

D3.5

Understanding the Now Generation: global international trends



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1. Introduction

The holistic approach followed by KID'S Cluster includes companies, products and services across many sectors gathering several value chains to serve the final end-user, including kids and their parents.

The demands for the kid's industries changes and evolves rapidly and it is especially important to count with updated information to focus efforts in growing and promising markets and opportunities.

It is key to gather expertise in the international level that have deep insights on the child (0-18 years old) behavior to provide information on international trends and help EU manufacturing companies to align their products lines to the needs of future consumers, which evolve and change constantly.

This study has a two-fold objective:

1. Map the global children's trends with application in relevant kids' sectors and illustrative cases, regarding both, targets (children and parents).
2. Provide inspiring and relevant insight into the global "kids sector's" evolution to help EU companies to align their products and service offerings to the needs of future consumers.

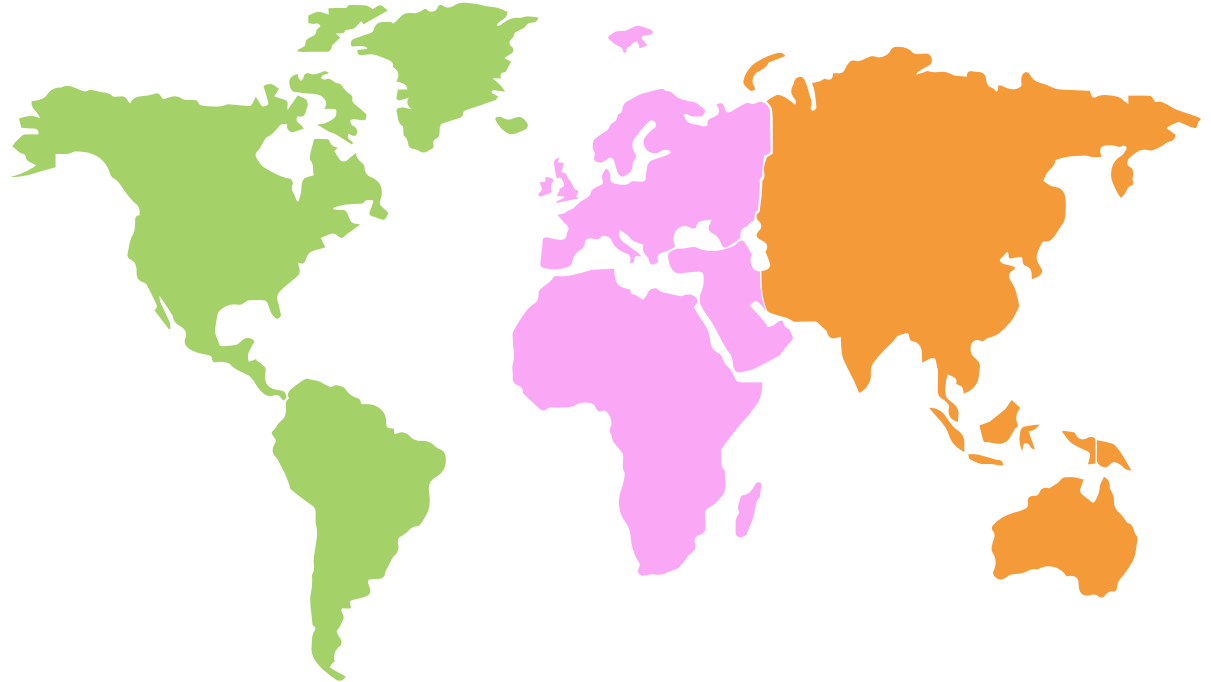


2. Territory

This study has been carried out based on trends and case studies at a global level. In this way, the trends identified have influence at across all regions.

In order to show an overview of how the trends apply across regions, the case studies linked to each trend are separated into 3 large geographical blocks:

- **1. America** (North and South America)
- **2. EMEA** (Europe, the Middle East and Africa)
- **3. Asia**



3. Areas of analysis

This report analyses the different sectors within the kid's industry that are included in the Kid's Cluster's scope. Qualitative information has been obtained for each of them, studying their consumption trends at a global scope.

Sectors

Games & Toys



Child Clothing



Child Food



Entertainment & Leisure



Education & publishing



Childcare Products



4. Macrotrends

Based on a global analysis of the most relevant and most impactful macrotrends at the business, market or technological level that are transforming our reality, **the four areas of greatest impact for Kids sector & family audiences have been identified:**

- 4.1. DIGITALIZATION** | New technological developments make it possible to increase the value of products and services, inviting parents and kids to connect and interact.
- 4.2. SUSTAINABILITY** | Consumer awareness of the climate crisis leads to new demands and concerns that require companies to take action for environmental protection.
- 4.3. WELLBEING** | Parents and families need confidence and security in parenting, to protect their health and overall wellbeing with solutions tailored to their lifestyle and values.
- 4.4. INCLUSION** | The inclusive design of products and services ensures their attractiveness and access for all consumers, regardless of gender, status or abilities.



