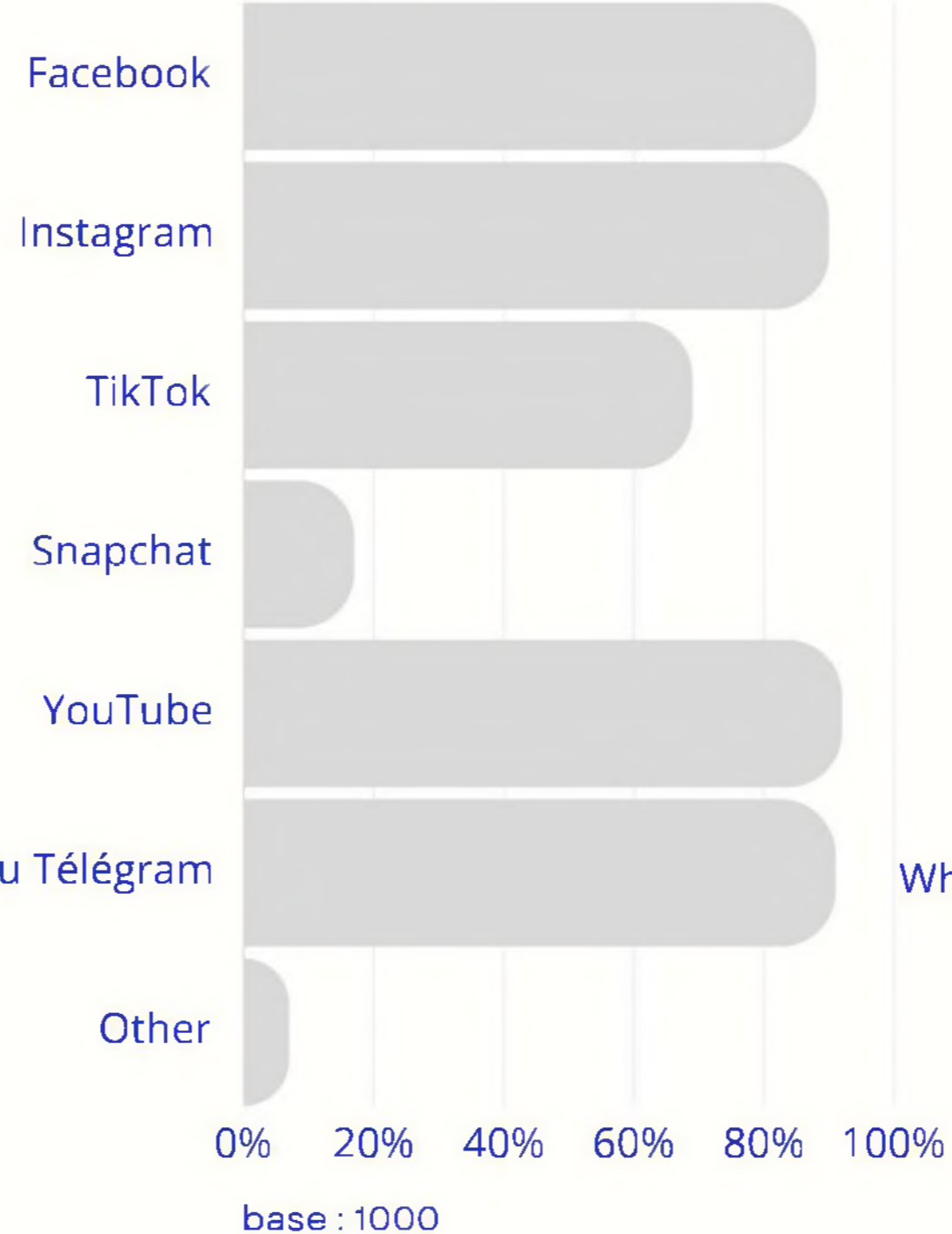
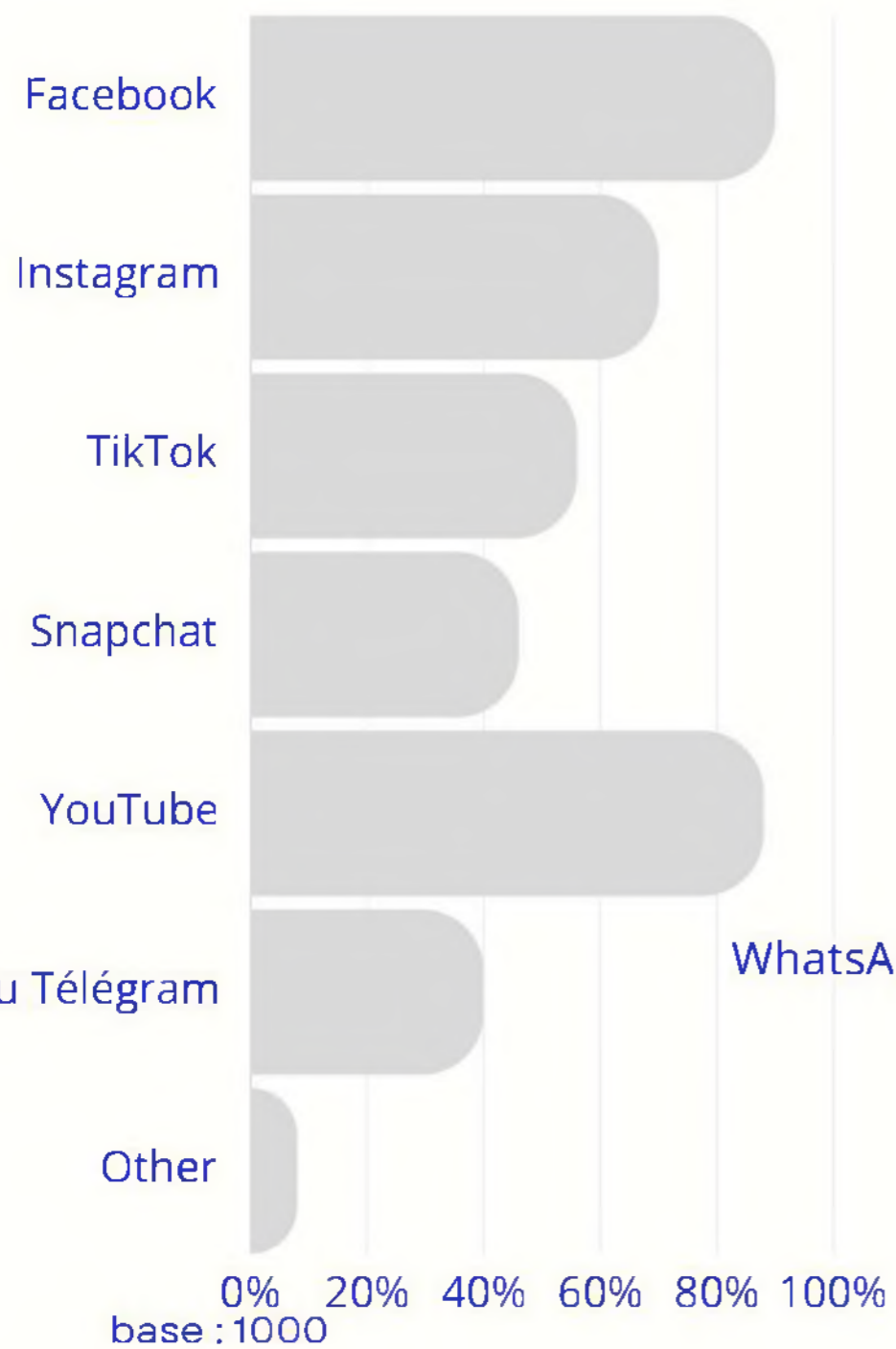
What social networking sites does your child/children use?



Résultats exprimés en %

# The social networks used by parents

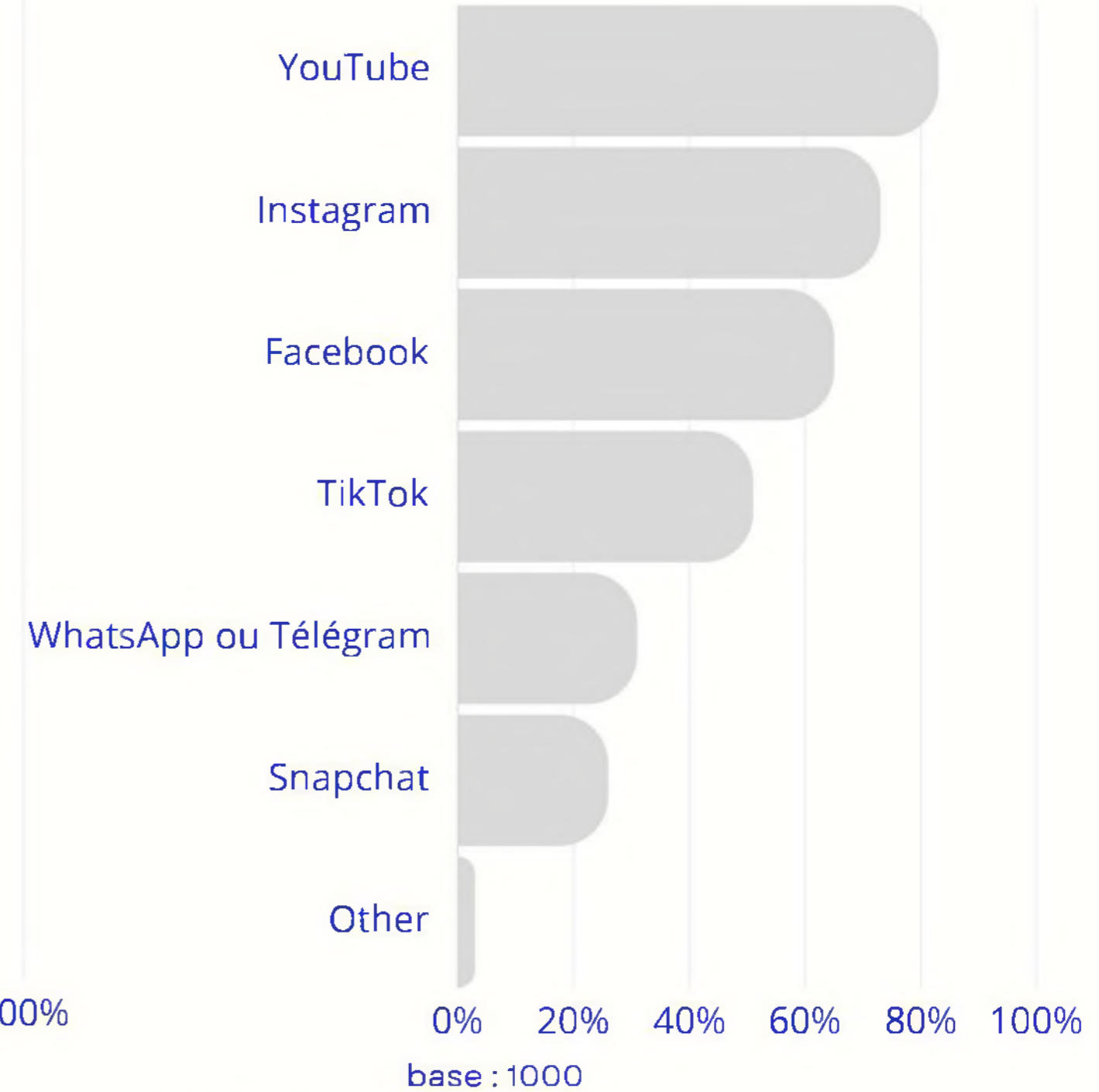
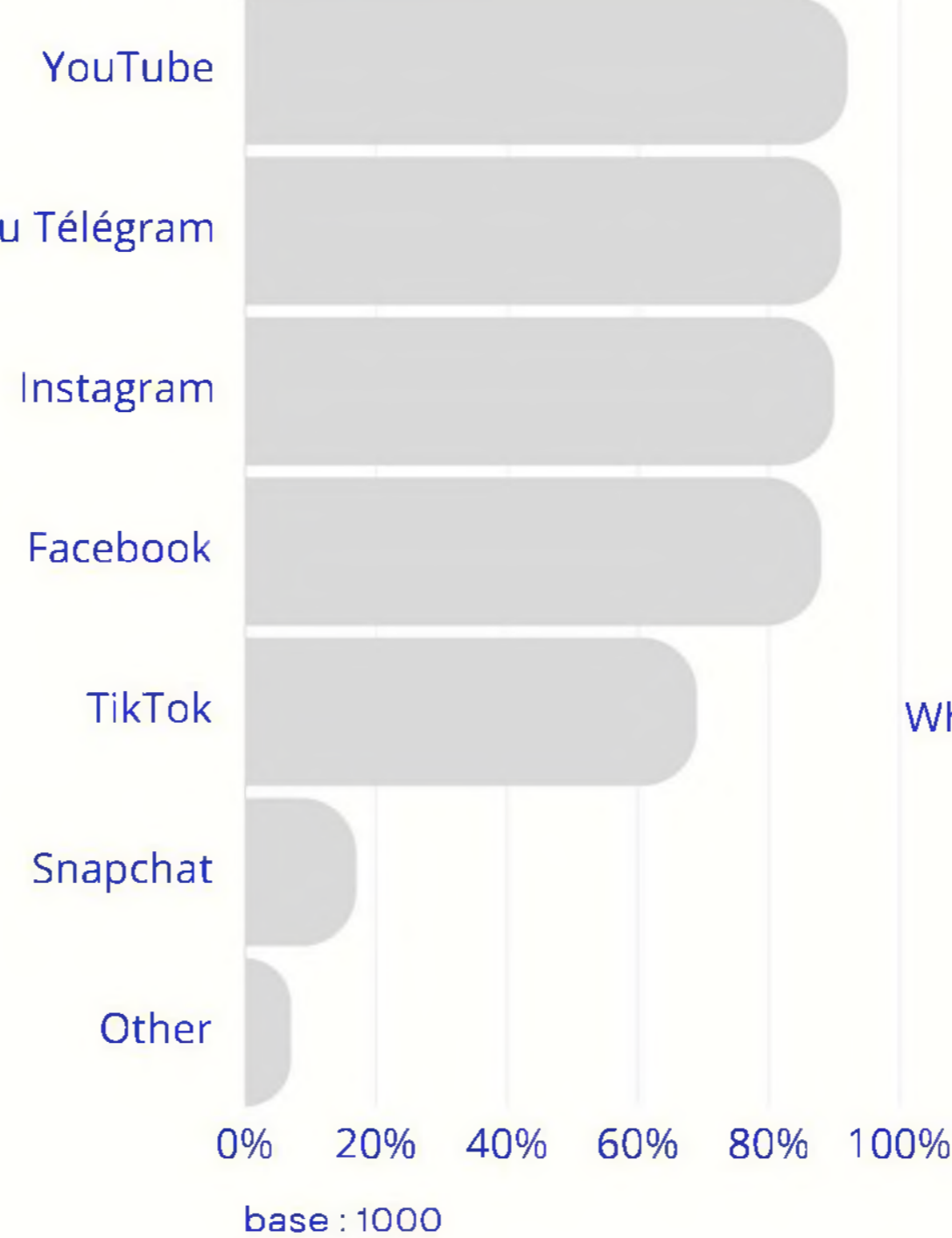
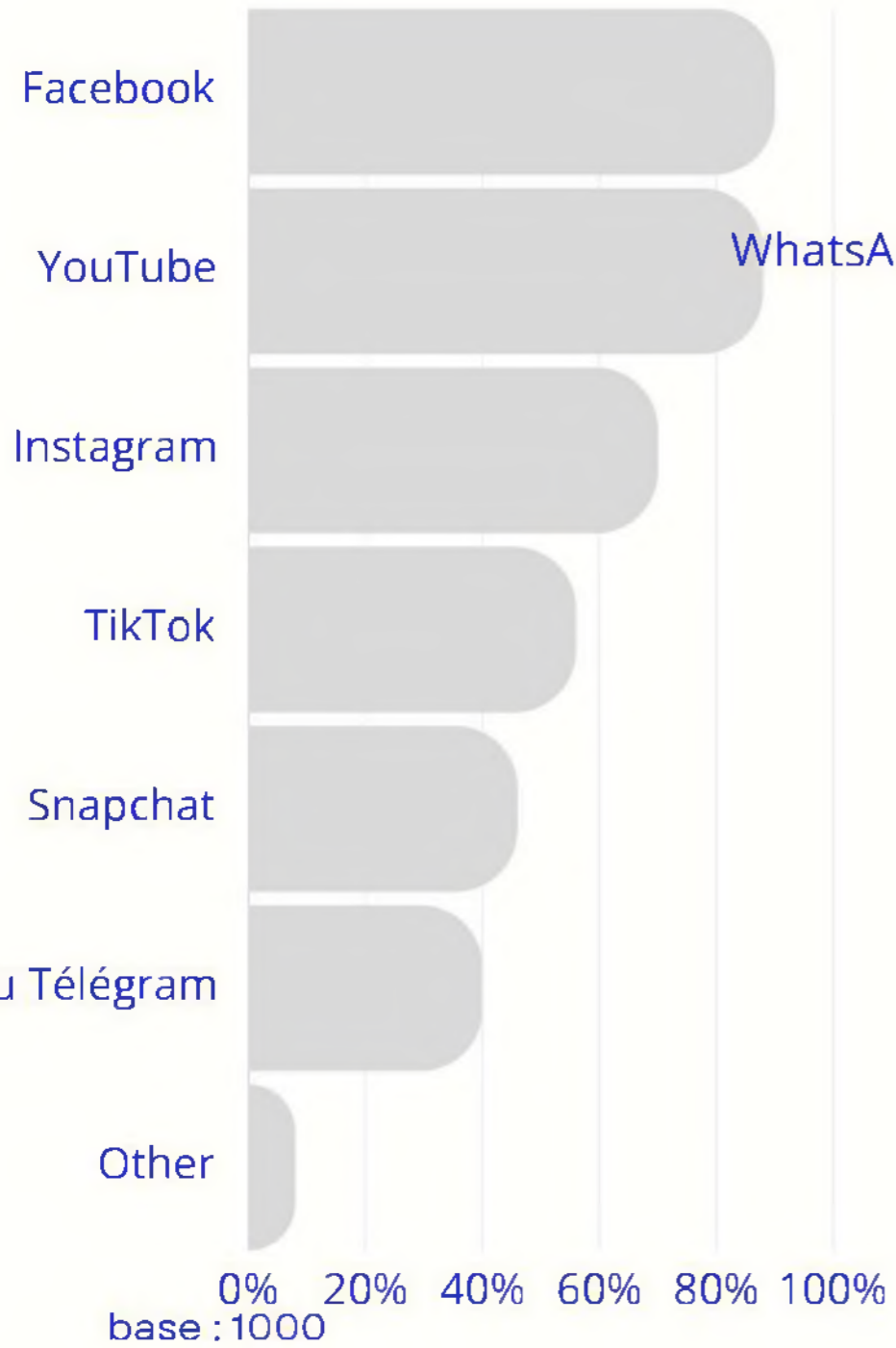
Which social networks do you use?



Résultats exprimés en %

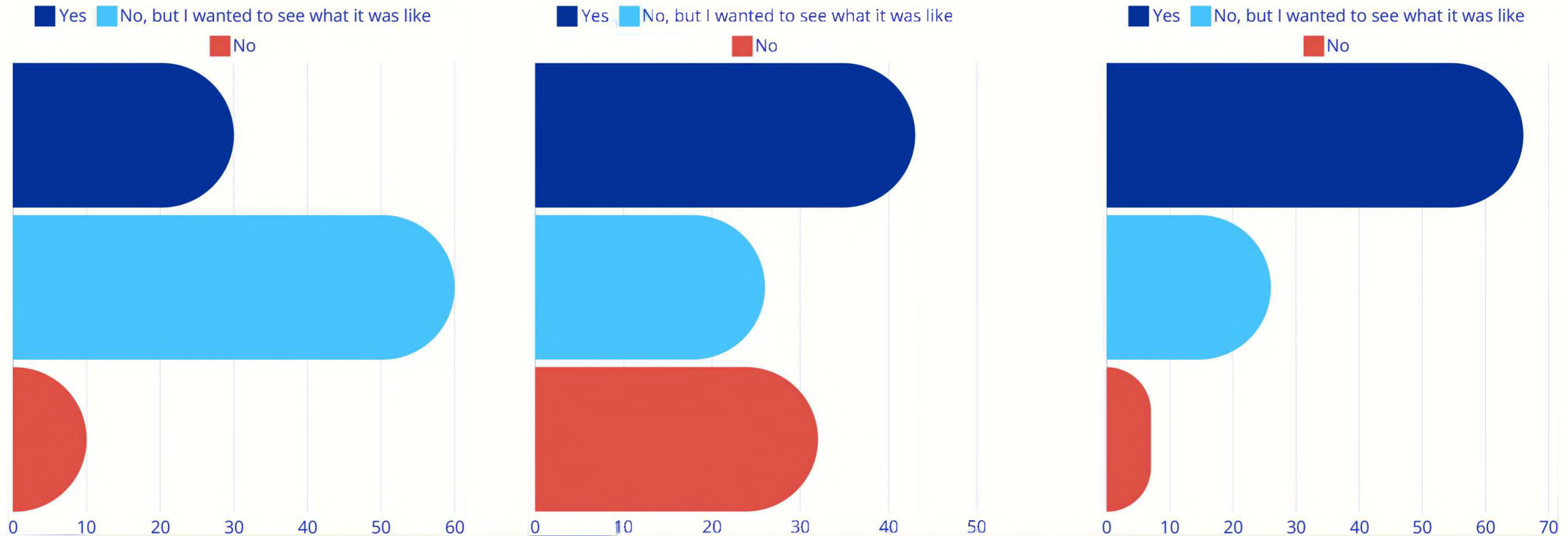
# The social networks used by parents

Which social networks do you use?



# The importance of influencers

Have you ever bought a product for your child after seeing a video from an influencer?



There are clear differences from country to country. South Korea is the country that has most embraced the principle and is translating its confidence into action: 66% have already bought, compared with 43% and only 30% in the USA...

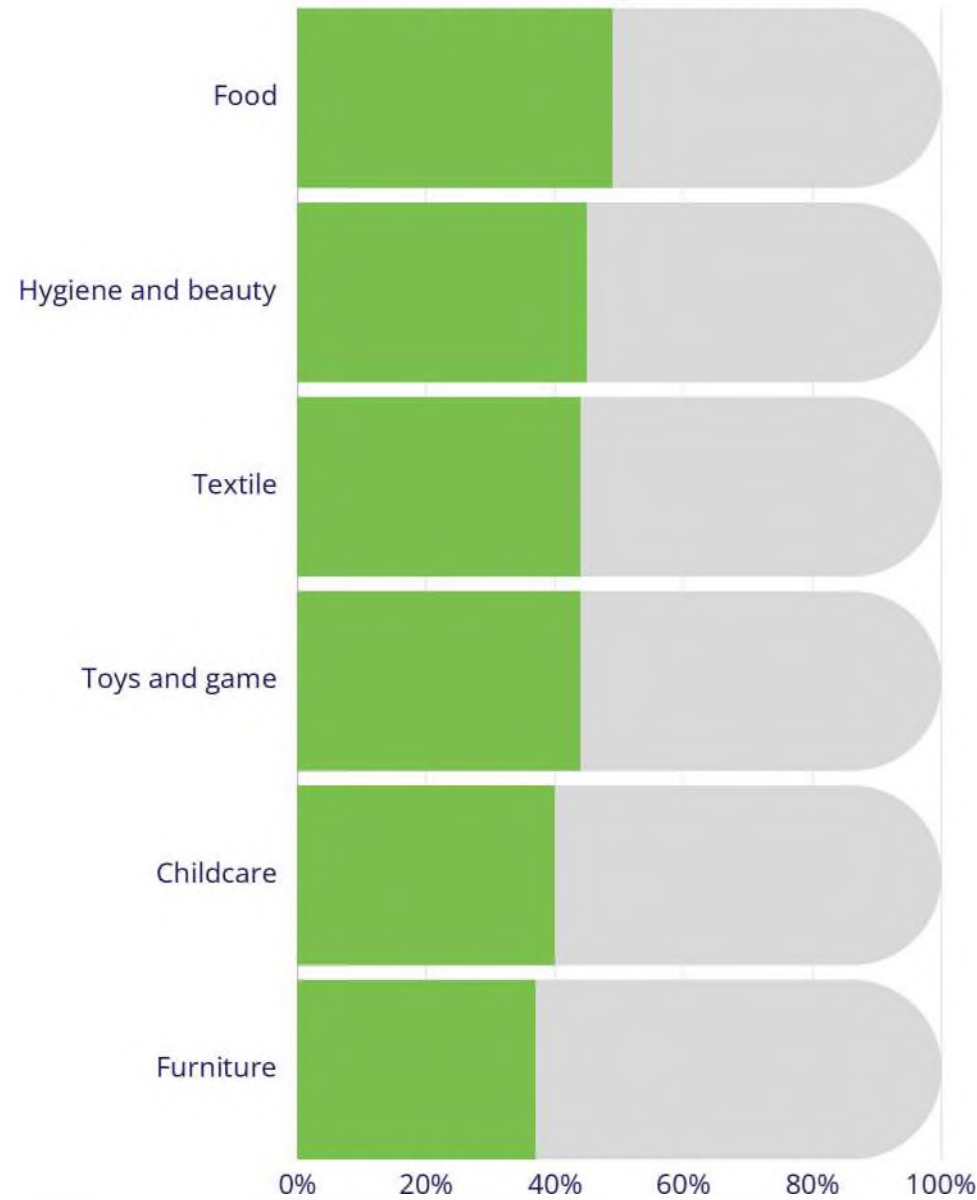
# Appreciation of popular influencers in various markets targeting children



Do you have any favourite influencers in the following areas?



