Euromonitor International

Top Five Trends in Households

October 2026

Table of Contents

Our expert’s view of Households in 2025
Key findings

INTRODUCTION

Households are growing in numbers and shrinking in size
Top five trends in Households
Top five trends uncovered

THE SILVER HOUSEHOLD ECONOMY

Two thirds of new households to 2040 will be headed by over-60s
From disposable to daily wear: Essity broadens the incontinence playbook
Marigold brings healthy ageing nutrition into Malaysia's mass-market dairy
Silver economy growth: Beyond the senior aisle

LIVING ALONE: THE RISE OF THE SOLO CONSUMER

More than one in four households will be a person living alone by 2040
Mega MGC's dessert drink turns a familiar treat into a solo occasion
Mars turns a rice brand into a meal for one
Solo living: The table-for-one growth opportunity

THE ONE-CHILD FAMILY GOES MAINSTREAM

One in two families with children will have only one child by 2040
Nestlé takes premium infant nutrition global as families shrink
OWNDAYS uses social media to reach parents, blending medical awareness with offers
Falling birth rates: The value-per-child opportunity

PETS AS FAMILY

Pet ownership follows household size, while humanisation is universal
Cif Infinite Clean designs cleaning for homes shared with pets
PETKIT introduces fully automatic AI wet food feeder
Pet humanisation : Growth in every pet bowl

HOUSING SQUEEZE HITS YOUNG AND SOLO

Housing costs weigh most on young and single-person households
Outpost and June Homes scale affordable co-living for young renters
Samsung fits two appliances into the space of one
Generation rent: Growth opportunities in small spaces

CONCLUSION

Future implications
Opportunities for growth

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