

## **Global Household Trends**

Global Strategy | 2022-09-02 | 48 pages | Euromonitor

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### **Report description:**

The global households composition is being reshaped by technology, demographics and economics, resulting in changing familial structure and attitudes towards home. With consumers increasingly valuing ownership over renting, home is being entrenched as an important place for work, study and entertainment, and many opt for simplicity and smart home functionality. Singleton households are on the rise, and there will be key milestones reached in possession of household durables and homeownership.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage: <|Products|>

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

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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Global outlook  
Top five household trends  
Rankings of key indicators

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