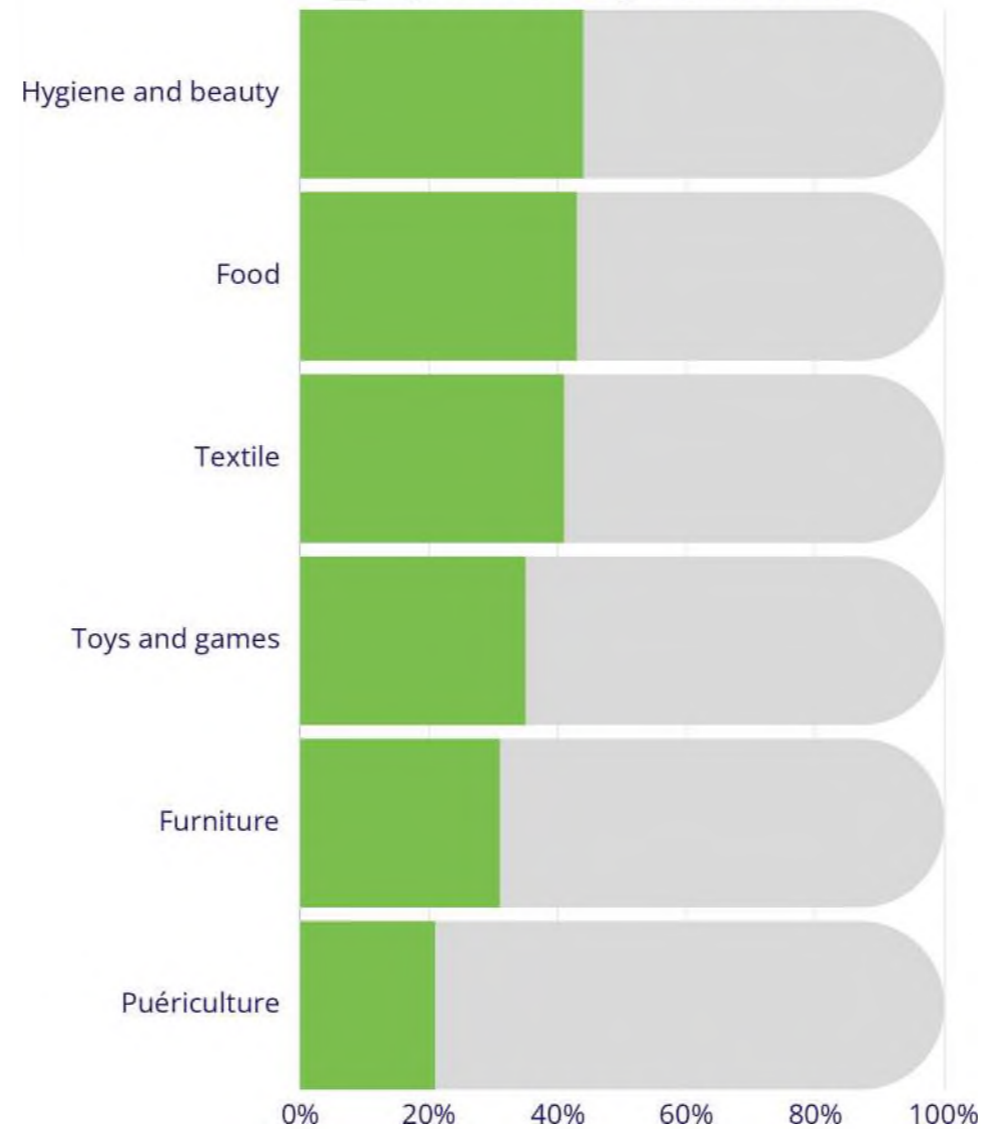
■ YES, I have favourite influencers  
■ NO, I don't have any favourite influencers



base : 1000 hiérarchisé



■ YES, I have favourite influencers  
■ NO, I don't have any favourite influencers



base : 1000 hiérarchisé



■ YES, I have favourite influencers  
■ NO, I don't have any favourite influencers



base : 1000 hiérarchisé

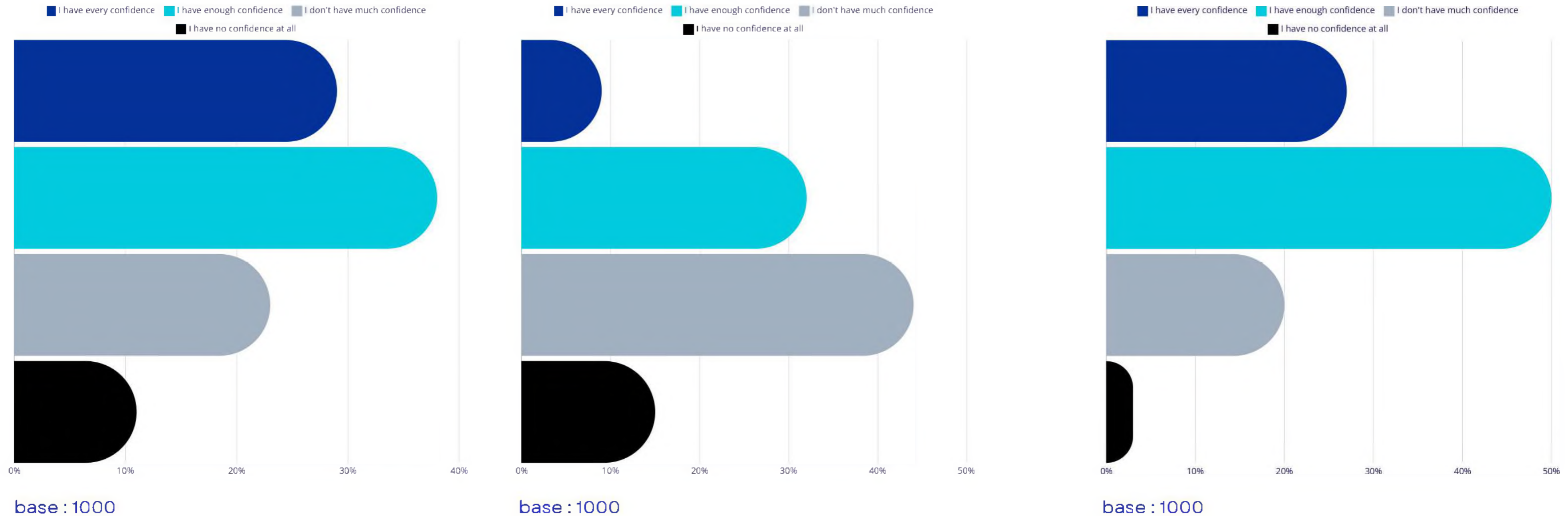
Résultats exprimés en %



# Level of trust in influencers



How much confidence do you have in influencers when they talk about products and/or services aimed at your child/children?



Confidence levels are high overall, and even very high in the USA and South Korea... Chile is lagging behind in this respect.

# Report

Existing without a presence on social networks has become impossible ... for a brand, a pre-adolescent, a child or a parent.

Buying for your child on the Net has become commonplace ... the norm

Influencers are also part of the digital landscape for families



**DID YOU SAY DIGITAL NATIVE?  
YES, DEFINITELY AND FOR A LONG TIME TO COME**

**FAMILIES, PARENTS AND CHILDREN ARE CONSUMERS OF DIGITAL TECHNOLOGY FOR INFORMATION, ENTERTAINMENT AND E-COMMERCE PURCHASES.  
FOR ALL THE SOCIAL NETWORKS AND ALL THE COUNTRIES WE WORK IN, THERE IS A CLEAR INCREASE IN USAGE AS CHILDREN GET OLDER.**

**FOR EXAMPLE, LET'S LOOK AT THE RESULTS FOR A SOCIAL NETWORK THAT IS CONSIDERED TO BE AGEING...**

**FACEBOOK IN THE USA = 34% OF 3/6 YEAR OLDS,  
44% = 7/10 YEAR OLDS  
51% = 11/14 YEAR OLDS**

**FACEBOOK IN CHILE = 21% OF 3/6 YEAR OLDS  
28% OF 7/10 YEAR OLDS  
45% = 11/14 YEAR OLDS**

**FACEBOOK IN SOUTH KOREA = 49% OF 3/6 YEAR OLDS  
52% OF 7/10 YEAR OLDS**



## **TO BE OR NOT TO BE ... UNDER INFLUENCE ... THAT'S NOT THE QUESTION**

**A CLIMATE OF CONFIDENCE IN INFLUENCERS  
THE COMBINATION OF COMPLETELY TRUSTING AND FAIRLY TRUSTING  
RISES TO 77% IN SOUTH KOREA, 67% IN THE USA AND ONLY 41% IN  
CHILE, WHICH IS COMPARATIVELY LESS TRUSTING.**

**Influencers preferred in 50% of cases for Chile and the USA and for all the sectors surveyed, and in over 60% of cases for South Korea.**

**LE-COMMERCE AND INFLUENCERS: THEY ARE PART OF FAMILIES' DAILY LIVES, THEY KNOW THEM, THEY UNDERSTAND THEM AND THEY APPRECIATE THEIR SERVICES.**

**HIGH LEVELS OF TRUST IN E-COMMERCE SITES  
WITH NEVER MORE THAN 10% NOT AT ALL CONFIDENT FOR EACH  
CATEGORY AND IN EACH COUNTRY**

**ALSO HIGH LEVELS OF APPRECIATION OF ONLINE PURCHASES**

**76% very and fairly for toys in the USA, 55% for clothing and footwear in Chile and 73% for textiles in South Korea.**





# Brands and the Environment

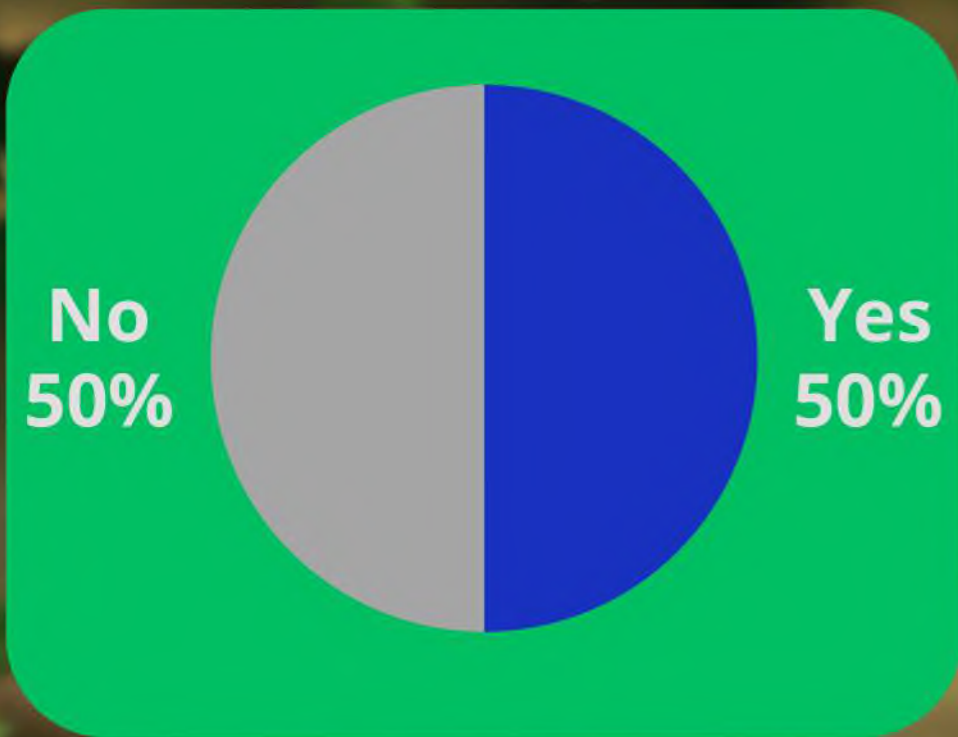
## VIII.families,



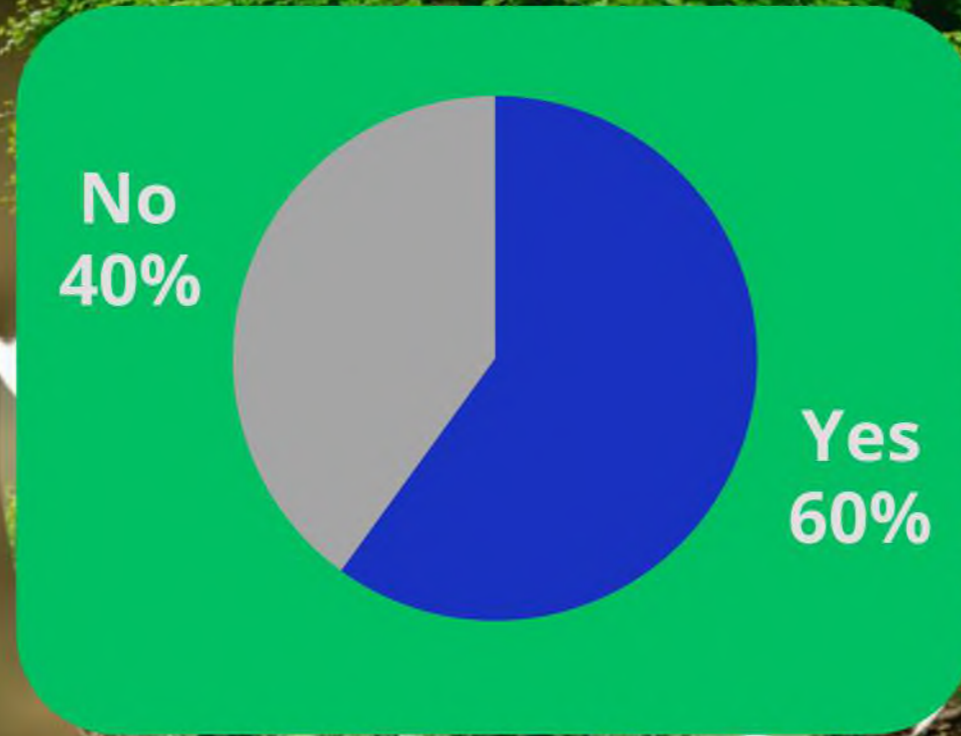
# The importance of ecology and the environment in a parent's decision to buy a product for one of their children.



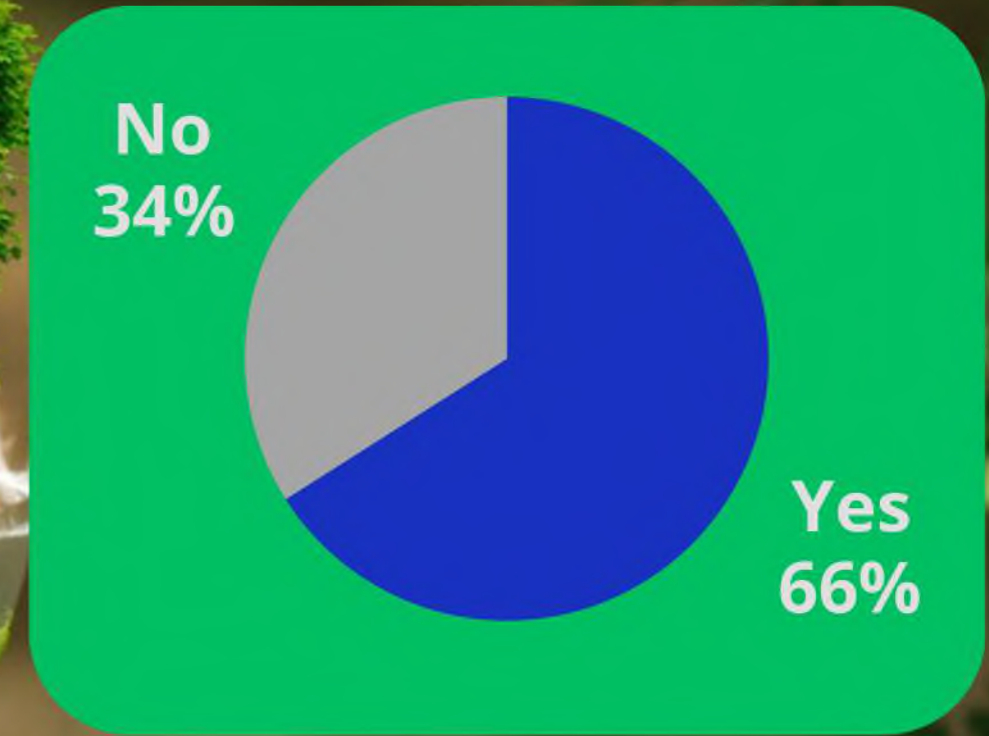
*Have you ever refused to buy a product/brand for your child/children because of environmental considerations?*



base : 1000



base : 1000



base : 1000

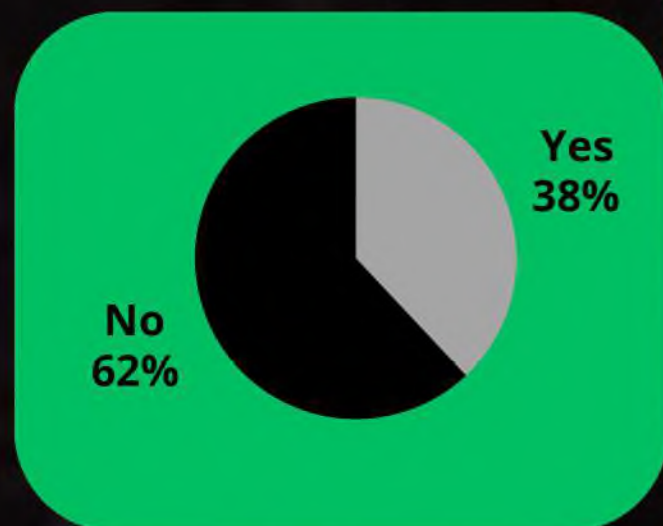
The approach exists in 1 case out of 2 in the USA and is increasing considerably in the other 2 countries: families are starting to react.



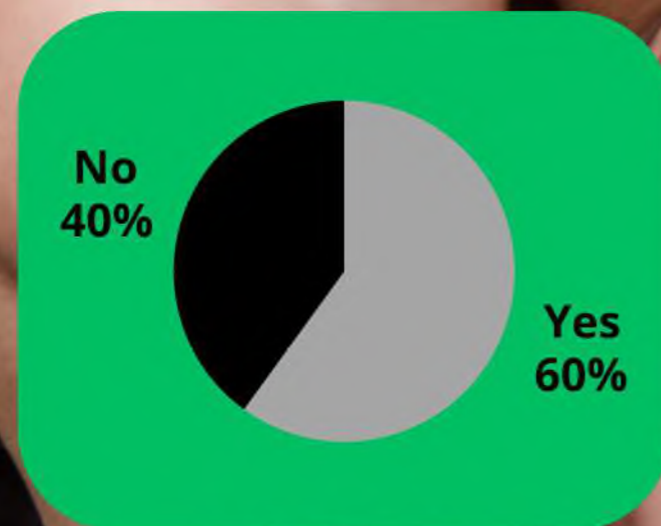
# The importance of ecology and the environment to a child's decision to buy a product intended for them



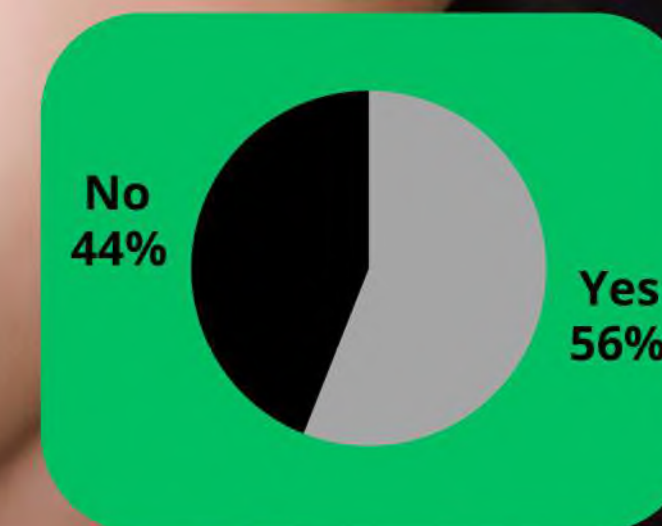
*Has one of your children ever refused to buy a product/brand because of environmental considerations?*



base : 1000



base : 1000



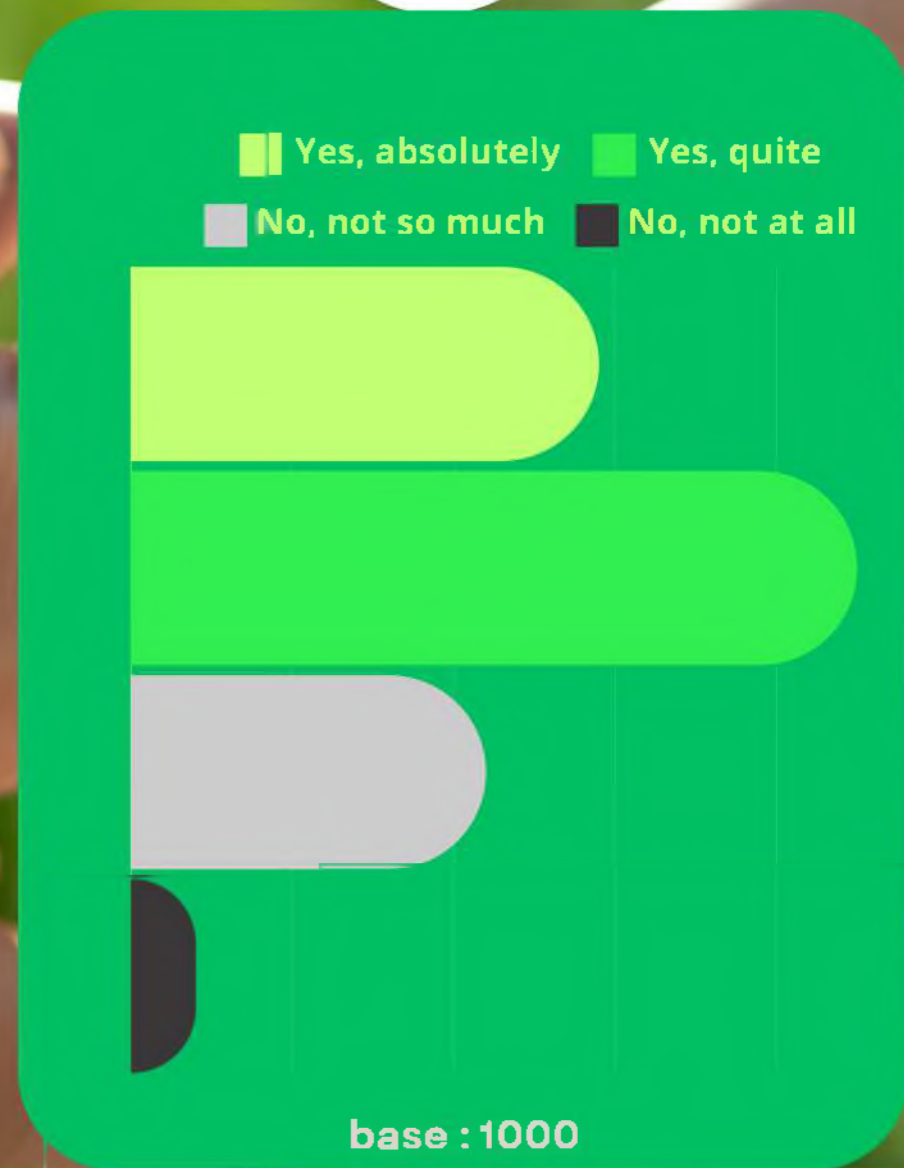
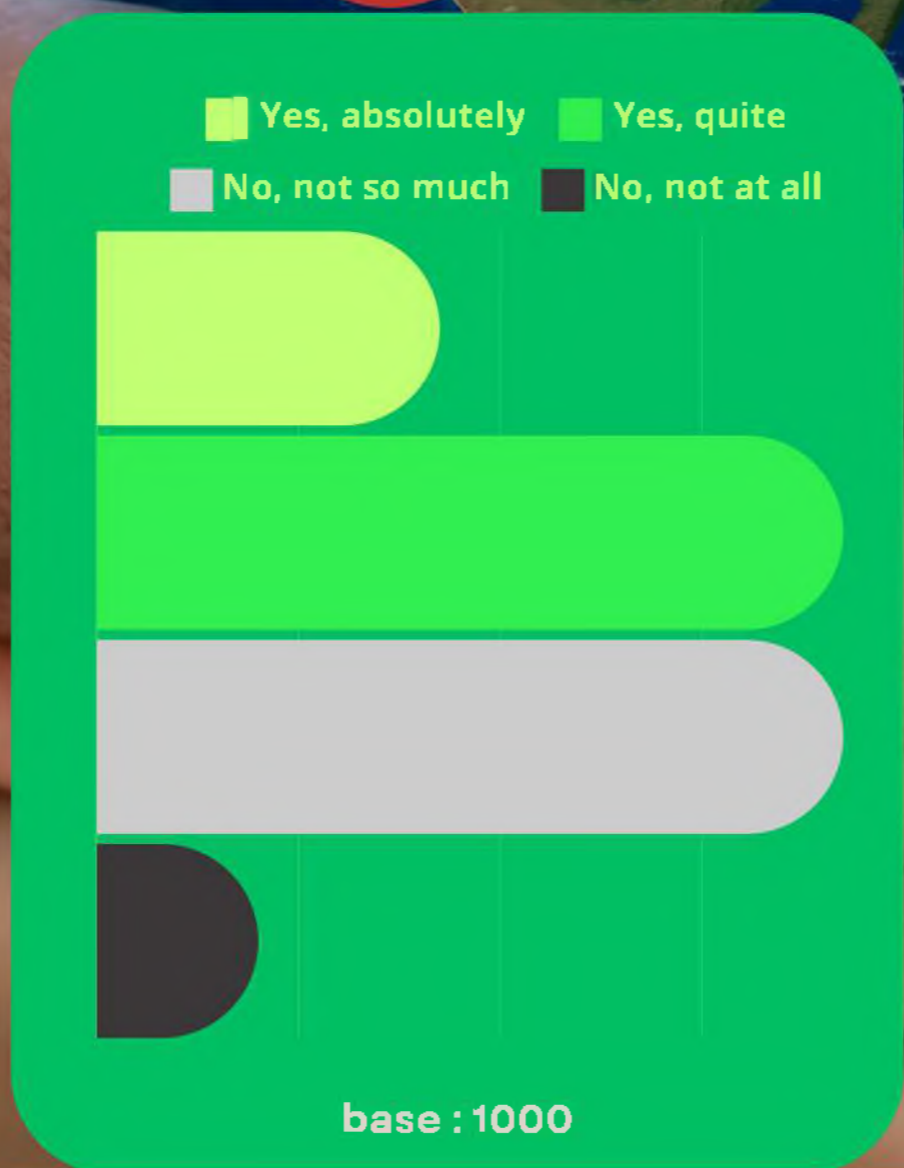
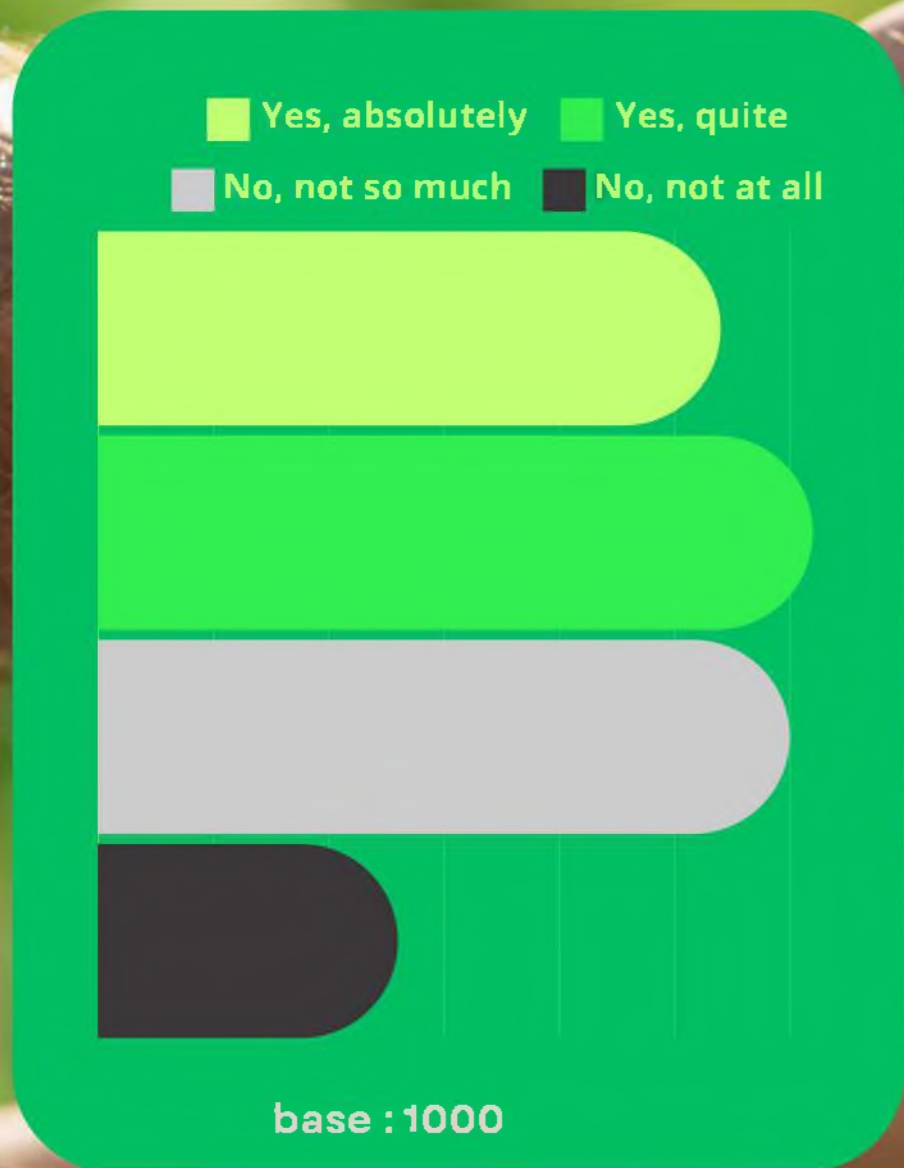
base : 1000

