

Family Report 2024

As a specialist marketing agency, Azaria celebrates 20 years of expertise. It marks this milestone with research comparing 20 years ago to 2024, plus what 20 years ahead could look like for the UK family.



Birthday party

investment is

to marry and have a baby is increasing.

The average age

time is in decline as technology takes over.

Quality family

risen, but so has the weekly household spend.

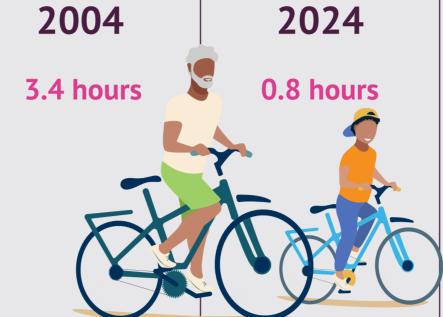
Incomes have



an average time together of...

Average age to

get married...



Prediction We may see a further

2044

decrease as Al advances mean families spend more time working and being educated via technology. Trends suggests this

will continue to rise as

adults will need to

Average age

to have the

first baby...

27 (women) 30 (men)

25 (women)

27 (men)

30.9 (women) 33.7 (men)

33.2 (women)

35.3 (men)

work more to afford to live in a rising economy. The trend suggests a continued rise in age as advances in

this year..

Babies born in

715,996

640,000

The birth rate is predicted to rise to approx. 700,000.

medicine may make

it easier for women

to have babies later.



advances in technology will impact on every aspect of birth, marriage and death, as well education and quality family time." AMBER STEVENTON MANAGING DIRECTOR

"It's been interesting to compare family life in

2004, when I first started Azaria, to current day, and

look at predictions for 20 years ahead! Inevitably, life

continues to change and evolve. It is fascinating how

Prediction for 2004 2024 2044 These didn't 58% of **Medicine** and

Gender reveals



42% as it

became more

acceptable.

exist until

2008!

90 minutes

gender of their baby.

parents plan

to find out the

51.3%

technology increases mean parents will be

able to get an even



technology.

Dads - amount of time spent with the kids each day



77.8 years

45 minutes



Could business flexibility and working from home see dads taking a more equal parenting role?

Advances in medicine

expectancy so there

people above 65 as

means many more

intergenerational

spending an increasingly

families.

"Grandparents are

will be twice as many

children under 5. This

mean longer life

expectancy

Grandparents -

the average life



£20,540

annually.

Average

household

weekly spend £434.40.

Bright fun

colours

- Junk food

- £100 spend

- Amount spent

active role in family life." £38,100

household

weekly spend

£489.

"Weekly household spends will increase as people look to buy products that are more sustainable and ethical." Pastel colours, beige, whites,

annually. **Average**

By 2050 income is likely increase so people can afford a new lifestyle with tech advancements, wanting products that are more sustainable and ethical.

on main gift £320.50 play with VR, £20-£50. - Average spend technology rather on main gift than play together - Entertainment would £175.80.

browns

- Healthier food

- Average spend

Birthday Party

trends!



involve robots, AI, VR, rather than clowns, magicians or party games. Huge focus healthy/organic food.

'Virtual will

become the

Clean colours, black,

increase to £711.92

white, grey/silver

- Party costs will

- Children rather

norm, with **VR** replacing real-life." "It has been a wonderful, energetic, insightful, productive, fun, happy,

@azaria_ltd

crazy 20 years at Azaria, which has flown by in the blink of an eye. From

the bottom of my heart, I thank all the clients we have worked with, and

all of my team, past and present, for their love, dedication and support.

Here's looking to what the next 20 years brings!"

AMBER STEVENTON MANAGING DIRECTOR





References available on request.



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