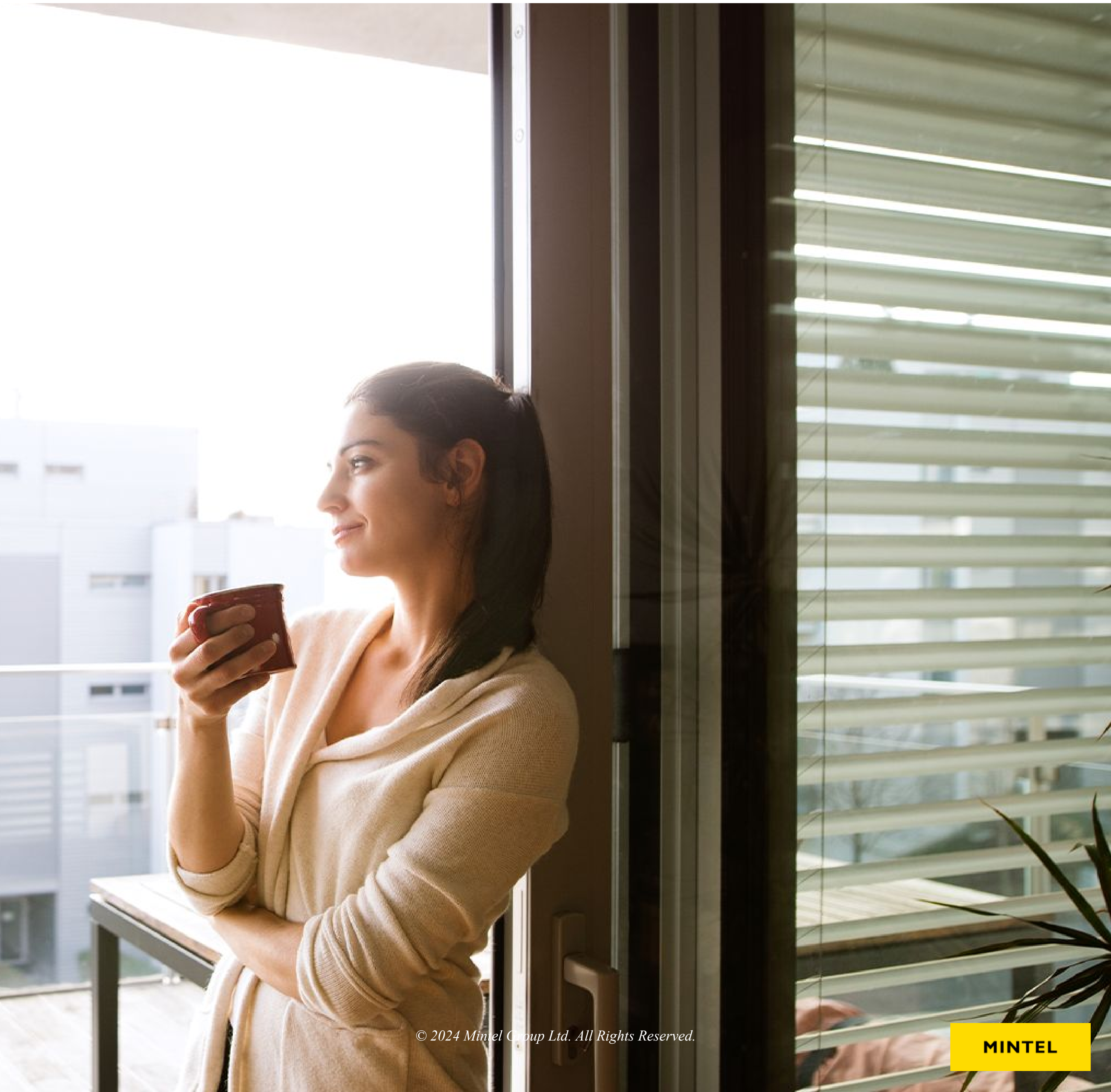
SINGLE LIFESTYLES – GERMANY – 2021

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.

Dr. Christina Wessels, Category Director, Lifestyles, Health & Wellbeing, Household Care & Leisure, Germany



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

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- Majority of young adults are single, but also many older adults are without a partner

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- Slightly more Germans are single than married or in civil partnerships
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WHAT CONSUMERS WANT AND WHY

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  - Graph 7: changes to lifestyle made or considering as a result of the COVID-19 outbreak, 2021
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  - 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
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- Help to reduce the stigma around doing things alone
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- Group 1: the inhibited single (29%)
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APPENDIX

Appendix – abbreviations, consumer research methodology and language usage

- Abbreviations
- Consumer research methodology
- A note on language

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