Ecological awareness also exists among children, and at high levels from a very early age



# Children's sensitivity to brands from an environmental perspective

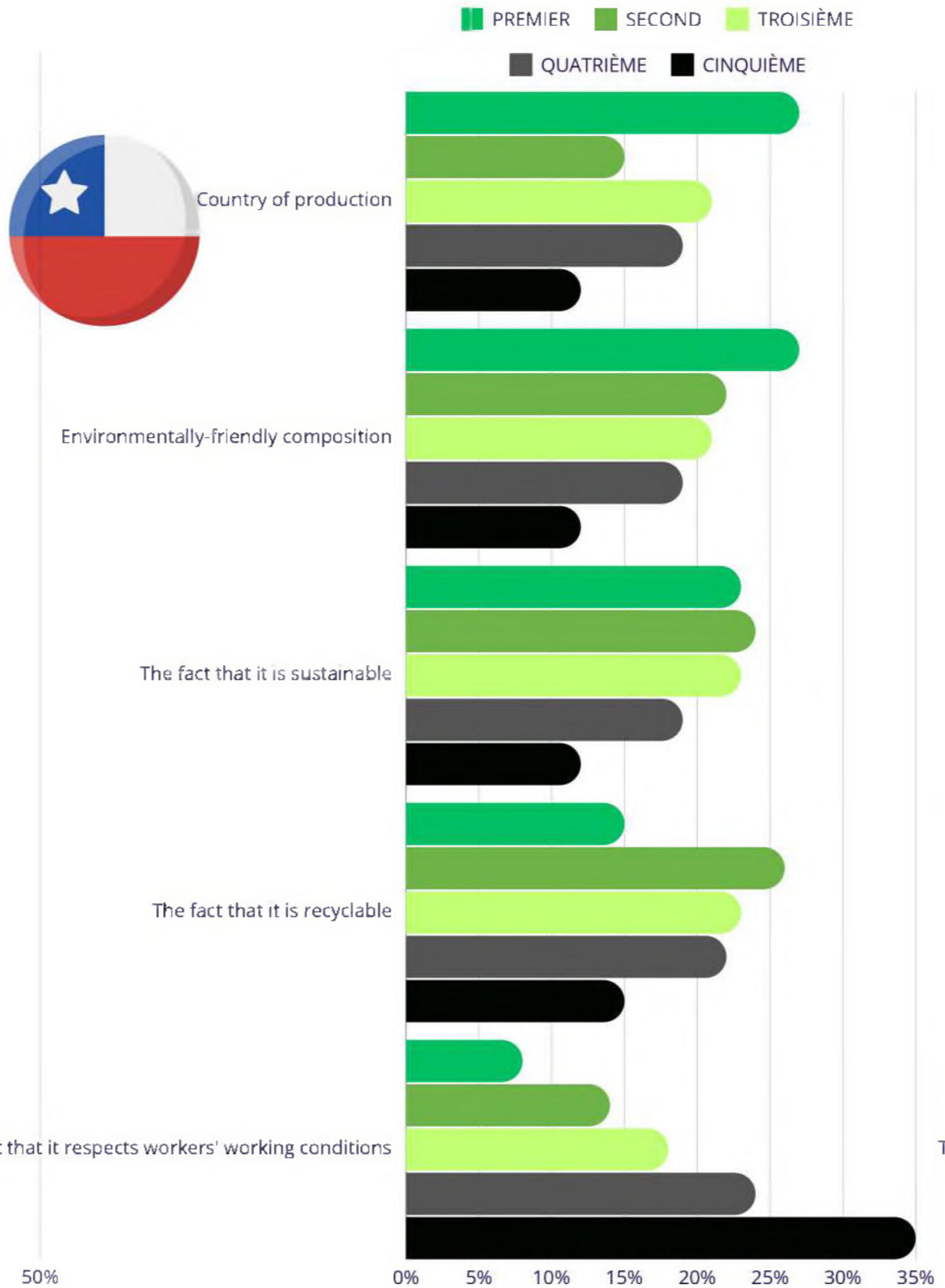
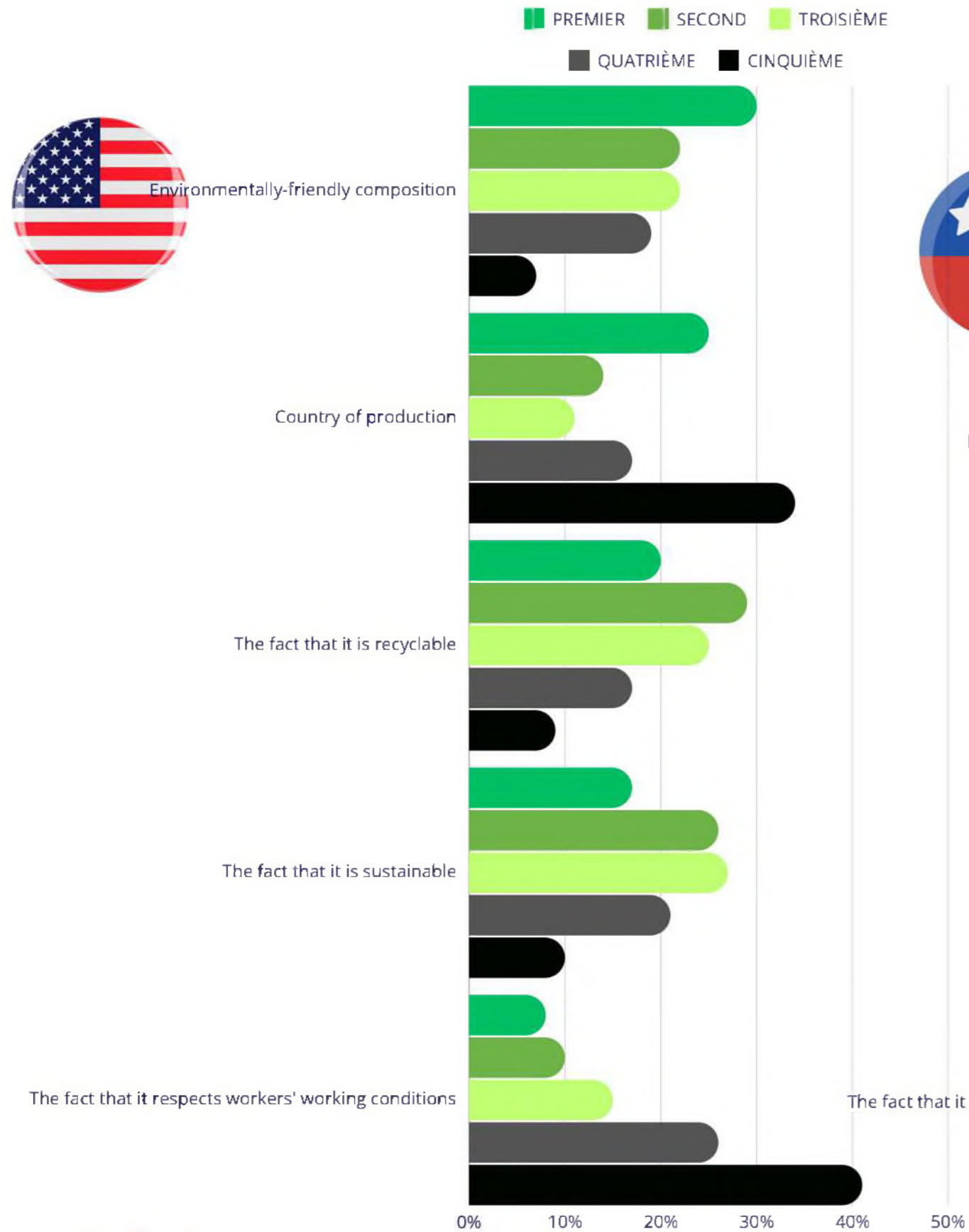
*Do you think your child is more sensitive to brands with an environmental approach?*



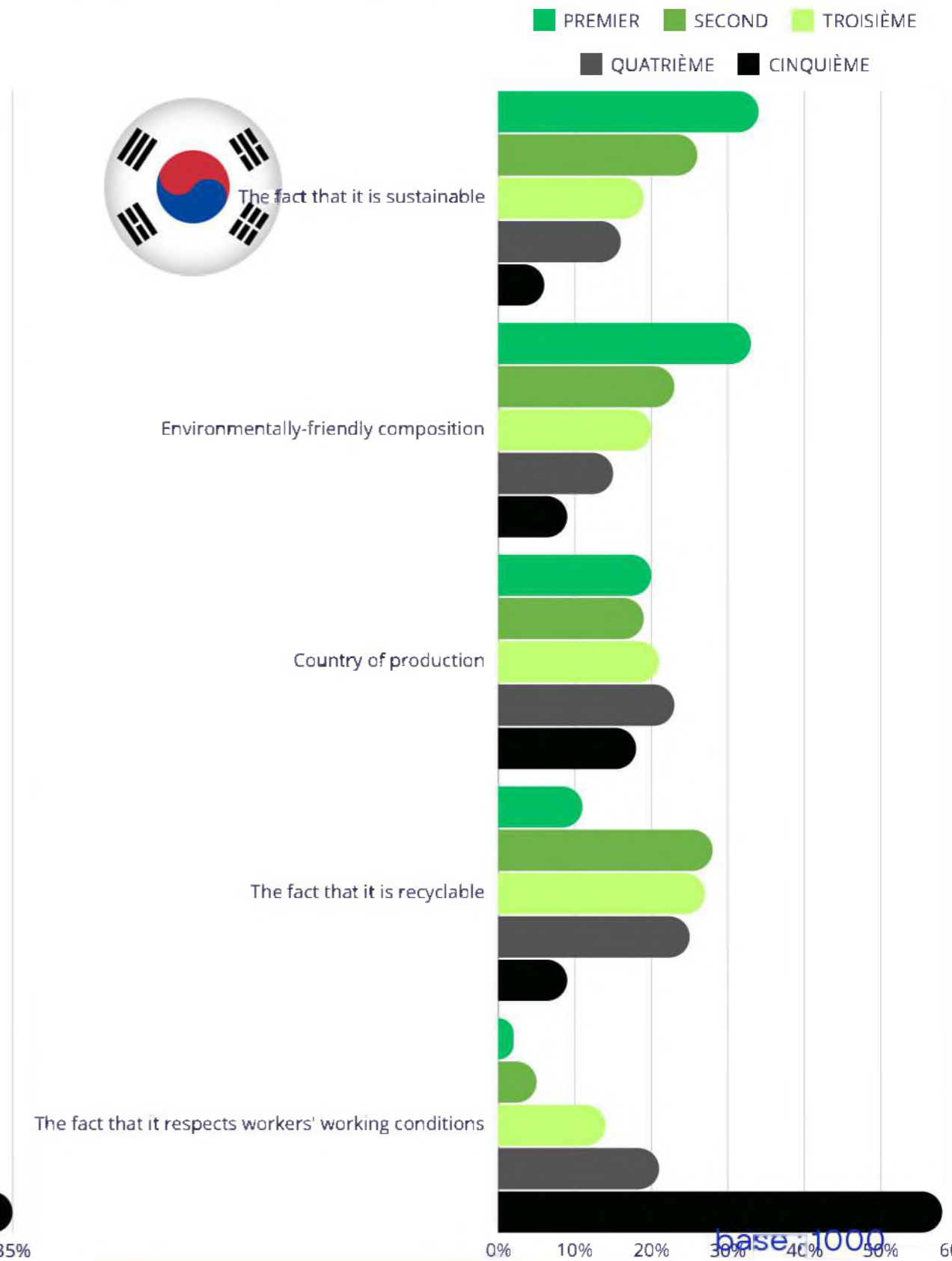
Résultats exprimés en %

# Prioritising key environmental criteria when parents buy children's products

Rank the following criteria according to how important they are to you when it comes to products for your child/children.  
Rank from 1 to 5.



## HIÉRARCHISÉ SUR LE PREMIER



Résultats exprimés en %



base : 1000

base : 1000

VIII. Les familles, les marques et l'Environnement





# The credibility of brands with an environmental message

When a children's brand commits to a cause close to your heart, you say to yourself:



Résultats exprimés en %



# The reality of second hand in families today

Have you ever bought second-hand products for your child/children in the following categories?



## RANKED



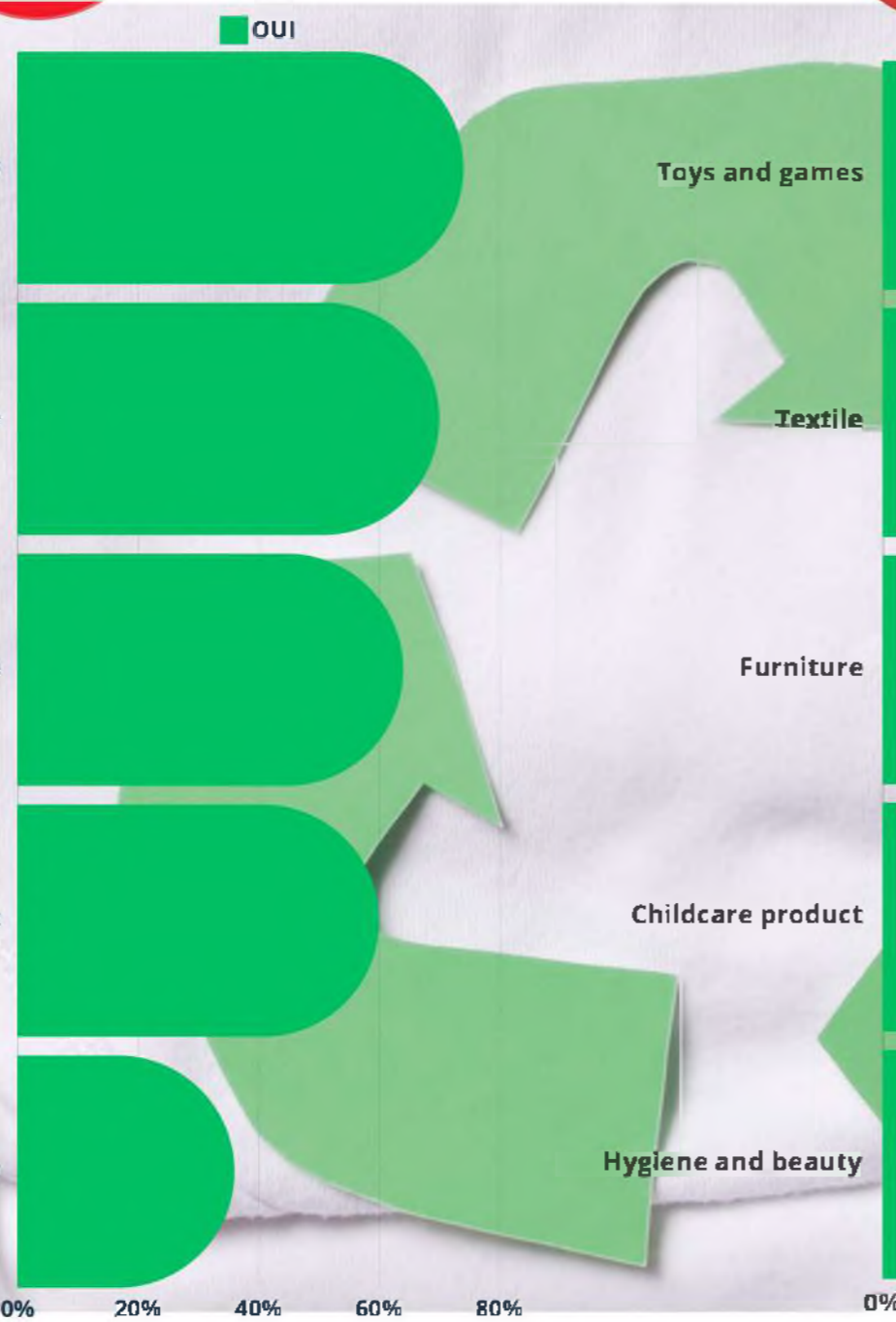
Toys and games

Textile

Furniture

Childcare product

Hygiene and beauty



base : 1000

Toys and games

Textile

Furniture

Childcare product

Hygiene and beauty



base : 1000

Toys and game

Childcare products

Textile

Furniture

Hygiene and beauty



base : 1000

Résultats exprimés en %



VIII. Les familles, les marques et l'Environnement

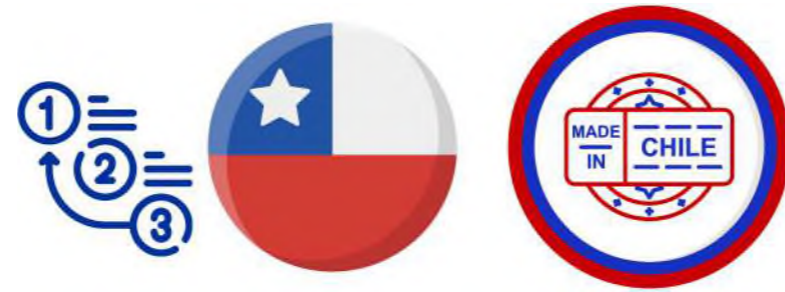


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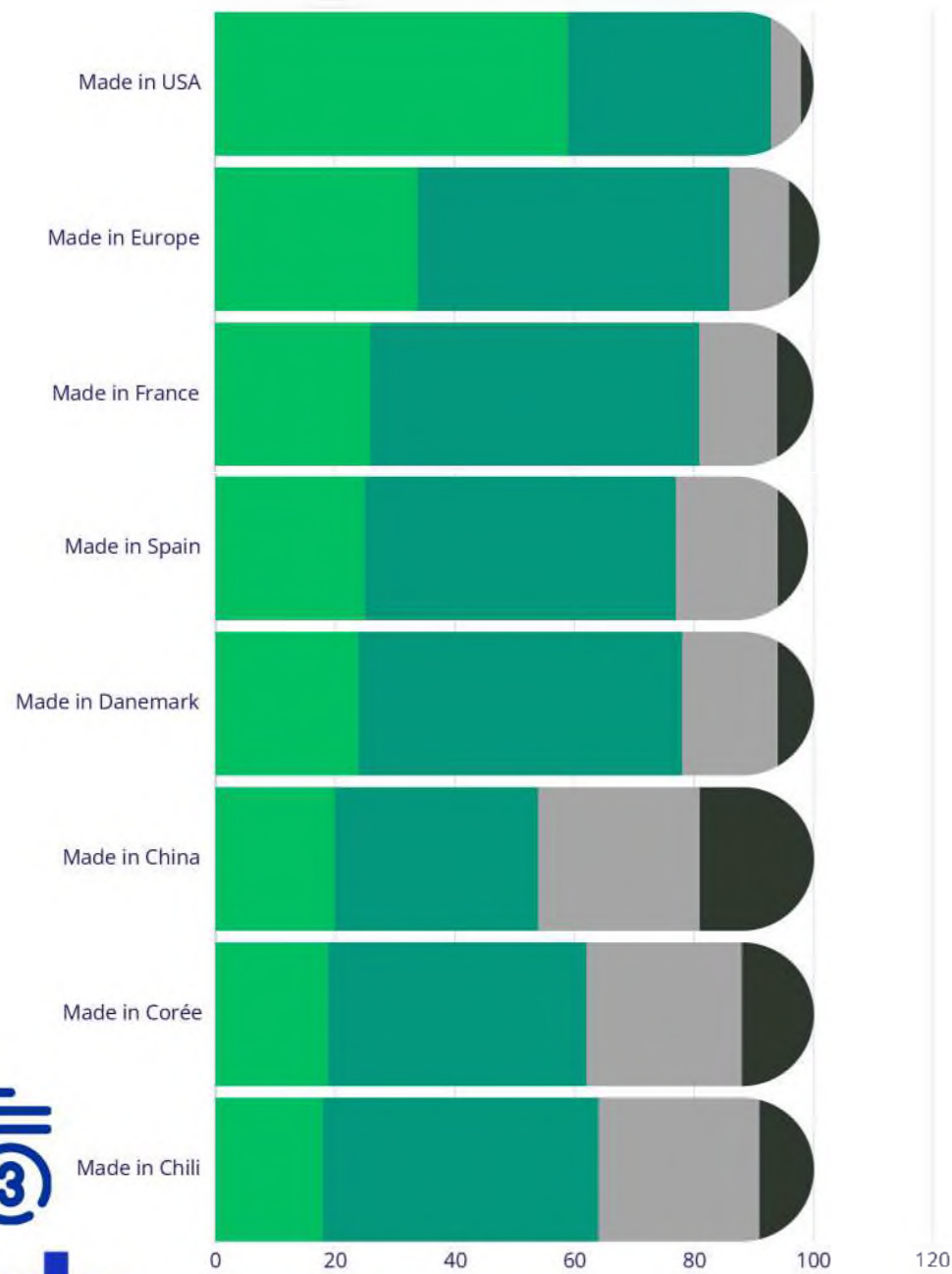


# Confidence in Made in

Thinking about your child or children and the products designed for them and manufactured in different countries, you would say for each one:

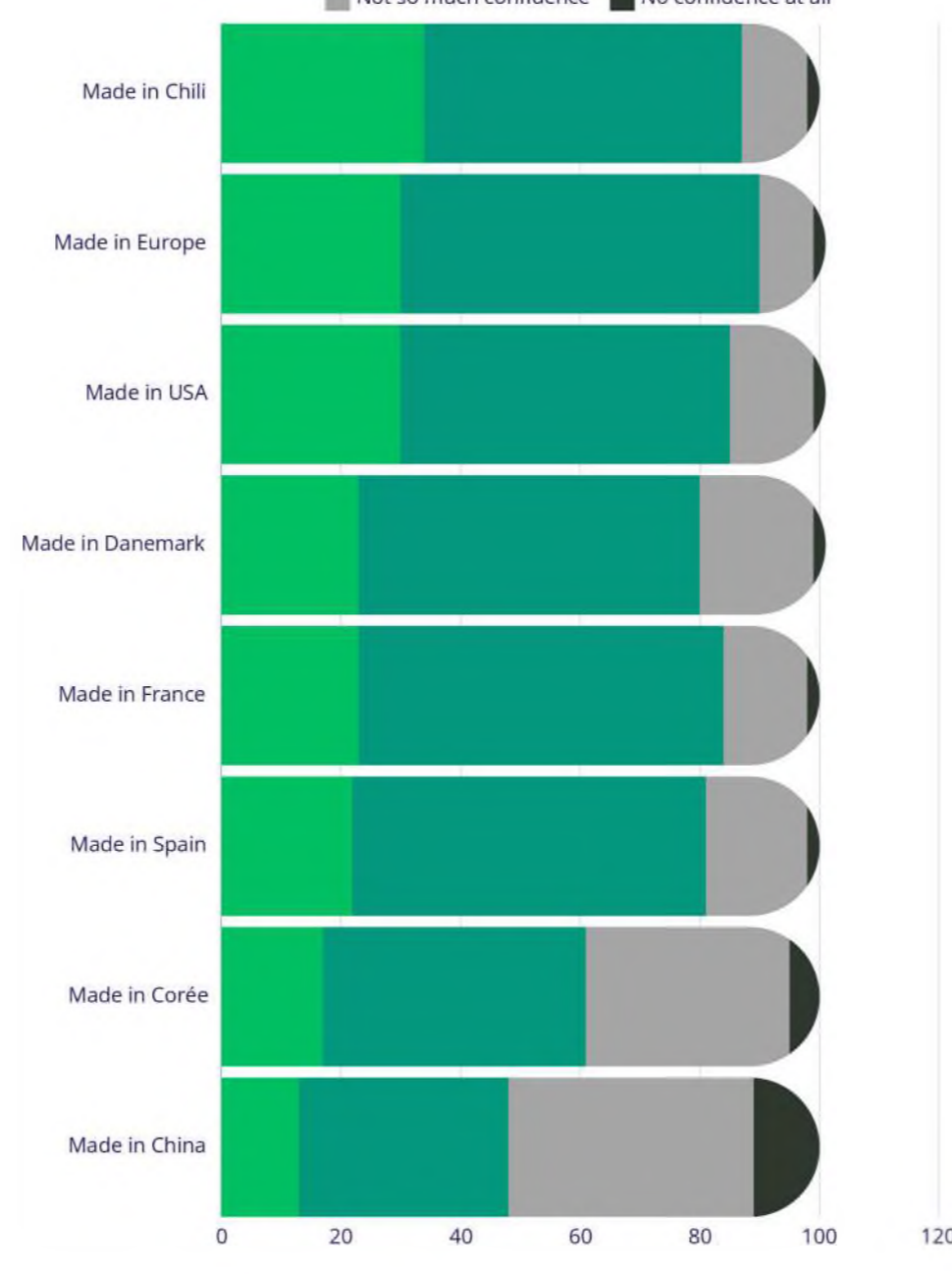


Complete confidence Fairly confident  
Not so much confidence No confidence at all



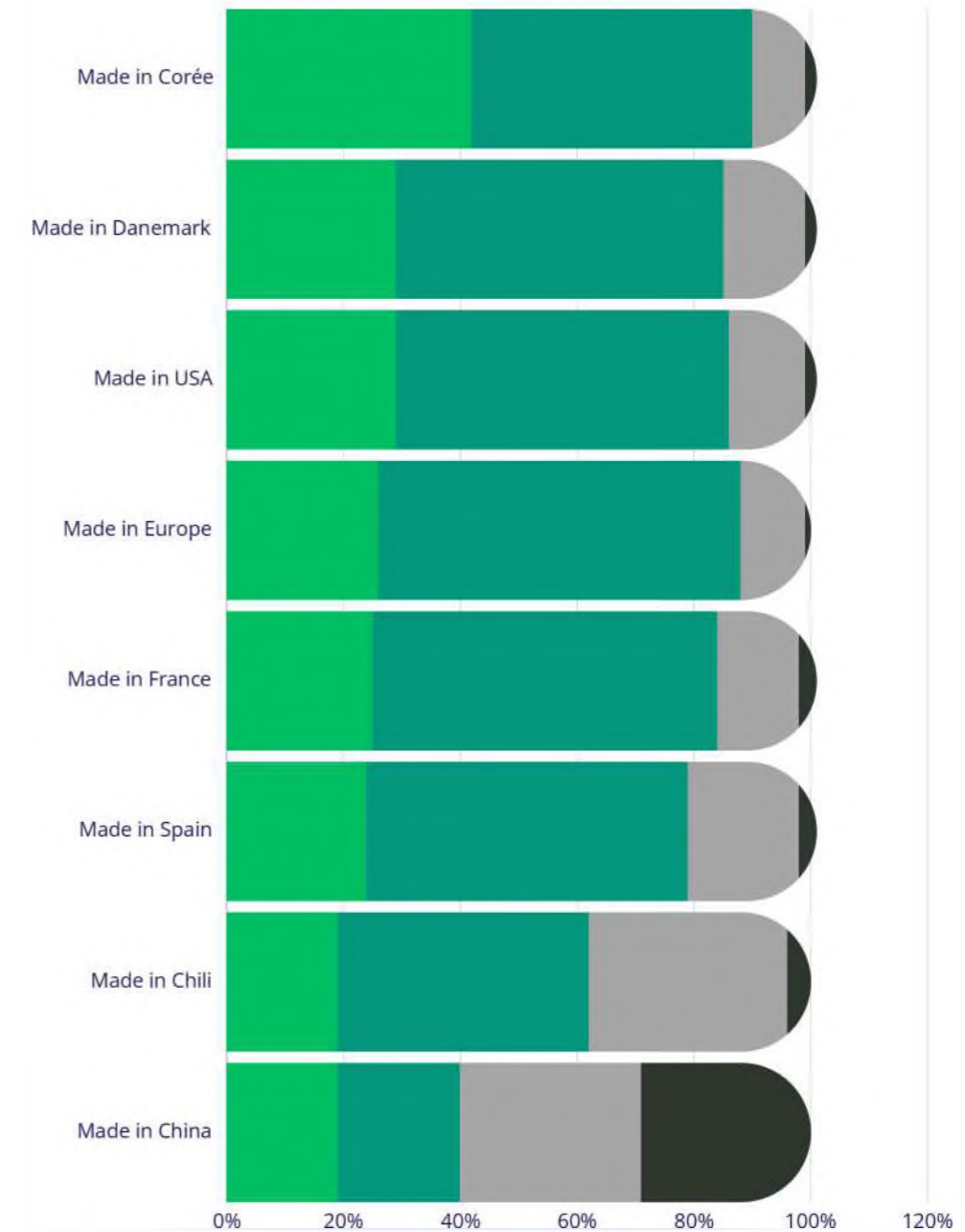
base : 1000

Complete confidence Fairly confident  
Not so much confidence No confidence at all



base : 1000

Complete confidence Fairly confident  
Not so much confidence No confidence at all



VIII. Les familles, les marques et l'Environnement



Funded by the European Union

Résultats exprimés en %





# Report



Ecology is a crucial issue for families, one that is shaping the future right now. Brands have a duty to fully incorporate this dimension, or risk extinction in the long term... just like humanity.



