

C H A N G E R



CHILDREN'S PROFILES NEW SEGMENTATION

Insights and preferences of children
4 to 12 years old.

CHANGERS

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Insights and preferences of children
4 to 12 years old.

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INTRODUCTION

Children's motivations and interests are constantly evolving along with market and social changes. To develop products and marketing strategies that are truly responsive to children's needs and wants, these changes need to be tracked.

AIJU has spent more than 30 years researching childhood and its evolution, following the development of the different factors that influence children's way of being in a global context.

In our extensive research, it is evident that, even if children from the same generation share some commonalities, they have specific characteristics that have to be taken into consideration.

Not even when we segment them by gender and/or age can we really understand children's current motivations and interests. It is necessary to segment in another way, taking into account a multitude of factors related to their attitudes, personality, preferences, needs, lifestyle, etc., and this data leads us to define different children's social profiles.

AIJU has been carrying out this type of analysis and segmentation for years, offering companies in the sector specific information on what children's social profiles are like at all times. With this, we have **supported the industry to generate more specific products and strategies** according to the profile which they are targeting.

With this publication, **AIJU presents 7 children's social profiles**, a new segmentation that helps define what children are like today.

Most of the children we present in these profiles belong to the Alpha generation (born between 2010 and 2025).

METHODOLOGY

To obtain the children's social profiles, AIJU has carried out different studies from a qualitative and a quantitative approach.

On a qualitative level, AIJU has applied observational analysis methodologies and ethnographic tools, and carried out focus groups and evaluation meetings with experts. It has also developed an exhaustive review of the latest international research and publications.

On a quantitative level, AIJU has carried out a survey with more than 3,500 boys and girls in 5 European countries.

QUALITATIVE ANALYSIS

Ethnographic research with 12 families and 5 schools

5 Focus groups with children

3 Work meetings with experts in childhood development

QUANTITATIVE ANALYSIS

Children from 4 to 12 years old

Sample: 3,547 boys and girls

Countries: Spain, Italy, France, United Kingdom and Germany

Sample error: + -1.65%

Confidence level: 95%

Variance: p = 50; q = 50



THE CONTEXT & THE CHANGERS

PANDEMIC

The first children in modern times who have experienced a lockdown, and the implications of living through a pandemic.

Children have been aware of how people have come together to support each other, and how people have sacrificed personal freedom for the common good. This generation of children will expect companies to be more socially aware and active.

ECO MOVEMENT

Sustainability has taken on unprecedented importance, influencing social behaviours and industry developments.

Today's children are more sensitive to issues related to the environment. They are a generation that will highly value products and services that have a more positive impact on the environment.

CULTURAL DIVERSITY

Current events reflect how the majority of society is tending to break stereotypes and better accept the variety and uniqueness of each person.

This is the most diverse generation to date, in terms of race, poverty, and family structure (Gill, B., 2020). This makes them a generation that is much more tolerant of diversity and is more inclusive in general.

**From “ME”
to “WE”.**

**They worry
about much
more than
themselves.**

Collaboration and activism are becoming increasingly important among them.

They are aware of their role in the world.

They question everything. They have a more critical and proactive reflection on consumption. 66% want to buy from companies that want to do good in the world. (CENFIM, 2020)

UBIQUITY OF TECHNOLOGY

TECH SOCIALISATION AND ENTERTAINMENT

Children have learned to relate to their family and friends through social media. These children are born in a society where technology is increasingly present in all aspects of their lives. It is not uncommon to find a child easily using a smartphone, choosing their favourite YouTube video, messaging via WhatsApp, or making a video call with their grandparents.

Due to the proliferation of platforms such as YouTube or WhatsApp, children have learned to communicate through video, which is something that Tik Tok has been able to take advantage of. According to the present study carried out by AIJU, 30% of children between 4 and 12 years old use this social network (48% of 10-12 year olds), and 14% also share its content publicly. In Spain, the use of Tik Tok by children has increased from 45% to 60% during the lockdown.

Social network ads have great influence on children due in part to their more segmented marketing. In fact, 55% of children between 6 and 16 years old admit that they would like to buy what their favourite YouTuber or Instagrammer wears (Wunderman Thompson Commerce, 2019).



To be with friends does not mean to be together in person, they socialise in the virtual world, the place where the new urban tribes are born.

(Dominguez, El Periódico, 2019)

The New Humanism: Technology should enhance, not replace, human interactions.

(Hirsh-Pasek, K. et al., 2018)

TECH GAME

Technology is part of their playtime, mainly through video games and apps on tablets and smartphones. The fact is that the video game industry is constantly increasing in Europe, with an annual growth of 15% in 2018 in key markets: Germany, the United Kingdom, France, Spain and Italy (AEVI - Spanish Association of Video Games, 2018).

The relevant increase in the use of video games among children is due, among other things, to the growth in the use of tablets and smartphones. This factor has helped democratise the video game sector, modifying gaming habits (from long to short games lasting between 5 and 10 minutes). eSports have become more popular in the 10-12 year old target, and as tablets and smartphones have entered the video game sector, girls' interest in this field has grown.

In general, technology has been increasing in all traditional toy and game categories, adding play value through virtual reality, artificial intelligence, interaction with wearables, and voice control.

TECH EDUCATION

The immediate access to information makes old learning models obsolete. The way in which children understand how to acquire knowledge is different. They are more self taught, learning at their own pace with personalized learning experiences focused on staying updated (Ratman G., 2020). For instance, they learn by watching tutorials to learn what they need at any time, they also learn by doing when children attempt to replicate the project they watched, and they learn peer-to-peer when they share their experience and chat with other subscribers (Hattingh, M., 2017).

In general, they are very pragmatic, seeking knowledge of rapid assimilation and with very direct application in the world.

Faced with these trends, schools are slowly evolving from auditory and structural learning to engaging, visual, multimodal, and practical methods to educate this generation.

Taking advantage of this opportunity, many private tech startups are innovating, creating educational materials from a more gamified technological approach. For instance, the use of augmented reality and other technologies can unlock a whole new dimension of interactive experiences that are rich, engaging and meaningful.



La Leyenda del Legado
A video game for children to overcome challenges related to the subjects they are learning in their textbooks.

(Editorial Edelvives)

Learning at home

This practice has increased rapidly in Europe due to the pandemic and the lock down. Educational digital games have gained unprecedented relevance in the acquisition and improvement of knowledge.





HEALTH AND WELL-BEING

EATING

Millennial parents are more aware of the importance of healthy eating, and they are willing to invest time and resources so their children not only eat healthily, but also consciously, being aware of the benefits that specific foods bring you (Carter C.M., 2017).

This generation of children will grow up to be more concerned with calorie intake, eat a greater variety of healthy foods, and increase their consumption of plant-based proteins. Moreover, they will drink less alcohol and soft drinks (McCrindle Research, 2020).

The visual appeal of food is also more relevant to this generation of children. Social media posts of food photos make colour, size, shape, and texture increasingly important (Cannon J., 2018).

On the opposite side are those families that, immersed in the chaotic rhythm of society, resort to processed, precooked and fast-food, causing one of the greatest problems of this generation, childhood obesity. However, even restaurants and fast food restaurants are choosing to include healthier options in their current product range.

SPORTS

90% of parents consider that sports and physical activities are key to the emotional development of children.

Sport improves children's self-esteem and can help reduce stress and increase physical and mental well-being (Novak Djokovic foundation, 2015).

Our research shows that 52% of boys and girls between 4 and 12 years old practice some sport as an extracurricular activity, a percentage that increases to 60% in the case of Spain. On average, children do 5 hours a week of sport, and more than 9 hours in the case of Germany (AIJU, 2020).

This awareness of sports is not only held by parents, boys and girls also understand the importance of leading an active life; their millennial parents have taken care of it.

VALUES AND EDUCATION

BREAKING STEREOTYPES

CHANGERS are raised in families in which traditional parental roles are less defined and more blurred than decades ago. Families in which tasks are shared as never before and in which the work-life balance is taken into account more than in previous generations (Solé, A., 2019). Boys and girls see both mum and dad cook, or do laundry, and they don't associate a specific task with a gender as much as other generations used to.

