



CHILDREN'S PROFILES. NEW SEGMENTATION

Insights and preferences of children
4 to 12 years old.



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4 to 12 years old.

As society advances, children's attitudes, values and preferences evolve. In order to develop products and services that are both appealing and appropriate for them, it is necessary to understand these changes. AIJU has been studying the evolution of childhood for more than 25 years.

This publication is the result of two years' research to determine the characteristics of today's children. On one hand, we carried out a qualitative study at an international level and, on the other hand, a quantitative study with 4,800 children from 4 European countries (Germany, Spain, France and the United Kingdom).

The research allowed children to be segmented not only by the traditional factors of gender and age, but by looking at their attitudes and interests. A total of 8 different children's profiles were defined, presenting new opportunities to address the child target.

CREDITS

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METHODOLOGY



DESK RESEARCH

International research and publications

QUALITATIVE ANALYSIS

Observational analysis, ethnographic research with families and schools

Focus groups
Expert analysis

QUANTITATIVE ANALYSIS

Children 4 to 12 years old

Sample: 4,800 children

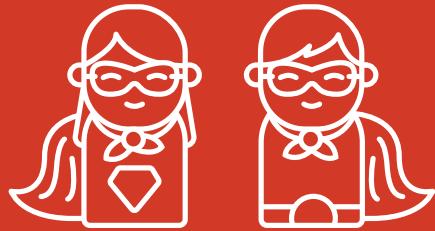
Countries: Germany, France, UK, Spain

Sample error: +/- 1.79%

Confidence level: 95.5%

Variance: p=50; q=50

CHILDREN'S PROFILES



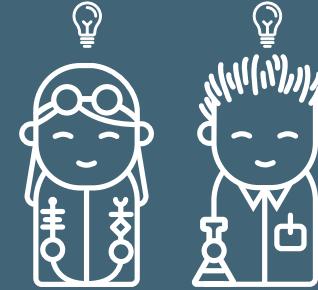
SUPER KIDS

Audacious, active daring heroes



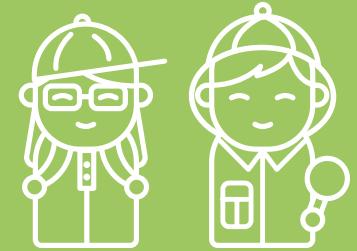
ENCHANTED

Fantasy-loving dreamers



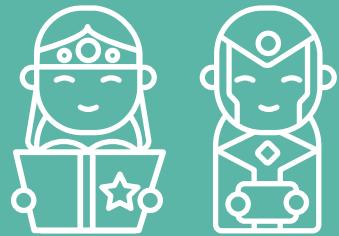
MAKERS

Creators, inventors and brain challengers



NATURE LOVERS

Curious outdoor adventurers



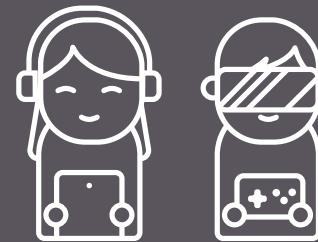
FANTASY HEROES

Fanciful heroes from the sofa



WINNERS

Physical challengers, competitive champs



TECHIES

The masters, tech controllers

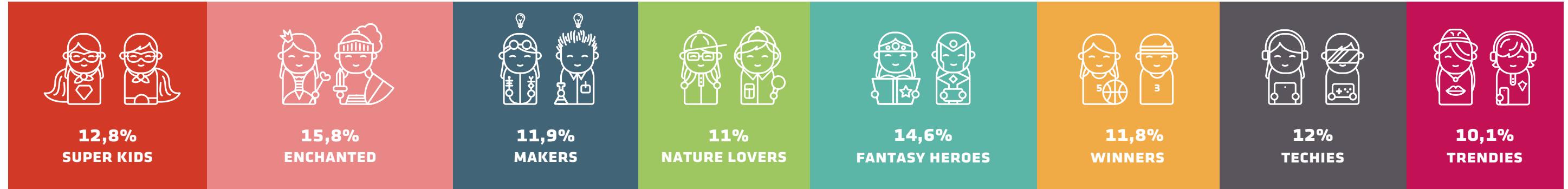


TRENDIES

Cool and fashionable leaders

CHILDREN'S PROFILES BY COUNTRY

The 8 profiles are well represented in all 4 countries analysed, but the percentage of each profile varies depending on the country.