**ECOLOGY IS NOW FOR CHILDREN, NOT TOMORROW.**

**PARENTS AND CHILDREN ARE BEGINNING TO SORT OUT BRANDS ACCORDING TO CRITERIA DIRECTLY LINKED TO THE PRESERVATION OF THE ENVIRONMENT AND NATURE IN GENERAL.**

**OVER 50% OF CHILDREN IN SOUTH KOREA AND CHILE REFUSE TO BUY A PRODUCT, AND ONLY 38% IN THE USA,**  
With a high level of ecological awareness among children: 54% very or fairly aware in Chile, 58% in the USA and 84% in South Korea.

## **BRANDS' DECLARED AND REAL ECOLOGY IS THE WAY FORWARD**

Parents place their trust in brands that take this type of approach in just over 50% of cases in all the countries surveyed... and this trend is set to continue.

**SECOND-HAND IS A PRAGMATIC PRACTICE THAT IS BECOMING ECOLOGICAL**  
**PARENTS PLACE THEIR TRUST IN BRANDS THAT TAKE THIS APPROACH IN JUST OVER 50% OF CASES IN ALL THE COUNTRIES SURVEYED.**

This applies to all sectors, with toys the logical leader.

**EVERYONE IS A MASTER IN THEIR OWN COUNTRY: MADE IN IS A HERITAGE.**

**PARENTS PLACE THEIR TRUST IN BRANDS MADE IN THEIR OWN COUNTRY, BUT NOT ONLY THERE... CHINA IS A LITTLE LOWER DOWN THE LIST.**  
**THE RESULTS SHOW CONFIDENCE IN EUROPEAN COUNTRIES.**

France does not stand out.

**ECOLOGY AND THE FAMILY ARE MORE THAN JUST A SUBJECT OR A LINE OF COMMUNICATION**

**PARENTS ARE HONEST IN THEIR STATEMENTS: PRICE COMES FIRST, PRAGMATISM DOMINATES AND SECOND-HAND GOODS HAVE BEEN AROUND IN FAMILIES SINCE THE ELDERS PASSED ON THEIR TOYS OR CLOTHES TO THEIR YOUNGER SIBLINGS.**

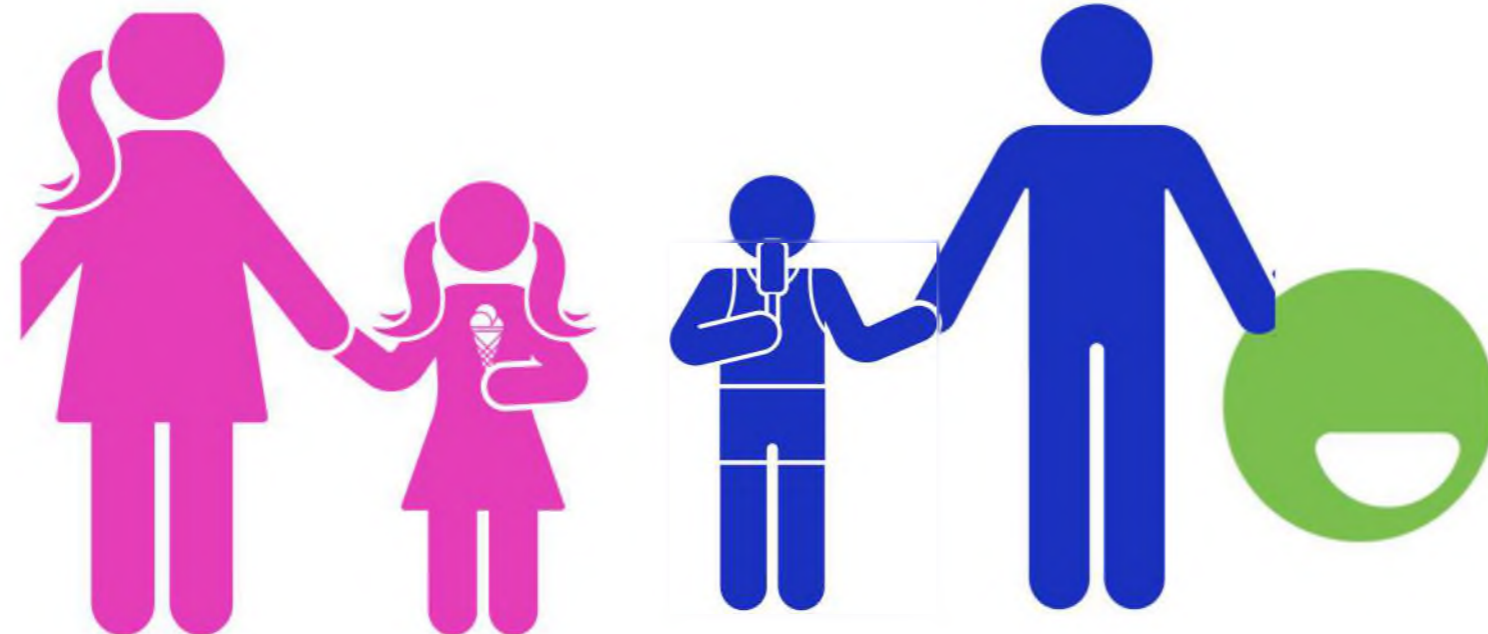
Brands need to strike a balance and respect the quality/price/sustainability ratio.



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the European Union



## IX. Girl or boy?



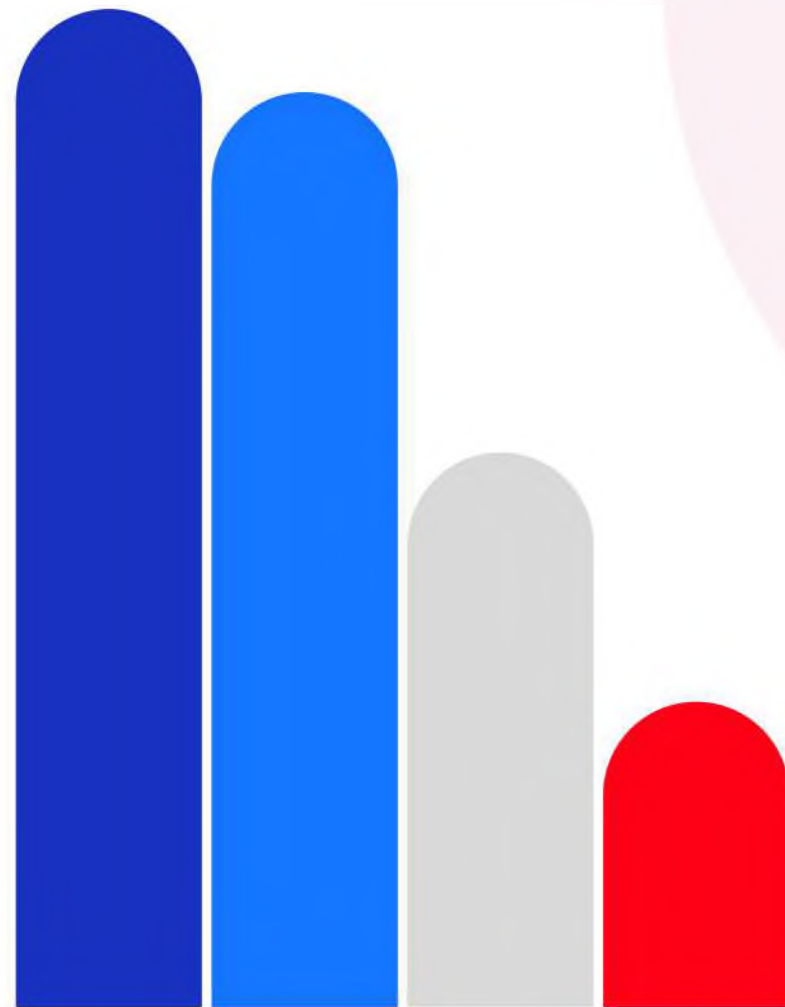
# An update on gendered products: assessing the approach taken by brands



When it comes to brand commitments, are you aware of brands that are launching "gender-neutral" products (with no distinction between boys and girls) for children?



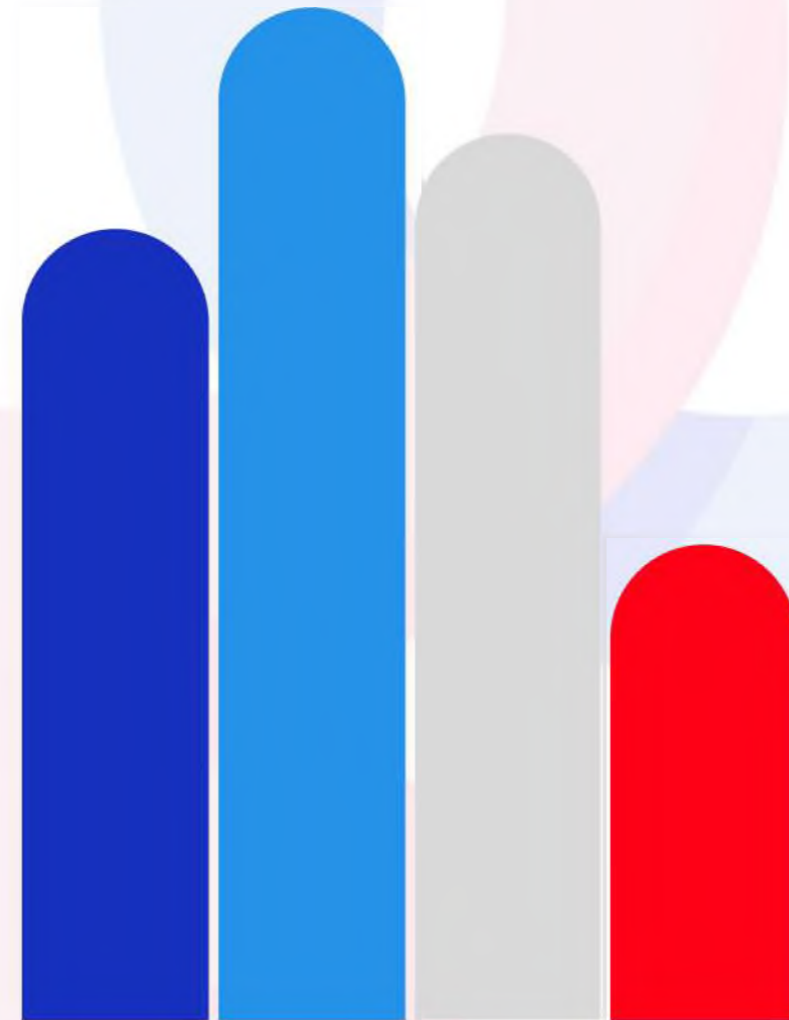
■ Yes, absolutely ■ Yes, quite  
■ No, not so much ■ No, not at all



base : 1000



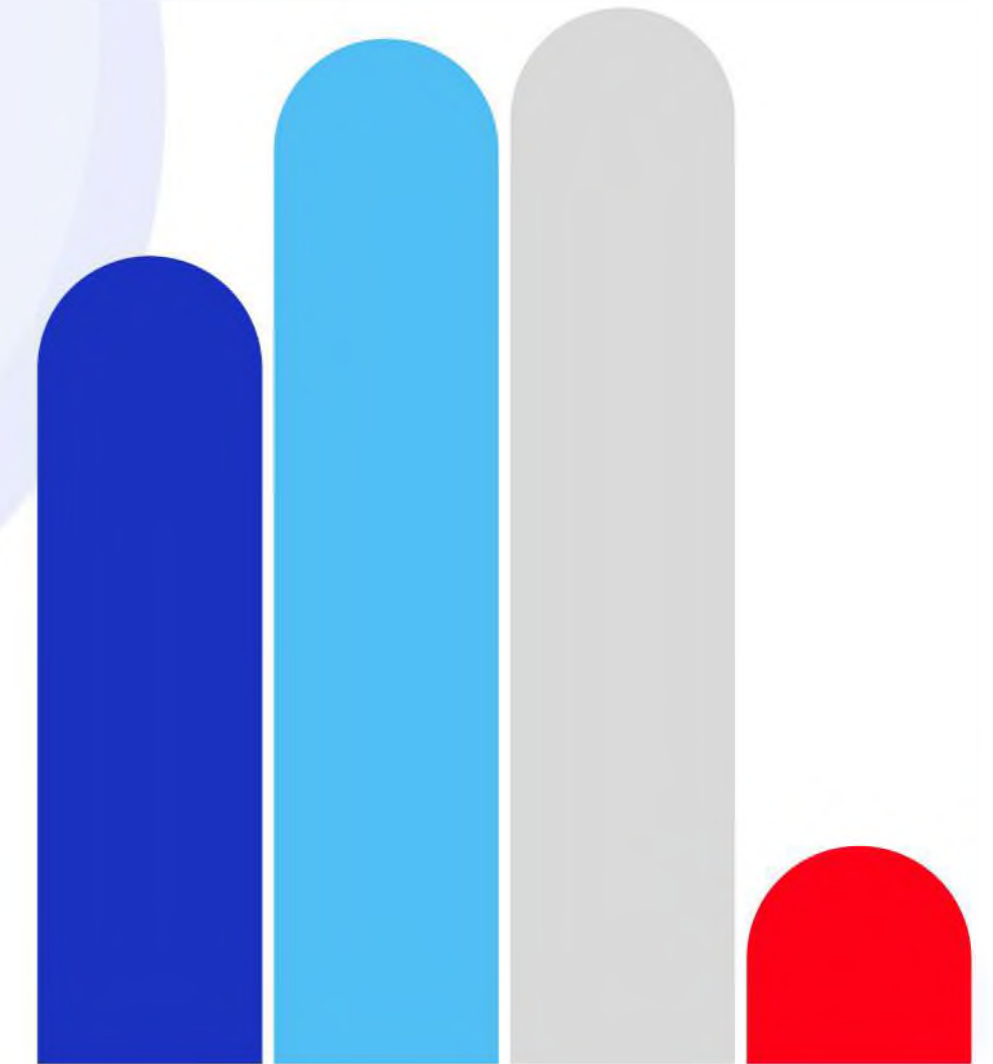
■ Yes, absolutely ■ Yes, quite  
■ No, not so much ■ No, not at all



base :1000



■ Yes, absolutely ■ Yes, quite  
■ No, not so much ■ No, not at all



base : 1000

# An update on gendered products

"Blue for boys and pink for girls".



base : 1000



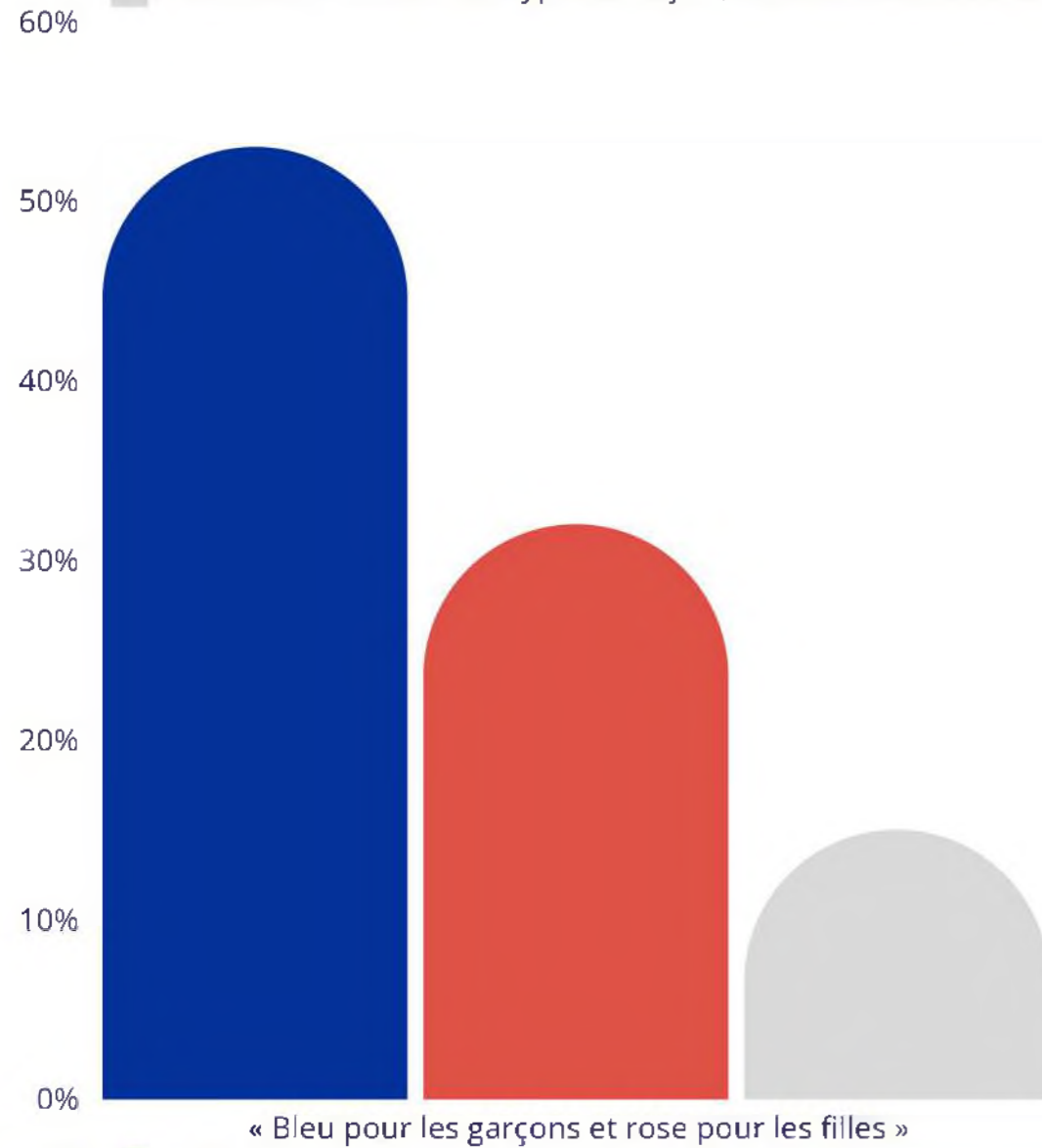
base : 1000



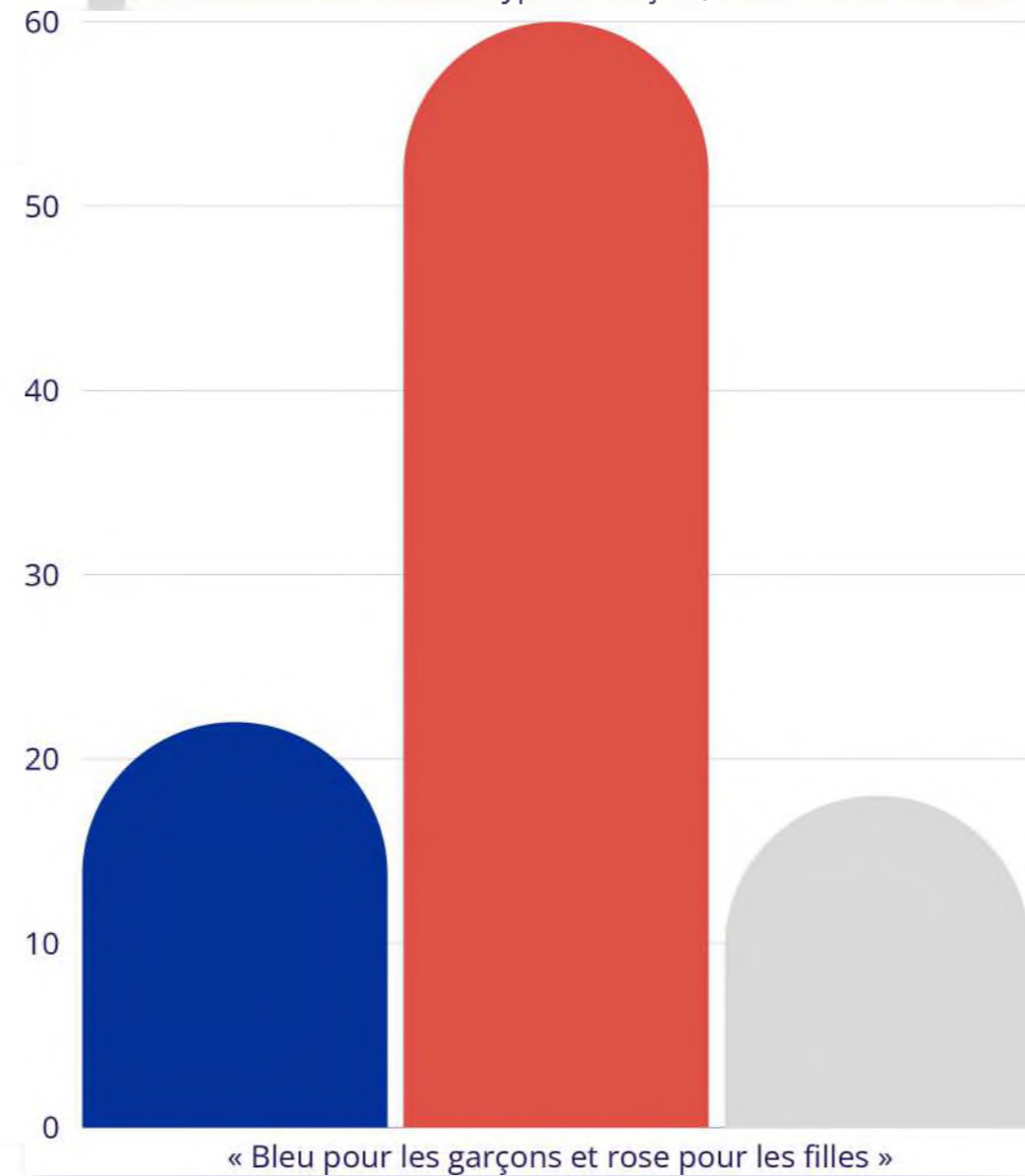
base : 1000



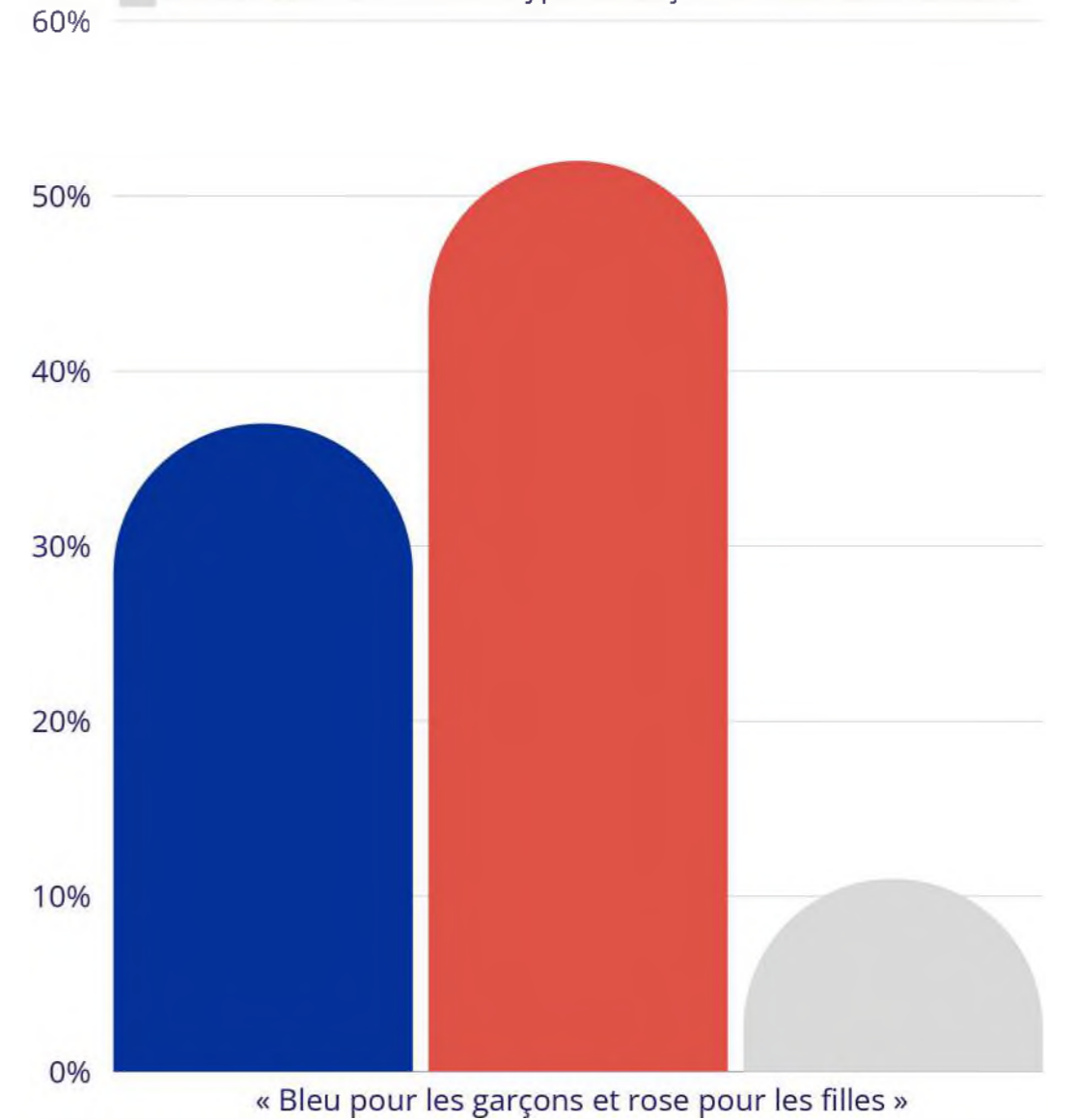
■ I agree with this sentence ■ I don't agree with this sentence  
■ I'm not interested in this type of subject, I don't think about it.