4. Macrotrends

Below are the sectors and categories within the kid's industry in which each trend has the most significant impact. Throughout the document, case studies will showcase the application of these trends in each sector:

4.1. DIGITALIZATION

- Childcare
- Education & Publishing
- Games & Toys

4.2. SUSTAINABILITY

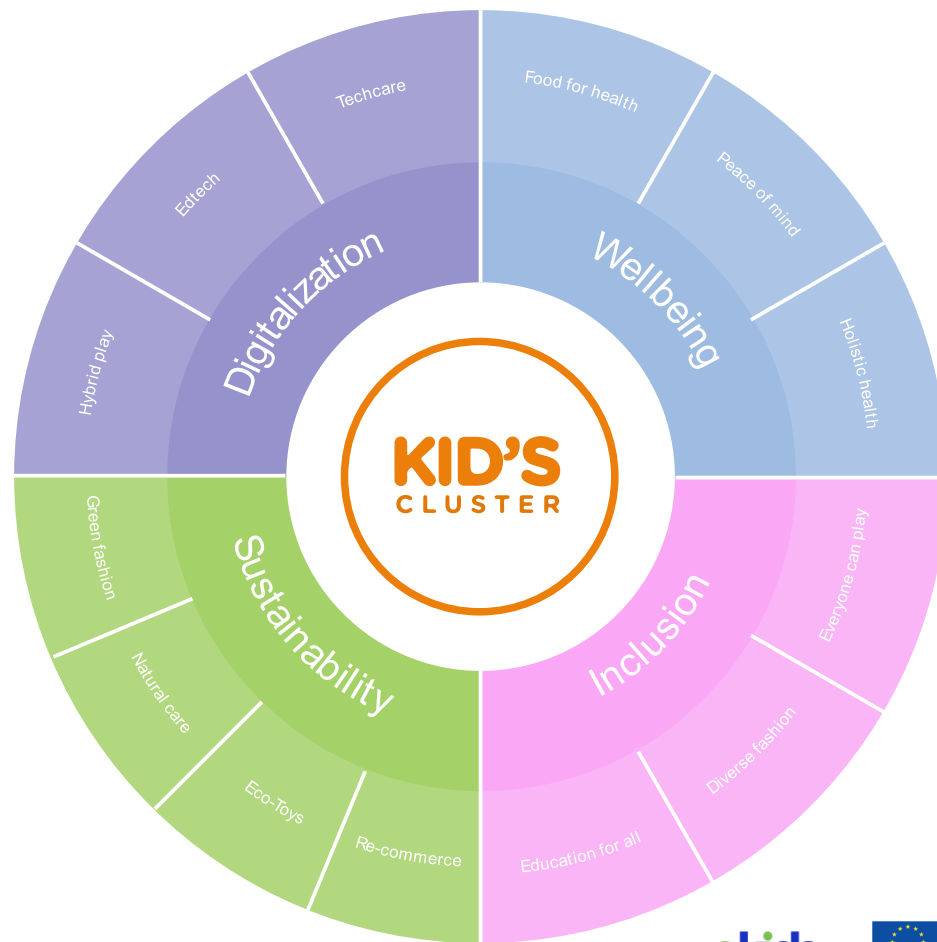
- Games & Toys
- Childcare
- Child Clothing

4.3. WELLBEING

- Child Food
- Entertainment & Leisure
- Childcare

4.4. INCLUSION

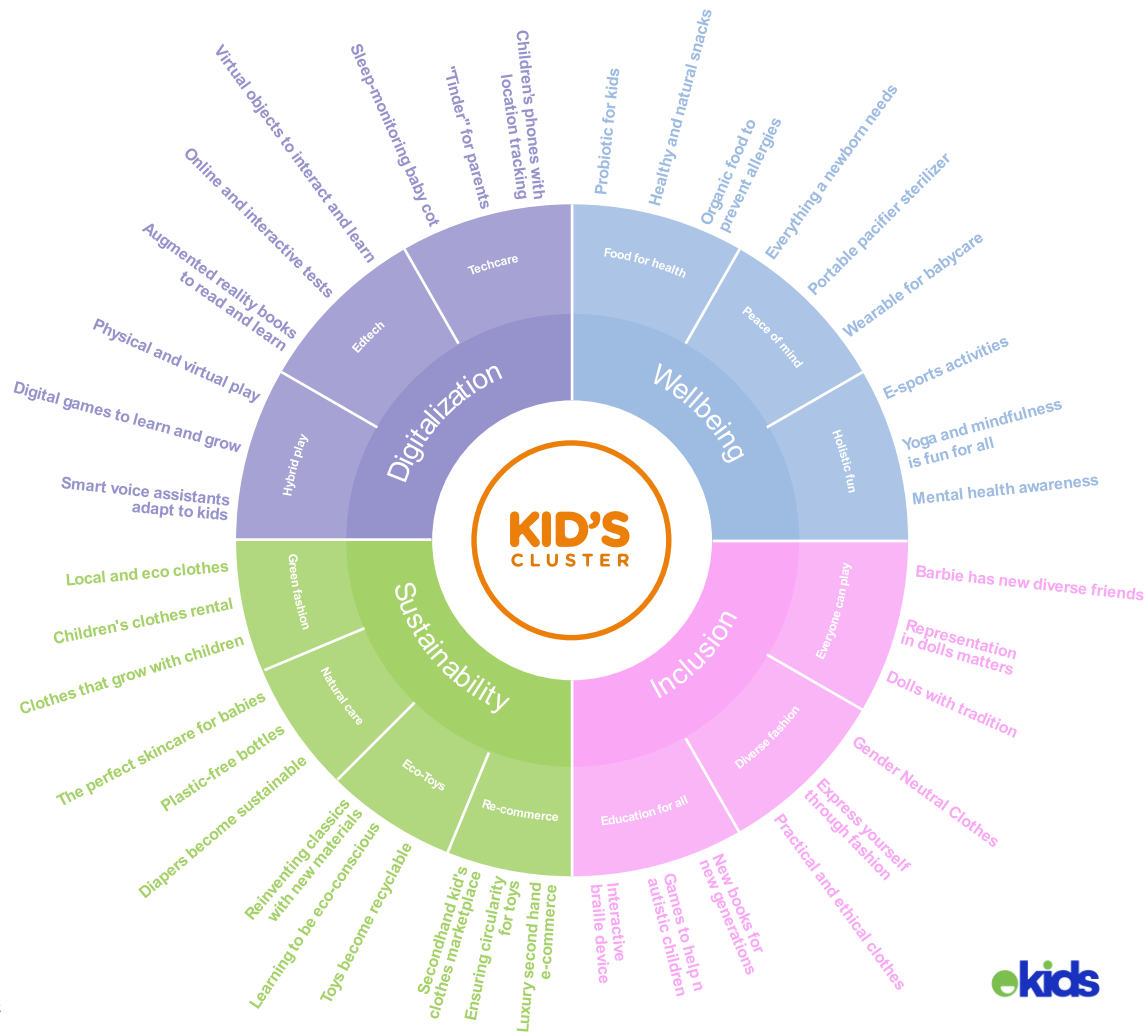
- Education & Publishing
- Child Clothing
- Games & Toys