EUROPE



GERMANY



FRANCE



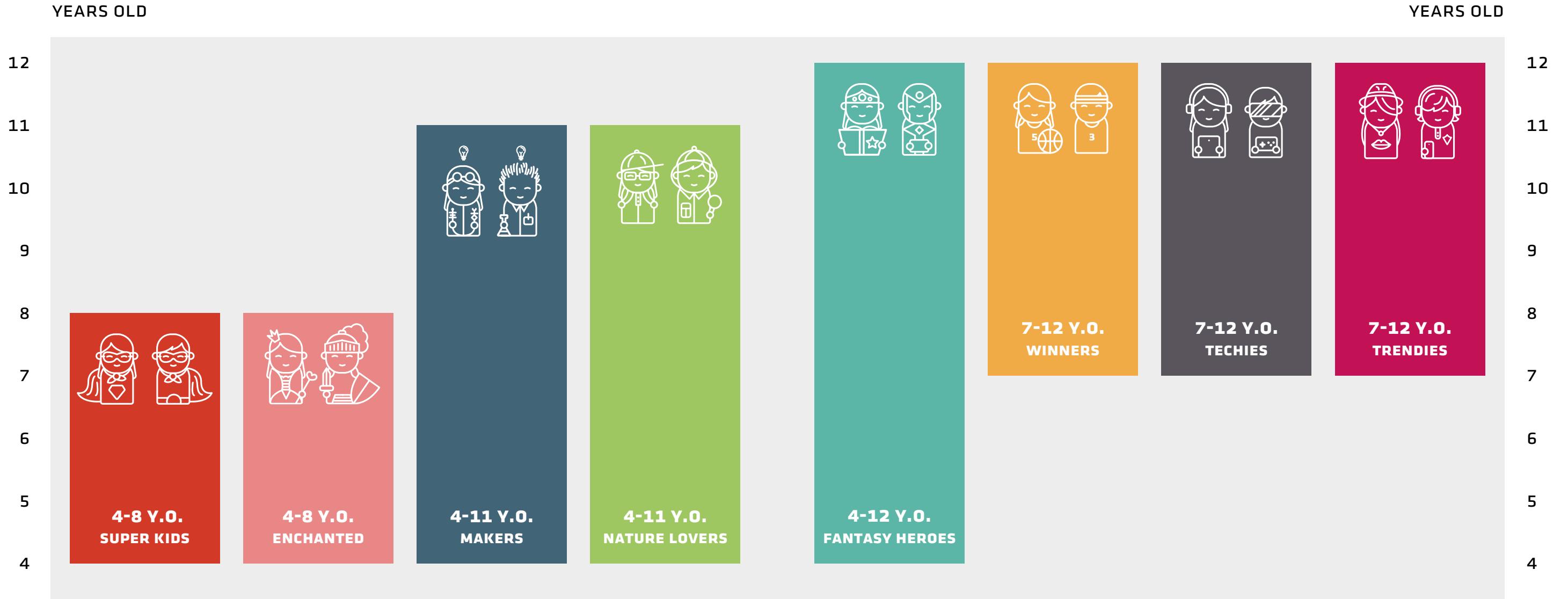
UNITED KINGDOM



SPAIN

