

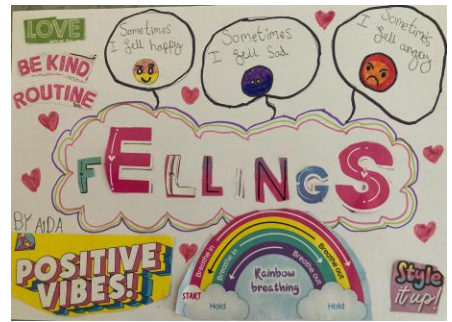
Since March 2020 we've been speaking to families to understand family life at different points in time. This summer 2024, we've focused on Gen Alpha, fandom and how brands can really connect with kids today

The cost-of-living crisis continues to have a huge impact, with many families still struggling financially. However, kids are living in the moment and generally feel excited about the future


PARENTS...



CHILDREN...



FANDOM...


 I first noticed [my son's] interest in Minecraft when he was 4, having seen it on YouTube Kids and then talking about it with a friend
- Mum of boy, aged 9



Pressure to own branded items begins earlier than ever. By around 9yrs, kids' influences extend beyond immediate family & friends, leading to requests for labels eg Nike, AirUp, Elf cosmetics



Gen Alpha is undoubtedly a digital first generation, using digital channels to discover brands, deepen fandom and inspire online and offline play

 Squishmallows are omnipresent in the house, but my 8-year-old would happily collect more. They are lovable and collectable... They have other cuddly toys but Squishmallow is the only brand that's made an impression in this area
- Dad of two girls, aged 8 and 10



The most successful kids' brands have a significant and varied digital footprint, offering a point of engagement at every turn



The full Families@Home project report explores these insights in detail, including the brands that are most successful with kids, how to grow engagement and the complex role of smart devices within kids' fandom. To find out more please contact info@redcresearch.com