

# Global Overview of Households

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## Abstracts

Lifestyle trends, urbanisation and economics are reshaping households today and into the future. Surging numbers of single-person households are creating new consumer clusters; expanding urban epicentres are reshaping skylines; and the fewer residents per household is reshaping the way homeowners utilise their space. This report will provide an overview into how households are changing in terms of size, location facilities, and more.

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

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Forward-looking outlook

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Take a step back from micro trends

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## Contents

Introduction  
Households Today  
Global Outlook  
Top Five Household Trends  
Top five household trends  
Rankings of Key Indicators

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