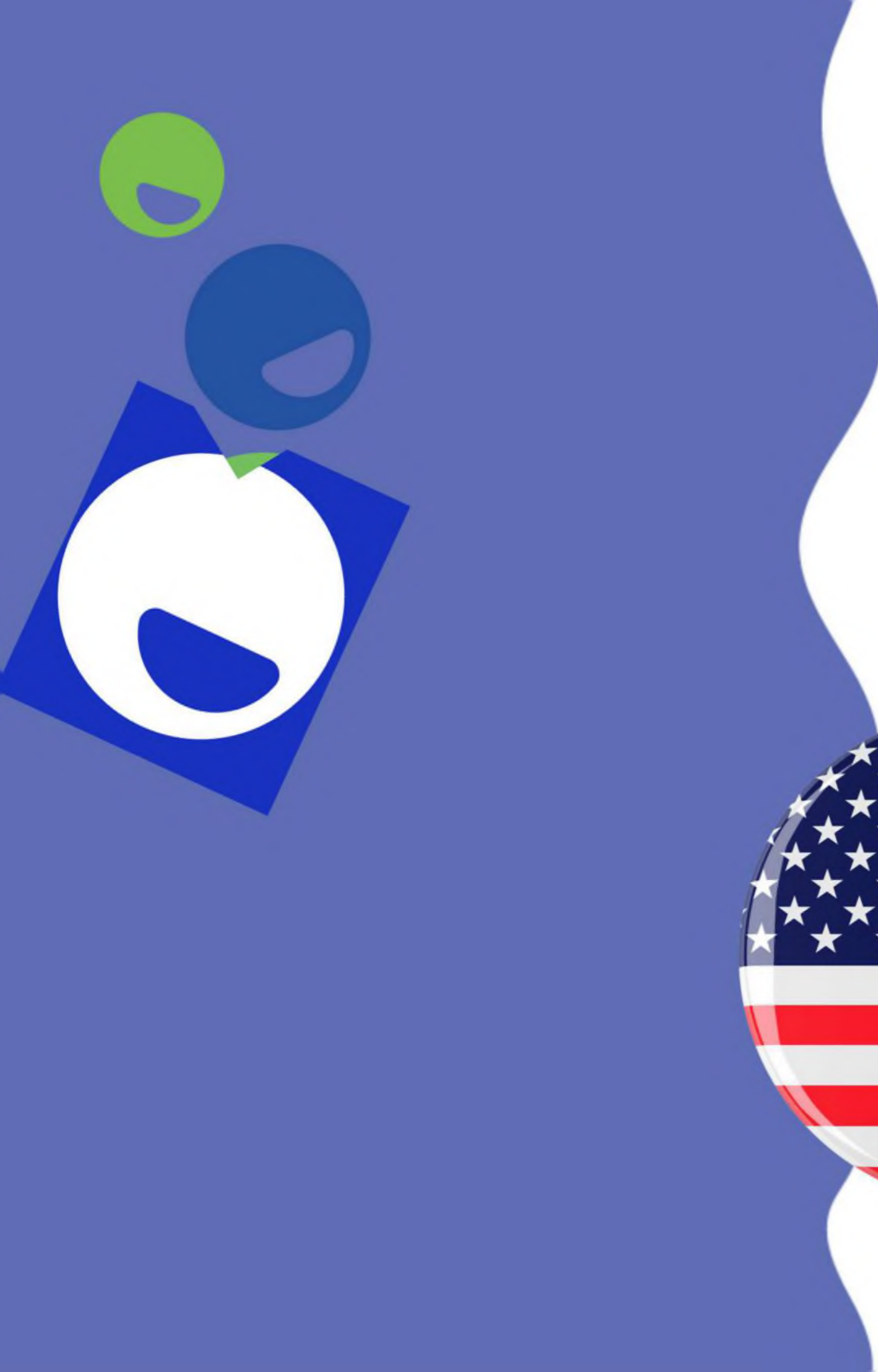


■ I agree with this sentence ■ I don't agree with this sentence  
■ I'm not interested in this type of subject, I don't think about it.



■ I agree with this sentence ■ I don't agree with this sentence  
■ I'm not interested in this type of subject, I don't think about it.





## Summary results qualitative phase of the 2024 research





# Methodology

The qualitative study was carried out with a total of 12 families, including 4 from the USA, 4 from Chile and 4 from South Korea.



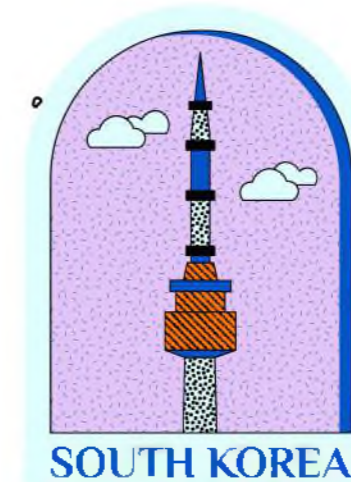


**USA**



I. The essential criteria for success in the 6 markets studied

**SOUTH KOREA**



# Essential criteria for a brand intended for children

*For a product or brand to be adapted to your children, what are the important criteria for you and why?*

## FOOD



# Essential criteria for a brand intended for children



Burger King  
Steak



mainly made up of  
simple ingredients  
that appeal to my  
child



**EASY TO EAT  
+  
PLAISIR**



Food products must have a sweet or mild flavour, not be spicy and be easy for my children to swallow.

Ability to eat it and whether they like it or not



biological

## Healthy

USDA  
ORGANIC

low sugar  
content

free from artificial  
colourings

wholefood  
brands

a  
flavour  
they'd  
like to  
eat

healthy and  
delicious.

I look for  
reactions,  
likes and  
dislikes



## HEALTHY FOOD

Contains  
healthy  
ingredients for  
my child

low in sugar

# FOOD



e kids



Financed by  
the European Union



# Families are open

- 1) Understanding the needs of families
- 2) Build on your European heritage
3. To have an authentic and different product
- 4) Be open and clear about all the ingredients. Respect all safety rules
- 5 - Advertise in the right way



faire de votre mieux,  
tout peut devenir réalité



# Essential criteria for a brand intended for children



"The important thing is that it comes from a well-known, reliable brand, has clear, visible nutritional information, has not gone out of date and contains a low amount of salt and sugar. If it does not contain sugar, it must contain a safe, authorised sweetener. The fat, if it contains any, should be of good quality and not excessive. Make it as natural as possible so that it has a good flavour and colour."



# GRANDIR HAPPINESS



Financed by the European Union

## low in sugar

First of all, be clear about the ingredients, make it healthy and easy to eat.

I choose sugar-free products or unprocessed foods



free from artificial colourings

## Healthy eating and lots of fun



## Healthy without sugar



## Quality, price, nutritional value



which is nutritious, provides energy and with as few additions as possible

quality and nutritious

At the same time, it contains the recommended daily portions.



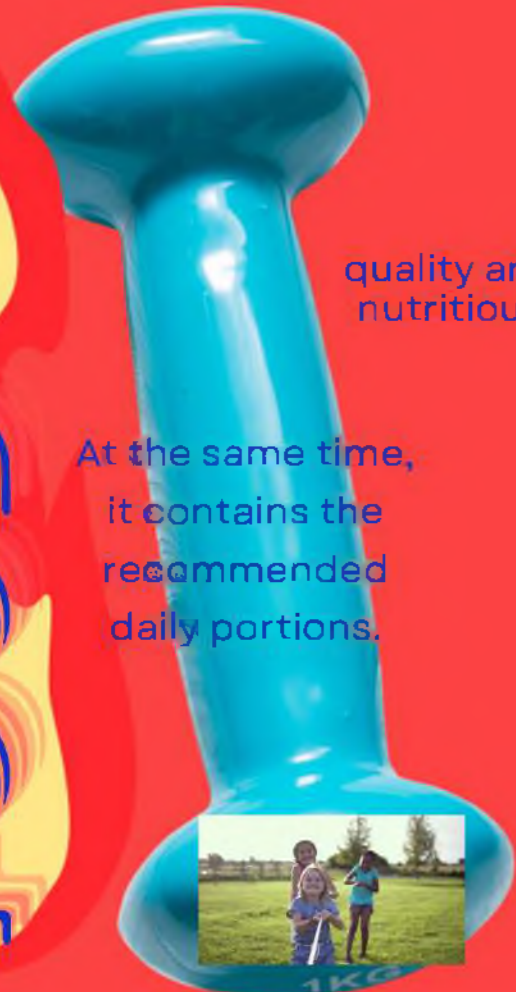
is healthy, rich in vitamins and nutrients depending on age



# ENERGY



# FOOD





# Families are open

## 1. Understanding and adapting to the needs of families

a thorough knowledge and study of the customs and eating habits of our culture so that we can provide the most suitable products for our homes

## 2) Build on your European heritage and mix it with our food culture

Offering a range of traditional Chilean flavours and products and another with typically European flavours and products

## 3. A healthy product

Take into account the nutrients children need

## 4. Respect all safety rules

## 5 - Advertise in the right way

With real Chilean families



# Essential criteria for a brand intended for children



Must be manufactured in our country or a safe country.



Biological product





# Families are demanding

1. Understanding and adapting to families' needs

Prepare for Korean tastes

2. Strictly respect food hygiene

3. A healthy, quality product

4. Marketing and communication planning

5. luxury or top-of-the-range positioning



the price increases  
when imported into  
Korea



# Essential criteria for a brand intended for children

\* For a product or brand to be adapted to your children, what are the important criteria for you and why?

**TEXTILE**

# Essential criteria for a brand intended for children



safe for children

Is made from safe materials

with non-toxic components

TEXTILE

FASHION CLEAN kids



Quality textiles such as cotton, etc., nothing too synthetic



Textile products must not show the dirt

FASHION PUR & TECHNIC

clothes that my children would enjoy wearing every day

With a style they like and adapted to their age



relax

aigle

FASHION CASUAL



Funded by the European Union



# Essential criteria for a brand intended for children



Preferably 100% cotton

Natural

Made from quality cotton

The fabric must be organic or a blend of acrylic materials, but the percentage of organic matter must be higher.



NATURAL

*Composition*

GOOD QUALITY

It must be very comfortable so as not to restrict your movements and blood circulation.

good quality, comfortable and fashionable

EVERYDAY

*comfort*

Quality, price, to suit children's tastes

CHILD-FRIENDLY

*design*

Make it comfortable and soft so that it doesn't generate any type of allergy in your body.



Clothing adapted to the season



Funded by the European Union



## Families are open... and patriotic

TEXT



1) Use the reputation and recognised expertise of legitimate children's brands  
Rely on references and designers who are influential in the latest fashions and trends and who are internationally recognised brands.

2. Adapt to Chile's climatic conditions and fashion, and why not consider manufacturing locally  
use local products in its production



3) Opt for noble materials to guarantee the quality of the garments by favouring the use of high quality materials and limiting the use of plastic fabrics



4. Positioning at the top of the range or at the lower end (entry-level)  
top-of-the-range prices for one line and budget prices for another branch



5. Suitable for the rough life that children will lead + easy to put on + very hard-wearing

It should withstand all types of terrain, be brightly coloured and have fastenings to make it easier to put on, and not wear out so quickly



NATURAL  
*Composition*

EVERYDAY  
*comfort*

CHILD-FRIENDLY  
*design*



Funded by  
the European Union

# Essential criteria for a brand intended for children



**Parents are  
are anxious**

Products security

Products based on  
natural  
ingredients

Can be in contact with  
the skin without risk

Must be good for  
children's skin

Read product  
ingredients  
easily

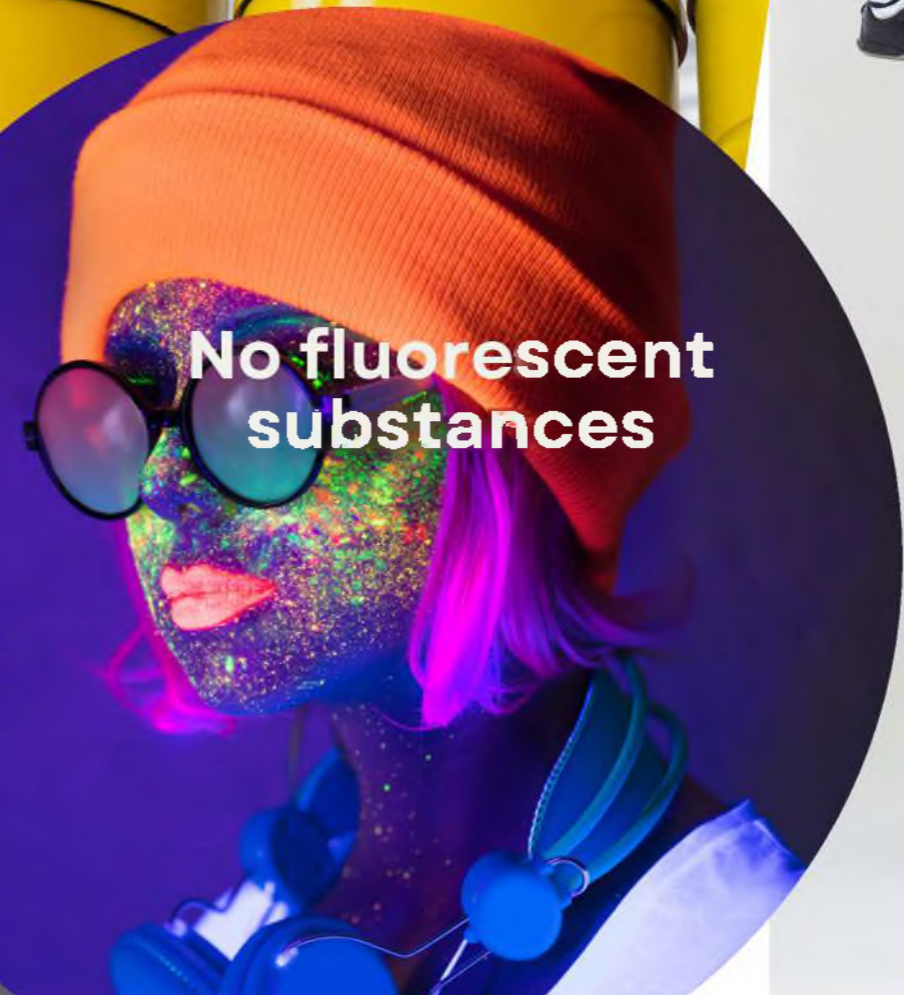


**Design for  
children**

**Products  
without  
harmful  
chemicals**



**No fluorescent  
substances**



**TEXTILE**





## Families are open... and trendy

1. Makes you want to have it : fashion

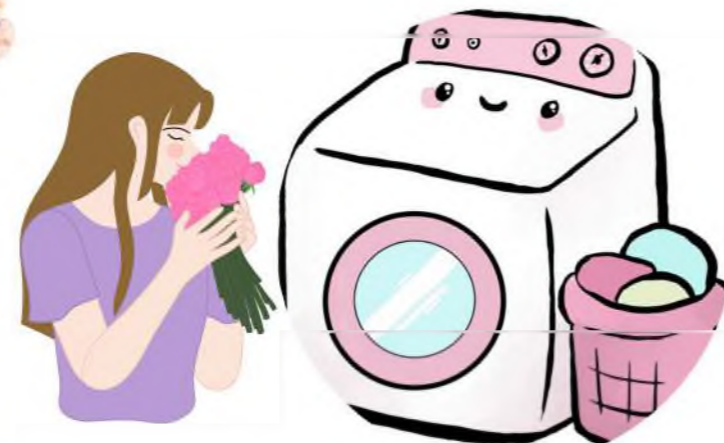
2. respects the child's health by banning toxic substances



3. environmentally friendly in its manufacturing phase

4. Product benefits and advantages : Pleasant textile fragrance

TEXTILE



Solid and resistant to many washes.



# Essential criteria for a brand intended for children

\* For a product or brand to be adapted to your children, what are the important criteria for you and why?

TOY AND/OR GAME



# Essential criteria for a brand intended for children

TOYS/GAMES

Made with quality  
Sustainable



100% QUALITY

Safe

## FUN LEARNING

To be educative

attractive in terms of knowledge

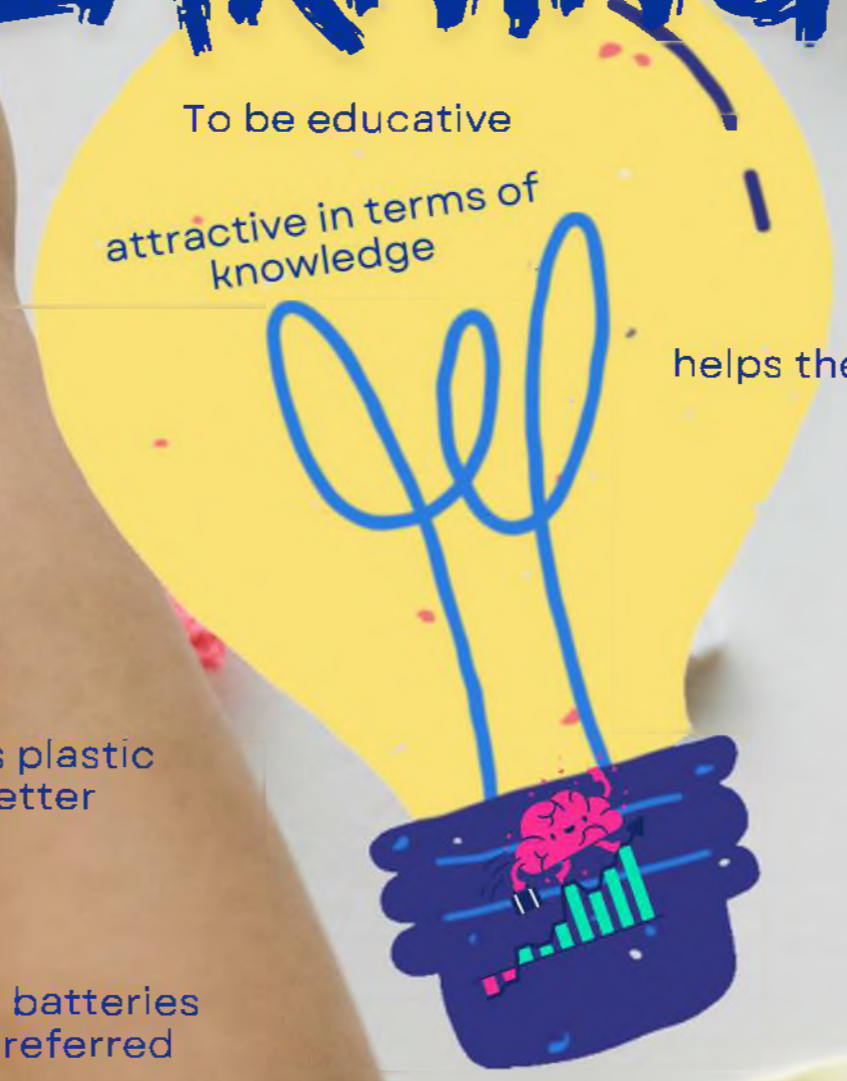
helps them to be creative

so that my children have as much fun as possible

what interests him

the less plastic the better

no batteries preferred



## FUN!

To be fun

suitable for their age  
suitable for children

*"I'm looking for something trendy that interests my child that's age-appropriate and worth the price."*



Funded by the European Union



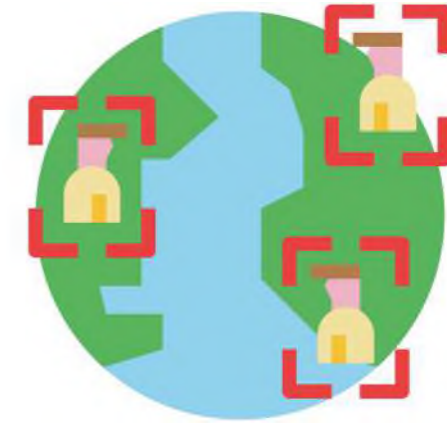
# Families are open... and waiting for a "less Chinese" manufacturing process

*Toys are almost always made in China wherever you go.*

TOYS/GAMES



1. Use clear and precise identifiers for the role and function of the toy, the recommended age for use  
What is the purpose of the toy? Educational?  
Collaborative?



2 - Capitalise on attractive, demonstrative video communication: with a child, highlighting the usefulness of the toy and its benefits for the child.  
Video of a child playing with and enjoying the toy



3. Compliance with safety rules and recycling of non-polluting materials



4. Use the strong electronic appeal



# Essential criteria for a brand intended for children



## NON-TOXIC

*It must come from a reputable brand that assures me that it is not made from toxic materials. They must not be toys that encourage violent behaviour.*

Make it safe

Safe and Secure



That it's not dangerous and that it lasts a long time.

not small to avoid accidents

and is large enough not to be swallowed



Training toys that activate the mind

with considerable didactic ability

is interactive and can learn

APPROPRIATE TO THE CHILD'S AGE

Make it entertaining

# HAVE FUN



Make it memorable



Funded by the European Union

disney



## Families are open

1. Consumer benefits in line with toy expectations: educational and innovative

*Learning*  
IS FUN

2. Products that comply with all safety rules during use and production: respectful at all stages

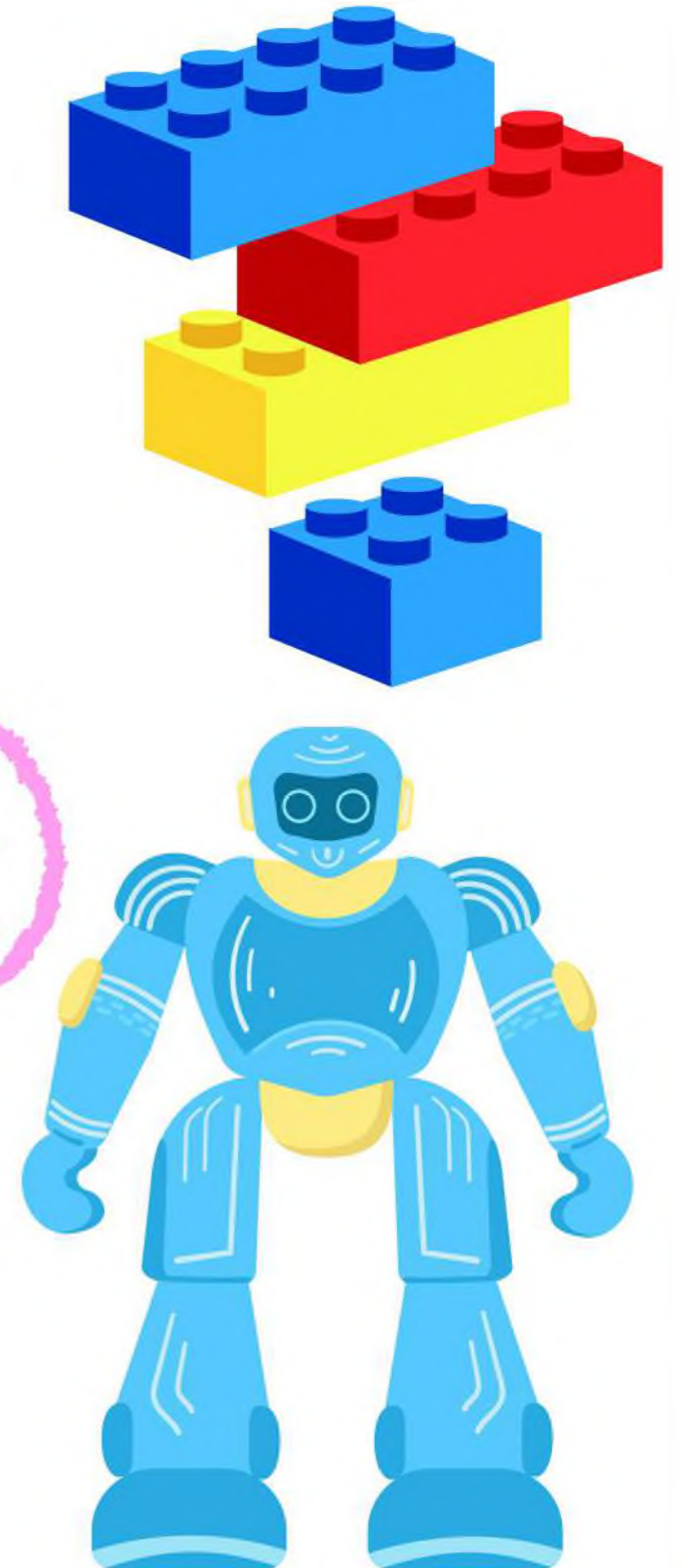


3. Colourful, playful and fun products: translating the optimism and good humour of childhood

4. Innovative and striking communications to raise awareness, understanding and enthusiasm

5. Respect segmentation by age and product category

6. Enable multiple play modes and introduce functions with sound effects, for example



TOYS/GAMES



PLAY  
okids



HAVE  
FUN



Funded by  
the European Union

disney

# Essential criteria for a brand intended for children



Proof of creativity

For extracurricular activities

Enabling Performance

Must be adapted to children's emotions without being too extreme

## Check whether the product is locally sourced



# DANGER



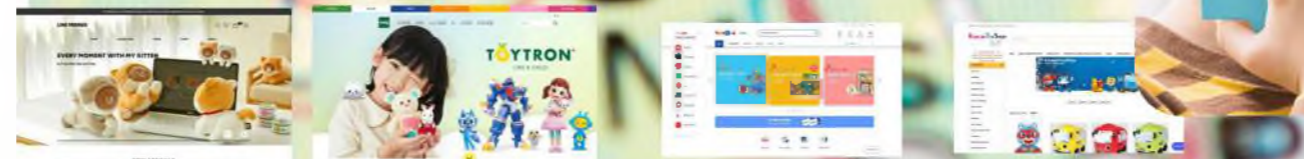
Ecological product

Contain no dangerous ingredients



Products without harmful ingredients

If it is put in mouth must be certified free of substance



Funded by the European Union



## Families are open... and trendy

1) Fun and innovative products only:  
really new and unknown in South Korea



2. A guarantee that the products are completely harmless to children

한국어로 작성  
hangug-eolo  
jagseong

3. Adapting to the country: don't forget Korean instructions



4. A collection and range of products offered with a **cartoon** that stages and brings them to life



# Essential criteria for a brand intended for children

\* For a product or brand to be adapted to your children, what are the important criteria for you and why?



