

Marketing to Adults without Children - UK - 2023

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This report looks at the following areas:

- Market factors impacting adults without children.
- Consumer segmentation of adults without children, including childfree and childless adults.
- The major life events adults without children expect to experience in the next three years.
- Adults without children's satisfaction with selected aspects of their lives.
- Adults without children's participation in leisure and travel activities in the past six months.
- Attitudes towards the representation of adults without children in media, marketing and society.
- The perceived impact of being childfree on lifestyle.

Adults without children are a growing consumer demographic as more people choose to delay parenthood, have fewer children or choose to have no children at all. Around two fifths of adults (43%) currently do not have children, including 31% of over-45s.

Like all consumers, the cost of living crisis is putting significant strain on adults without children's finances and is creating a defensive spending mindset. It also, though, could have a knock-on impact on any plans to start a family. If the current economic situation worsens, more adults will delay parenthood or choose to remain childfree due to a lack of financial security.

Despite the perception that adults without children should have additional time and energy to invest in themselves, such as their careers and hobbies, they report lower levels of satisfaction compared to parents across nearly all areas of their lives surveyed. Of particular concern, satisfaction with romantic life, career and financial situation falls to below half of adults without kids.

Adults without children have long been ignored in media, marketing and society. There is significant opportunity for brands to now understand, serve



"Adults without children are a growing and increasingly important consumer group that brands need to understand and service. In particular, brands should dismantle negative stereotypes and celebrate women who are childfree by choice."

– **Francesca Smith, Senior Research Analyst**

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and accurately represent this growing consumer group. In particular, brands that help break down negative stereotypes and empower women who are childfree by choice will stand out.

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