



# Top Five Trends in Households

August 2025

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Key findings

Demographic, economic and lifestyle shifts reshape household structure

Our expert's view of Households in 2025

Top five trends in Households

Top five trends uncovered

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Single person households drive market transformation

Lotte Himart's PLUX private brand is designed for young singles and small families

Mars Wrigley targets solo snackers with format strategy

Opportunities in the solo economy: Capturing growth from shrinking household size

## AGEING HOMES, EVOLVING NEEDS

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Empowering workers: Hyundai and Kia's wearable robotic innovation

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## HOUSING AFFORDABILITY SQUEEZE

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Leroy Merlin allies with Chinese company Positec to extend its private label range depth

Driving growth through alternative and affordable home solutions

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Multifunctional increasingly means technology being integrated, not just storage

Swinging into the future: SkyTrak's innovation in experiential home sports

Unlocking growth opportunities in digitally dense home experiences

## NEXT-GEN URBAN WELLNESS

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Nitori launches dinner plates for better health

Klaifs redefines bathing through multisensory design

Capturing growth through wellness-focused home innovation

## CONCLUSION

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