

THOUGHT-STARTER: HAS SINGLEDOM BECOME A POSITIVE LIFESTYLE CHOICE?

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*The second of our 2019 macrotrends, **Uncoupled Living** looks at how being in a couple is becoming a less prevalent way to structure society, as more adults embrace the single life.*

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Being single has long been considered temporary. You were single until you married. Even people whose relationships once existed outside the accepted norm, such as homosexuals, strove to have their relationships recognised in the ultimate way: with the right to be in a couple, to marry and to divorce.

But marriage rates are declining, and the singles population – those who are divorced and those who have never married – is rising globally. In the US, when today's adults reach their mid-40s to mid-50s, one in four are predicted to have been single for their whole lives.

The implication for brands is clear: this is a market of consumers who approach life differently. With more people living and eating alone, and buying items for one, it is time to consider how this uncoupling of society will affect consumption. From downsizing packaging to removing the stigma of single parenthood, opportunities abound for those that celebrate the positively single lifestyle.

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