



Euromonitor
International

The Modern Family: Adapting to the Transformation

November 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Parent-led households still spend most, but not for long

Traditional families are shrinking, growth lies elsewhere

The future of family is fluid – connection is the constant

KEY CATALYSTS DRIVING FAMILY CHANGE

Four forces reshaping kinship: Demographics, economy, culture and tech

Fertility collapse is fuelling family diversity

Economic pressure is redefining what families can afford

Premiumisation and practicality: Navigating the family budgets

Love meets ledger: Financial screening in modern relationships

Belonging, individuality and digital bonds are the new family code

Tech-enabled families blur the line between real and virtual

From forces to faces: Meet the new family types

MODERN FAMILY TYPES

Top four family types shaping the future of family consumption

Connected shoppers: Loyalty lives in providing convenience for families

AI is the new shopping assistant for modern families

Wellness enthusiasts: Health is the new family priority

Smart nutrition for families: How January AI powers healthier choices

Couples with a purpose: Changemakers are leading the sustainable consumption shift

Toy Maker of Lunenburg redefines parents' responsibility and encourages education

Experience seekers: From ownership to meaningful family moments

Airbnb's pivot shows how experience is the new currency

Brand Champions, Budgeteers, Trendsetters: Who else is driving family change?

HOW TO WIN IN THE NEW FAMILY LANDSCAPE

Recalibrate strategy: Defend, extend, expand, reinvent

Linking insights to action: Companies adapt strategies to serve new family types

Defend the core: Premiumise traditional products for modern family needs

Vietnam: Unicharm drives adoption by incorporating local immunity health risks

Extend: Minor enhancements, major engagement

Peloton: Extending fitness beyond the home

Expand: Reach new families with familiar products

Build-A-Bear pivoting business to attract adults too

Reinvent: Create entirely new categories for emerging families

From baby to bark: Unlocking growth by reinventing wheels for pets

CONCLUSION

Recommendations/opportunities for growth

Evolution of family structure

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-modern-family-adapting-to-the-transformation/report.