CHILDREN'S PROFILES BY AGE

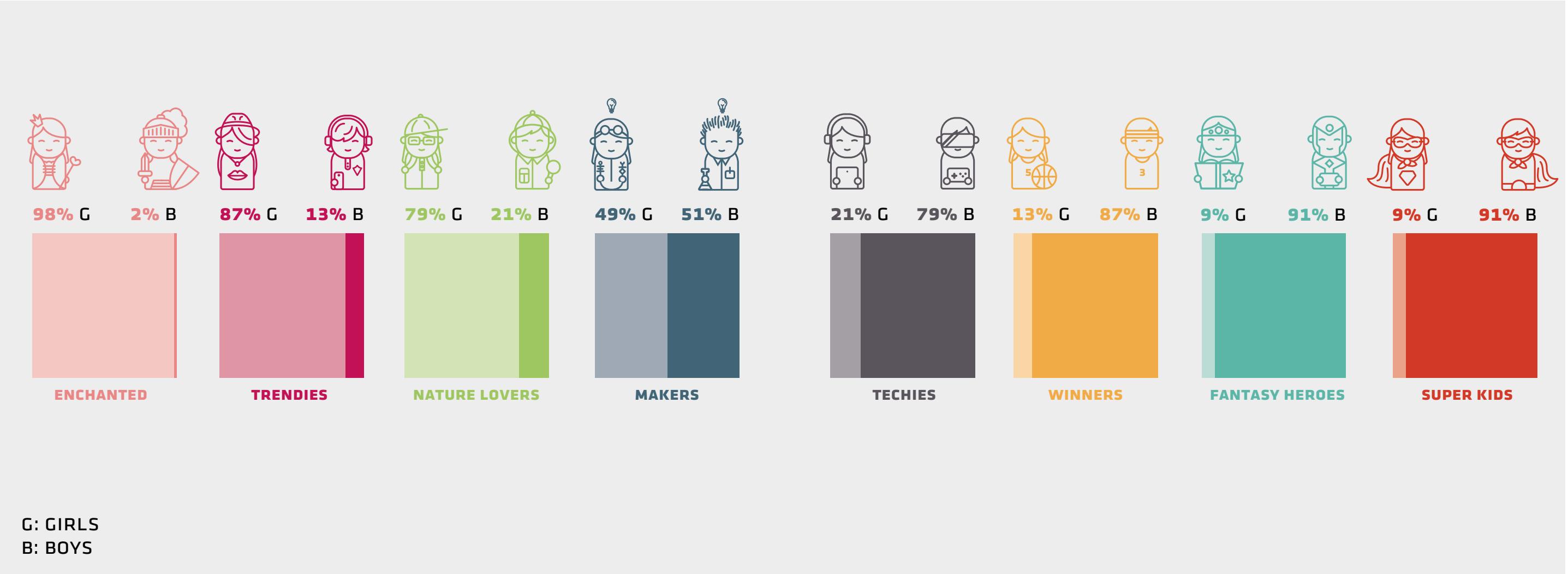
Each profile is more predominant in different ages