4. Macrotrends

To illustrate the impact and reality of the different macro trends in the kids' sectors, the report presents 3 case studies by sector that demonstrate the feasibility and reality of the trend in the market.

The following map shows the success cases that are presented by sector and macro tendency and that can be found explained on the following pages.



4.1. Digitalization

Generation Z (born from the late 90s) that has made up the most recent children's segment, has grown up in a fully digital environment. Their influence shapes the attitudes of the generation that succeeds them, that of those born after 2010 or Generation Alpha, with the pandemic as a key milestone of their early years.

Considering that parents educate their children more perceptively and include them in decision-making, today's children are very clear about their values and demands, **influencing 93% of family purchases.**

Today's parents were born between the time the internet became popular and the arrival of smartphones. Connectivity has marked their lives.

Multiple channels and devices allow families to connect with the world at any time from the comfort of their own home. This hyper-connectivity has transformed their relationships, exchanges and routines inside and outside the home.

This chapter reflects how these trends apply to those kids' sectors where their impact is most significant:

- [4.1.1 Techcare](#)
- [4.1.2 Edtech](#)
- [4.1.3 Hybrid play](#)



4.1.1. Techcare

Can we add connectivity and intelligence to products for families to offer proposals for relevant solutions and services that add value?



Technology and its uses are **completely integrated into the lives of families**. Parents need technological and connected solutions that **add value to their day to day and that adapt to the needs** of the whole family to guarantee their safe and positive use.

Incorporating smart functionalities into children's products generates **new opportunities for solutions and services** for families.

The current generation of parents seek to **connect with other families** to share information and help each other. Digital technologies and online platforms represent a great opportunity.

In addition, there is a very significant **need to introduce children to technology in a safe and balanced way**. Parents want to ensure that their children make good use of technologies from an early age and avoid exposing them to dangers. In childcare, parents are looking for **smart solutions that adapt to children and protect them** in their daily lives.

Can we add connectivity and intelligence to products for families to offer proposals for relevant solutions and services that add value?

America



Sleep-monitoring baby cot

Cradlewise Smart Crib

Cradlewise Smart Cribs integrates the easy access of a bassinet, the safety of a crib and the peace of mind of a baby monitor to ensure the best and safest baby's sleep from 0 to 24 months.

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"Tinder" for parents

Peanut

Peanut app connects moms with others like them, who are nearby and interested in hanging out.

Peanut uses a swiping mechanism to connect potential friends – a swipe up will give the other mom a wave, and a swipe down lets you skip their profile. It focuses on helping users find others with shared interests.

Asia



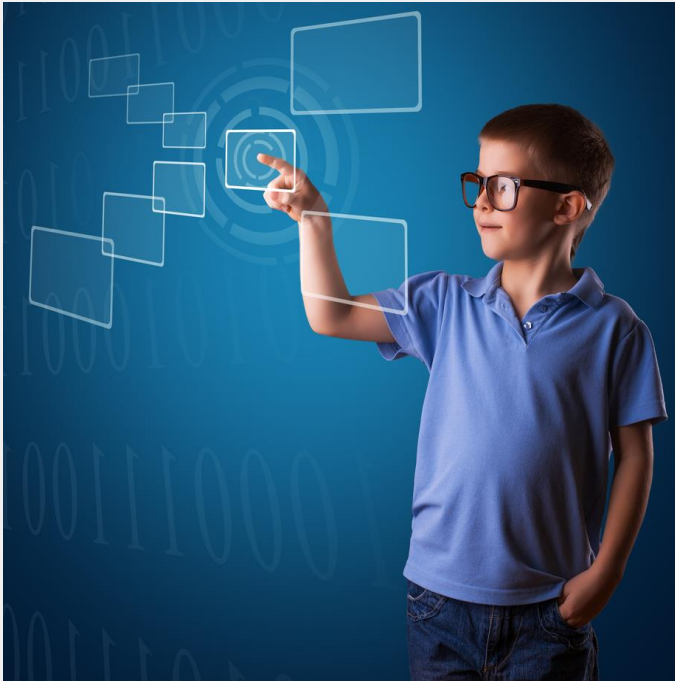
Children's phones with location tracking

Kids Keitai

New mobile phone by Docomo is designed especially for children. Not only does it work as a phone, but parents can monitor their child's location using tracking and alarm functions, and prevent children from calling strangers through safety features.

4.1.2. Edtech

How can we develop hybrid learning propositions that solve the shortcomings of non-attendance and add value to conventional learning?



After the forced experiences with online education due to the pandemic, education is increasingly leaving the classroom thanks to technology, hybridizing the richness of conventional teaching with the practicality and interactivity of digital learning proposals.

