



Millennial parents further shift the kids' food and beverage industry

While generations of parents have told their children, “you are what you eat,” today’s millennial parents may forever change American kids’ diets.

There are more than 11 million millennial households with children — accounting for 42 percent of all households with children¹ — and the total number of millennial households is expected to swell to 40 million by 2025.²

Wholesome meals and snacks make this influential generation happy. Many prefer foods produced with familiar and nutrient-packed ingredients and they are teaching their kids to choose food wisely. To appeal to these ingredient-savvy consumers, some food manufacturers are simplifying their product formulas. Here are some ways they are reshaping the food industry.

Breakfast

For kids heading to school, breakfast often means ready-to-eat cereal. According to Nielsen, households with elementary school-age children are the primary drivers of cereal sales, spending 45 percent more on kids’ cereal than total U.S. households. During the back-to-school season, yogurt, eggs, toaster pastries and breakfast meats are also popular back-to-school breakfast options.³

Lunch

One study showed that nine out of ten millennial moms prepare healthy lunches for their children. When shopping for lunch box items, nutrition is their main concern (88 percent). Other factors include: well-balanced (74%), taste (69%), price (65%), convenience (52%), and low-sugar (43%). Three out of four millennial moms say that they pack a more nutritious lunch box than their mothers did.⁴

Snacks

Some millennials have blurred the line between snacks and meals, preferring better-for-you snack and nutrition-enhanced options such as protein- and fiber-packed bars. Millennials are also more likely than any other generation to snack four or more times a day, according to Mintel.⁵

A recent study showed that millennial moms are conscious of buying better-for-you snacks for their children, potentially encouraging a generation of healthier snacking. More than 50 percent of millennial moms in this study said their children were more likely to choose a better-for-you snack over another prepackaged snack.⁶

Cargill food experts are helping many U.S. school districts serve nutritious and kid-friendly lunches that align with consumer trends such as cleaner labels and traceable supply chains. “Consumers really want to understand where their food comes from and what they’re eating,” said Suzanne McCarty, director of business development for government and K-12 customers in Cargill Foodservice. “We’re listening to our customers – parents and students – and looking at how their needs change.” Cargill supplies products to more than 2,500 districts in 35 states as part of the National School Lunch Program. [Read more here.](#)

Cargill's technical experts, reliable supply chain and broad portfolio can help food manufacturers develop products that meet the needs of today's consumers.

Non-GMO

Cargill offers a growing number of Non-GMO Project Verified ingredients including sweeteners, ancient grains, starches and texturizers, fats and oils, and chocolate.

[Meet the non-GMO demand](#)

Reduced Sugar

Label-friendly sweeteners bring optimal taste and sweetness to reduced-sugar snacks. Stevia-based solutions can reduce sugar by up to 50 percent. Reduced-sugar corn syrup can reduce sugar by up to 20 percent.

[Explore sugar reduction solutions](#)

High Fiber

Label-friendly Oliggo-Fiber® chicory root fiber is a naturally-sourced*, versatile ingredient that boosts fiber content. In addition, chicory root fiber can be used to support sugar, fat and calorie reduction, and to promote gut and bone health.

[Capitalize on consumer trends with chicory root fiber](#)

High protein

Plant proteins help formulators achieve a consumer-pleasing taste, mouthfeel and nutritional profile. Label-friendly pea protein can deliver up to five grams of protein to a snack bar or breakfast biscuit.

[Drive product growth with plant proteins](#)

For more information on label-friendly ingredients, contact us at **1-877-SOL-UTNS (765-8867)** or <https://www.cargill.com/labelfriendly>

* FDA has not defined natural. Contact Cargill for source and processing information. The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions, including decisions regarding natural claims.

¹ Packaged Facts. *Kids Food and Beverage Market in the U.S., 8th Edition (2016)*

² Harvard University, *2016 State of the Nation's Housing Report (2016)*

³ Nielsen, *Back To School for Students, and Back to the Grocery Aisles for Parents (2016)*

⁴ Influenster, *How Millennial Moms Shop (2015)*

⁵ Mintel. *Snacking Motivations and Attitudes - US - April 2015*

⁶ The Center for Generational Kinetics, *Millennials are reshaping the snack market*