**HYGIENE / BEAUTY**



# Essential criteria for a brand intended for children

HYGIENE / BEAUTY

Simple and resolutely effective ingredients

Paraben-free, fragrance-free, made from natural ingredients

be natural free of chemicals



*"Do they irritate the skin or are they sensitive enough to soothe and moisturise without causing uncomfortable reactions?"*

Smell good



Must contain gentle ingredients and be safe for sensitive skin

If it is safe to use and age-appropriate



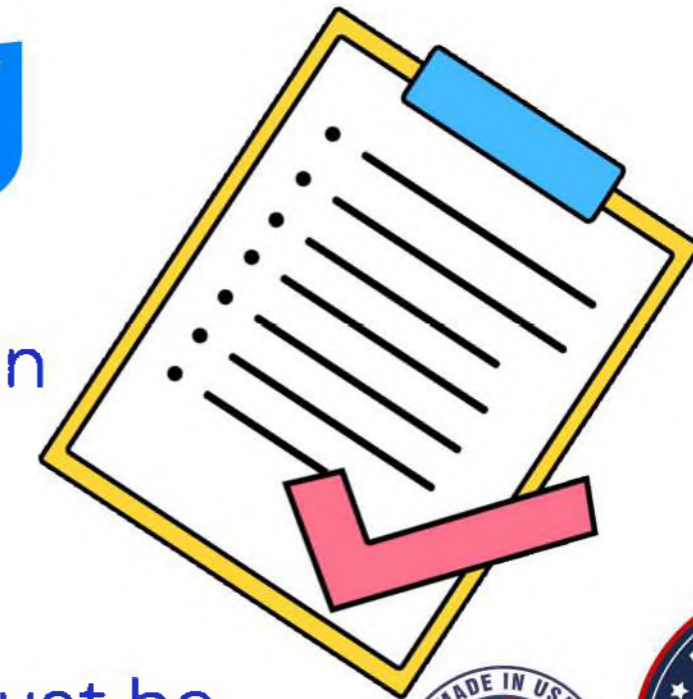
## Families are open... but love the USA

1. explain in an **educational** way how your services and products can improve customers' lives

2. Focus on quality and naturalness + attention to smell and quality



3. follow all local safety instructions and be open and clear about all ingredients



4 Hygiene products must be manufactured locally.



5. Take inspiration from brands like Aveeno or Dove



6. make-up should also be included



# Essential criteria for a brand intended for children



# DOUX LOVE

for delicate and soft skin

Soft and delicate

can be applied to all skin types

Quality, price, safety

## hypoallergenic :

Refers to a substance that causes few allergic reactions.

contains agents that do not cause allergic reactions

"It must come from a reputable brand that uses special hypoallergenic materials for minors and no harmful minerals".

DOES NOT CAUSE ALLERGIES

clear instructions for use

Natural

HYGIENE / BEAUTY



produced with materials that are not tested on animals



Funded by the European Union

# Tips for conquering Chile



## Families are open

1. they are produced by world-renowned industries



2. use healthy and ecological products in their production

without toxins, it's more natural

4. be economical

3. INNOVATE: different from what exists on the market

# NEW!



5 - Communicating to raise awareness and provide explanations  
"Strong publicity about the help and the benefits of the product (educational)"



6. make it cruelty-free for animals

7. Faire plus de maquillage pour la peau latine



# Essential criteria for a brand intended for children



Ecological product

Ingredients and organic product



Must be manufactured in a reliable country  
Preferably made locally



Read the product ingredients

Products based on safe ingredients

"healthy products for a healthy life and match the unique personality of each individual".

Safety check

***“des produits sains pour avoir une vie saine et correspondre la personnalité unique de chaque individu”***



HYGIENE / BEAUTY





## Families are open... if it's adapted

1) Innovate and say to yourself: I want to try it.

*I'd like to see products with fresh, new ideas*

HYGIÈNE / BEAUTÉ



2. 100% safe

Dangerous substances inspection

clean

Hygiène

4. Integrating culture and language into instructions for use

"explain in Korean so that I can understand"

3. Particular care must be taken with point-of-sale presentation - it has to look good in a shop.



5. Practical

# Essential criteria for a brand intended for children

*\* For a product or brand to be adapted to your children, what are the important criteria for you and why?*

**FURNITURE**

# Essential criteria for a brand intended for children



put up with the physical abuse that children inflict on their toys, themselves and their furniture on a daily basis



I only let her choose her own chest of drawers and bed

With a home decoration effect

if it suits them, if they like it and the price

If it is well made and durable for a child

metal furniture so that they can withstand jumping and playing.



Safe

sustainable

won't tip over, easy to use

flexible



FURNITURE



Funded by the European Union



## Families are open and demanding

1. Highlighting the experience  
Rely on know-how and engineering



2. Demonstrate the quality of your product and be clear about where it was manufactured.

3. Product COMFORT highlight.

*"Show how soft and comfortable the furniture is. Also show how useful it is."*



*We love relaxing furniture*



4. Follow all our country's safety instructions.



5. APPROACHING THE QUALITY OF EL DORADO FURNITURE

*"the most reliable in my opinion".*



6. BE MADE IN THE USA  
Locally made furniture is the best and most practical for customers.

7. real value for money



# Essential criteria for a brand intended for children



JOIE  
BONHEUR

"Make it cute, let it express the personality of MY child".

Elegant, beautiful, modern

it should be colourful so that he likes it and attracts his attention

to my daughter's taste

Depending on their age and tastes

it has an attractive design, excellent quality materials, and is functional and safe



okids

bright colours and appreciable quality. At the same time as being accessible, without presenting any dangerous characteristics for children

Suitable for everyday use by children, i.e. without tips that could cause domestic accident



More safety

but it's better not to be toxic



SECURITY



Funded by the European Union



## Families are open and want reassurance

### 1. KNOWN, RECOGNISED, INNOVATIVE AND QUALITATIVE

"a company with extensive experience in the field, offering innovative products manufactured to the highest quality".

*"keep doing what you always do"*

### 2. Mixing novelty with value for money

+ sustainable and economical

### 3. Using the country's identity

Make it minimalist

Create an interesting slogan

Make it colourful for the child



FURNITURE

Make **A** Difference



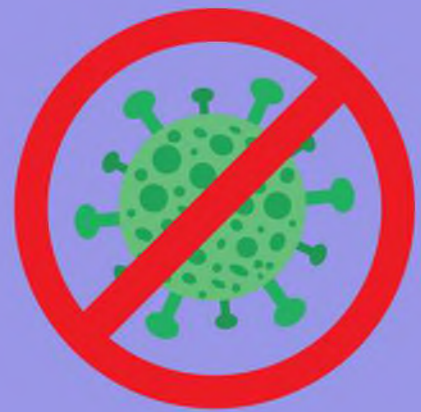
# Essential criteria for a brand intended for children



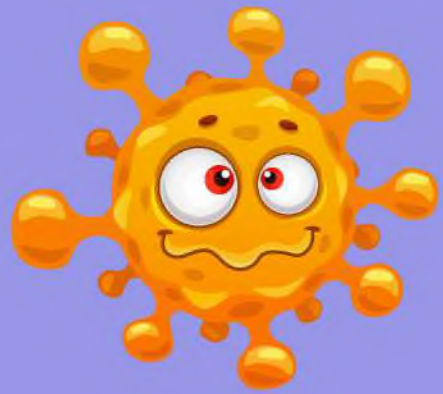
## Safety

100%

Germ-free product



Must be solid and safe



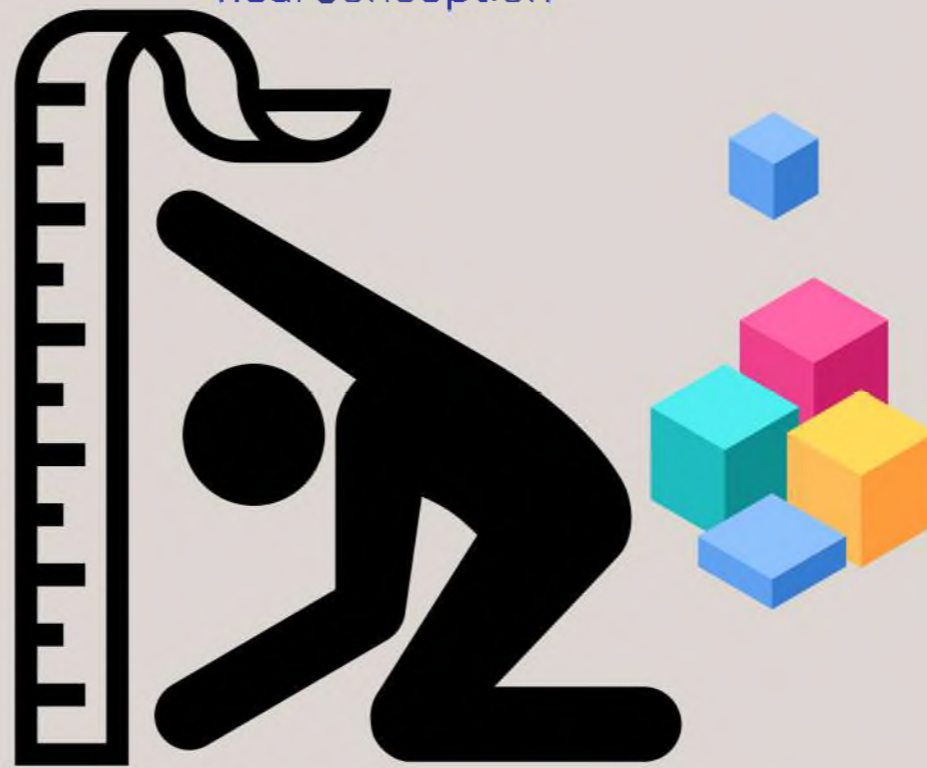
Must prevent children from falling or injuring themselves



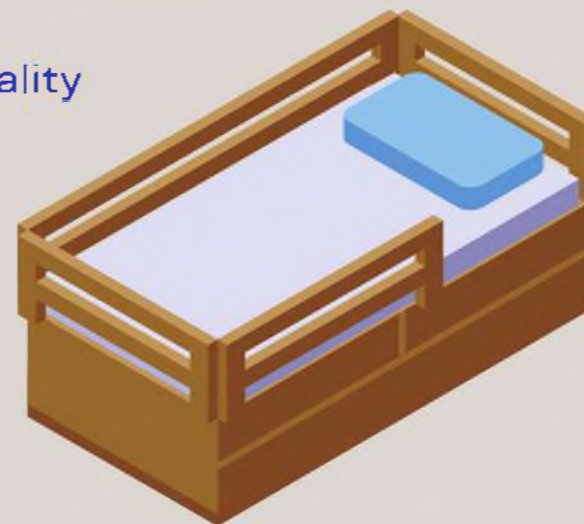
## Made to measure

100% children

Real conception



versatile functionality



## Safe

100% green



Ecological product

Read the product ingredients

Comfortable sleep helps children to grow



Funded by the European Union



## Families are open and want reassurance



1. Product quality is essential.

Must be comfortable  
Practical

2. Safe and free from harmful substances.

Hygiène



3. Solid manufacturing

4. Adapted to lifestyles  
"Don't make it too big"



5. ATTRACTIVE TO CHILDREN  
"they say it's cool".

# Essential criteria for a brand intended for children

\* For a product or brand to be adapted to your children, what are the important criteria for you and why?

**CHILDCARE**

# Les critères essentiels pour une marque destinée aux enfants



CHILDCARE



safe and reliable



High quality, tested safety, long-lasting



NON TOXIC

be suitable for neurodivergent people



If they have a good reputation



I'm looking for a safe and useful product that suits my budget



Price and safety are the most important

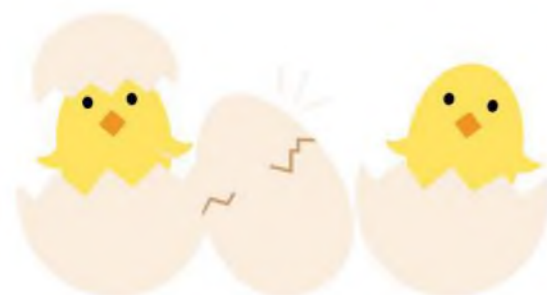


## Families are open-minded and want real reassurance

CHILDCARE

### 1. Highlighting consumer benefits

"How your product benefits our children"



### 3. Have a real segmentation by age

"Respect all levels and adapt them to age"

"Understanding children's needs"

### 2. Reassurance about safety

"For a childcare product, show how safe the product is".

Follow all local safety instructions



### 4. Acceptance of a global brand

"I think that childcare products are coming to America from all parts of the world"



### 5. Avoir un vrai bon rapport prix/ qualité



### 6. A truly dynamic, reassuring and digital communications programme

"be able to read reviews online"

"ask for advice from family members or people who have tried the product".

When it's an outdoor product: Make sure you show children that they're enjoying nature!



# Essential criteria for a brand intended for children



CHILDCARE

Made from non-toxic materials



Natural



This benefits my children and their mother too



is healthy in appearance, has features that appeal to an infant's imagination and can be handled by the child without major problems

It is made from a non-toxic material and is not easy to swallow



high quality and really cares about MY CHILD'S health

Beautiful

A recognised brand with a good reputation, which confirms the high quality of our products.



That they have good references and quality care for their first years of life



Quality Price



Funded by the European Union



## Families are open

1. Good quality products.

*"the highest possible quality"*



2. World-renowned in baby products and a real understanding of the baby target group

*"Know who you want to reach"*



4. Complies with all international regulations and standards



*"for example, a good safety and monitoring system for the child".*

3. With specific consumer benefits to look after our children's health



5. With an original and/or specific offer

**INNOVATION**



# Essential criteria for a brand intended for children



Products based on natural ingredients

Ecological products



## Compliance with sanitary conditions



The country of manufacture must be reliable.  
Use locally manufactured or well-known products





## Families are open



1 The most important thing is safety.

*"Safety first and foremost, and I hope that children can have fun playing with it".*

*"the inspection of dangerous substances is important".*



2. Attractive and inviting

*"fun"*

*"I want to try it"*



3. Offer only good, quality products



4. Affordable prices

*Make sure it's not expensive.*



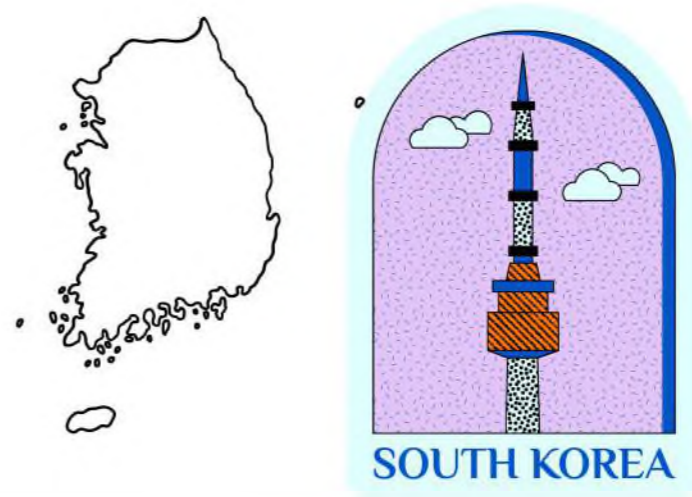


**USA**



Brands' perception of their environmental role.

**SOUTH KOREA**





## Families fully support

By considering the brand as an entity in its own right... almost as a person, its actions should be marked by kindness towards humanity.

Brands should be like people: Be a good person, be kind to others.

Trust, community, connection

You always respect others and yourself

I agree with the principle: brands absolutely have to be sustainable - that's what our Earth needs right now. This is very important; it means everything

Be honest, don't take what doesn't belong to you, be respectful of everyone and always put God first.

Brands have a duty to participate in their efforts: act and communicate

I think it would be a great way for brands to come together and collaborate.

I would like to see a video made by the brands to show what is being done.

encourage children to play physical games

That brands recycle and get this message across. I think that's very important.





# Brands and environmental commitments



## RESPECT

That decisions would be well thought through

To have a good production  
Have a good command of  
involved and responsible



The fact that they are environmentally friendly is very important these days, because the planet is being destroyed more and more.

I'd like them to use more environmentally-friendly products, because that's a very important factor.

This is very important because we need to take care of our planet while there is still time, and leave our future generations a sustainable and better world.



## production COMMUNICATION VIRTUOUS VIRTUOUS

# A real commitment and a strong awareness: brands have their role to play

I'd like you to get involved in actions and events

### RECYCLING

encourage recycling, donation

Recycling is essential today

Better recycling options, use of sustainable packaging



### END OF PLANNED OBSOLESCENCE

Make products last longer. Today, most products are manufactured for a season of a few months.



Programmes that are both fun and educational. There's no need to bombard you with counter-productive in the long term.

### Adapting its products to suit everyone



The most important thing is that everyone can buy healthy products. They shouldn't be expensive.

Brands need to encourage healthier living, by encouraging personal care from childhood onwards, and by developing more organic products that benefit consumers and protect the environment

This is an extremely important factor when it comes to climate change, which is extremely terrible, to reuse products or make them from sustainable and recyclable materials and to minimise toxic waste that harms the environment.

This is a very important factor. Brands must contribute to sustainable development by investing in new technologies and abandoning production methods that harm the planet, society and the climate. Not using workers as if they were commodities, paying them little and working in poor conditions.



## Families join

Yes - I think that's very appropriate.

### During the production phase

Sustainable management is the trend

Invest in a recycling company

Developing products using the right ingredients.

Producing a good product

Product security is more important



I'd like people to continue to trust you.



With incentive and rewarding actions and specific communication



*I think recycling activities are good. I like events such as the sale of actively refillable products or offering points for collecting containers of used products. containers.*

*I'd like to highlight this part in the name of the product to make it easier to recognise and buy. It would be better to raise awareness of its importance.*

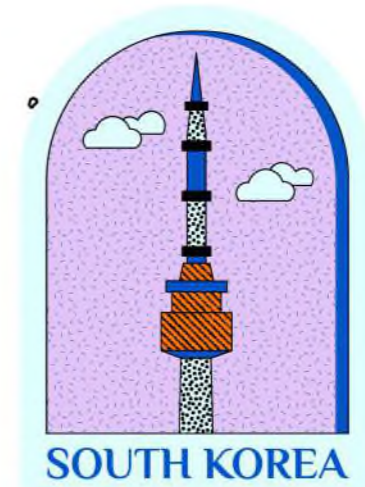


**USA**



# The digital world

**SOUTH KOREA**



# Reasons to use the digital world

\* *Why do you use the internet, social networks and e-commerce ?*





## "I use the Internet for work, pleasure and research".

### WORKING



### LEARNING

To learn new things

I use the Internet to get information on anything I want to know.

It's where I go to get information, communicate and manage my home.

I like using them because they give me a sense of excitement in my life and can help me solve complex problems.

I use the Internet to learn something new



### friends FUN



I use the Internet to play games, conduct surveys and make purchases



I use it to keep in touch with my family and friends who live too far away.



I use the Internet to work every day and keep in touch with my family.

I use these platforms to keep up to date with family and current affairs.

I use the internet to pass the time

To watch TV

YOU ADULT



## TO PLAY

My children use the Internet for a variety of games and websites.



## EXPRESS FRIENDSHIP

My children love using the Internet for social networking.

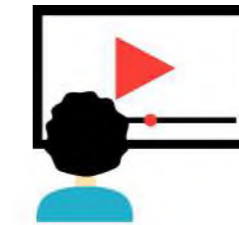
Using the Internet to socialise with friends



## ENTERTAINMENT



to watch videos and listen to music



they use these things for entertainment



## TO SEARCH

To learn new things

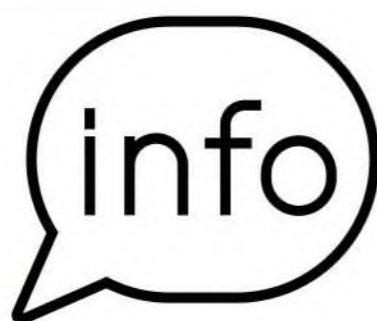
They use the Internet to research everything they want to know.



# Reasons to use the digital world



Communicating and keeping abreast of what's going on in the world via social networks



**LEARNING**



**WORKING**

friends



**COMMUNICATE**

**SHOPPING**



**FUN**

**YOU ADULT**



## FUN

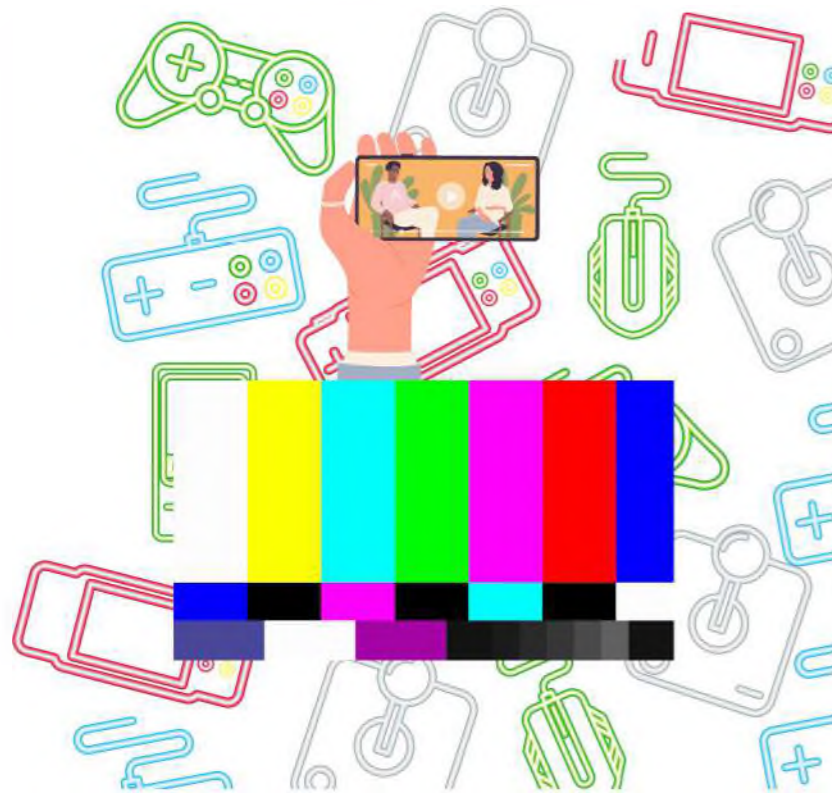
I enjoy seeing things that are funny and have fun.

To watch videos or movies

Videos games

To watch TV

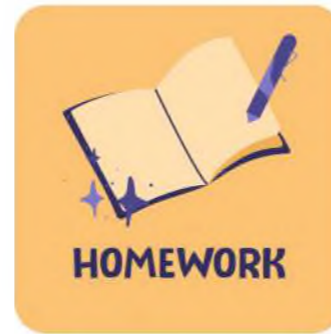
To play



LET'S PLAY

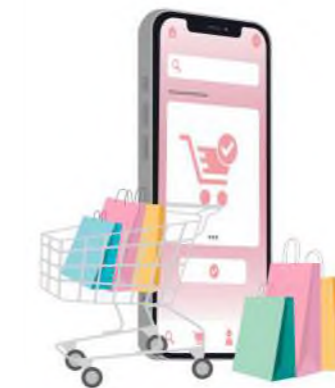
## WORKING

- complete their studies
- development of school activities
- help with homework



## COMMUNICATE

- socialise with friends
- keep in touch with their families.



SHOPPING

CHILDRENS

# Reasons to use the digital world



enjoy  
every  
day

EASY!



YOU ADULT



e kids

everyday life is digital



Funded by the European Union



CHILDRENS



WORKING

FUN

enjoy  
every  
DAY

kids everyday life is digital



# Influencer roles

\* What do you think of influencers who talk about children's products?

 56

 345

 12

 497

 74

**RÔLE**

 128

 31

# Influencer roles



I think it's a great way for someone to reach children and earn a living.

Yes, because it meets children's needs

I think it's cool when it's a mum who happens to be an influencer. I follow a lot of these mum influencers

I think influencers can be great for persuading children to consume certain products.

Influencers give us ideas if we want to buy the product

I have some doubts about the true intentions of the influencers

There are pros and cons to this question, because on the one hand, it's good to have someone else's opinion on things, but on the other hand, there are people who are not honest or have a bad heart about the things they are trying to teach.

I have the impression that the influencer can make a child believe they want a product

I don't pay much attention to products promoted by influencers. Because they're paid to do this, they don't care about other kids



I don't like influencers or child-focused ads

ROLE

# Influencer roles



**ROLE**

Some are credible and have good recommendations



As long as it's done right, I have no problem. I find them interesting and useful, as I discover the new products I can buy for my children.

Some are good because they already have children but others are not because they are not parents and do not know if the product is true or not

We do not consume this type of content

It depends on the quality, experience and prestige in the subject he recommends, so that our children find in them a guide and trust us for the safety of the product or service promoted.