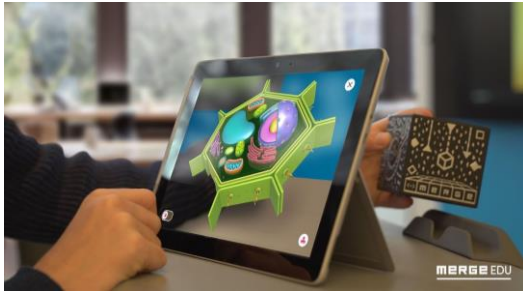
With the lockdowns, **distance learning platforms** saw records multiply exponentially.

The main challenge of these is to incorporate these resources to **complement the educational experience of the classrooms** and solve the pedagogical challenges of the current system.

In addition, the application of **augmented reality** in education allows learning and experimenting with science and technology through virtual objects to "touch" and interact.

How can we develop hybrid learning propositions that solve the shortcomings of non-attendance and add value to conventional learning?

America

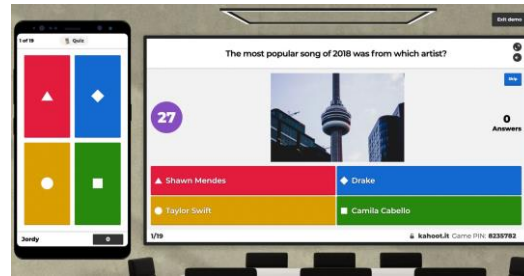


Virtual objects to interact and learn

[Merge Edu](#)

Merge EDU is a 3D content library that allows students (at school and at home) to learn and experiment with science and technology through virtual objects to "touch" and interact with Augmented Reality.

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Online and interactive tests

[Kahoot](#)

Kahoot is a social learning game based on interactive and editable quizzes that can be accessed from any device or through video conferencing tools.

The app offers the possibility to create Kahoots at home, in the classroom or in any context where you want to learn and participate through quiz games.

Asia



Augmented reality books to read and learn

[ARpedia](#)

ARpedia is a paper book that interacts with digital contents and AR technology for a completely new reading experience.

When a child opens the book, AR content will appear on the tablet connected to the app. The digital content is integrated into the paper book so that objects in the book will automatically appear on the screen.

4.1.3. Hybrid play

Can we develop enriching and relevant gaming experiences by hybridizing solutions that enhance tangible play with digital service layers?



Families want to take advantage of **digital technologies** to amplify **gaming experiences**, without sacrificing the benefits of tangible toys, such as manipulation or in-person socialization.

Technology has allowed the creation of applications that **allow children's creativity to be developed** through the use of mobile phones or tablets.

Gamification is the great ally of families looking for valuable experiences that help children's education, adding playful aspects to learning and educational aspects to play, both at school and at home.

In addition, **artificial intelligence** is a great opportunity for hybrid and smart games, making it possible to create educational games that combine real and virtual play.

4.1.3. Hybrid play



Can we develop enriching and relevant gaming experiences by hybridizing solutions that enhance tangible play with digital service layers?

America

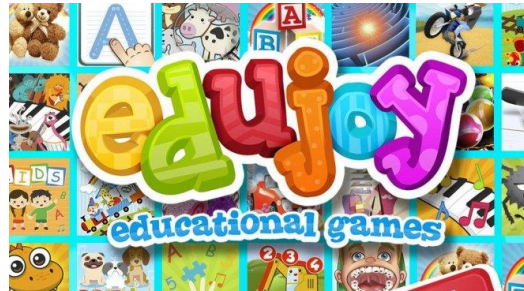


Physical and virtual play

[Osmo](#)

Osmo is a suite of fun-filled, award-winning learning hybrid games. Children interact with tangible game components and a tablet, bringing the game pieces and actions to life in games that encourage learning language or science abilities.

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Digital games to learn and grow

[Edu Joy Games](#)

Edu Joy provides educational games for toddlers and kids up to 8 years old. It creates conceptual apps focused on contributing to the education and cognitive development of children through entertaining, secure and creative content.

Asia



Smart voice assistants adapt to kids

[Clova Friends](#)

Clova Friends mini speakers are equipped with the Clova language assistant and are capable of streaming music, reading fairy tales or sending messages. They are designed to be used by children and AI-enabled, which means that they can learn to adapt to the user's wishes and demands with increased use.

4.2. Sustainability

Millennials and their children claim to take the environment into account when deciding to form their families and prefer brands that benefit the environment, avoiding those that destroy it.

Unlike baby boomers, today's parents strongly believe in the importance of **environmental sustainability** in their consumption decisions and also actively try to share these concerns and values with their children through parenting.

According to [some studies](#), "the environment " is among the top 10 most concerning issues for children of all age and groups, and it is expected to impact their purchasing habits.

That is why they demand transparency and action on the part of companies in their practices to promote sustainability and are willing to modify their consumption habits to adjust them to their values.

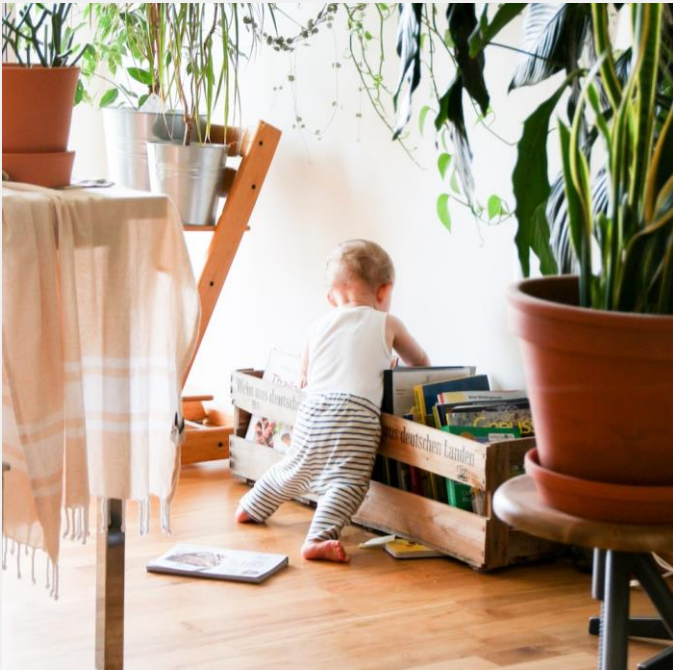
This chapter reflects how these trends apply to those kids' sectors where their impact is most significant:

- [4.2.1 Eco-Toys](#)
- [4.2.2 Natural care](#)
- [4.2.3 Green fashion](#)
- [4.2.4 Re-commerce](#)



4.2.1. Eco-Toys

How can we put sustainability at the centre of the business strategy of toy companies, facilitating the purchasing decisions of families and contributing to reducing the impact of games and toys on the environment?



Sustainability is an increasingly important factor in the consumer decision-making process, and in this sense the study 'Sustainability & Toys', prepared by AIJU on behalf of Spielwarenmesse, shows how this is a significant trend for the **toy sector**.

Around the world, a **zero waste** revolution has been developed and with it toy brands have abandoned the use of plastics, polluting agents and deforestation to create much more respectful toys from sustainable and recycled materials in which wood and cotton are found, which are natural, renewable and their biodegradation process is much faster.

Another impact of this trend in the industry is growing demand for **toys that inform and educate children on environmental issues**, which have the purpose of transmitting the values of sustainability to the young.

Finally, more and more **companies are recycling toys** to extend the life of the products so that they can be enjoyed for longer and by more children.

4.2.1. Eco-Toys

How can we put sustainability at the centre of the business strategy of toy companies, facilitating the purchasing decisions of families and contributing to reducing the impact of games and toys on the environment?

America



Toys become recyclable

[Hasbro Toy Recycling program](#)

Habro, the American company that produces and distributes board games and dolls, has launched its own toy recycling program. Partnered with Terracycle, Habro helps to responsibly dispose of Hasbro toys and games.

EMEA



Learning to be eco-conscious

[The Good Life](#)

The Good Life has loads of fun and useful facts for players of any age. With over 50 question cards in the box, users will learn the ins and outs of sustainable living and our impact on the planet, as they make their way around the board.

Asia



Reinventing classics with new materials

[Eco-Gundam](#)

An initiative by Bandai to make a whole line of toys from recycled plastics. The first one they have launched to promote the whole campaign is their iconic "Gundam".

4.2.2. Natural care

Can we offer attractive childcare solutions with sustainable design and properties that suit families' lifestyles?



More and more parents are choosing to raise their kids with a focus on their **concern for the environment and the desire for a healthy lifestyle**. Families look for products and services that contribute to raising babies and children in a more environmentally friendly way through sustainable childcare propositions.

Childcare brands and children's accessories adapt to the tastes of today's parents, who demand **sustainable products, without sacrificing, convenience, design and quality**.

Childcare products lead the trend in **reducing the use of all types of plastic** in packaging and single use products such as diapers, eliminating it as far as possible from designs and looking for viable alternatives from other materials.

In addition, parents are concerned that the products they provide to their children and that are in physical contact with them, are good for their health and **do not contain toxic or chemical substances**.

4.2.2. Natural care



Sustainability

Can we offer attractive childcare solutions with sustainable design and properties that suit families' lifestyles?

America



Diapers become sustainable

[Kudos](#)

Kudos is a start-up that seeks to reinvent the disposable diaper with sustainability in mind. It is the first and only disposable baby diaper to earn the Cotton Inc. natural cotton seal for having 100% cotton touching baby's skin instead of plastic. They are also made with four times more plant-based materials than the best disposable diaper out there.

EMEA



Plastic-free bottles

[Philips Avent Natural](#)

Philips Avent Natural Crystal are made of high quality borosilicate glass, ergonomic, resistant to shocks and sudden changes in temperature. The ultra-soft, BPA-free teats are equipped with anti-colic valves and adapt naturally to the baby's mouth.

Asia



The perfect skincare for babies

[Lovekins](#)

Lovekinds is a brand of skincare products which has developed a whole line of products which are certified toxic free and vegan for kids' skin.

4.2.3. Green fashion



Can children's clothes be convenient, well-designed and fashionable and at the same time protect the environment?



Sustainable clothing is a trend that goes beyond adult fashion. Sustainability is a growing demand for children's clothes, both from a consumption-values perspective as well as to ensure kid's wellbeing.

Often children's clothing has a very short period of life: sizes become small as the child grows, generating an enormous environmental impact.

Youngest brands propose solutions using **elastic materials and fabrics** that allow clothes to adapt and grow the same pace as the child. Other emerging solutions allow parents to **rent, reuse or resell children's clothes** making it possible to give a new life to products that the child outgrows.

Organic textiles not only present benefits for the environment but also for the children's health. Breathable and natural fabrics reduce allergic reactions and skin problems in children.

4.2.3. Green fashion



Can children's clothes be convenient, well-designed and fashionable and at the same time protect the environment?

America



Clothes that grow with children

[BeyaMade](#)

BeyaMade is a small but mighty sustainable kids' clothing brand that makes pieces that grow with kids. Laurel, the owner, creates pieces that have extra snaps, buttons and elastic to allow pieces to grow and expand as the child grows

EMEA



Children's clothes rental

[Lapona](#)

With the Lapona subscription system, families can enjoy the clothes they need for their children from 0 to 3 years old for 30 days and exchange them for new looks month by month, without accumulating and without worrying if their children outgrow the clothes in their closet.