Source: AIJU 2016

CHILDREN'S PROFILES BY GENDER

Each profile is more prevalent in boys or girls



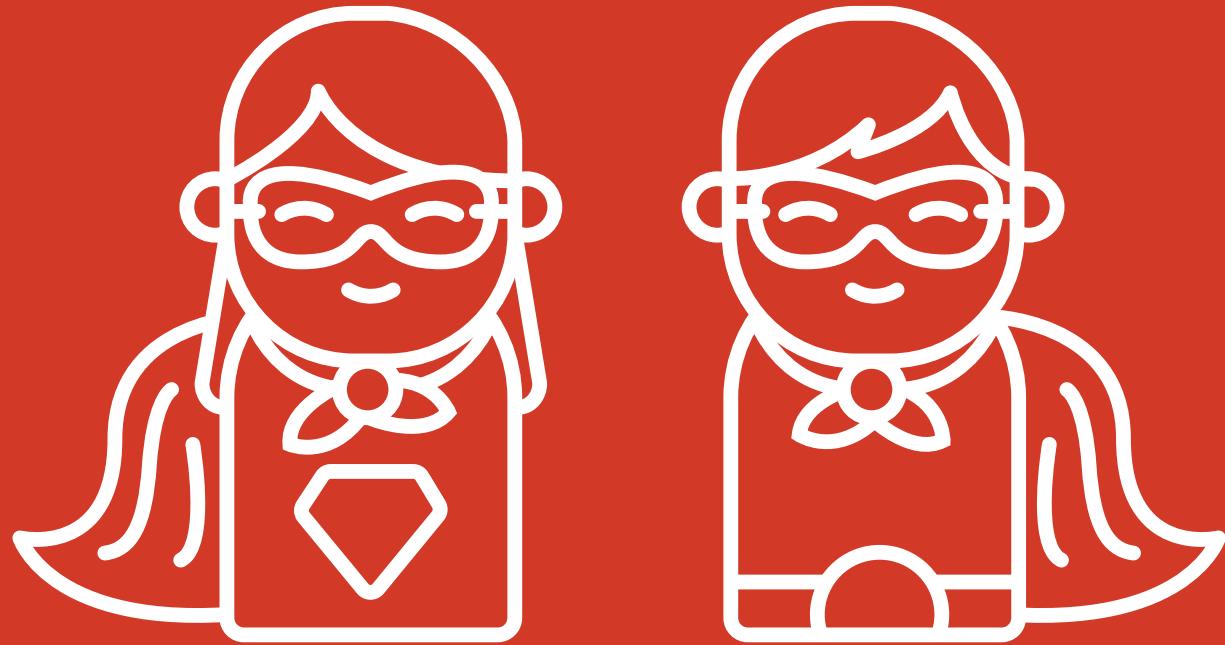
G: GIRLS
B: BOYS

Source: AIJU 2016

SUPER KIDS

4 TO 8 Y.O.

Audacious, active daring heroes



GIRLS

BOYS



TOTAL CHILDREN: 6 MILLION



INSIGHTS

- Audacious, fearless
- Active
- Being the strongest and fastest
- Like to help
- Being a daring hero

MAIN THEMES: HEROES, ADVENTURES

TOY PREFERENCES

- Action figures
- Costumes
- Role-play
- Weapons, swords
- Ride-ons
- Vehicles

FASHION PREFERENCES

- Hero characters, icons, and attributes: speed, strength, etc.
- Sporty & comfortable
- Meaningful messages inspiring empowerment in kids
- Regular clothes similar to superhero costumes

ENCHANTED

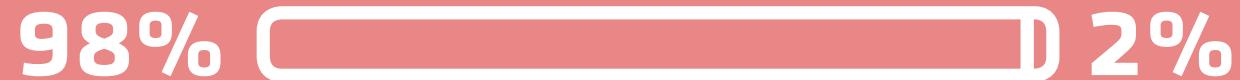
4 TO 8 Y.O.

Fantasy-loving dreamers



GIRLS

BOYS



TOTAL CHILDREN: 7,5 MILLION



INSIGHTS

- More mental than physical
- Dreamer
- Friendship, caring
- Being pretty
- Artist

MAIN THEMES: MAGIC & FANTASY, FAIRY TALES, PRINCESSES, UNICORNS

TOY PREFERENCES

- Dolls, nurturing
- Plush toys
- Arts & Crafts
- Dressing up
- Singing
- Playsets: Houses and castles

