The primary objective of this study is to understand the consumer perception of children on fast food and their nutritional awareness of fast food among children. The current study mainly concentrated on the leading fast food outlets in Coimbatore, Tamil Nadu. The researcher has taken 755 respondents as the sample size and empirical research design was adopted. The samples were collected through questionnaire. chi-square analysis and average score analysis is done to study the data. Based on the analysis and results, we can say that the demographic variables ‘age’, ‘parents monthly income’ and ‘family size’ has significant influence on the level of perception of nutritional facts and information in fast food, and majority of the children have awareness about the nutrition and calories in fast food. The future of society depends on the quality of life of its children. Children want to eat more healthfully, but they can’t do it alone, they need help from food manufacturers to offer products that are formulated with good-for-you ingredients.