

# New Consumer Landscape: Households and Homes

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## INTRODUCTION

Scope

Key findings

Households in emerging markets set for major expansion

Areas of opportunity

## URBAN EXPANSION DOMINATED BY EMERGING MARKETS

Urban household growth led by developing markets

Despite strong population growth, emerging markets lag behind in spending power

Income growth and infrastructure development not on the same pace

Four out of top five most densely populated cities situated in India

Suburban development on the periphery not to be undervalued

Comparing the opportunities and challenges of urbanisation

Rooftop Republic breaking ground in big city farming in Hong Kong

Over one billion Uber rides in Africa as mobility demand grows

## FAMILY-ORIENTATED TO SOLO-TAILORED

Two in three households globally will be childless in 2040

Global growth and evolution of single-person households

Families still come first, despite singleton household growth

Couples with children households dominate global consumer expenditure

Birth rate in Israel is above average, supporting growth in households with families

One in four homes in China will be single-person households by 2040

Drivers for expansion of single-person households

Household heads of the future will be wiser and older

Udemy cements position in remote learning

Netflix subscription adjustments catered for low-income regions

## ALL-INCLUSIVE IN-HOME EXPERIENCE

Next billion internet users will be plugged in by 2028

Increased household connectivity opening new doors globally

Alibaba and Meta becoming pillars of the digital economy

Entertainment triggered by push of a button

The modern home allows for automated, personalised and holistic features

Identifying opportunities from the next wave of internet users

First ever fashion week hosted in the metaverse

Shopsy targeting value-conscious shoppers in small towns in India

## CONCLUSION

Households of the future

Key takeaways

Challenges to overcome

How to stay ahead of the competition

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