

# The Global Struggle for Work-Life Balance and its Impact on Consumer Markets - Executive Summary

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## Abstracts

The frenetic pace of modern life, longer working hours and an “always-on” mentality have blurred the distinction between work and leisure, and a generation of cash-rich, time-poor consumers are looking to maximise their free time. This new global report examines attitudes to work-life balance, changing employment and leisure patterns and the growing demand for a range of convenience products, from time-saving kitchen appliances and mobile electronics to tourism, foodservice and shopping solution...

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

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Take a step back from micro trends

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