

SINGLE LIFESTYLES – GERMANY – 2021

Most German singles don't see being single as a bad thing. Brands that help them nurture real-world socialisation and gain confidence doing activities alone will find appeal.



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Report Content



EXECUTIVE SUMMARY

Key issues covered in this Report

- COVID-19's impact on single lifestyles
- Mintel's perspective

Impact of COVID-19 on single lifestyles

Market context

- Demographic overview and financial situation
- COVID-19's impact on single lifestyles

Mintel predicts

- Greater acceptance for single parents

What consumers want and why

- Consumers want: to embrace the positive side of being single
- Consumers want: more confidence in doing things alone
 - Graph 1: consumers who feel 'any confident' doing selected activities, by marital status, 2021
- Consumers want: offers tailored to the singles' needs

Opportunities

- Dating apps can enhance their features
- Create networking communities
- Nurture real-world socialisation
- Quick download resources

MARKET DRIVERS

COVID-19 and the German economy

- COVID-19: market context
- The impact of the economy on single lifestyles
- Help singles reconnect

Demographic and societal overview

- Majority of young adults are single, but also many older adults are without a partner
 - Graph 2: share of single persons, by age, 2019
- Majority of young adults are single, but also many older adults are without a partner

Single Lifestyles – Germany – 2021

- Slightly more Germans are single than married or in civil partnerships
 - Graph 3: German population, by marital status, 2020
- Slightly more Germans are single than married or in civil partnerships
- Appeal to more single households
 - Graph 4: households by types of households, 1991-2040
- Birth rates have seen a growth in recent years, but remain low
- Reflect a more diverse family picture
 - Graph 5: families with dependent children, by family type in 2000, 2010 and 2019

Financial situation

- Singles are less financially well off than married consumers
 - Graph 6: financial situation, by marital status, 2021
- Despite having lower savings levels, singles could increase their savings

WHAT CONSUMERS WANT AND WHY

Impact of COVID-19 on consumer behaviour

- Offer support post-break up
- Key shifts in consumer behaviours
- Learning a new skill has been singles' number one change since the outbreak
 - Graph 7: changes to lifestyle made or considering as a result of the COVID-19 outbreak, 2021
- Singles are more likely to have learnt a new skill since the start of the outbreak
 - Graph 8: proportion of consumers who learned or considered learning a new skill as a result of the COVID-19/coronavirus outbreak, by marital status, 2021
- Combine skill learning and socialising
- Help singles feel prepared for adopting a pet
 - Graph 9: proportion of adults who got a pet or considered getting a pet as a result of the COVID-19/coronavirus outbreak, by marital status, 2021
- Help singles feel prepared for adopting a pet
- Singles are thinking more about moving
 - Graph 10: proportion of consumers who have moved house in their local area, or considered doing so, as a result of the COVID-19/coronavirus outbreak, by marital status, 2021
 - Graph 11: proportion of consumers who have moved to a different area of the country, or considered doing so, as a result of the COVID-19/coronavirus outbreak, by marital status, 2021
- Help singles settle in after moving

Proportion of singles looking for a partner

- Most singles have not tried to find or have found a partner yet
 - Graph 12: proportion of singles who have tried to find/have found a partner in the last 12 months, by age, 2021

Single Lifestyles – Germany – 2021

- Younger singles more likely to be interested in a relationship

Where consumers have met/tried to meet a partner

- Apps and websites are most popular for active dating
 - Graph 13: where consumers have met/tried to meet a partner through, 2021
- Dating apps: keep increasing virtual dating capabilities post-lockdown
- Dating apps can tap into video gaming
- Enhance the dating app experience
- Offer a more genuine experience on dating apps
- Make first dates more fun with virtual experiences

Best ways to meet a partner

- The best way to meet a partner is through friends
 - Graph 14: best ways to meet a partner, 2021
- In-person events are most important for meeting potential partners
- Offer a fitness experience for singles
- Social media platforms: capitalise on consumers who seek a potential partner on their platform
 - Graph 15: consumers thinking that the best way to meet a potential partner is through a social media platform, by gender and age, 2021
- Facebook Dating comes to Europe
- Charities: tap into the dating scene

Confidence in doing activities alone

- Most consumers feel confident in doing activities alone
 - Graph 16: consumers' confidence in doing selected activities alone, 2021
- Older consumers more confident in going on holidays alone
 - Graph 17: consumers who say they feel very or somewhat confident in going on holiday in Germany, by age and gender, 2021
 - Graph 18: consumers who say they feel very or somewhat confident in going on holiday abroad, by age and gender, 2021
- Make women feel safe when travelling alone
 - Graph 19: consumers who say they feel very or somewhat confident in going on holiday, by gender, 2021
- Make women feel safe when travelling alone
- Promote solo activities as important "me-time"
- Help to reduce the stigma around doing things alone
 - Graph 20: consumers who say they feel very or somewhat confident in doing activities alone, by marital status
- Help to reduce the stigma around doing things alone
- Create special singles' deals with an emphasis on value

Attitudes towards single life

- Majority sees the positive side of being single
 - Graph 21: selected attitudes towards aspects of single lifestyles, 2021
- Most consumers don't see being single as a bad thing
 - Graph 22: consumers' attitude towards being single not being taboo anymore, 2021
- Highlight the positive sides of being single
- Douglas' campaign for Singles' Day 2020
- Young male singles are most focused on work
 - Graph 23: consumers' attitudes towards being single allowing them to focus on work more, by gender and age, 2021
- Bumble bizz focuses on online networking

Singles typologies

- Single German consumer segmentation
- Group 1: the inhibited single (29%)
 - Graph 24: breakdown of group 1 by age, 2021
- Group 1: the inhibited single (29%)
- The inhibited single: brands can help bring together like-minded people
- Group 2: the social single (39%)
 - Graph 25: breakdown of group 2 by age, 2021
- Group 2: nurture more real-world socialisation
- Group 3: the confident single (32%)
 - Graph 26: breakdown of group 3 by age, 2021
- Group 3: help them embrace their single life even more

APPENDIX

Appendix – abbreviations, consumer research methodology and language usage

- Abbreviations
- Consumer research methodology
- A note on language

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