

Families - UK - July 2016

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“Over half of all parents believe that families today are not as close as they used to be, reflecting how the pressures of modern life are preventing them from enjoying important quality time with their children.”

– Jack Duckett, Senior Consumer Lifestyles Analyst

This report looks at the following areas:

- Encouraging families to spend more time outdoors
- Helping families save space

The pressures of modern life are impacting the amount of quality time British families get to spend together. Brands can therefore benefit from creating campaigns that will highlight how they can bring families back together, be it for a holiday, a day out, or even just an evening meal at home.

As the trend towards urbanisation continues to grow, both indoor and outdoor space is likely to become even more of a premium, driving the need for space-saving solutions, particularly for families with very young children. In terms of access to outside space, this translates into an opportunity for more outdoor activity operators to open outlets in major city centres.

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DID YOU KNOW?

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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