



Global Household Trends

May 2024

Table of Contents

INTRODUCTION

Scope
Key findings
Key trends in brief
Global household snapshot
Areas of opportunity

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/global-household-trends/report.