

Exploring Parental Drivers in Infant Snack Purchases

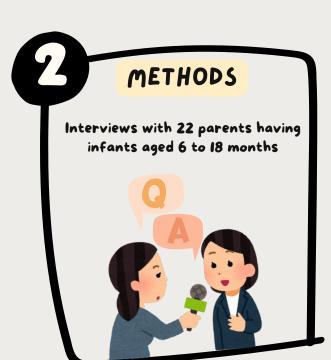
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BACKGROUND

Eating habits formed during infancy play a crucial role in shaping long-term food preferences

Despite growing concerns about the nutritional value of commercial infant snacks, their consumption continues to rise

We investigated key factors that influence parents' decisions to provide commercial snacks to infants



CONCLUSIONS

Our findings highlight the need to enhance the nutritional quality of infant snacks

Our findings highlight the importance of ensuring infant snacks meet nutritional requirements



We perceive infant snacks to be safer for our infant than conventional snacks



We value the convenience of snacks over other

characteristics

We believe some infant snacks offer additional health benefits

Vegetable-based snacks-Biscuits-Dairy-based snacks-Meat-based snacks-Fruit-based pouches-Bars-Crackers-Fruit-based snacks-Extruded snacks



child adult