I don't like  
Some say things without any meaning

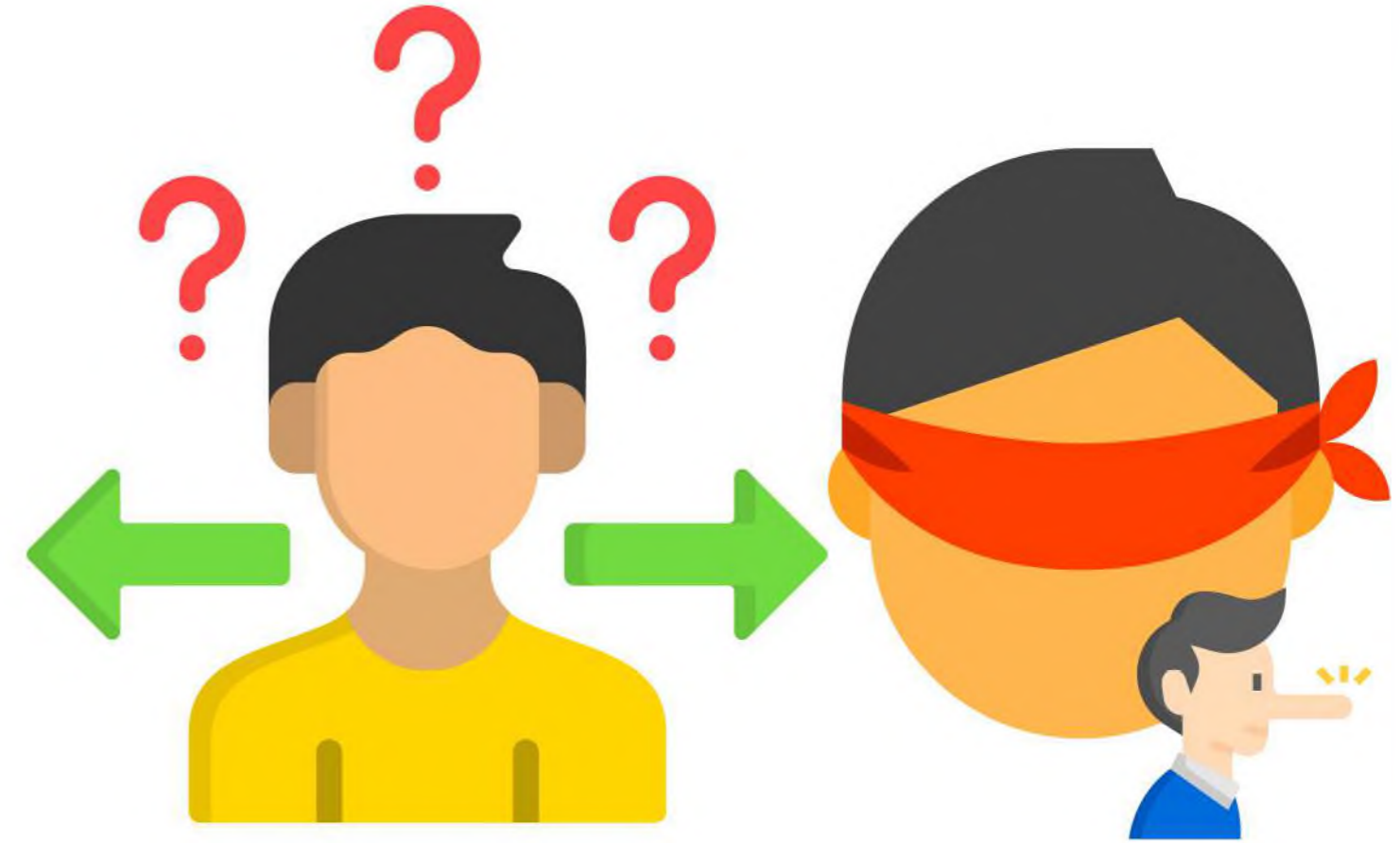
I don't think they're good or bad. I think we have to constantly talk to our kids to help them choose the best content. Even if we can't see what they're doing, we'll give them the tools to better handle even inappropriate content.

It depends on the product they sell as it can be harmful to the minor who follows it.

# Influencer roles



**ROLE**



I don't think we should blindly trust what influencers say

My child sees a product through this and asks me to buy it

if there is no advertising, no problem

Well as long as it gives me correct information.

# Popular advertisements for children's products

*Which advertisements for products for your children do you find interesting and why ?*

## THE POPULAR ADS



# Popular advertisements for children's products



## VALORISATION OF FUN EDUCATIONAL LEARNING



I like ads that appeal to parents but benefit children.



Magnetic toys  
Coodoo STEM  
because it's **educational**  
Good quality products

STEM toys  
that children  
can **build**  
because they  
are  
**educational.**



Les publicités incontournables pour les produits destinés aux enfants sont sur les médias sociaux.



Funny  
beloved character



100% FUN+  
FAMILY  
SHARING



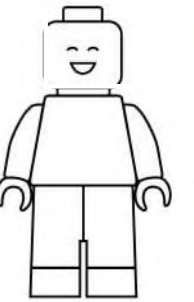
for products  
that are age-  
appropriate



TENDER AND  
EDUCATIONAL

Dog robot **Dog-E** teaches  
a child the responsibility  
of an animal.

THE LEGO BRAND:  
FUN AND  
EDUCATIONAL+  
FASHION + MODERN



I like Lego products and  
ads because they are  
great.

If we show a beautiful toy it will be  
excellent for their education and  
will help them grow and learn



I like fisher price  
products for my  
toddlers

SPECIALISATION  
AND SEGMENTATION

CLASSIC+FUN

Barbie

Barbie  
commercials are  
always fun





## What is Roblox?

Roblox is an online game creation system where the majority of content is created by «amateur» game creators in the Roblox studio. These game creators are able to create and publish games for the community using simple tools. And that means they can try ideas that wouldn't be funded for a commercial exit.

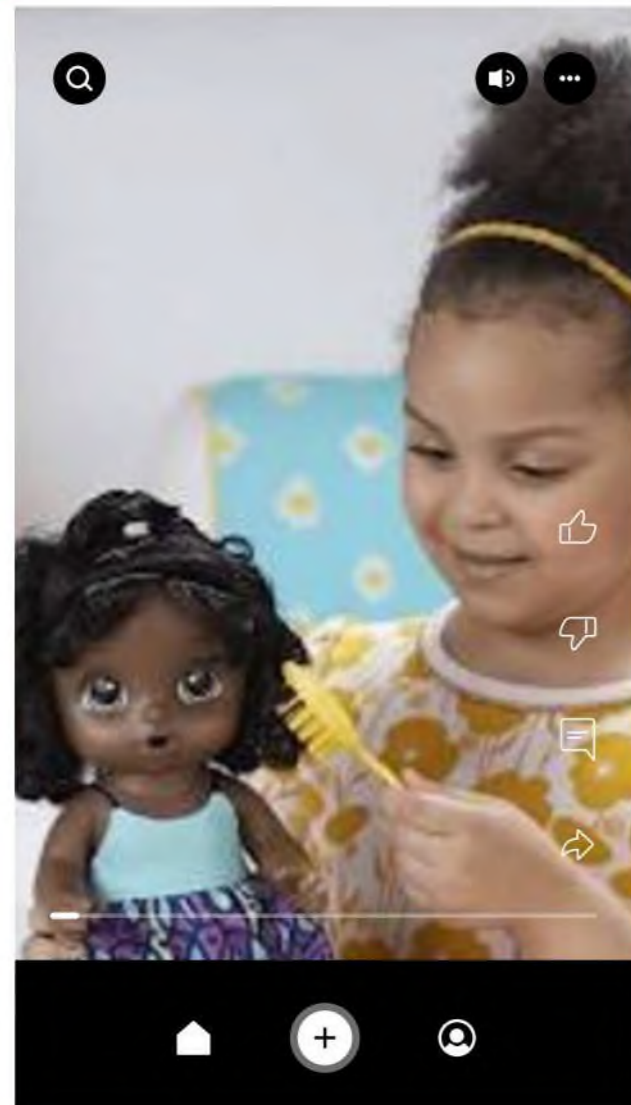
These games can then be used by children around the world, often online, via a phone or tablet app or web browser.

Games such as Prison Escape, Working in a Pizzeria, Shark Attack or Disaster Survival offer a fun way to experience adult-like scenarios in fast-paced rounds of competition played in company.

Roblox games reflect the type of imaginative play you often find in the playground. A child has an idea for a game to play, others join him and the rules slowly change as the group decides how to have fun together. Creators can quickly update and adjust their games with Roblox Studio to meet the demands of the huge gaming community.

This ever-changing and expanding library of games is a big part of why so many people play Roblox. Combine this with the millions of other players to face in challenges and you have the perfect recipe for youth.

# Popular advertisements for children's products



## DEMONSTRATION GAME MODALITIES= FUNCTION (IMITATION)

My daughter really likes **Baby Alive** products and their ads give the impression that they sell real babies

## SCENARIO + ACTUAL PRODUCTS USED = REASSURING



**The Honest Company** because its products are child friendly and safe

## SCENARIO + ACTUAL PRODUCTS USED = REASSURING = A LIVING INSTRUCTIONS FOR USE



I find toys used to encourage knowledge development like the revolutionary **V-tech**. Because it makes kids want to learn.

# Popular advertisements for children's products



ADS+

## STRENGTH OF THE SOUNDTRACK + BRAND



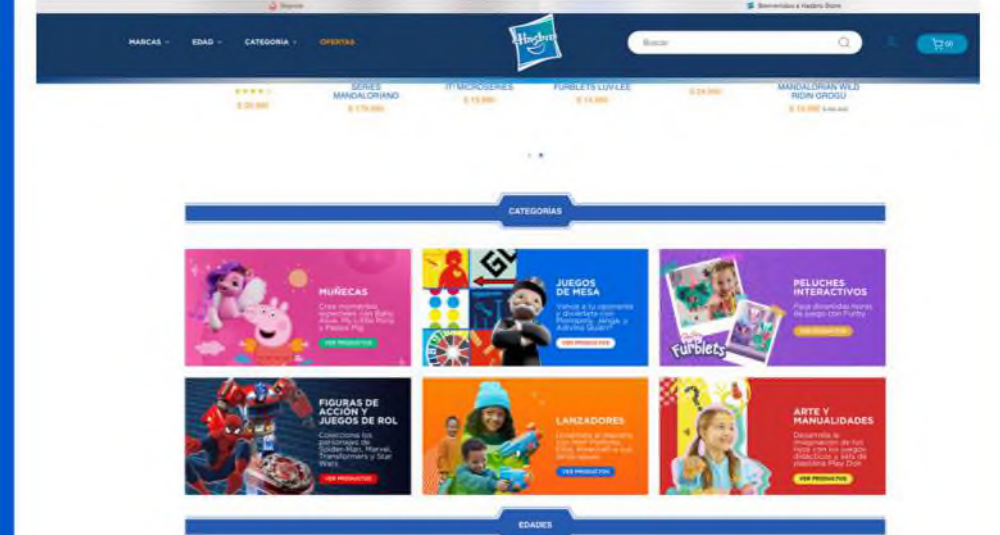
Play-Doh, the song is very catchy, it quickly attracts

## ICON + DYNAMIC



Barbie Pop Reveal Fruit Series by Mattel. I like it because it is concise and draws attention.

## STRUCTURED BY DESIRES



EASY TO USE

## TRADITION + INTERACTIVITY ON SITE



A Fisher Price toy very striking

# Toys sources of happiness and education

# Popular advertisements for children's products



ADS+



Nestlé's filtered baby food and its cereals



Colados Nestlé This food is very convenient for moms, it is natural, contains no chemicals, has a good flavor and is accepted by babies who start feeding.

**REASSURING + EXPLANATORY + TOUCHING**



Avanzamos hacia la Agricultura Regenerativa

Buscamos ayudar a proteger, renovar y restaurar los recursos naturales del planeta.

LEER MAS →



Nestlé Por Niños Saludables

Iniciativa global de Nestlé que desde 2009 reúne todos los esfuerzos que hacemos para apoyar a padres, madres y cuidadores en su viaje para criar niños más saludables.

LEER MAS →

**EXPLANATORY + ENVIRONMENTAL ACTION**

teach environmental protection

those accompanied by a study that supports the results

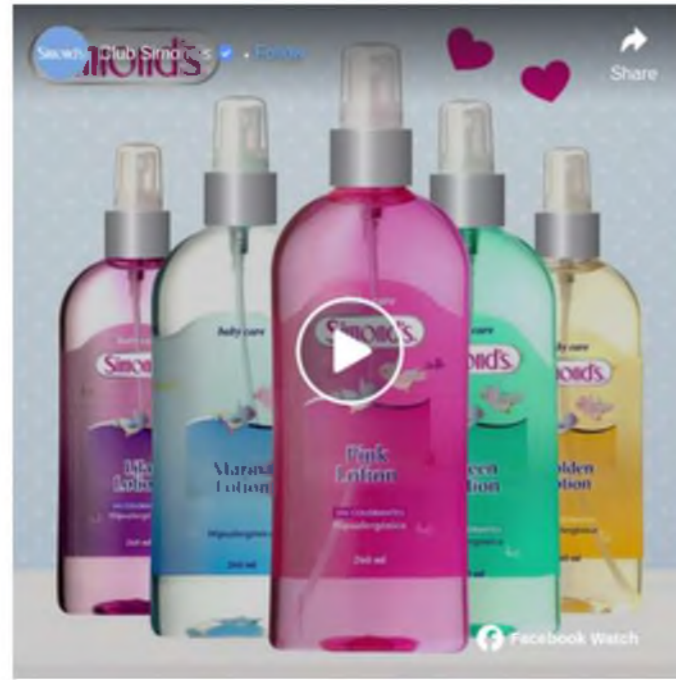
When we show what each product contains, for example a Nestlé's product.



**DEMONSTRATION + EFFECTIVE TO SHOW EASE OF USE**

Ads that promote healthy eating

# Popular advertisements for children's products



**EXPLANATORY + TOUCHING  
IN THE DAILY FAMILY**



Health/healthy ads,  
family  
and joie de vivre

# HAPPY



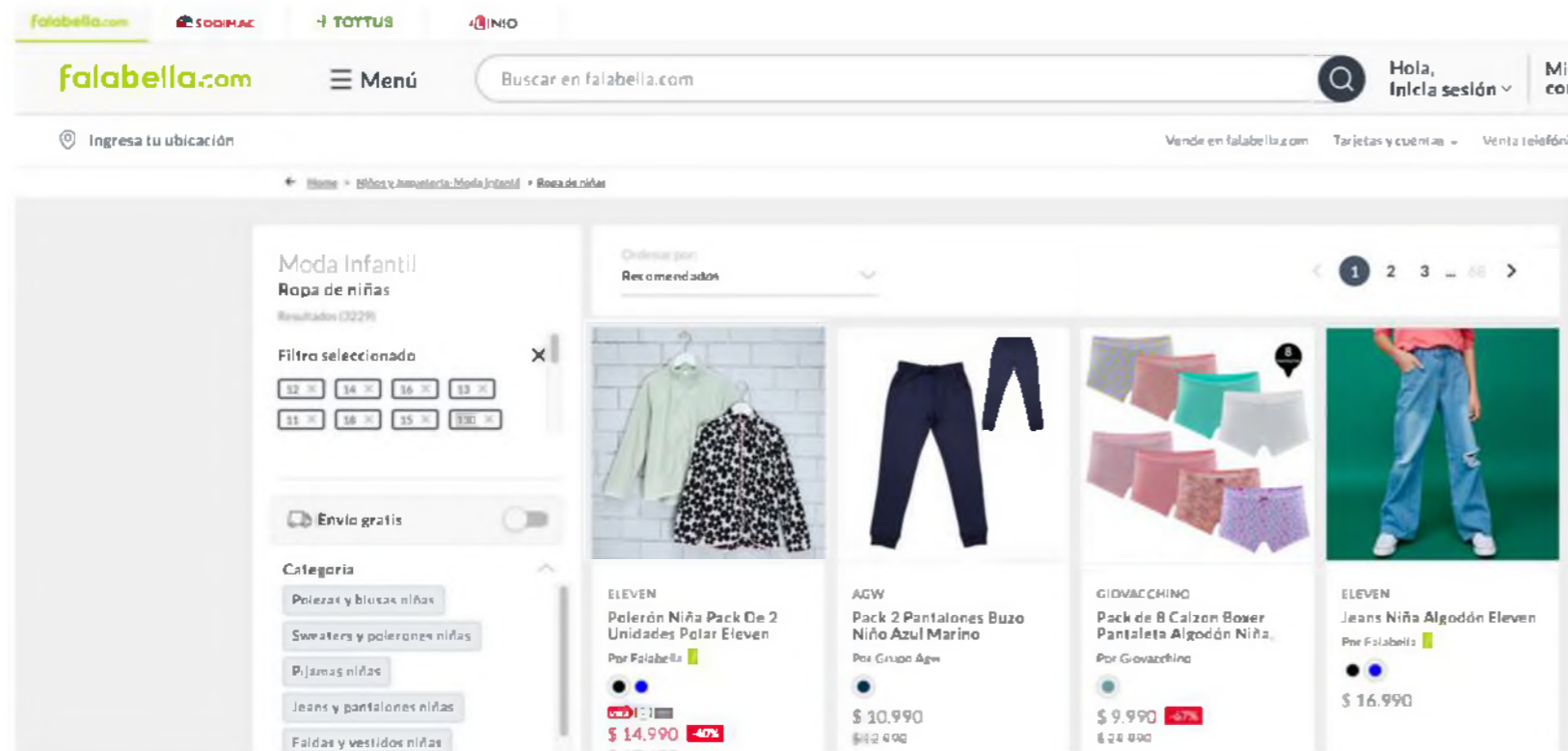
**REAL PRODUCT + REAL  
CHILDREN HAPPY TO  
CONSUME**

ADS+

# Popular advertisements for children's products



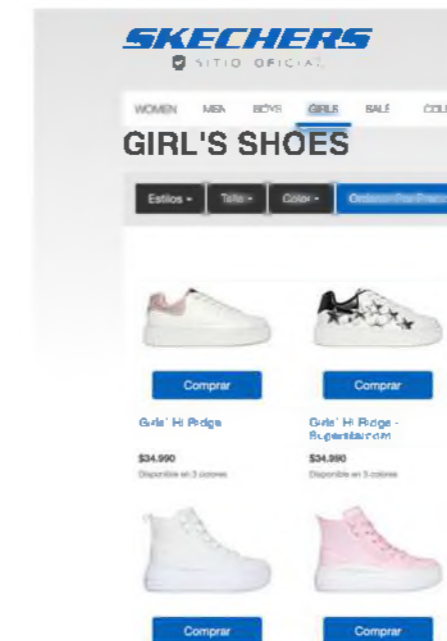
**ULTRA PERSONALIZED +  
ACCESSIBLE TO CHILDREN  
AUTONOMY**



[www.falabella.com](http://www.falabella.com)

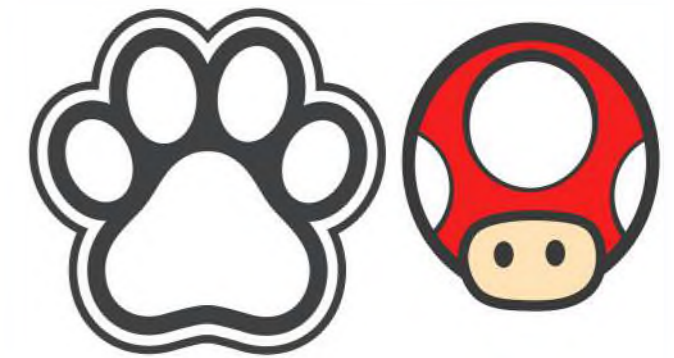
On the same website, because she can research herself and know what products they sell specifically for her age.

**CHOICE +  
SUITABLE FOR  
ALL CHILDREN**



The Skechers shoes are colorful

**LICENSES + ICONS**



Ads featuring your favorite characters, especially if they are flashy characters like Mario Bros or ultra-media characters

in cartoons



# Popular advertisements for children's products

Which advertisements for products for your children do you find interesting and why?



**ULTRA REWARDING +  
PRESENT EVERYWHERE+  
POWERFUL AND MODERN  
ACCOMPANIES IN ALL  
MOMENTS OF LIFE**

LEGO helps to develop creativity



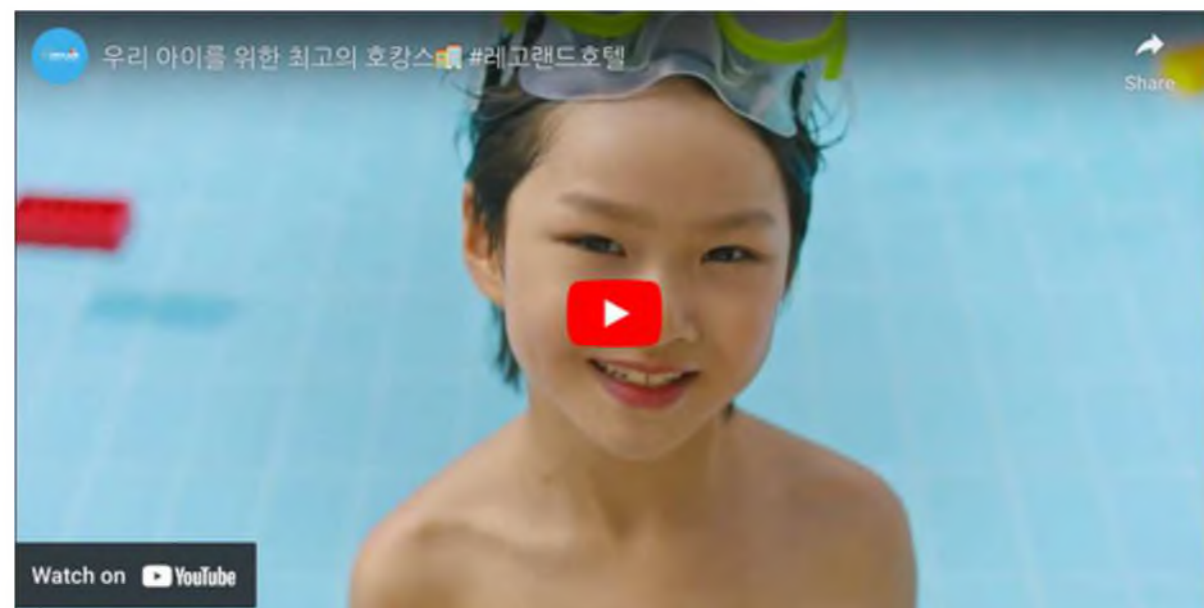
홈 | LEGO® Shop KR

레고 조립 블록 공식 홈 페이지에 오신 것을 환영합니다. 제품, 게임, 비디오, 레고® 쇼핑물, 레고의 역사, 팬 작품, 도움말 센터 등 필요한 모든 정보를 여기에서 찾아보세요

lego.com

LEGO Because it is the favorite toy of children.

LEGO stimulate children's creativity.



**CUTE + REASSURING +  
GREEN + ANIMATED**



Kleenex My Bidet

Bidet for kids. I take it with me and I use a lot of it. It's made sustainably and is a good ingredient for nature.

Highlights green products

Hygiène

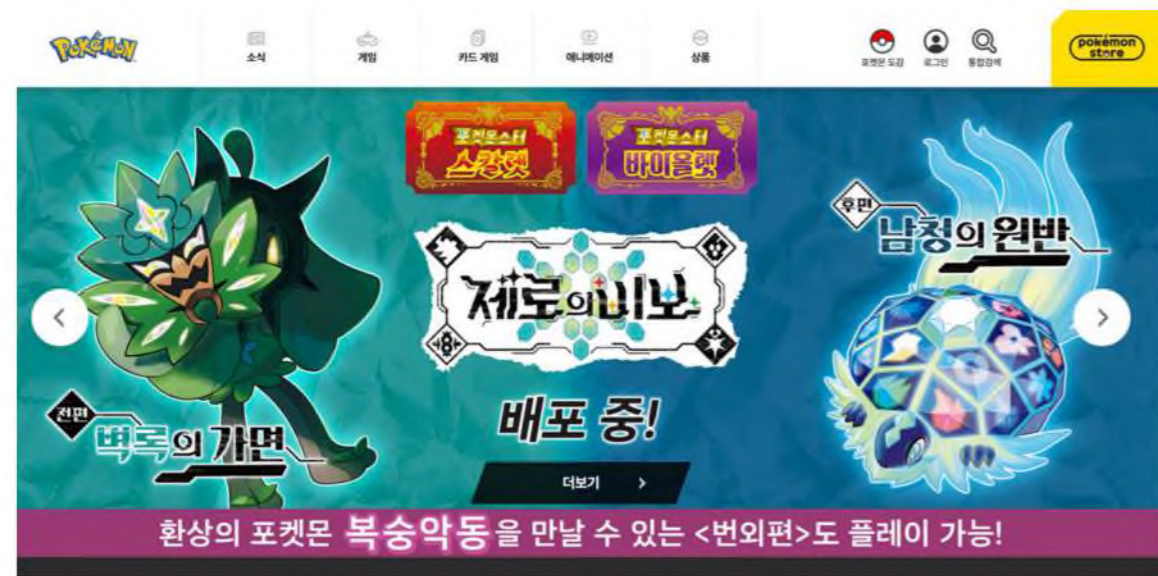
Huggies

# Popular advertisements for children's products

Which advertisements for products for your children do you find interesting and why?



## A PASSION FOR A LONG TIME



포켓몬 공식 사이트  
Pokémon Korea

## Dongwon Tuna

The listao tuna is actually a striped bonito (*Katsuwonus pelamis*), a cousin of the tuna, living in tropical waters. Like albacore and albacore, it belongs to the Scombridae family but differs from its congeners by its smaller size (80 cm in adulthood) and its reproduction rate. Females lay after only 1.5 years (compared to 2.5 years for albacore and 4.5 years for albacore), at a rate of 250,000 to 1.3 million eggs per day, all year round! This contributes greatly to the classification of listao stocks among those in good condition.

## RESPECTFUL FOOD VALORIZATION



ADS+

# Unloved ads for children's products

\* *What ads for children do you think are missed or inadequate, and why?*

## THE UNLOVED ADS





# Unloved ads for children's products

THE UNLOVED ADS!

## REJECTION OF LICENCES, UNFOUNDED



Spider-Man toothpaste.

## REJECTION OF LICENCE TO ATTRACT CHILDREN TO UNHEALTHY PRODUCTS



Happy Meals Disney

## REJECTION OF PRODUCTS WITH SEXUAL OR VIOLENT CONNOTATIONS



Spiderman cup with straw 'cause it looks like the kid is touching Spiderman's private parts



Two-finger water pistol ... can be diverted

## MISUSE OF THE IMITATION FUNCTION



Baby Alive Dinosaur



Any advertisement showing children how to age



when the products are not properly presented

# Unloved ads for children's products



Happy Meal from the fast food chain McDonalds, which offers toys in exchange for the purchase of their products, bad for the health of children

those that encourage the consumption of unhealthy foods and that can lead to a lack of morality in their presentation.

Ads for junk food and soft drinks, for example Burger King

products for children, with lots of sugar or saturated fat.

Cereal advertising

**REJECTION  
STRONG  
JUNK FOOD**

This is the ease with which one can become addicted to certain websites or applications like tik tok for example. Children (and adults) can easily spend many hours there.

**DIGITAL  
ANXIETY  
ADDICTED**



Ads for video games Playstation with violence because it is not for children.

