

What's happening on kids menus in 2020?

As an increasing number of millennials become parents, operators benefit from learning their preferences when creating kids menus. Check out what those preferences are, and what trends will make their way to kids menus in 2020.

WHEN CHOOSING WHERE TO EAT, MILLENNIAL PARENTS SAY IT'S IMPORTANT FOR RESTAURANTS:¹



To have a **variety of options** on the kids menu



To have **healthy options** on the kids menu

TAKEAWAY: A varied menu with both healthy and indulgent options will hit the mark for most millennial parents.

What's more, millennials with kids are more likely to increase visits to restaurants if they have **more sophisticated kids menus.**²



Trends to watch



MORE FOCUS ON BREAKFAST

Mentions of breakfast dishes on kids menus have grown 17.5% year over year, and mentions of pancakes on kids menus have increased 4.4%.³

Takeaway: As some restaurants move away from the "kids eat free" model, fun, child-sized breakfast options will appeal to both parents and kids.

Menu example: For the 2019 holiday season, IHOP added a breakfast LTO called Oh What Funnel Cakes: Two golden, crispy funnel cakes, lightly dusted with powdered sugar and topped with glazed strawberries, whipped topping and shimmering elf sprinkles. This item was part of the chain's "Elf on the Shelf" holiday menu marketed towards kids and families.



SNACKABLE BITES

A majority (53%) of consumers say their typical eating habits include three meals a day, with a few snacks between meals.⁴

Takeaway: With more snacking happening, parents will look for familiar foods their kids love, such as cheese and crackers, carrots and hummus and pretzels with dipping sauce.

Menu example: At Bavarian Inn Restaurant in Frankenmuth, Mich., the kids menu features a Bavarian pretzel with dipping cheese.



HEALTHIER EATS

44% of millennials living with kids ages 12 or younger say they'd visit restaurants more often if they updated kids menus with more sophisticated options.⁵

Takeaway: As millennial parents increasingly focus on health in their own diets, those preferences will carry into what's being offered on kids menus.

Menu example: At Pockets, kids meals come with a choice of sides, including mandarin oranges, red grapes, edamame or quinoa.

Sources:

- 1) Technomic/Ignite Consumer Brand Metric data, Q3 2018-Q2 2019
- 2) Technomic's 2018 Generational Consumer Trend Report
- 3) Ignite menu data
- 4) Technomic's 2018 Snacking Occasion Consumer Trend Report
- 5) Technomic's 2018 Generational Consumer Trend Report