ACCEPTING STEREOTYPES

At the same time, some parents and experts advocate that children who follow more stereotypical patterns should also be respected.

EQUALITY AMONG FAMILY MEMBERS

New families believe in equality among all members of the family. In this context, children's needs, preferences, and opinions are considered as relevant as the ones parents have. There is even a new architectural philosophy based on designing houses that don't generate hierarchies, with space configurations that favour equal treatment among family members.



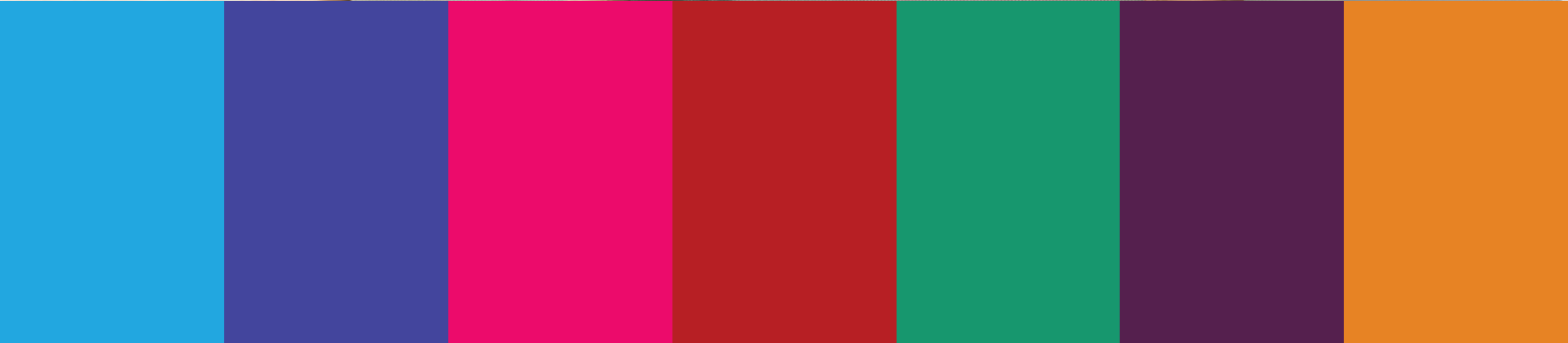
A world of emotions
El País colecciones

EMOTIONS MATTER

Data shows an increase in children's stress, or in being diagnosed with an anxiety disorder. Parents are more aware of the role of managing emotions in their children's well-being, and are looking for tools to support them in this regard.

In recent years, there has been a considerable increase in books, games and toys that help children to improve their knowledge of what emotions are, how to recognise them in themselves and in others, and how to act in each case.

This generation has more resources to learn and achieve better emotional health and intelligence.



CHILDREN'S SOCIAL PROFILES

The world is changing and
these are the **CHANGERS**

CREATIVE HEROES. Playful toy lovers

HUMOROUS CHAMPS. Silly play makers

AFFECTIONATE DREAMERS. Loving princesses and princes

NOTABLE ACHIEVERS. Challenge seekers

GREEN EXPLORERS. Curious outdoor adventurers

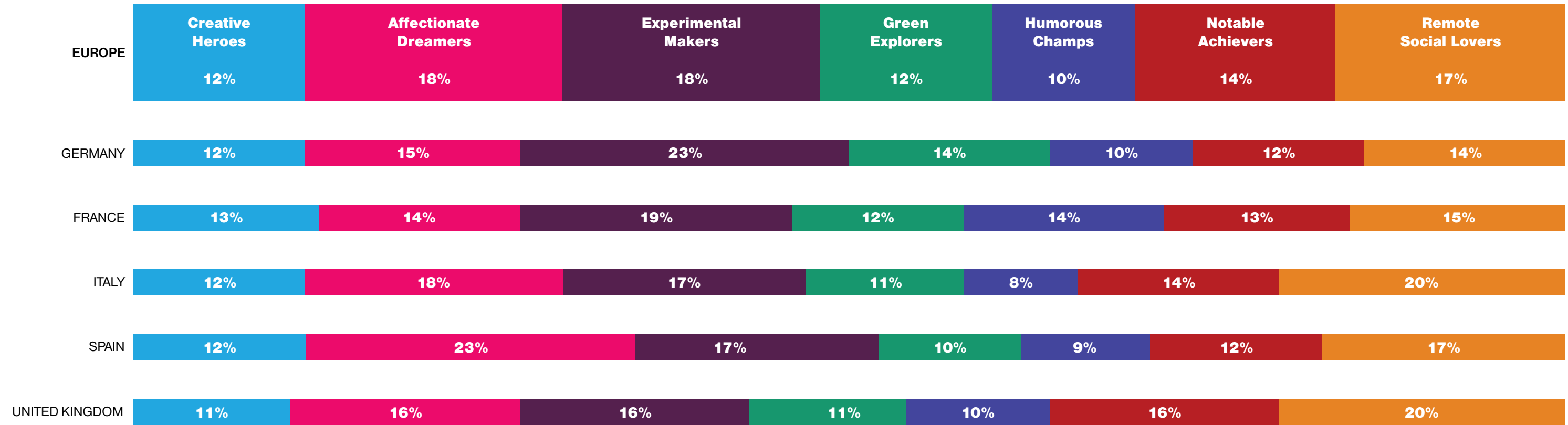
EXPERIMENTAL MAKERS. DIY creatives

REMOTE SOCIAL LOVERS. Social media users



CHILDREN’S PROFILES BY COUNTRY

In general, Affectionate Dreamers, Experimental Makers and Remote Social Lovers are the predominant profiles of children in Europe, although there are different nuances in the countries analysed. In Germany, there are more boys and girls with an Experimental Makers profile. In France, the proportion of the Humorous Champs profile is greater than in the rest of the countries. In the United Kingdom and Italy, the Remote Social Lovers profile stands out, in the United Kingdom this perspective is more related to their interest in technology, and in Italy it is more related to fashion. In Spain, Affectionate Dreamer is the most predominant profile.



Source: AIJU 2020

CHILDREN’S PROFILES BY AGE

The profiles are also characterised by age. There are profiles that predominate in the youngest target, such as Affectionate Dreamers and Creative Heroes, and others that predominate in the oldest target studied, such as Experimental Makers, Notable Achievers and Remote Social Lovers.



