



# Global Household Trends

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## HOUSEHOLDS TODAY

Although declining in share, over one in three global households remain rural in 2023  
Lowest-income households lean towards entertainment and functional appliances  
Developed countries move on four-wheelers, developing countries on two-wheelers  
TVS Motor launches range of two-wheelers in Vietnam

## GLOBAL OUTLOOK

Among households with children, household with one child remains biggest  
Azersun Holding launches ketchup for children in Azerbaijan  
Global housing stock to surpass three billion in 2040  
Global water divide/disparity to exist in the future  
Khalifa University draws water from desert air in the United Arab Emirates

## TOP THREE HOUSEHOLD TRENDS

Top three trends impacting economies, business and consumers  
Silver wisdom prevails  
Seniors are navigating the digital realm by adopting digital devices  
Grandie: AI-enabled virtual companion for seniors on GrandPad  
Single person households embrace material possessions  
Novelty, personalisation, and convenience form key aspects of materialistic solo living  
Panasonic launches smart rice cooker that can measure rice and water by itself in Japan  
Households prefer spacious living with larger dwellings  
Big homes, bigger bills  
EasyKnock acquires Ribbon in the US to expand its property-tech start-up  
Key trends in brief

## RANKINGS OF KEY INDICATORS

Number of households  
Average household size  
Average number of children per household  
Urban households  
Average size of urban household  
Rural households  
Households by type: Single person  
Households by type: Couple with children  
Households by type: Couple without children  
Households by type: Single-parent family  
Housing completions  
Households with electricity  
Possession of household durables

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