

# Downsizing Globally: The Impact of Changing Household Structure on Global Consumer Markets

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## Abstracts

Despite ever rising living costs and the inability of many young adults to fly the nest while times are hard, the global trend towards smaller and less conventional household units continued apace over the review period, driven by lower marriage and fertility rates, ageing populations, rapid urbanisation and rising wealth in emerging markets. This new global report analyses household statistics and behaviour, and suggests how these may shape demand and impact marketers in the future.

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