

Future of the Family: Generation Z as Homemakers

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Abstracts

Generation Z, the largest population segmentation, is starting to reach adulthood and by the 2030s many will have formed family. With their unique characteristics, Gen Z will shape the future family structure, with households becoming smaller and more diverse. Although habits may change as they age, Gen Z tend to have a strong preference for homeownership, smart technology and spacious home. Lifestyles will be geared towards smart living based on financial planning, collaboration and sharing.

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CONCLUSIONS

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