

# Future of the Family

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## Abstracts

Demographic, economic and cultural factors are reshaping the long-standing nuclear family stereotype. The family is becoming smaller, with fewer children and extended family members, and more prone to collapse. Single-person and single-parent homes are on the rise, and must be catered to by brands and states appropriately. This report will analyse the future of the family, the reasons behind the evolution of the household, and the resulting lessons and takeaways for companies.

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