

Marketing to Adults Without Kids - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on adults without children
- Demographic trends that predict a growing number of childless households
- Opportunities to reach this audience by leveraging Mintel Global Trend Drivers
- The life circumstances and attitudes that influence their purchase decisions



“The number of childless adults in the US will continue to grow, and brands must develop strategies for addressing this market.”
– Kristen Boesel, Senior Lifestyles and Leisure Analyst

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