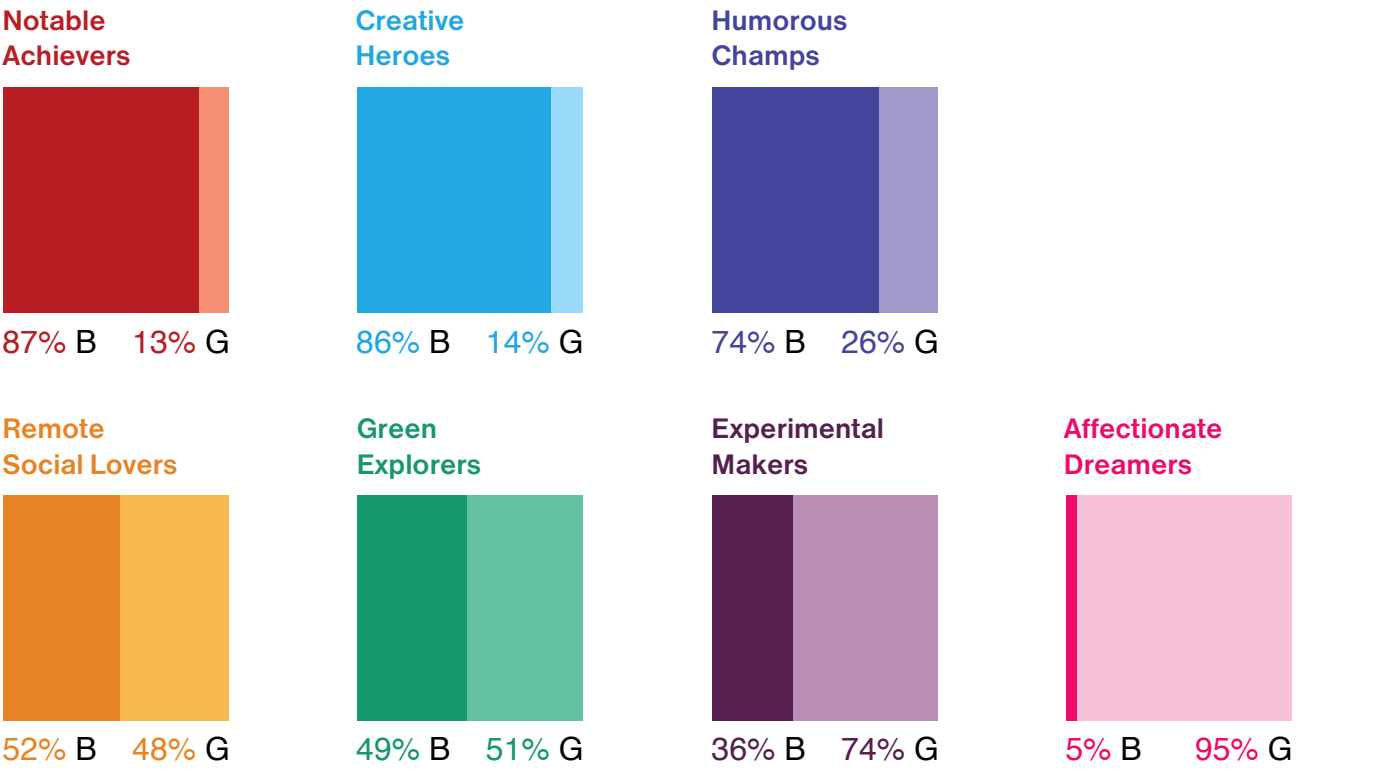
Source: AIJU 2020

CHILDREN’S PROFILES BY GENDER

Children’s profiles are also characterised by gender. Although in the last few years there has been a slight trend towards gender equality in all profiles, there are different percentages of boys and girls who identify with each profile.

The profiles with the most pronounced gender differences are Affectionate Dreamers and Experimental Makers, in which girls predominate, and Creative Heroes, Notable Achievers, and Humorous Champs in which boys predominate.

The profiles Green Explorers and Remote Social Lovers do not present relevant differences in this regard.



Source: AIJU 2020

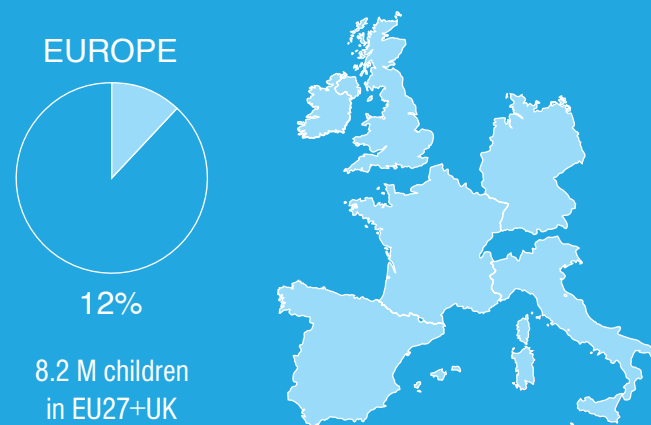
B:Boy G:Girl

Creative Heroes

Playful toy lovers

They are children who love to play with toys and are very imaginative in the way they play with them. They show little interest in technological, musical and fashion trends.

4–9 years old



WAYS OF BEING



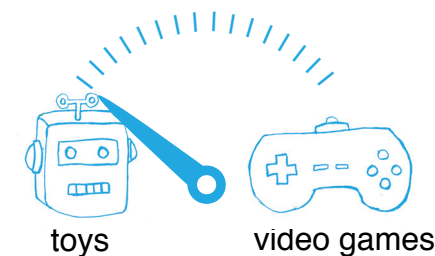
THEMES

Action

Adventure

Classic characters

THINGS THEY LIKE TO PLAY



heroes
creative games
monsters collecting

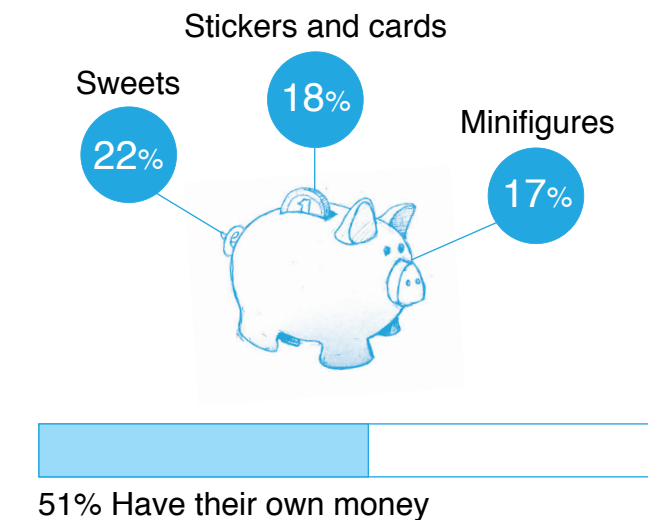
FAVOURITE TOYS

Construction sets

Action figures

Vehicles

HOW THEY SPEND MONEY



THINGS THEY LIKE

books
toys
sporting goods



Name Charles
Age 4 years
Gender Male
Country UK
Family structure Dad and mum

EXTRACURRICULAR ACTIVITIES

None, he plays in the park almost everyday.

DREAMS & GOALS

Become a motorbike rider.

NEEDS & DESIRES

He needs to have time to play on his own terms.

FRUSTRATIONS

He is usually “forced” to share his toys in the park, even when he is immersed in a specific playtime with them.

Charles is a very enthusiastic and cheerful child, always ready to play.

His parents always take mini-cars, mini-motorbikes and superhero figures everywhere they go. He plays with them constantly, finding ways for his toys to perform pirouettes and participate in various adventures. A park bench or restaurant table is quickly used as a racetrack and settings for his games.

At home, he builds the routes and scenarios for his cars and figures using building blocks, as well as other toys and objects.

He usually doesn’t want to go to school in the mornings as he loves to play with his toys, but his parents let him go to school on a scooter, and that always cheers him up.

He loves to ride his bike and his scooter as well. On weekends he always goes to the park for a bike ride with his parents. He feels like a grown-up now that his parents have removed the training wheels. He wears a helmet proudly as he feels like a real biker.



Name Carla
Age 8 years
Gender Female
Country Italy
Family structure Divorced parents, an older brother, and a half-sister

EXTRACURRICULAR ACTIVITIES

English.

DREAMS & GOALS

She wants to be a writer.

NEEDS & DESIRES

She needs to have more free time to think, create, and try the stuff she has in her mind.

FRUSTRATIONS

She wants more time to play, but she has homework almost everyday now.

Carla is a very imaginative girl. She is always inventing stories using her toys to represent them. She is very creative as well and has lots of ideas to build scenarios to play with her toys.

She likes to collect figures and cards, especially if they feature her favourite characters. She loves playing with the figures and also loves spending time organising them.

At night she likes to read aloud to her beloved collection of little figures and dolls. She is an avid reader. She loves books so much she has already started writing and illustrating her own.

She sees her brother playing video games constantly, but she doesn’t seem interested by them. She tells her parents that she prefers to play in the real world. Her mum always gives her a big smile and a hug when she says that.



Imaginative

Collecting

Heroes

Sports

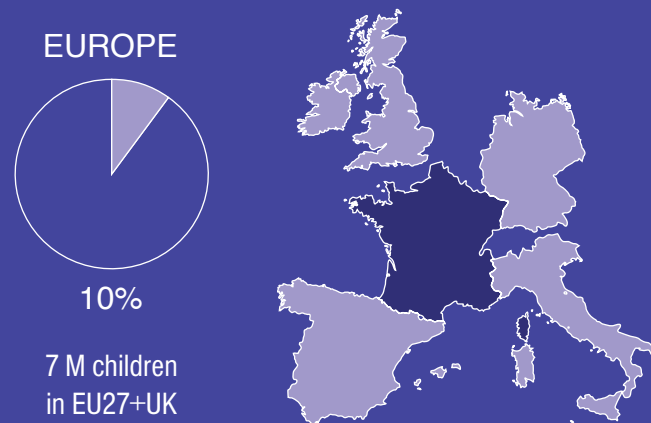
Reading

Humorous Champs

Silly play makers

They are very enthusiastic children who love to play with both toys and video games, and enjoy making people laugh very much.