Asia



Local and eco clothes

[Kalila Organics](#)

Inspired by sunny days and island breezes, Kalila Organics' super soft kids wear features playful designs made in India with Global Organic Textile Standard (GOTS) - certified 100 per cent organic cotton.

4.2.4. Re-commerce



How can we support parents concerned by re-using kids products for sustainability or economical reasons?



Re-commerce is a practice that seeks to generate business from giving a second life to things. Every time we see more options to buy vintage clothes, used pledges or renewed clothes. This trend does not only affect the fashion sector, but all areas.

According to [Statista](#), in 2022, the largest markets in terms of re-selling kids' products in the USA were clothing and toys, followed by kids' furniture.

Creative propositions to reuse kid products help **reduce waste** while bringing **new benefits and more value to the consumer**.

More and more services and platforms help families share and exchange kid's products once they are no longer needed or used by them. This promotes the **recycling of all kinds of products for children**, which often have a short duration due to their rapid growth and fast-changing needs in early childhood.

4.2.4. Re-commerce



How can we support parents concerned by re-using kids products for sustainability or economical reasons?

America



Second hand kid's clothes marketplace

[Kidizen](#)

Kidizen is a second hand marketplace for parents that want to buy or sell children's clothes. It works through an online website and an application. Kidizen is a great way to clean out your kids' closets and make extra cash on the things your kids have outgrown.

EMEA



Ensuring circularity for toys

[Toycycle](#)

Toycycle strives to promote sustainable, eco-friendly parenting and to reduce the adverse impact of plastic waste. They sort, revise and stock excellent-condition used toys and baby items, as well as new baby + kid stuff made with sustainable materials that don't harm our environment.

Asia



Luxury second hand e-commerce

[Retykle](#)

Retykle is Asia's first online resale platform for buying and selling pre-loved high-end babywear, kids wear and maternity fashion. This e-commerce website aims to make sustainable fashion the norm, from long-lasting, recycled designer clothes right down to eco-friendly packaging and carbon reduction strategies.

4.3. Wellbeing

The new solutions for today's families must respond to their needs and values ,solving their concerns , with proposals that accompany them in their on the go lives, with information, security and physical and mental health.

Millennial parents are navigating unprecedented social, political and economic changes , in a context full of uncertainty . That is why the safety of their family is the issue that worries them the most and they like to prevent and plan to feel that they control and have peace of mind.

New parents seek information and guidance to educate and raise happy children , in a way that suits their real values and needs. Through new product proposals especially aimed at profiles and moments that need accompaniment, brands can be parent's allies in key.

This chapter reflects how these trends apply to those kids' sectors where their impact is most significant:

- [4.3.1 Food for health](#)
- [4.3.2 Holistic health](#)
- [4.3.3 Peace of mind](#)



4.3.1. Food for health

How can we develop children's food value propositions that help families take care of their children's health thanks to the benefits of natural and healthy nutrients?



The demand to incorporate healthy food in children’s diet is a trend whose interest has grown significantly in recent years in line with a more general concern about the need to eat better as part of a healthy lifestyle.

A healthy diet in children is the one that provides the **necessary energy and nutrients**, and appropriate according to age and gender. This has the purpose of promoting adequate growth and proper physical and intellectual development and consequently good health for children.

Today's parents are inclined to offer healthier snacks that favour their children's growth and wellbeing, avoiding excessive sugar and additives. Biscuits, industrial pastries and biscuits are increasingly replaced by **healthy and nutritional snack products**.

In addition, **organic, vegetable and vegan food** and beverage products are in full growth due to parent’s new values and lifestyle trends.

4.3.1. Food for health



Wellbeing

How can we develop children's food value propositions that help families take care of their children's health thanks to the benefits of natural and healthy nutrients?

America



Probiotic for kids

[Jetson](#)

Jetson is a daily natural probiotic complex that supports children's digestive systems with nutrients and vitamins that support brain health and development and strengthen bones and teeth. The sugarless powder tastes like orange and can be sprinkled onto the kids' tongue or in a drink. Jetsons are served in seasonal packs.

EMEA



Healthy and natural snacks

[Mia & Ben](#)

Mia and Ben offers healthy and sustainable snacks for children at the cutting edge of food technology. Products that are 100% plant-based, as healthy as possible and perfectly matched to the nutritional needs of children.

Asia



Organic food to prevent allergies

[Apple Monkey](#)

The founder of Apple Monkey is a former banker mom whose child suffered from food allergies. She started the company to offer products made from non-GMO fruits with no pesticides, preservatives, colouring additives and gluten.

4.3.2. Holistic fun



Can we develop entertainment value propositions that make it easier for parents to take care of the health and overall well-being of their children, including physical well-being and especially mental health care?



Today's parents care about children's health from a comprehensive point of view, taking into account **physical and emotional well-being**. Children's mental health has become an issue of particular importance, especially due to the impact of the pandemic on the lives of families.

Nowadays, families value a varied educational solutions and experiences that helps them raise complete children, developing skills that go far beyond the more traditional curriculum and without neglecting aspects such as creativity, **critical thinking** or **emotional education**.

For this reason, parents seek, from entertainment activities, that children live their day to day with activities that fill them and help them grow and mature. New services and solutions promote kids' mindfulness, physical activity and emotional well being.

4.3.2. Holistic fun



Wellbeing

Can we develop entertainment value propositions that make it easier for parents to take care of the health and overall well-being of their children, including physical well-being and especially mental health care?

America



E-sports activities

[Kids in the Game](#)

Kids in the Game is a sports-based youth development organization offering school programs, summer camps, and sports programs to New York City's youth. Activities combine Sport and e-sports (video games) in an inclusive way and encouraging the good habits of children.

