Euromonitor International

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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