**STRONG  
REJECTION  
VIOLENCE**

Advertising to children can be a danger

**REJECT**



The promotion of a scientific exhibition for schoolchildren in Chile seems to me very inappropriate. that incite to polo sexuality

Polysexual: definition  
The term polysexual comes from the Greek root poly, which means «many» or «several». It refers to a person who is sexually and romantically attracted to several genres, but not necessarily to all.

This means that a polysexual person will have preferences in terms of attraction. It can be attracted by more than one genre, or even by all genres except one. For example, a polysexual person may be interested in men, agency people and non-binary people, but not women.

**CHILD SEXUAL WARNING**

**DISREGARD OF THE CHILD**

There is a terrible advertisement from an optical store that shows children as if they were puppies on a leash. They have really crossed the line in terms of disrespect and undermining children's self-image.



**THE UNLOVED ADS!**

# Unloved ads for children's products



## REJECTION PRICE TOO HIGH = RESPECT FANS

The Gundam series is very expensive.



Young Toys robots are too expensive.

## MONITOR THE TEXTS PROPOSED TO CHILDREN VIGILANCES ON YOUR SOCIAL NETWORKS

Tistory is a South Korean blog publishing service that allows the creation of private or multi-user blogs.

It was first launched by «Tatter and Company», a blog platform development company that developed the software «Tattertools», with Daum Communications, South Korea's main web portal in 2006

In 2022, Tistory was ranked as the most visited website in South Korea

## AVOID SATURATION IN YOUR COM PROGRAMS



Wanga Tanghulu It's enough

## BAN VIOLENCE FOR THOSE UNDER 12 YEARS OLD ... AND ALSO OTHERS



<https://namu.wiki/w/%EC%95%84%EB%A8%B8%EB%93%9C%20%EC%82%AC%EC%9A%B0%EB%A3%A8%EC%8A%A4>

Armasaurus is one of the brands that failed because it was difficult for children to watch cartoons



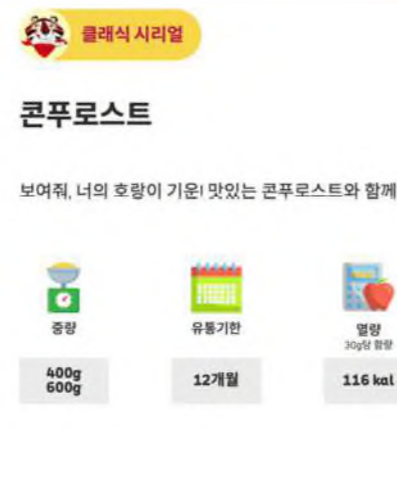
# Unloved ads for children's products



THE UNLOVED ADS!

대한민국

**REJECTION OF ARGUMENTS THAT DO NOT SUFFICIENTLY HIGHLIGHT THE BENEFITS OF FOOD PRODUCTS - LOOKS TOO MUCH LIKE CANDY**



Kellogg's website

Cereals frosties, confectionery ready to eat

**ADAPT THE PRESENTATION TO ITS TARGET (TEEN)**



★★★★★ 183

**DOMINAS Cream Plus - Advanced Korean Dark Spot Corrector Cream for Even Skin Tone and Skin Elasticity...**

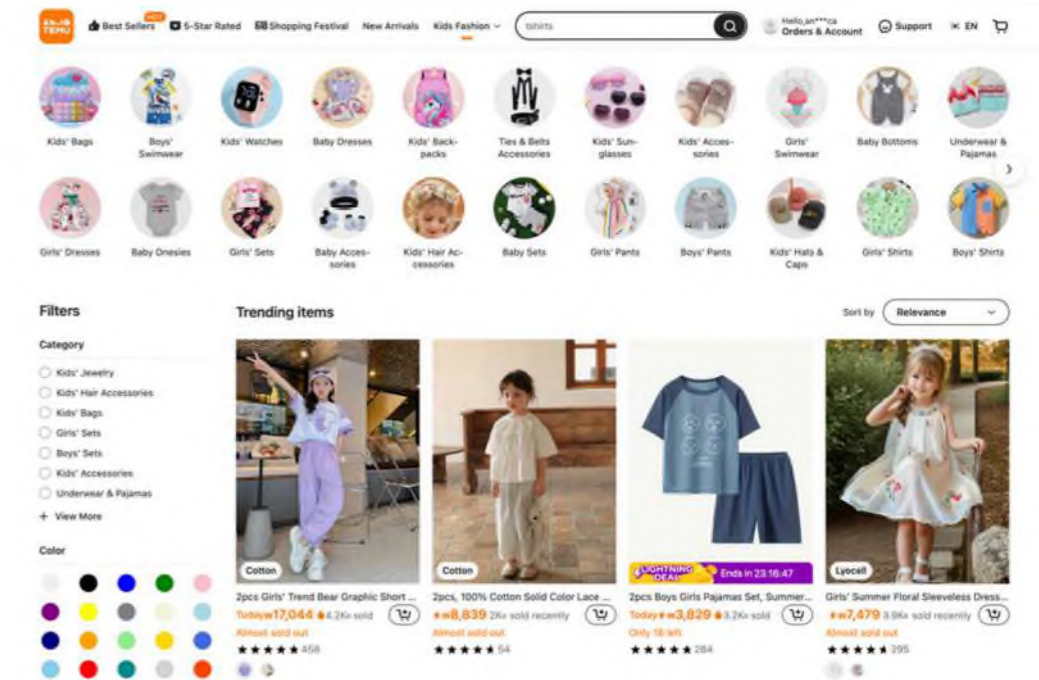
DOMINAS Cream Plus - Advanced Korean Dark Spot Corrector Cream for Even Skin Tone and Skin Elasticity. Niacinamide, Panthenol, Urea, Trehalose & TECA (1.76oz) : Beauty & Personal Care

Amazon.com

Domina anti-imperfections cream

**HEALTH CONCERNS ABOUT THIS SITE ... WHICH IS VERY SERIOUS IN SOUTH KOREA**

AliExpress Temu Carcinogens are sold on foreign sites





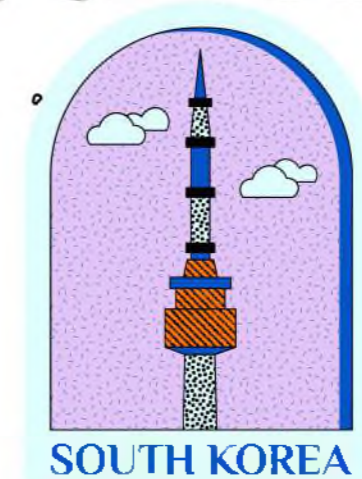
**USA**



The family and its values today and tomorrow



**SOUTH KOREA**



Funded by the European Union

# Families and young people in your country today



If you want to share comments about family and current youth, what would they be?

## I'm talking about My Family!

## Success tips for My child!

## Let's create a Future!

I think we all need to get together and spend at least one day a week with our families. temps en famille.



I love my family

All for me

Family is number one and means all for me

Family is everything to me. My family is why I get up from bed and face it every day, no matter how hard it is.



you are MY WORLD



Inclusion, acceptance, kindness and fairness

Quality rather than quantity, kindness, love of the land

Being a kind, respectful and hardworking person will help immensely.

I want the children to understand the importance of honesty, good character and hard work.

Respect honesty

I want to encourage kindness and self-love

Family means everything. The world is going to get harder with climate change and I want my kids to be able to thrive

product recycling is great for our world. use materials that are good for the environment and do not harm our world.



# Families and young people in your country today



*If you wanted to share any comments about the family and young people today, what would they be?*

## Multiple families and profiles

Today there are many different types of family

That young people are different and that everyone is looking for their inner self.

Today, young people are focusing on technology

## Rough time

Qu'actuellement les enfants ne vivent pas leur enfance

This lack of attention to emotional problems leads to an inevitable breakdown of its core community. Mental health is just as important, if not more so, than physical health.

Unfortunately, the family unit is being lost more and more, with everyone living in their own world, locked up and lost in the fantastic world of social networks. the fantastic world of social networks, because family unity and family projects and plans are increasingly being lost.

## A beautiful youth

Have respect for older people

More open minded



## Parents in active support

more education

education is secular to integral way

It is important to read more books and more family time.

That we must take care of them, give them values, communicate with each other, with love and make feel.

That values and ethics are maintained, including empathy and camaraderie, and not focused on competition but on mutual aid

## Some criticism but minor

THEY LEFT THE FAMILY SIDE

Some young people lack incentives and motivation. We must work on the fact that things require will, effort and sacrifice

Lots of freedom and little respect for adults

young people have neglected their families

Young people today are very poorly concentrated because of the education that their parents give them and that is what I am not trying to teach my family.



Funded by the European Union

# Families and young people in your country today

*If you wanted to share any comments about the family and young people today, what would they be?*



## Positive findings!

Humanist education

Healthy minds

Beautiful for their

## Good advice!

Loving each other

We have to rely on each other  
and love each other.

Listen carefully to what the  
adults  
say.

Sharing the importance of  
family

Stay bright and hopeful

We must overcome materialism.

## Des reproches en mineur

Today's teenagers don't have  
manners

I'd like to see teenagers  
to grow up a bit more  
properly.

# Values to pass on to children



Be honest and humble

Loving all humanity.

Don't value superficial appearances  
and superficial meanings of beauty.

Be of good character  
and make good decisions

Others

# RESPECT

## Values to pass on to children



Respect and trust

Proximity, friendship, love, understanding

Be responsible, respectful and humble

Values of respect for others,

Respect, education and values.

# FREEDOM

That they can choose freely

Independence, determination, self-love, humility, humanity.

Respect, discipline and ability to get up when they trip over something

Healthy eating

Security, positivism, confidence



# STAY STRONG & POWER ON

CAN BE RESPECTFUL AND EDUCATED WITH EVERYONE, CAN BE HAPPY AND WANT TO LEARN



Love of God Love of neighbour Love of the planet Honesty Spirit of self-improvement Studies Telling the truth Loyalty Respect the truth Loyalty Respect



# Values to pass on to children



# HAPPY

Use environmentally-friendly products with complete confidence

There has to be joy and happiness.



Authentic

Equitable

Honest

Nice personality

We want to give free and healthy and healthy values.

# SMILE

BE UNIQUE

Spirit of service

Creativity and integrity

A being with creative thinking



For everyone:  
A way of life  
respectful of the Earth

RESPECT NATURE  
RESPECT EARTH



Funded by  
the European Union

# The changing family through the generations

*How do you perceive the differences between you and your parents, and how do these differences manifest themselves?*



The family is the permanent irremovable

My parents and I have a strong and healthy bond.

A very important family, means having people who really love you and who will be there for you.

Mutual love across generations and traditions

Family is very important important to me, it means always having someone to love and support you.

Family is an important part of my life in my life and I love and appreciate them very much.

Parent-child relationships are evolving and becoming more flexible, and are more conducive to the child's development.

families and young people interact a lot more today than in my day. parents actually play with their children.



I think the difference between me and my parents is that they have more authority over me

A certain nostalgia (minor)

Less time on the phones would be great

A certainty on the need to change the world

I wish there were more options to stop supporting horrible brands



ROCK

ROCK

# The changing family through the generations

How do you perceive the differences between you and your parents, and how do these differences manifest themselves?



## A real change in 1 generation

### Children are listened to more... Women too

They belonged to an older generation, where there was machismo and the dominant system of men towards women system, where more disrespect and adult centrism were allowed.

By dealing with the emotional aspects of people. And the lack of commitment in welcoming children, without being able to give them clear guidelines..

My parents were harder workers than me, more closed-minded or perhaps more precarious in the sense that they were less likely to question what was established. These differences manifest themselves in the fact that I'm much more accepting of social minorities, I'm less interested in comments about people. Another difference is that I have less capacity to work because I lived a much more comfortable life than they did when they were young. I'm less interested in comments about people. Another difference is that I have less capacity to work because I lived a much more comfortable life than they were when they were young.

**FAMILY RESPECT**

### the Individual is freer

The biggest difference is you let your children express themselves more and respect their opinions.

Mes parents avaient une éducation rigide, avec plus de règles et moins de flexibilité. Mes parents avaient une éducation rigide, avec plus de règles et moins de flexibilité. During these times, I'm getting more education on how to treat my children and I'm also trying to be more honest where my dreams are concerned. children and I'm also looking for more integrity where my dreams as a person are as important as being a mother. as a person are as important as being a mother. so there's no constant frustration that's why I don't have the constant frustration that I used to have. women that he had to accept to stay at home without any other option.

**FAMILY FREEDOM**

### We build on our good education by improving it

Can I consider that the education they've given me is adequate and it's the same that I try to concentrate on my family

There are no differences, On the contrary, I give all the Love and attention I receive to my family, improved and adapted for today's times.

The logical differences due to access to technology



# The changing family through the generations

*How do you perceive the differences between you and your parents, and how do these differences manifest themselves?*



## A significant change in the child-parent relationship

Curators

When I was growing up, everyone had no choice but to go out and play because of the hard times, and it was and it was natural for our parents to go to work. It's better these days and the children can play on their own at home, but we take them out every weekend to play.



Thinking freely

I'm learning as I go

The differences between the generations are enormous. It is through communication and acceptance that we come to understand each other.



# The family - its future in 10 years' time

*Describe your family with your children in 10 years' time?*

## The future of the planet



## Strengthening relations



Today's family and youth are nothing like those of my childhood. Today's today are the same

I hope that in 10 years' time we'll win the lottery and be rich.

SI If you don't care about yourself yourself, no one else will



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# The family - its future in 10 years' time



Describe your family with your children in 10 years' time?

United and open

With the mentality that that as long as we stay healthy and united, all adversity can be overcome. can be overcome. the ability to talk about our problems openly and sincerely.

# Happy

My family will be happy, everyone developing in what they're passionate about and loving each other unconditionally..

## SUPPORT LOVE

a stable family, where my daughter feels protected, loved and respected

My daughter will be a teenager and I hope her development and growth will be perfect



children who have freely chosen their career path career path,

# GOOD JOB!



Let us all improve our lives and seek our inner selves

Taking part in sporting activities with my son

Good people, professionals professionals and with good teaching



Adults who have better jobs than their parents



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# The family - its future in 10 years' time



Describe your family with your children in 10 years' time?

HOME  
Sweet  
HOME

My child is at university and I'm retired



Well-behaved children. We will live in a world where children who value values are constantly striving.

Help my children find a job and retiree



We'll live happily at home together

Happy days

Mum as a friend

We are a happy, laughing family laughing family

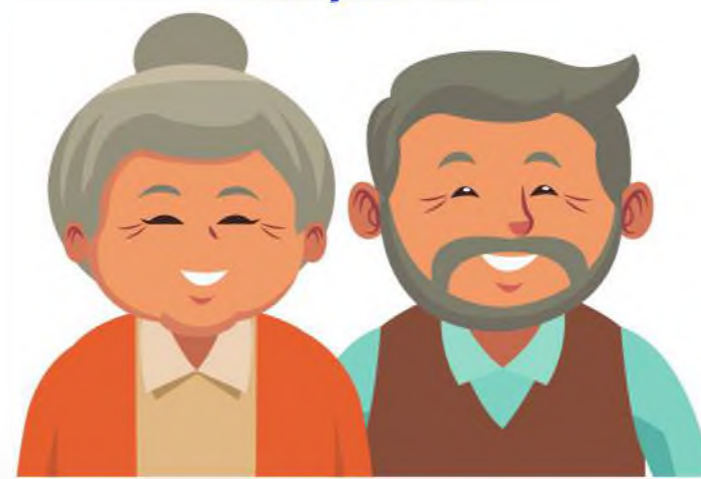
Familles avec enfants adolescents

I'll live happily ever after.

MY LIFE

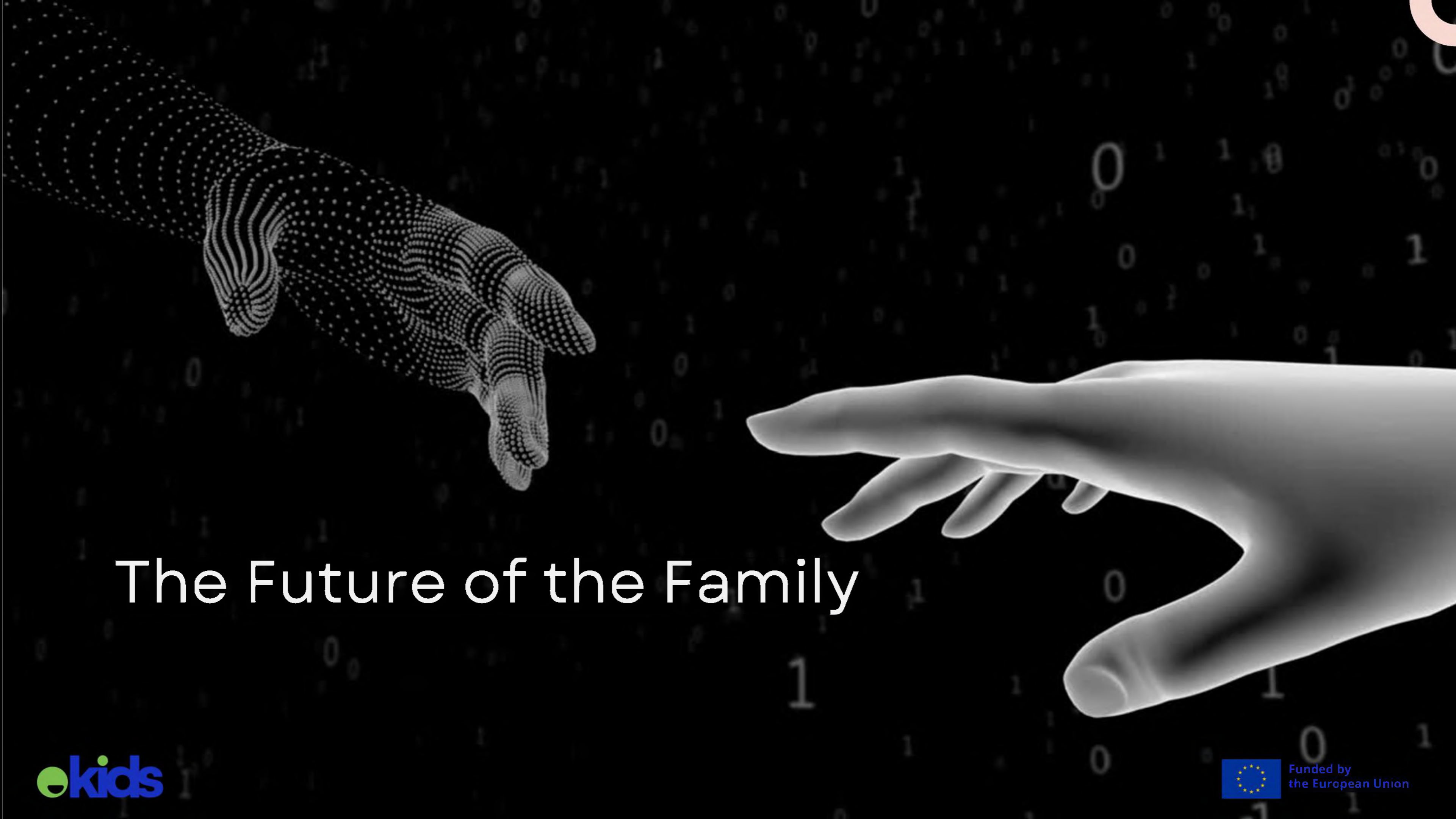
Live your life

Living independently



Living well, eating well and avoiding illness sick





# The Future of the Family

# The family: what's going to change

*Qu'est ce qui va changer dans le futur pour les familles*

Les familles américaines se distinguent par leur optimisme, misant sur l'amour qu'elles investissent dans leurs enfants et s'adaptant en tant que parents pour accompagner leur évolution.



**"I feel I'll be fine, my children are good children".**

the bonds will be even stronger and the family will be a real refuge, a clan for fighting and being strong

child/parent relationships and moments will be intensified with a view to listening to and supporting the children ts



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La famille ce qui va changer

*Qu'est ce qui va changer dans le futur pour les familles*



But we must fight climate change.



# The family: what's going to change

What will change in the future for families?

My parents were mean, racist and nasty. I swore to be different and I learned from their mistakes how to be a good human being, respectful, honest and overall good.



I have broken generational curses such as child abuse and alcoholism, enabling my children to live more stable lives.

.... and avoid repeating the mistakes of the past.



My parents were too goal-oriented and missed out on my childhood and never spent time with me.



# The family: what's going to change

What will change in the future for families?



We'll grow emotionally and financially. It'll be a success.

In ten years' time, my children will all have graduated and will probably all be leaving home with me to live their own lives.

..... want our children to make **THEIR LIVES**



# The family: what's going to change

*What will change in the future for families?*

Don't worry, we're delighted.

Calm and happy, because that's what I've always wanted.  
Let life happen because I love to see my children grow up at each of their ages.  
full of hope because the country is moving in the right direction  
Laissons la vie arriver car j'aime voir mes enfants grandir à chacun de leurs âges.  
plein d'espoir car le pays va dans la bonne direction

I feel good because my family supports me in what I do and I support my daughter in everything I can.

I feel good because I'm with my family optimistic, because everything has a solution

Well, I'm building the future day by day, with them, so that they have a solid foundation and can face life in the right way, always with the support of me and my wife.

**POSITIVE VIBES**

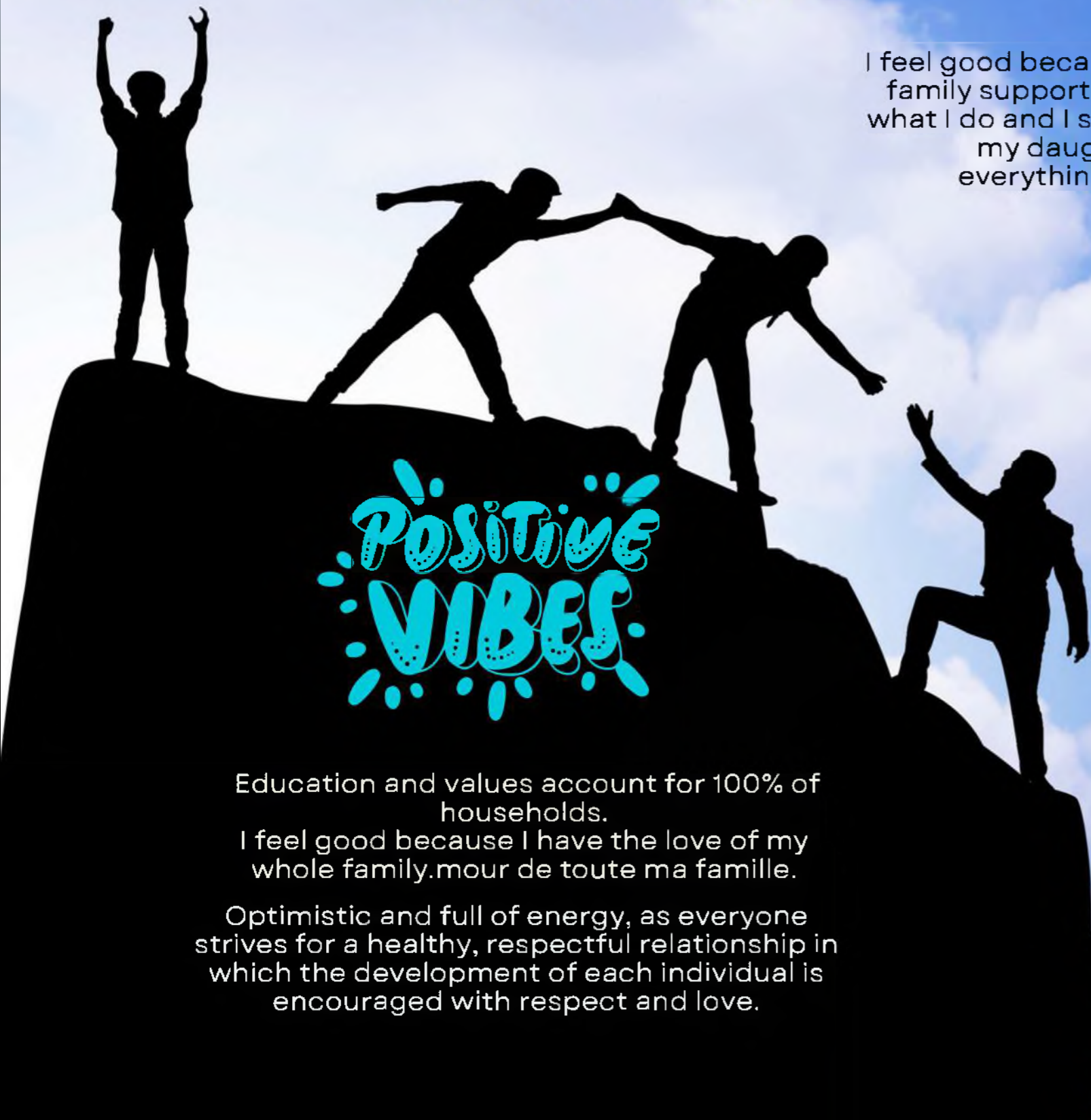
Education and values account for 100% of households.

I feel good because I have the love of my whole family.  
mour de toute ma famille.

Optimistic and full of energy, as everyone strives for a healthy, respectful relationship in which the development of each individual is encouraged with respect and love.

**POSITIVE THINK**

I feel very good, because we have learnt to select what we think is right and good. It has worked for us and I see a stable and happy future, whatever the conditions in the world.



# The family: what's going to change

*What will change in the future for families?*

**Live your life  
be happy**

I'm positive because  
my children are  
growing up healthy

I can't control the  
future, but I want to  
keep my family as it is  
as much as possible.

**Ma famille sera plus heureuse**

**In the future,  
community spirit  
will once again  
be at the  
forefront.**

I don't think  
much, I just enjoy  
each day.

Growth



**Succeeding in business**



**Les ménages  
d'une seule  
personne font  
fureur**



**NO BABY**



**Intergenerational conflict arises as population declines**



**Worrying about an uncertain future**

# The family: what's going to change

*What will change in the future for families?*



IDEA

Yes  
No



**I'm worried about a lot of things but I'm trying to make sure everyone has peace of mind.**



**Somewhat concerned that society will end up distorting education through the misuse of mobile phones and the Internet**





# THE VISION OF THE FUTURE FOR FAMILIES : 3 OPTIMISTIC NATIONS UNITED BY LOVE AND FAMILY SUPPORT AND DIFFERENT PERSPECTIVES

## USA

Social success of the family unit

Reinforcing the individual aspect

Abolition of the educational mistakes of the past

Climate fear

## CHILE

Perpetual love and constant parental sacrifice

Trust in the community and the nation

Fear of social networks as a possible threat to educational values: a strong, united family

## SOUTH KOREA

The possible disappearance of the family has given rise to renewed conviction in the family as the driving force behind the community (the nation) in the face of individualism.





# Thank you!



[www.wearekidseu.com](http://www.wearekidseu.com)



[/wearekidsEU](https://www.linkedin.com/company/wearekidsEU)



[@wearekidsEU](https://twitter.com/wearekidsEU)



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