EMEA



Yoga and mindfulness is fun for all

[Cosmic Kids](#)

Cosmic Kids is a platform that promotes yoga and mindfulness for kids in a fun engaging way, through routines and storytelling, so they can enjoy the physical, mental and emotional benefits early.

Asia



Mental health awareness

[McDonald's Singapore](#)

McDonald's Singapore has partnered with the Ministry of Social and Family Development (MSF) and Families for Life (FFL) to launch the family mental wellness campaign, aimed at promoting greater awareness amongst parents on supporting their children's mental wellness.

4.3.3. Peace of mind

Can we guarantee the peace of mind of families with value propositions to help them raise and take care of their children with confidence and guarantees?



Technology is being applied to the health and care sector, creating new solutions, platforms and services that help families take **care of their children** and make information and healthcare more accessible.

New smart childcare solutions add new functionalities to traditional products that offer the **security** and guarantees that families need in key categories such as food, hygiene or health.

From digital and connected solutions to **offer information to parents** to sensors capable of **monitoring and guaranteeing the complete traceability of the children's health**, current childcare products must be able to guarantee the **quality**, offering all the necessary information to parents in order to get their peace of mind.

4.3.3. Peace of mind



Wellbeing

Can we guarantee the peace of mind of families with value propositions to help them raise and take care of their children with confidence and guarantees?

America



Everything a newborn needs

[Flourish Fund](#)

Flourish Fund is a monthly subscription that help parents with the newborns. They can get prenatal massage, birth doulas, yoga, baby essentials and more. They gave you everything you need and nothing you don't.

EMEA



Portable pacifier sterilizer

[Duccio](#)

Duccio by Suavinex is a fast and effective soother steriliser. It works via a USB charger and manages to eliminate most of the accumulated germs in less than 3 minutes.

Asia



Wearable for baby care

[ASC ZHIWEN](#)

This thermometer, let parents monitor the health of their child without disturbing them or without having to be present in the same room. The unit is worn like a plaster under the armpit. It measures body temperature, room humidity and air quality. The measured values can be monitored remotely on the display of the mobile station or optionally sent to a smartphone.

4.4. Inclusion

Families are diverse and want to raise their children with the values of empathy and respect, demanding products that help to educate them in equality and social justice, acknowledging and celebrating diversity.

The inclusive design of products and services ensures their attractiveness and access for all consumers, regardless of gender, status or abilities.

In a social context that recognizes and values more than ever the diversity of individuals and families, inclusivity will be an imperative for all consumer brands.

Millennial parents are especially concerned about ensuring an **inclusive and secure future** for their children, removing prejudices and limitations related to gender expectations, physical or mental capabilities, race, beliefs or ethnicity.

This chapter reflects how these trends apply to those kids' sectors where their impact is most significant:

- [4.4.1 Education for all](#)
- [4.4.2 Diverse fashion](#)
- [4.4.3 Everyone can play](#)



4.4.1. Education for all



How can we guarantee and encourage inclusivity through education?



Inclusive learning solutions aim to **ensure that any child has the opportunity to learn**, whatever their background, their needs or their physical and mental capabilities.

Parents in general, not just those with children with special needs, value that education and educational products are designed **according to the needs of the children** they are aimed at.

More and more books and digital resources launched on the market seek to promote this diversity and for children to grow up understanding that the world needs to be equal for everyone, regardless of **gender, physical condition or origin**. Representation, ensuring all children feel recognized in the books and educational material they use, is essential.

Above all, the education sector, especially thanks to technology, is increasingly **adapted to children with both physical and mental disabilities** to ensure that children with special needs can enjoy the right to learn and educate themselves like other children.

4.4.1. Education for all



Inclusion

How can we guarantee and encourage inclusivity through education?

America



New books for new generations

[Diverse books](#)

We Need Diverse Books™ is a non-profit and a grassroots organization of children's book lovers that advocates essential changes in the publishing industry to produce and promote literature that reflects and honors the lives of all young people.

EMEA



Games to help autistic children

[Otsimo](#)

Otsimo is an education app for children who are on the autism spectrum. It acts as an aggregator which redirects children to find suitable games and provides a dashboard for parents to track the game statistics and understand their kids' learning pace.

Asia



Interactive braille device

[Thinkerbell Labs](#)

Annie is the world's first learning braille device for the visually impaired. It enables students to self-learn to type and read in braille. Through the companion app, parents and QTVIs can monitor real-time progress of the student, schedule tests, and homework.

4.4.2. Diverse fashion



How can we recognize and celebrate diversity, allowing children to express themselves and develop their own identity?



Breaking free from all stereotypes, gender-neutral fashion makes its way into kidswear – and is here to stay. Kidswear is letting go of its outdated cliché of pink versus blue, **welcoming unisex clothes** that allow for self-expression and a neutral concept beyond gendered harmful stereotypes.

New children's wear designs focus on the functional aspects, enabling kids to **play freely** in clothes that do not restrict their physical movement and allow them to get dirty having fun.

This societal shift comes with many advantages for children: more autonomy, increased opportunities for **self-expression** and **open-mindedness** as well as **avoiding restrictive stereotypes** that might impact their personal development. Instead, it highlights more important values, chief among them equality, inclusivity, creativity and individuality.

4.4.2. Diverse fashion



Inclusion

How can we recognize and celebrate diversity, allowing children to express themselves and develop their own identity?

America



Gender neutral clothes

[Or.Basics](#)

Or.Basics offers a line of great, simple pieces that are gender-neutral, made with 100% organic cotton, and built to last. All of the organic cotton is certified under Global Organic Textile Standards (GOTS).

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Express yourself through fashion

[Fiera Wild World](#)

Fiera Wild World is a baby/kids clothing brand that was created to children truly express themselves with fun colours, patterns, and more. It's perfect for the creative kid who loves to pick out their own clothes and dances to their own beat. Every piece was built to mix and match so children can have fun getting dressed in the morning.

