

EARLY LIFE NUTRITION EUROPE



Consumer Experts, Insight Driven

The following are based on our Q2 2019/Q3 2018 Early Life Surveys - 14,000 respondents.

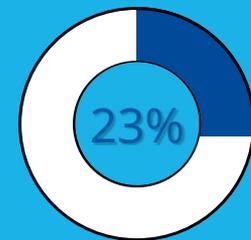


44%

Of parents say being overweight is one of the biggest concerns when it comes to their child's health.

Of the **44%** who are concerned about their child being overweight...

23% believe their child has this problem but have not sought out



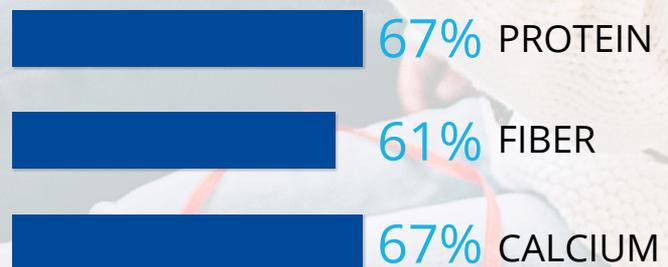
Of the **44%** who are concerned about their child being overweight...

41% have changed their child's diet in the last 6 months.



4 IN 10 PEOPLE

How important to parents is it that the food they buy for their child is high in the following ingredients?



How concerned are parents about the following ingredients being in children's food and drink products?

