

THE MACROTREND: UNCOUPLED LIVING

By Livvy Houghton and Kathryn Bishop

22 : 04 : 2019 Uncoupled Living : Society : Travel



Single is a Terrible Thing to Waste by Wieden + Kennedy for Tinder. Photography by Ryan McGinley, New York

In March, The Future Laboratory launched three new macro trends for 2019, with **Uncoupled Living** capturing the attention of our subscribers.

At a time when being in a couple is becoming a less prevalent way to structure society and more adults embrace the single life, it's time for brands and consumer-facing businesses to consider how this uncoupling of society will affect consumption.

From downsizing packaging to removing the stigma of single parenthood, opportunities abound in categories like travel, housing and entertainment, with the chance to reframe products and services with single people in mind.

As Bella DePaulo, psychologist and author of *The Badass Psychology of People Who Like Being Alone* explains, 'For unknown numbers of people, being alone is not just a preference – it is a craving, a need. Deprived of their time alone for too long, they begin to fantasise about it. Nothing feels quite right until their need for solitude is replenished.'

To understand and implement strategies to ensure your brand can provide for this pro-single future, book one of our **dedicated presentations** in London and Australia.