Asia



Practical and ethical clothes

[Le Petit Society](#)

Bridging the gap between ethical, sustainable fashion and modern design, Hunter+Boo's offers not just adventurous unisex silhouettes and colourful prints, but also practical styles that fit your little one's daily needs and lifestyle.

4.4.3. Everyone can play

How can we make all children feel represented and help parents transmit the values of inclusivity to their children during playtime?



Toys and games are important in the development of identity and as a socializing element. If toys perpetuate stereotypes, children don't learn about other realities and the need to respect differences, whether based on gender, culture or capabilities.

Parents are increasingly committed to values such as **empathy, equality, diversity and inclusion** when choosing toys for their children. In recent years, toy stores and well-known toy brands have been filled with new propositions that reflect **social diversity** and respect gender equality, cultural, appearance and other differences among children, contributing to the education of more tolerant, supportive and respectful young citizens.

These toys also encourage children belonging to social minorities to participate and see themselves and their families represented when they play.

4.4.3. Everyone can play



Inclusion

How can we make all children feel represented and help parents transmit the values of inclusivity to their children during playtime?

America



Barbie has new diverse friends

[Creatable World](#)

Barbie manufacturer Mattel's launched of its new line of gender-inclusive dolls, the Creatable World range.

The line, consisting of a total of six different dolls with gender-neutral physiques, is available in a variety of skin tones and was created together with a team of experts, parents, physicians and children.

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Representation in dolls matters

[Toli Moli](#)

Toli Moli is a dolls brand that offers a wide range of dolls that reflect social diversity. It proposes dolls with Down Syndrome and dolls of different ethnicities and characteristics. The doll brand aims for children to live social inclusion from the first moment and know and respect diversity.

Asia



Dolls with tradition

[Ish Dolls](#)

Ish Dolls is a brand that creates toys and clothing that celebrate the Hindu faith. Its plush dolls are designed to bring together people of all ages and backgrounds and introduce them to the avatars found in the Hindu religion. The brand aims to bridge culture and play and wants to bring diversity to the toy industry.

5. Business opportunities

The main opportunities and conclusions detected by each of the macro trends analyzed in the report are presented below:

Connected & smart

Digitalization has already **transformed** families lives and opened **new horizons to children's play and learning** through infinite possibilities thanks to interactive and connected toys and educational solutions.

New and **advanced digital technologies** (IoT, wearables, AI, etc.) bring an enormous opportunity to **add intelligence** to child care products and services, **increasing their convenience, their safety, their effectivity and their value.**

Social digital platforms also enable opportunities to develop services that **connect families into communities** that empower them and help them **share knowledge and resources, and exchange goods and services.**

New demands & new models

With the current climate emergency, **sustainability** has become one of the **most important values for consumers across markets and industries.** The impact is **very significant in kids' sectors** especially for categories, such as toys or clothes, that generate a lot of waste when children outgrow the market.

New demands require solutions that **transform every part of the product cycle**, from the sourcing of materials, to the manufacturing process, to packaging, to what happens to it when it is no longer needed or usable.

Local and global digital communities have also enabled re-commerce opportunities in kid's sectors, effectively elevating hand-me-downs and parenting groups into **a circular economy based on peer-to-peer business models.**

5. Business opportunities

The main opportunities and conclusions detected by each of the macro trends analyzed in the report are presented below:

Keeping them safe

Peace of mind about their children's wellbeing has been a universal concern for millennials that remains **at the top of parent's priorities**. Changing lifestyles raise **new worries** such as those related to unsafe or excessive use of **technology** or toxic and unsafe products that come in close contact with children **affecting their health**.

In the context of a rapidly changing world, and having lived through successive economical, social, environmental and health crises, Millennial parents think of their children's wellbeing from an **increasingly holistic perspective**. Concerns include everything from health and nutrition, to personal development and self-expression, to mental wellbeing and happiness.

Smart digital solutions that allow families to monitor what's going on and new **sustainable and safer products** answer to these new needs as well as more **inclusive educational and playful value propositions** that guarantee that no child will be left behind.

For everyone and for all

The concept of what constitutes a traditional family has been completely **transformed**, including **expectations, roles and behaviours**. Evolving discourses on identity and growing acceptance for lifestyles that diverge from the norm has resulted in **new social values** that are transmitted from parents to their children.

Today's families have increasingly **high expectations** on brands to **guarantee inclusivity and representation**, helping parents raise their children with **empathy** and promote **equality**.

Digitalization has also enabled **access for everyone** and facilitated **personalization**, making it possible for education, care and leisure propositions that can **better adapt to each child and family's specific needs**.

6. Final considerations

Below is presented a consideration of how the territory of origin and culture influence the behavior of consumers (both parents, families and children).

Global trends with local flavour

Consumer demands for families have become more global as the world has become increasingly interconnected, with key trends applying similarly across regions, with cultural differences becoming less and less significant when it comes to child-rearing.

There are some differences mainly related to sector and market maturity that differ across regions:

In **tech-forward America**, digitalization trends applying in toys and educational products and services are more mature, while in **Asia**, telecom & device-based products and services are better represented.

In **Europe**, eco-conscious value propositions are very significant, especially driven by local small brands with very innovative concepts in sustainable clothing, toys and food, some of which have become regional and even global phenomenon.



Have it all

Families will not compromise on their values and expectations, demanding products and service value propositions that are:

...fun, playful and experiential

...convenient & easy to fit into their lifestyles

...safe, caring & trustworthy

...accessible for everyone & adapted to their needs

...always with an educational aspect

...and without compromising on design and quality.



D3.5

Understanding the Now Generation: global international trends



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