

The Drivers and Opportunities of Changing Household Size

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Abstracts

Household sizes are rapidly changing worldwide, creating new consumer trends and changing the behaviour patterns of household dwellers. Households are contracting in terms of inhabitants but growing in terms of room numbers, thereby offering more floorspace for lifestyle choices. The long-term effect is growing numbers of single-person, childless and elderly households, creating opportunities in recreation, healthcare and labour. The downside is the contraction of lucrative family markets.

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