



Euromonitor
International

Top Five Trends in Households

August 2025

Table of Contents

INTRODUCTION

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

SMALLER HOUSEHOLDS, BIGGER OPPORTUNITIES

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

Empowering mature households through age-friendly innovation

Cytoplan's Brain Health programme integrates a holistic care platform beyond product

Empowering workers: Hyundai and Kia's wearable robotic innovation

Seizing opportunities in the evolving mature consumer landscape

HOUSING AFFORDABILITY SQUEEZE

Squeezed affordability fuels housing market evolution

Peer-to-peer marketplaces for second-hand are blending free and paid reuse of products

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

Driving growth through alternative and affordable home solutions

HOME MEETS EXPERIENCE

Elevating everyday experiences: The rise of connected living spaces

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

Urban living redefined: Sustainability and wellness on the rise

Nitori launches dinner plates for better health

Klaifs redefines bathing through multisensory design

Capturing growth through wellness-focused home innovation

CONCLUSION

Future implications

Opportunities for growth

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/top-five-trends-in-households/report.