

Lifestyles of the Sandwich Generation - UK - March 2015

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“A perfect storm of an ageing population, rising costs of residential care, increased youth unemployment rates and rising costs of living are driving growth of the Sandwich Generation, with adults finding themselves increasingly supporting both children and elderly parents.”
– Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Lack of 'me-time' puts added pressure on Sandwichers
- Bringing multi-generational families together
- Supporting the supporters

Today's parents are increasingly under pressure to care for and support not only their offspring, but also their ageing parents, whilst holding down employment; leaving them 'sandwiched' between generations. The rise in age of first motherhood, substantial residential care and childcare costs, and a 65+-year-old population that will be verging on 12.5 million by 2019, are all set to compound the issue.

Whilst children may grow up and flee the nest eventually, the rapid increase of older adults is only likely to put more pressure on today's Sandwich Generation; after all, the oldest demographics will continue to require ever more levels of care in coming years. This makes it crucial for brands and companies to look to support carers with the development of new technologies and services to help ease their lifestyles and provide them with some much-needed 'me-time'.

This report looks at the level of support that adults in the Sandwich Generation provide for parents, their interest in new products and services, and more general lifestyle attitudes related to the care of children and/or parents.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

Multi-generational households are on the rise

Figure 1: Trends in the number of multi-generational households in the UK (in 000s), 1996-2014

Majority of Sandwichers balancing work with care

Figure 2: Employment status of sandwich generation adults, November 2014

Seven in ten provide day-to-day care for parents

Figure 3: Types of care provided for parents, November 2014

Extended family units

Figure 4: Sandwich Generation lifestyle attitudes, November 2014

Nearly a quarter interested in getting more healthcare information for ageing parents

Figure 5: Interest in new products and services, November 2014

What we think

Issues and Insights

Lack of 'me-time' puts added pressure on Sandwichers

The facts

The implications

Bringing multi-generational families together

The facts

The implications

Supporting the supporters

The facts

The implications

Trend Application

Trend: Man in the Mirror

Trend: Who are the Joneses?

Trend: Cam Cam

Market Drivers

Key points

Ageing population drives size of Sandwich Generation

Figure 6: Trends in the age structure of the UK population, 2009-19

Increase in age of mother at first birth

Figure 7: Average age of mothers and mean age of mother at first birth, England and Wales, 1990-2013

Increase in multi-generational households

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Figure 8: Trends in the number of multi-generational households in the UK (in 000s), 1996-2014

Workplace flexibility

Figure 9: Employment status of sandwich generation adults, November 2014

Negative sentiment surrounding care homes

Figure 10: Attitudes to residential care, July 2014

The Consumer – Types of Care Provided for Parents

Key points

Seven in ten provide day-to-day care for parents

Figure 11: Types of care provided for parents, November 2014

Men more likely to provide care for parents

Figure 12: Types of care provided for parents, by demographics, November 2014

Over two thirds of Sandwich Generation responsible for general wellbeing of parents

Financial supporters prove the most stretched

Figure 13: Types of care provided for parents, all Sandwich Generation versus financial supporters (net), November 2014

The Consumer – Sandwich Generation Lifestyle Attitudes

Key points

Sandwichers bring families together

Figure 14: Sandwich Generation lifestyle attitudes, November 2014

Nearly four in 10 take time out of work to look after children or parents

Figure 15: Agreement with the statement "Have you had to take time out of work to look after either your/your partner's parent(s) or your children in the last 12 months?", by demographic groups, November 2014

Sandwich generation tight on personal time

Figure 16: Agreement with the statement "Do you have much free time for yourself?", by demographics, November 2014

The Consumer – Interest in New Products and Services

Key points

Nearly a quarter interested in getting more healthcare information for ageing parents

Figure 17: Interest in new products and services, November 2014

Growth in technological monitoring devices

Opportunity for more wearable tech

Figure 18: Example of grandCARE Systems package, February 2015

Offering more support to help children fly the nest

Appendix – Market Drivers

Figure 19: Age-specific fertility rates*, England and Wales, 1990-2013

Figure 20: Live births by age of mother, England and Wales, 1990-2013

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