

# **Households and Mobility**

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## **Abstracts**

Shifting demographics and consumer values are transforming how households view car ownership, while major mobility trends are in turn changing household behaviour. The Households and Mobility report will analyse how trends like growing single-person homes, population ageing, and fractured families impact mobility; and how growing mobility trends like car subscriptions, electric and autonomous vehicles are impacting households.

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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

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends



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