4–9 years old



WAYS OF BEING



THEMES

Humour
Action

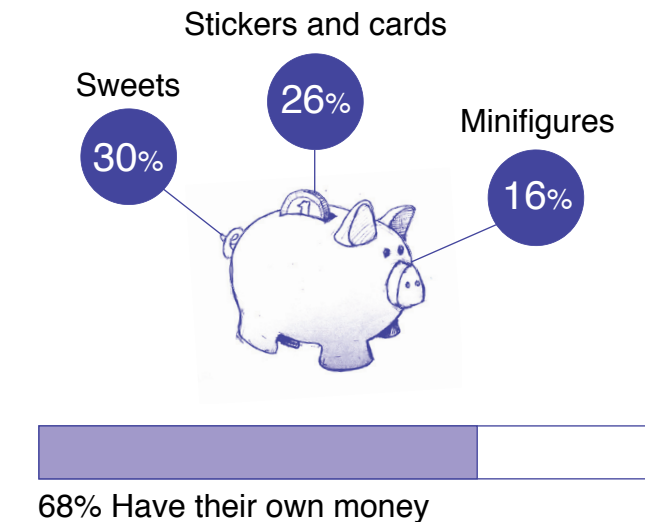
THINGS THEY LIKE TO PLAY



FAVOURITE TOYS

Video games
Minifigures
Funny toys
Performance sets (magic kits, costumes, puppet theatres)

HOW THEY SPEND MONEY



THINGS THEY LIKE

tablets toys
video games



Name Hugo
Age 9 years
Gender Male
Country France
Family structure Dad, mum and an older sister

EXTRACURRICULAR ACTIVITIES

English.

DREAMS & GOALS

Become a lawyer who defends everyone.

NEEDS & DESIRES

He wishes his friends and family would pay more attention to his ideas.

FRUSTRATIONS

He would love to be able to play all day.

Hugo loves to play both with video games and toys. The most important thing for him is to have lots of time to play during the day or he feels cranky.

At school, he is usually a leading child. He has many friends who admire him because he is a cheerful child, who makes them laugh, and with whom they usually win at games and sports. As he is quite popular, he feels confident showing some originality in the way he dresses and acts. He has his own invented style. He likes to feel he is unique.

He is a sensitive boy who tends to express his opinion in a very sincere way. When he does not like something, he has to fight to change it. He has an intense sense of justice.

He loves playing with themes related to adventures, sometimes with superheroes and heroines, others just with things that challenge him to do better.



Name Hilary
Age 7 years
Gender Female
Country UK
Family structure Dad, mum and a younger sister

EXTRACURRICULAR ACTIVITIES

Hip hop dance.

DREAMS & GOALS

Become a famous YouTube comedian.

NEEDS & DESIRES

She needs to be the centre of attention, but in a good way, she wants people to pay attention to her jokes. Making people laugh makes her feel good.

FRUSTRATIONS

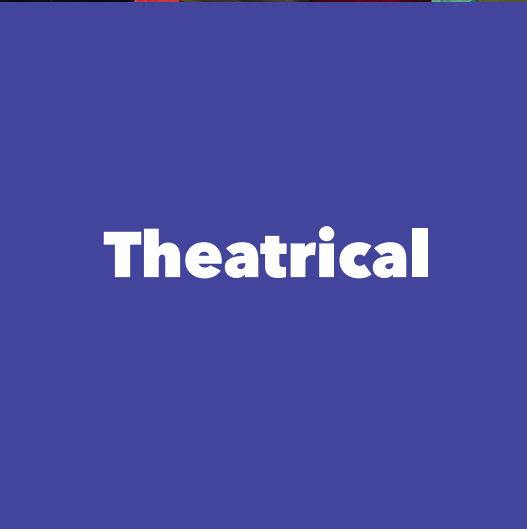
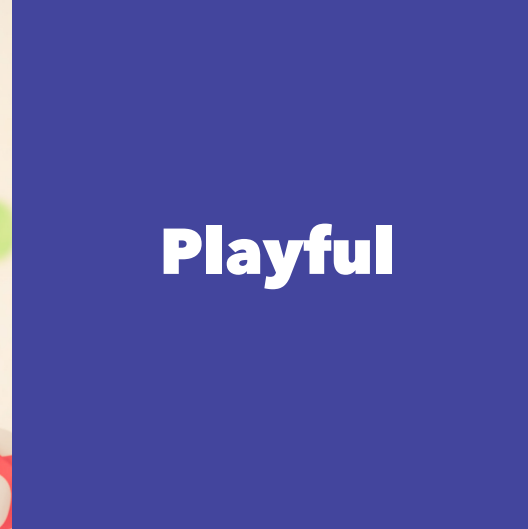
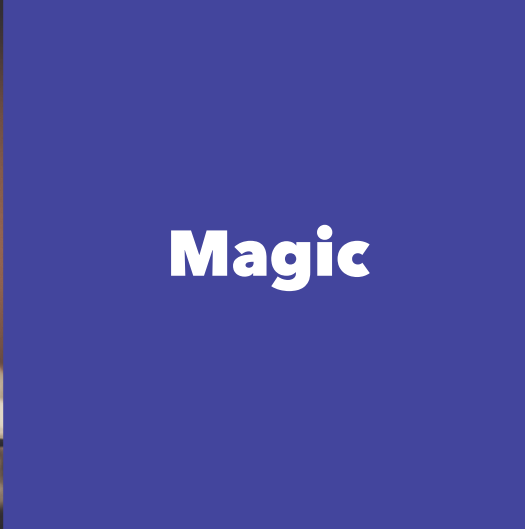
She wants to play with apps without a time limit.

Hillary thinks of herself as a funny girl who can make children and adults laugh and feel happy. She thinks this skill is a superpower and she is very proud of it.

Sometimes she likes to perform in front of a small audience (family or friends), telling jokes she invents herself.

She is a playful girl. She adores her toys, and she always has new ideas to play fun games. The problem is that she usually wants to play what she wants to play, and it is hard for her to let other kids decide. As she always wants to lead the game, sometimes her friends and sister do not want to play with her.

She also likes to play with apps. Her mother and father let her play with their phone sometimes, for instance, when they are waiting for the bus or at the doctors’ office. At home, she is allowed to play with her mum’s tablet. She gets very nervous and excited when playing with these games. She really wants to win, in a very intense way. Her emotions are so strong that it is difficult for her to put down the device, which often leads to an argument with her parents.



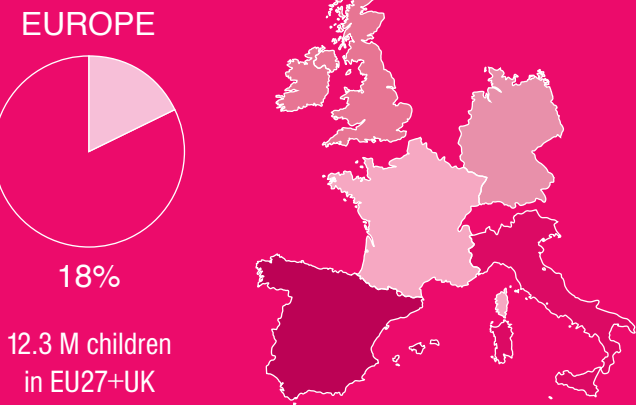
Affectionate Dreamers

Loving princesses and princes

They are children who enjoy playing princesses and taking care of dolls and plush toys very much.

They live in a world of fantasy and imagination and they love dancing.

