

Global Household Trends

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Abstracts

Households are undergoing significant transformations globally, influenced by the shifts in demographics, economics, and technology. With ageing populations and smaller household sizes becoming more prevalent, there is a growing demand for personalised products and services that cater to individual needs. Consumers are particularly interested in devices and appliances that enhance connectivity and offer convenience in their daily lives, reflecting a broader trend towards customisation and effici...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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- Understand motivation
- Forward-looking outlook
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- Take a step back from micro trends
- Get up to date estimates and comment

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