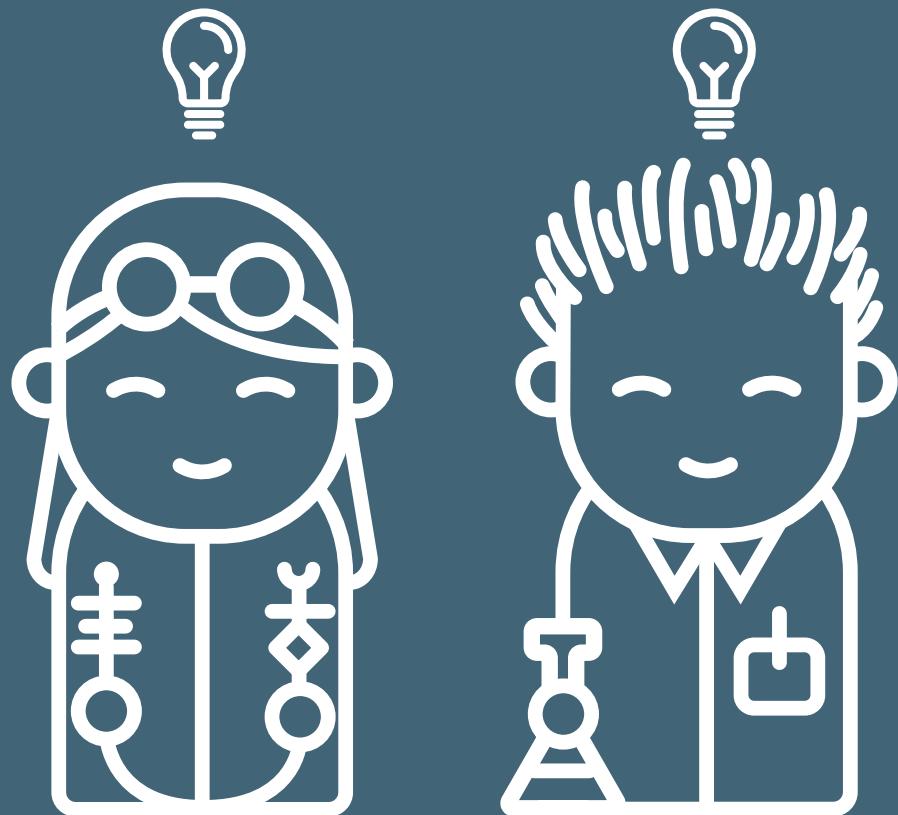
FASHION PREFERENCES

- Princess & ballerina dresses inspiration
- Pinks & whites
- Tulle & flowers
- Sequins & bows
- Glitter & gold
- Feminine looks beyond pink

MAKERS

4 TO 11 Y.O.

Creators, inventors and brain challengers



GIRLS

BOYS

49%



51%

TOTAL CHILDREN: 5,6 MILLION



INSIGHTS

- Not very physically active
- Problem solver
- Big imagination
- Creative & creator
- Inventor
- Autonomous

MAIN THEMES: SCIENCE, CREATIVE THEMES

TOY PREFERENCES

- Building
- Robots
- Coding
- Experiments
- Creating music or animations
- Brain training
- DIY

FASHION PREFERENCES

- Customisable
- Creative combinations
- Clever and funny

NATURE LOVERS

4 TO 11 Y.O.

Curious outdoor adventurers



GIRLS

BOYS

79%



21%

TOTAL CHILDREN: 5,2 MILLION



INSIGHTS

- Active
- Curious & explorers
- Love being outside
- Discovering nature
- Reading
- Creative, artistic
- Cooperative

**MAIN THEMES: NATURAL WORLD
ADVENTURES, ANIMALS & PETS, INSECTS &
BUTTERFLIES, GARDENING**

TOY PREFERENCES

- Plush toys
- Animals
- Outdoor
- Board games
- Arts & Crafts

FASHION PREFERENCES

- Boho
- Neutral colours
- Natural motifs
- Fields, forest, countryside, jungle patterns

FANTASY HEROES

4 TO 12 Y.O.

Fanciful heroes from the sofa



INSIGHTS

- Being the strongest
- Being a superhero through screens
- Not very physically active
- Reading
- Fanciful dreamer
- Adventures from the sofa

MAIN THEMES: IMAGINARY ADVENTURES, SUPERHEROES

TOY PREFERENCES

- Technology
- Action figures
- Vehicles
- Playsets
- Games

FASHION PREFERENCES

- Hero characters, icons, and attributes: speed, strength, etc.
- Retro superheroes are also valued
- Meaningful messages inspiring empowerment in kids
- Regular clothes similar to superhero costumes

WINNERS

7 TO 12 Y.O.

Physical challengers, competitive champs



GIRLS

BOYS

13%



87%

TOTAL CHILDREN: 5,6 MILLION



INSIGHTS

- Very active
- Competitive
- Sports teams
- Being the winner, the fastest
- Physical challenges
- Outdoors
- Being like their idols

