

# 2019 KID & FAMILY TRENDS

## Monthly Subscription



In the ever-changing youth and family market, it's crucial to stay on top of trends throughout the year. Smarty Pants' monthly trend subscription ensures that you and your organization:



### STAY IN THE KNOW

A steady stream of fresh, cross-category trends and fads among youth and families will keep your team smart



### RECEIVE RIGHT-SIZED INFO

Two, easy-to-read trends are delivered to your inbox on the 20<sup>th</sup> of every month, from February through November



### GET DATA-BASED INSIGHTS

Trends include hot-off-the-press data from Smarty Pants' syndicated studies, trusted secondary sources, qualitative learnings and relevant case studies

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*Individual trends can also be purchased à la carte for \$1.2K*

In 2019, the **KID & FAMILY TRENDS** subscription spans the lives and lifestyles of 2 to 17-year-olds and their families. Global data and opportunities are provided where available.

# Sample cross-category trends from 2018...

From smart speaker adoption and content consumption ...

... to sensory considerations and fashion champions

### 7 The New Speaker of the House



**The smart speaker evolution**

Generally referred to as "digital," "virtual assistants" and "voiceover," the latest smart speakers that are possible without a screen, screen, are changing behavior between and redefining how young consumers interact with the world around them.

Smart speakers are the fastest growing consumer device of recent years, outpacing all other categories. One in five households now has a smart speaker, and that number is set to reach 37% by the end of 2019.

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### Kid Brand Affinity

**Kid engagement is taking off**


In 2018, less than half of kids ages 8-12 had ever heard of Amazon Echo or Google Home. The 2019 KID BRAND AFFINITY study shows that kid awareness of the leading smart speaker brands has increased the leading brand, Amazon and Google's smart speakers have virtually identical awareness at 53% and 53%, Apple's HomePod, which has only been on the market a few months, is nearly double to 98% of kids.

**Kid awareness of smart speaker brands, 2018-2019**



**Kid affinity for smart speakers is leading to more use.** The 2018-2019 KID BRAND study shows that 38% of kids 8-12 use smart speakers at least weekly, 23% of whom do so at least once a day.

**Frequency of Kid Smart Speaker Use, 2018**



**Amazon Echo** is the most popular smart speaker brand, followed by **Google Home** and **HomePod**.

Perhaps most importantly, nearly all kids use smart speakers exclusively with their parents, 97%, 93% and 91% of 12-13, 8-11 and 4-7, respectively.

### 17 The Stream Scene



**1. Exports, pros & cons**

Netflix's success in convincing content, kids and families has never had more options. Linear channels still delight, and streaming content continues to expand daily. As quality an established streaming platform as growing their library of original and acquired content, new streaming services are emerging. We expect the streaming market to hit \$100 billion in 2019.

In addition to recent and upcoming launches by content powerhouse DC Universe and Disney, as well as great, kid-friendly, some of the family-centric streaming announcements in the last month alone include:

- Apple plans to launch a streaming service in 2019.
- AT&T's WarnerMedia plans to unveil a streaming service by the end of 2019.
- ESPN just reached \$1.5 billion when streaming network for 24/7 ESPN content.
- GoPro is considering a streaming service for kids and other markets.
- Netflix and Amazon are competing.
- Disney is going to enter. ABC is going to launch a streaming service.
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### YouTube continues

While Spotify's leads may be slipping with the streaming system, one kid still remains YouTube is the most popular streaming content provider in 2018. The fact, percentage of content that is shared, which nearly every kid has for YouTube channel (and increasingly long-form content).

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### 5 Making Sense of It All



**Sensory overload**

There is the "noise" of growing up. It's a whirlwind of sensory stimulation and sensory information. It's a place where the sensory system is constantly being challenged. It's a place where the sensory system is constantly being challenged. It's a place where the sensory system is constantly being challenged.

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### Estimated Autism Prevalence 2018



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**Autism spectrum disorder (ASD) prevalence, 2000-2018**

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### 15 Who, What, Wear



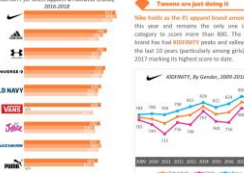
**Today in Fashion**

Present style is one of the first steps kids take in their journey to self-expression. It's a way for them to show the world who they are. It's a way for them to show the world who they are. It's a way for them to show the world who they are.

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### Adaptability for Select Apparel & Footwear Brands, 2018-2019



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Monthly trends are issued in PDF format. Each trend is approximately five pages.

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 curious minds. clever solutions.