4–9 years old



WAYS OF BEING



THEMES

Princesses
Magic
Fantasy

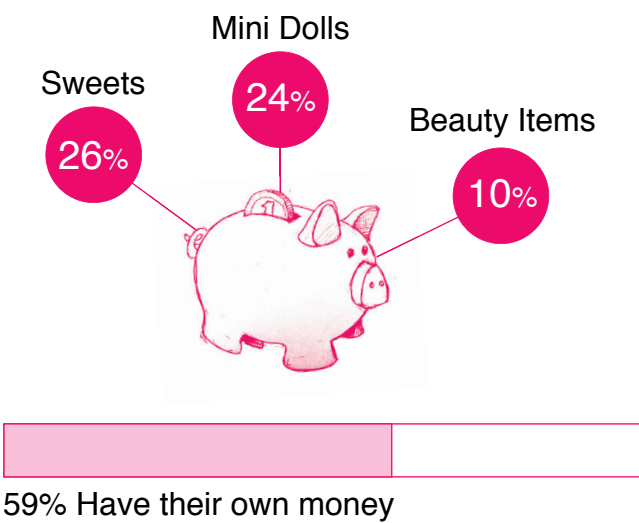
THINGS THEY LIKE TO PLAY



FAVOURITE TOYS

Dolls and their accessories
Stuffed animals
Crafts
Dressing up
Imitation of home and environment

HOW THEY SPEND MONEY



THINGS THEY LIKE

books
toys
clothing jewellery items
beauty items



Name Amelie
Age 4 years
Gender Female
Country France
Family structure Dad, mum and no siblings

EXTRACURRICULAR ACTIVITIES

Ballet.

DREAMS & GOALS

Become a princess that fills the whole world with love and glitter. A magical world where everyone cares for and respects each other and the environment.

NEEDS & DESIRES

Take care of all her dolls and stuffed animals.

FRUSTRATIONS

She would like to have more time to play with her parents. She misses her grandparents who live far away. She worries she won't ever be able to hug them.

Amelie is a very jovial girl, with many friends to play with.

She constantly seeks the affection of his parents, with whom she loves to play. She has a great time putting on makeup with mum (sometimes dad lets her put makeup on him too!). The truth is that she really likes to look pretty and wear dresses with glitter or sequins – all very sparkly!

She loves to prepare parties for her dolls and stuffed animals, especially when her mother lets her put chocolate cookies out for them. Then she eats them!

She sleeps hugging her stuffed animal, a bunny with one eye smaller than the other. She asked Santa for it at Christmas when she saw it looking sad in a toy store.

As she loves taking her bunny for walks in his stroller, she puts a mask on it, so it is like everyone else.



Name Álvaro
Age 6 years
Gender Male
Country Spain
Family structure Dad, mum and a 4-year-old sister

EXTRACURRICULAR ACTIVITIES

Dancing.

DREAMS & GOALS

Become a famous dancer.

NEEDS & DESIRES

Love and be loved. Feel the constant intense affection of his parents and his friends with kisses and hugs.

FRUSTRATIONS

He feels very insecure in unknown places. He is strongly dependent on his parents for feeling safe.

He shows signs of anxiety due to the COVID-19 pandemic.

Álvaro is a very happy and affectionate child. He is always giving his parents hugs! And since his little sister was born, he takes great care of her.

He loves to play at dressing up (and dress up his sister). He likes to pretend to be a chef who prepares the best delicacies for his dolls and stuffed animals, which he takes great care of. He really enjoys playing those games with his mum and dad.

He also loves reading, and he often surrounds himself with his toy friends and tells them stories aloud. He especially loves fantasy books.

When he hears music, he starts dancing. He feels so happy! And the good thing is that he likes a wide variety of music and dance genres.

He's pretty home-loving, but he also enjoys going out to play with his friends, whom he adores.



Creative



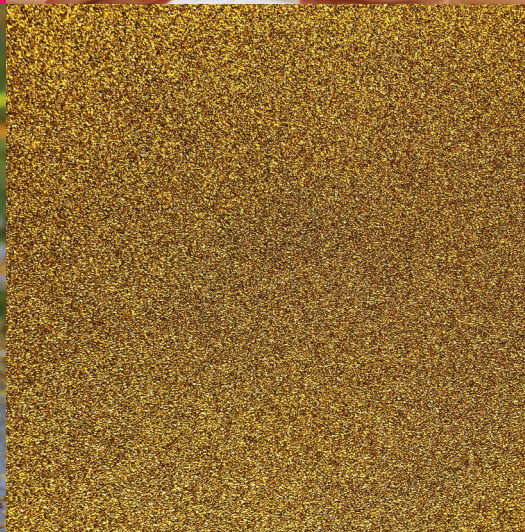
Family



Caring



Fantasy



Friendship



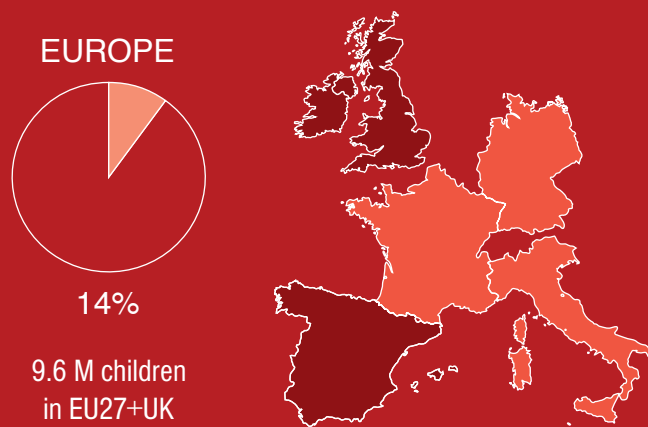
Notable Achievers

Challenge seekers

They love physical or mental challenges and above all they like to win at games, video games or practicing a sport.

They like to follow the news (be up-to-date) and usually belong to an organised team.

8–12 years old



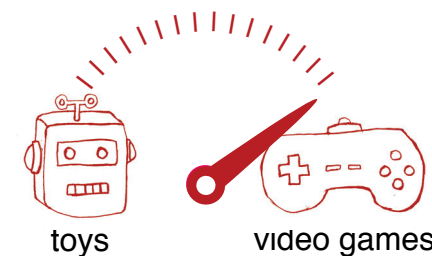
WAYS OF BEING



THEMES

Action
YouTubers
Sports

THINGS THEY LIKE TO PLAY

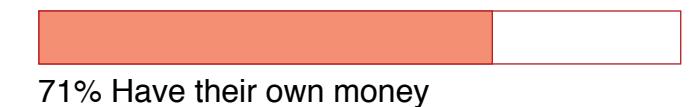
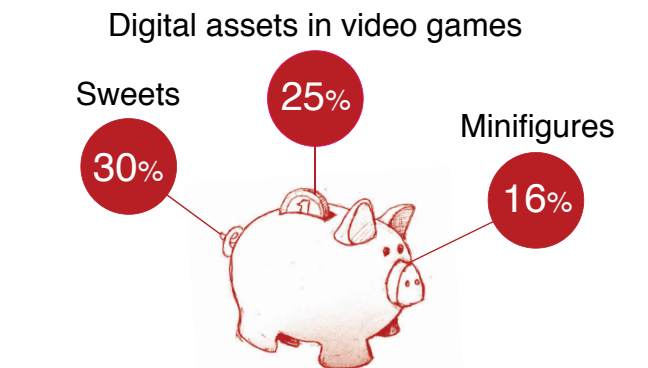


tech toys
video games
sports and outdoors

FAVOURITE TOYS

Video games
Game apps
Skateboards
Scooters
Bicycles, BMX

HOW THEY SPEND MONEY



THINGS THEY LIKE

sporting goods
cell phones
drones electronic devices
things for gamers virtual reality
smartwatches



Name	Nico
Age	11 years
Gender	Male
Country	Spain
Family structure	Dad, mum and two older brothers

EXTRACURRICULAR ACTIVITIES

Football, basketball, tennis.

DREAMS & GOALS

Play in the NBA.

NEEDS & DESIRES

Be active, be up-to-date with the newest tech and fashion.