MAIN THEMES: REAL TEAMS AND LEAGUES, REAL SPORTS EVENTS

TOY PREFERENCES

- Action figures
- Toys that promote physical activities
- Sports
- Outdoors

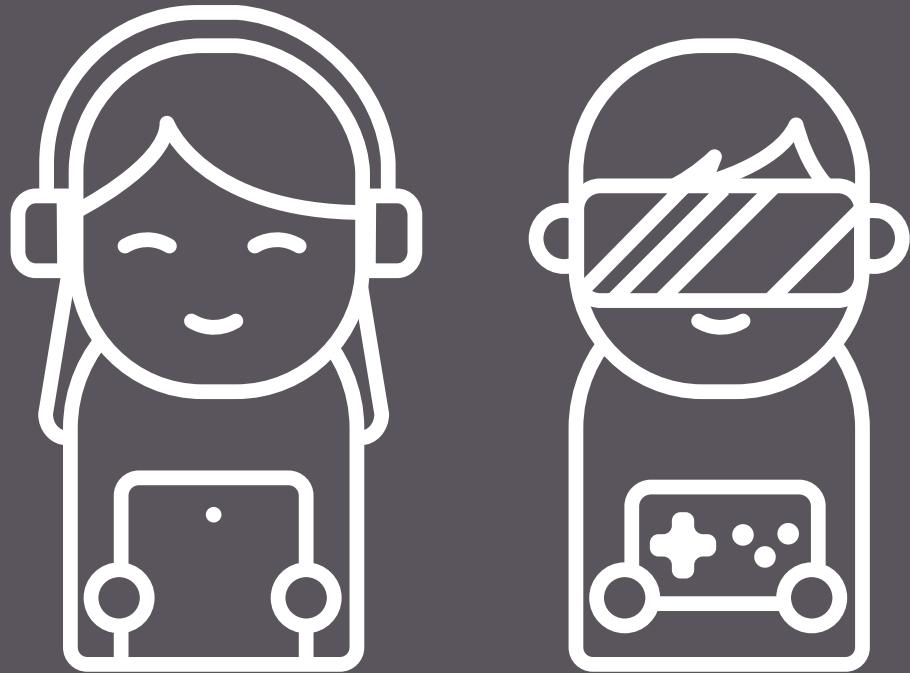
FASHION PREFERENCES

- Prints with messages and sports related topics
- Clothes to feel like their sport idols
- Unisex
- Everyday use with features of sport clothes: e.g., breathable

TECHIES

7 TO 12 Y.O.

The masters, tech controllers



GIRLS

BOYS

21%



79%

TOTAL CHILDREN: 5,7 MILLION



INSIGHTS

- E-Reading
- Half are physically active
- Tech challenges
- Discover and create with new tech
- Being cool
- Having control
- Being the master

MAIN THEMES: SCIENCE, ROBOTICS, HIGH-TECH

TOY PREFERENCES

- Building & new technologies
- Robots & pets
- Artificial intelligence
- Apps
- 3D technology
- Drones
- Other cool technologies

FASHION PREFERENCES

- Futuristic look
- Tech & computer patterns
- Technology & the latest fashions (AR)
- Clothes with effects (lights, sounds, etc.)

TRENDIES

7 TO 12 Y.O.

Cool and fashionable leaders



GIRLS

BOYS

87%



13%

TOTAL CHILDREN: 4,8 MILLION



INSIGHTS

The latest in: tech, Internet, chatting
Trendy things
Looks, cool, music, fashion
Creative, passionate, leader
Teens & secrets

MAIN THEMES: FASHION, REAL BRANDS, CELEBRITIES, EMOJIS, HIGH SCHOOL

TOY PREFERENCES

Arts & crafts, DIY
Jewellery, fashion accessories
Trendy dolls
Cool board games
Technology
Musical toys

FASHION PREFERENCES

Trendy jeans
T-shirts with fashionable messages
Mum & me
Cool prints
Inspired by "cool places", mainly in the USA:
California, Miami, Los Angeles
Celebrity and adult trends looks

CONCLUSION

Children are actually a mix of profiles, although one is usually predominant. This opens great possibilities to create and develop innovative products and services that consider the current preferences of today's children.

In general, this information on children's social profiles represents several opportunities for the children's products industry, both for manufacturers and distributors. However, it is important to remember that each children's profile will be attracted by different products and services, and should therefore each be reached with specific means of communication and sales strategies.



Children's Research Department

AIJU Technological Institute for children's products & leisure

