

Exploring Parental Drivers in Infant Snack Purchases

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1 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

2 METHODS

Interviews with 22 parents having infants aged 6 to 18 months



4 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

3 RESULTS

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