FRUSTRATIONS

Have more time to play sports and video games, instead of spending so much time in school or doing homework.

Nico is an active and athletic child, with a strong desire to excel. Since he was very young, he has excelled in sports, showing great interest in playing almost all sports. Nowadays he participates in sports activities almost every day of the week. On weekends he usually has competitions. He loves playing with his team, whom he considers a great group of friends. They win most games, but he always acts respectfully toward the other team. He also plays sports with friends digitally, with his video game console. He would spend hours and hours playing but his parents are strict about playing time. For him, his friends are very important. He gets along with many kids in his school as he is quite popular. Apart from being athletic, his look is quite fashionable: he has a fancy haircut, he wears trendy clothes, and he owns the latest popular technology items.



Name	Natalia
Age	9 years
Gender	Female
Country	Italy
Family structure	Single mum

EXTRACURRICULAR ACTIVITIES

Football.

DREAMS & GOALS

Be an Olympic champion.

NEEDS & DESIRES

She needs to have challenges to have her mind and body occupied.

FRUSTRATIONS

She would like to be more flexible to be able to be part of other sports like gymnastics. She gets frustrated with her lack of flexibility.

Natalia has loved technology since she was little. Her mum remembers how she has always been very interested in electronic toys. However, nowadays she not too interested in toys anymore, she considers herself too grown up. Her love for all technological products is evident these days. She enjoys her smartwatch, mainly as it makes her challenge herself every day with the games it features, and with other physical activities it proposes. She likes that the watch measures her efforts and encourages her to improve. She has a very competitive spirit and is very eager to enhance her performance in sports, games and video games. She wants to win. She shows this with her intense participation on the football team she belongs to, the first in her area that allows girls and boys to play in the same league. At home she is also very competitive, so her mum turns many things into a game to win: Who can get dressed faster?



Winners



Action



Competitive



Team



Tech

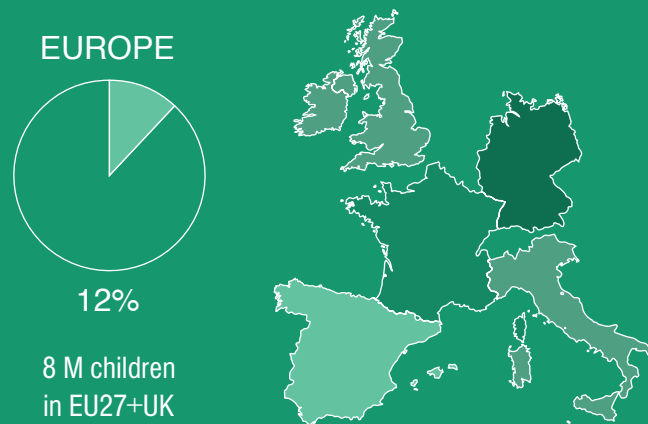
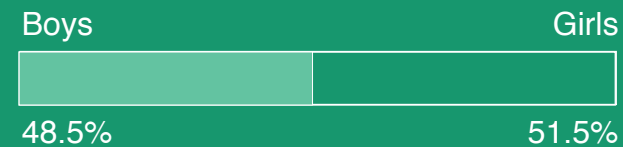


Green Explorers

Curious outdoor adventurers

They are children who love nature and animals.
They like sports and playing outdoors.
They are very creative and love to play both with and without toys.

5–11 years old



WAYS OF BEING



THEMES

Animals

Nature

THINGS THEY LIKE TO PLAY



FAVOURITE TOYS

Adventure stuff

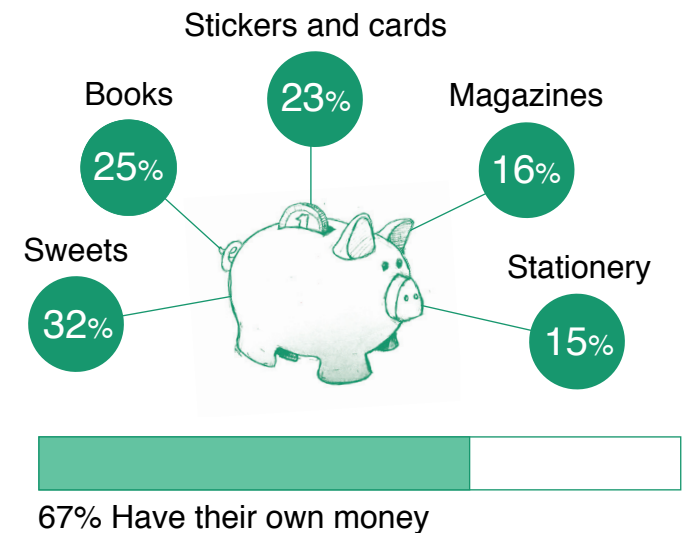
Stuffed animals

Board games

Bicycles, tricycles and other vehicles to ride

Scientific games

HOW THEY SPEND MONEY



THINGS THEY LIKE

adventure gear

toys

books music devices musical instruments



Name Georgia
Age 7 years
Gender Female
Country UK
Family structure Dad, mum and a younger brother

EXTRACURRICULAR ACTIVITIES

Classes at the science museum.

DREAMS & GOALS

Become a scientist who can have access to lots of minerals and materials to create amazing gemstones.

NEEDS & DESIRES

Spend time outdoors. Be able to move constantly, be active.

FRUSTRATIONS

She would love to go out in nature by herself but her parents are worried she will get lost.

Georgia is a very curious girl who is always investigating her surroundings.

She likes nature a lot, so much so that she is always in the little space of the park where there is a green area, no matter how small. She is also constantly picking flowers that she takes home to use to make natural perfumes, experimenting with mixtures and smells.

She also admires stones of all shapes, colours and textures, which she collects. Collecting is a passion. She loves it when her granddad gives her money on Sunday, so she can get new cards and stickers for the album about animals she is completing.

At home she loves to play with her family with the various board games they have. Her favourites are the ones that make them all laugh together.



Name Gunther
Age 10 years
Gender Male
Country Germany
Family structure Dad, mum and two younger siblings

EXTRACURRICULAR ACTIVITIES

Explorers club.

DREAMS & GOALS

Play with animals all day.
Live in contact with nature, in a calm, relaxing environment.

NEEDS & DESIRES

He would love to have more time to play outdoors, especially during weekdays.

FRUSTRATIONS

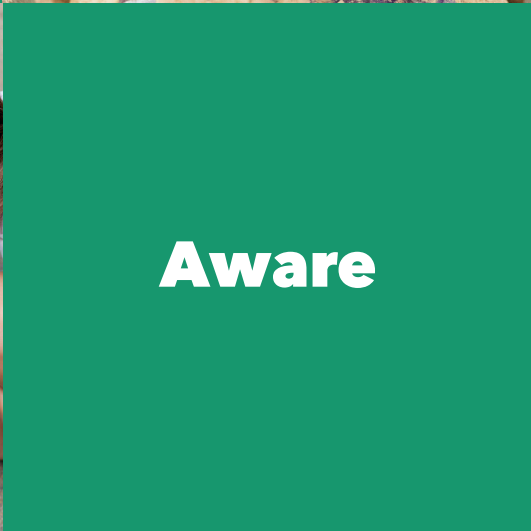
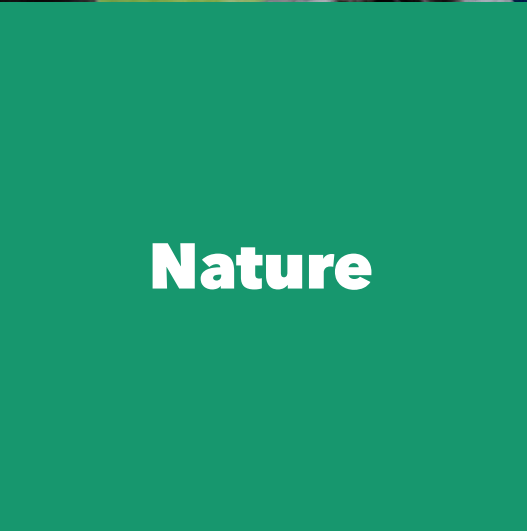
He lives in a city, with lots of cars, noise and pollution. He would love to have more access to nature on a daily basis.

