



# Households and Gender Market 2017 Global Analysis, Opportunities and Forecast To 2022

*Households and Gender -Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022*

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## Description

Wiseguyreports.Com Adds “Households and Gender -Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022” To Its Research Database

Gender has a major impact on the household, whether in terms of aesthetics, demands or roles acquired by its residents. But as gender roles and characteristics evolve, predicting or assuming household behavioural patterns based on gender becomes a difficult proposition. This Strategy Briefing aims to identify the major shifts in gender within the household and their impact on brands, marketing and overall demographics.

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Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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Households and Gender

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June 2017  
Introduction  
The Female Breadwinner  
The New Male Consumer  
Gender Case Studies  
Conclusion

Continued...

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