



Global Household Trends

May 2024

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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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