Gunther loves adventures in natural environments. During the weekends he likes cycling with his friends on country trails, finding caves, stopping to throw stones in the river, trying to catch frogs, etc. He is always looking for new challenges to overcome with his friends. They have even formed their own scouting club.

When he finds an interesting bug, he takes it home to put it in an animal box his father built for him. He likes to observe how bugs behave, and he enjoys taking care of them. Animals are his passion. He never stops asking his parents for a dog.

He is very aware of everything that negatively affects nature. He always collaborates recycling everything he can and gets upset if someone forgets to turn off the light.

At home, he has a lot of fun playing the guitar as music is another of his biggest hobbies.

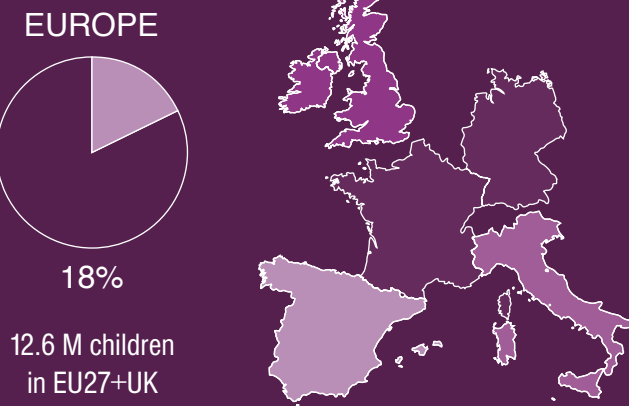


Experimental Makers

DIY creatives

They mainly love reading and doing crafts. They prefer to be at home and are quite sedentary.

6–12 years old



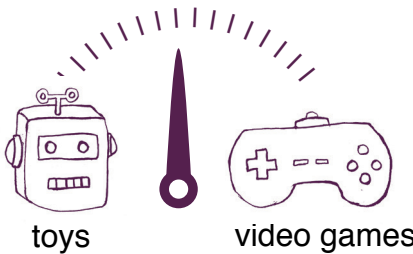
WAYS OF BEING



THEMES

- Crafts
- Kitchen
- Invention
- Science

THINGS THEY LIKE TO PLAY

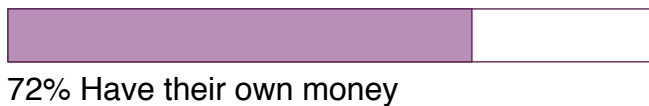
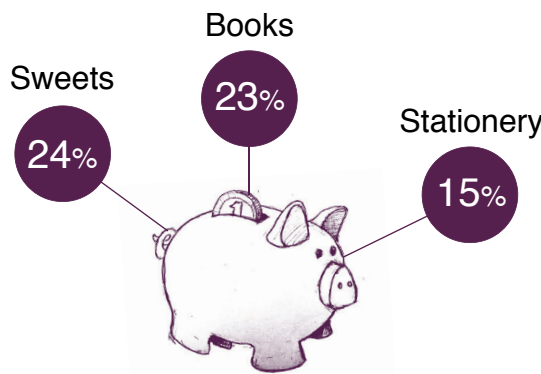


invent things
create cool stuff

FAVOURITE TOYS

- Arts and crafts
- Scientific toys
- Board games
- Construction sets
- Musical

HOW THEY SPEND MONEY



THINGS THEY LIKE

toys
raw materials
video games



Name Eva
Age 7 years
Gender Female
Country France
Family structure Dad, mum and a younger brother

EXTRACURRICULAR ACTIVITIES

None, she goes to the library quite often.

DREAMS & GOALS

Become an artist and an inventor.

NEEDS & DESIRES

Create, express her own internal world.
She wishes her parents had time to create things with her.
She needs a safe space to create without having to worry about her brother.

FRUSTRATIONS

She would like to have more things to be able to create all sorts of artistic and inventive ideas she has in her mind.
Her little brother bothers her constantly.

Eva loves visiting the local library. She feels like it’s a magical world when she is surrounded by huge rooms full of books. She likes to read fiction but also enjoys reading about how things are built and work.

She just discovered a book that teaches her to do several DIY activities using flowers. She loves creating artistic, beautiful things that she can use to decorate her room. She also enjoys giving her creations to friends and family members. They all think she is very talented.

As she is quite curious she is also enjoying a book about inventions made by women. She needs her parents to get her more materials to create things, but they never seem to have time.

She is usually worried about her younger brother, who takes things from her room and destroys her creations.

She loves being home doing things with her family. They usually play board games together, but it is a challenge as her younger brother doesn’t know how to follow most of the rules.



Name Edward
Age 10 years
Gender Male
Country Germany
Family structure Single dad

EXTRACURRICULAR ACTIVITIES

Music.

DREAMS & GOALS

Become a musician or a designer.

NEEDS & DESIRES

He needs time to be on his own.

FRUSTRATIONS

He would like to master certain skills to be able to create things with better aesthetics.

Edward is a very independent, self-taught child. When he likes something, he figures out how to do it on his own. For instance, he found a great app for creating his own music.

He enjoys checking for DIY ideas on-line. They inspire him to develop his natural artistic talent. He creates a wide range of things using different materials, paints, etc.

He also likes cooking a lot, something he usually does with his father, who is great at allowing him to cook things on his own. He loves experimenting with food and usually ends up making a multitude of curious culinary creations.

In general, he is very home-loving, and loves to spend time relaxing, reading a good book. Lately, he especially enjoys reading about history. He loves learning about World War II – it’s fascinating to know everything that happened.

Creativity



Sedentary



DIY



Science



Cooking

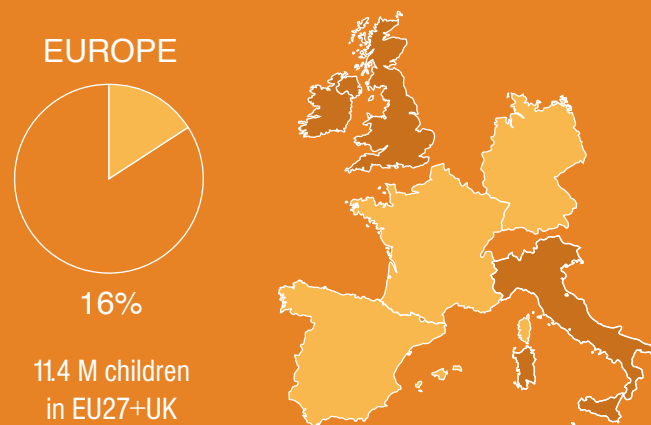


Remote Social Lovers

Social media influencers

They are children who love to be up-to-date in technology and video games. They usually have a mobile phone and a tablet. They are the ones who use social media the most, especially YouTube and Tik Tok.

8–12 years old



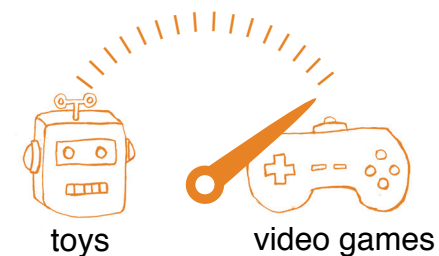
WAYS OF BEING



THEMES

YouTubers
Teens
Fashion

THINGS THEY LIKE TO PLAY

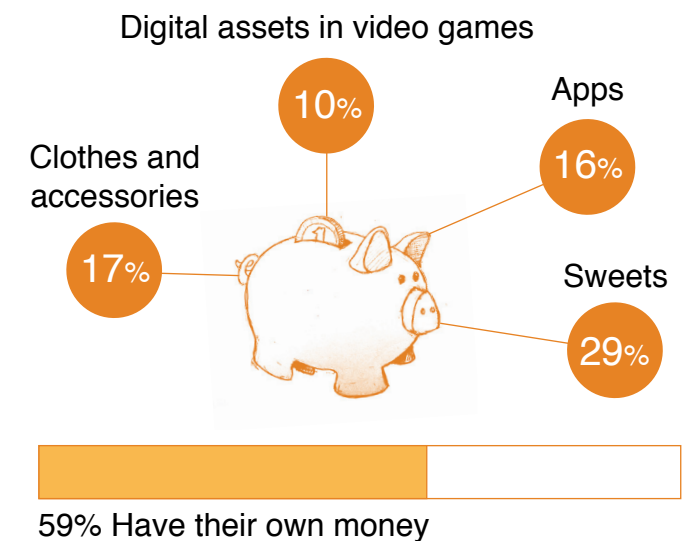


be an influencer
recording videos
be a famous artist
be older

FAVOURITE TOYS

Video games
Tech toys
Board games

HOW THEY SPEND MONEY



THINGS THEY LIKE

electric transport
cell phones
smartwatches smart speakers
photography



Name Roberto
Age 9 years
Gender Male
Country Italy
Family structure Divorced parents and one older sister

EXTRACURRICULAR ACTIVITIES

Basketball.

