



Reimagining Education



Due to the impact of the coronavirus pandemic, the education world experienced a litany of challenges. School closures and the switch to home learning shed light on the disparities between those with and without considerable access to technology and educational resources, as well as those with parents able to play a more active role in their education in comparison to those whose parents could not commit this extra time.

With these challenges in mind, it is important to consider the ongoing challenges to kids' education and look to close the inequality gaps. 96% of kids aged 6-12 in Australia say they like learning new things.* As such, brands can seize these opportunities to get to the bottom of what kids need in their education through products and resources.

Digital education has proven an invaluable tool in the past two years of on and off home learning. By their preschool years, the vast majority of kids say they have access to multiple pieces of tech; 62% have access to tablets, 38% mobiles, and a further 1 in 10 own a laptop. For under 12s, both homework and tutorials rank within the top 10 uses for their tablets, indicative of how tech plays a pivotal role in the way they learn. This is further emphasised by kids' interest in STEM skills, for instance, our Kids Insights Australia data shows more than half of under 13s are interested in coding, a quarter expressing the desire to learn how to do so in the future.

Demonstrative of how brands are already buying into the e-learning trend, Australian online teaching and learning platform Atomi has raised \$9m in funding to lead the international expansion, indicative of the growing demand for such resources. Moreover, the Australian government has laid out plans to put AUD\$252.5m into the economy to achieve its aim for

the country to be a leading digital economy and society by 2030. This demonstrates the demand for more e-learning resources, indicating the opportunity for brands to both provide and invest in such platforms. An investment in the education of the next generation is an investment in the future.

Toys also play a pivotal role in the learning and development of kids during their younger years. Since Kids Insights began collecting data in Australia (June 2020), STEM toys have jumped up 5 places in the favourite toy type rankings amongst kids aged 3-10. Additionally, toys that require active creativity such as construction toys (38%) or jigsaws and puzzles (15%) rank highly, demonstrating the correlation between play and problem-solving skills.

This appetite for STEM toys, as well as those which encourage co-creation further, indicates the desire amongst kids for products that help them explore new skills. A recent example of this is LEGO (the #1 toy amongst under 13s in Australia) launching a new series of building sets inspired by NASA's Artemis program in the next month, just in time to coincide with the first mission taking place. By giving toys a dual purpose of both play and education, kids can access education across their ecosystems, redefining how and where they learn.

With global shifts causing the way kids to experience education to re-focus, brands must ensure they are aligned with this growing educational landscape, remaining agile to its continuously changing needs. Although many parents are taking a much more active role in education, their kids are learning in a considerably different way to how they learnt, asserting the opportunity for brands to create and connect parents with the tools needed to educate the next generation.

* All statistics are taken from the last six months of Kids Insights data (September 2021 – March 2022).

The Insights Family is the global leader in kids, parents, and family market intelligence, providing real-time data on their attitudes, behaviour and consumption patterns.

Kids Insights surveys 7,780 children every week aged 3-18. Parents Insights surveys more than 3,800 parents of children between the ages of 1 and 16 every week. Both services operate in 22 countries across six continents and total survey more than 469,040 kids and 228,800 parents a year. This means that the company interviews a new family member somewhere in the world every 45 seconds.

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