DREAMS & GOALS

He wants to become a video game developer.

NEEDS & DESIRES

He needs someone to help him control the time he spends in front of the screens; he never has enough.

FRUSTRATIONS

Having to wait to get his phone.

Roberto is a true fan of technology. He loves playing video games so much he even dreams of them. He enjoys reading about the latest games and gadgets he can play with. He likes to be up-to-date and share things with his friends, who consider him an expert.

His parents insist he plays basketball, but he would prefer to go home to have more time to play video games or to chat with his friends. He knows he needs to do his homework first, though. Lately, he enjoys science homework as his new book has a digital version with games.

In general, he is a very social kid, but he and his friends prefer to be in touch virtually. For example, a couple of days ago, when he was at a birthday party with his friends, everyone asked to go home early so they could connect and play an online game.

He is getting his first phone this Christmas, and he can hardly wait. It is going to be such a big milestone, like finally being a grown-up. He will finally be able to be connected with his friends all the time.



Name Rebecca
Age 12 years
Gender Female
Country UK
Family structure Dad and mum

EXTRACURRICULAR ACTIVITIES

Video editing course.

DREAMS & GOALS

Become a photographer for cool relevant brands.

NEEDS & DESIRES

Be connected to her friends all the time.

FRUSTRATIONS

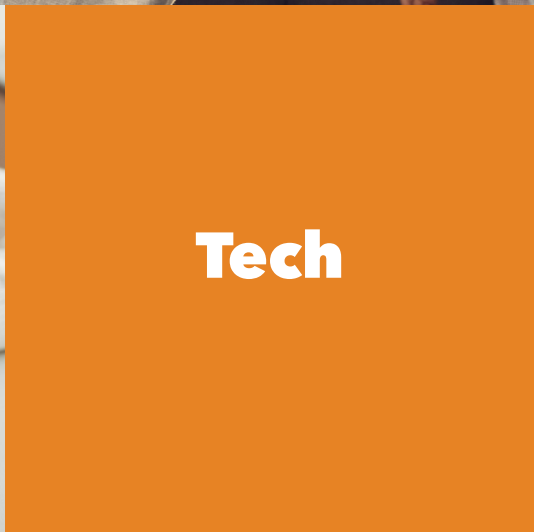
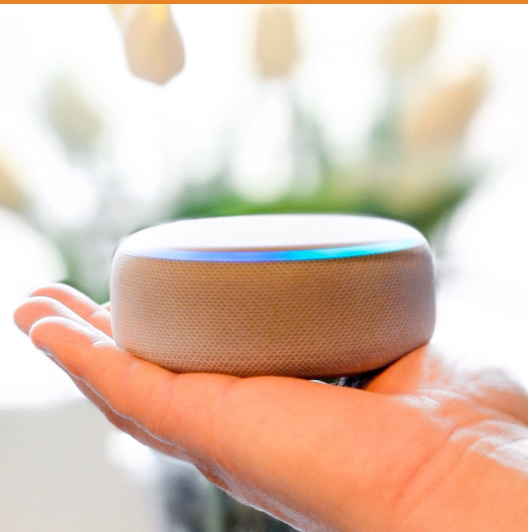
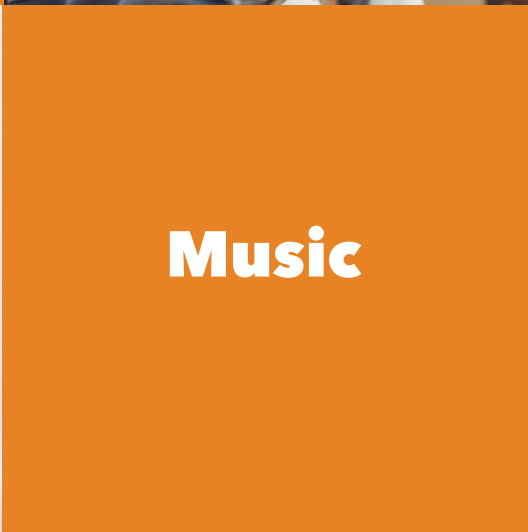
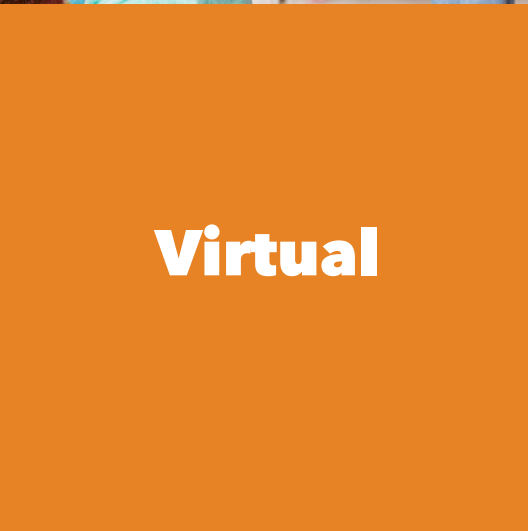
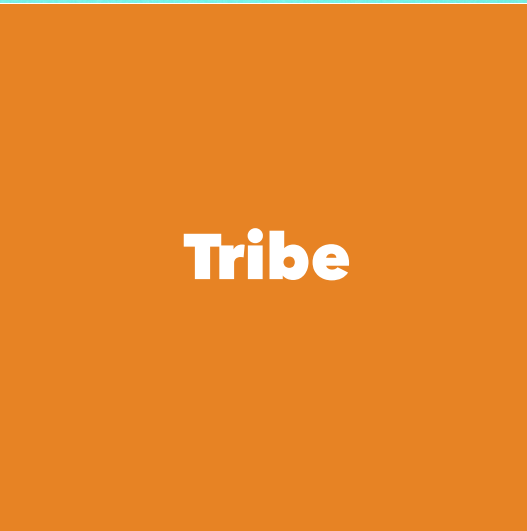
There are moments of the day that she has no access to her phone and it makes her anxious.

Rebecca is a very good friend to her friends. Friendship is the most important thing for her right now. When she meets her friends, they spend a lot of time watching videos. They always have funny and curious things to see, comment on and laugh out loud together.

Her friends are very supportive. Since she likes photography, she posts artistic photos on her social networks every day, and her friends always “like” what she posts. That cheers her up!

She also supports her friends, at home she spends hours looking at what they post on social networks and responds as much as she can, using the best emojis.

She realises she is not paying too much attention to her parents, who seem excited to keep playing board games with her from time to time. She enjoys playing with them as well but, above all, she wants to be connected with her friends non-stop.



CONCLUSION

Segmenting children into different groups according to their interests and personality allows us to better understand their consumer behaviour. This knowledge will help us to offer more personalised products and services tailored to their actual preferences, and to be more efficient in terms of communication.

None of the profiles obtained through this study predominates over the rest, so addressing all children with the same message will lead to most of them being left out, as they won't feel identified and motivated toward your products or services.

Most boys and girls will be able to identify with various profiles, but, in general, there will always be a predominant profile more akin to their way of being.

The same boys and girls will evolve, even changing from one profile to another depending on their age and experiences.

We are facing a generation that is increasingly clear about what they want, and will reward those who manage to identify it.



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