



# 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 significantly on the up!**
- The average age to marry and have a baby is increasing.**
- Quality family time is in decline as technology takes over.**
- Incomes have risen, but so has the weekly household spend.**

	2004	2024	2044 Prediction
<b>Families spend an average time together of...</b>	3.4 hours	0.8 hours	We may see a further decrease as AI advances mean families spend more time working and being educated via technology.
<b>Average age to get married...</b>	25 (women) 27 (men)	33.2 (women) 35.3 (men)	Trends suggests this will continue to rise as adults will need to work more to afford to live in a rising economy.
<b>Average age to have the first baby...</b>	27 (women) 30 (men)	30.9 (women) 33.7 (men)	The trend suggests a continued rise in age as advances in medicine may make it easier for women to have babies later.
<b>Babies born in this year..</b>	715,996	640,000	The birth rate is predicted to rise to approx. 700,000.

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

	2004	2024	Prediction for 2044
<b>Gender reveals</b>	These didn’t exist until 2008!	58% of parents plan to find out the gender of their baby.	Medicine and technology increases mean parents will be able to get an even clearer image of their baby, encouraging more people to find out the gender.
<b>Mums – giving birth without being married</b>	42% as it became more acceptable.	51.3%	There is the potential that women may not even need another person to reproduce due to advances in technology.
<b>Dads – amount of time spent with the kids each day</b>	90 minutes	45 minutes	Could business flexibility and working from home see dads taking a more equal parenting role?
<b>Grandparents – the average life expectancy</b>	77.8 years	81.77 years	Advances in medicine mean longer life expectancy so there will be twice as many people above 65 as children under 5. This means many more intergenerational families.
<b>Average household income per person and weekly spend</b>	£20,540 annually. Average household weekly spend £434.40.	£38,100 annually. Average household weekly spend £489.	By 2050 income is likely increase so people can afford a new lifestyle with tech advancements, wanting products that are more sustainable and ethical.

“Weekly household spends will increase as people look to buy products that are more sustainable and ethical.”

<b>Birthday Party trends!</b>	Bright fun colours - Junk food - £100 spend - Amount spent on main gift £20-£50.	Pastel colours, beige, whites, browns - Healthier food - Average spend £320.50 - Average spend on main gift £175.80.	Clean colours, black, white, grey/silver - Party costs will increase to £711.92 - Children rather play with VR, technology rather than play together - Entertainment would involve robots, AI, VR, rather than clowns, magicians or party games. Huge focus healthy/organic food.
-------------------------------	-------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

“Virtual will become the norm, with VR replacing real-life.”

“It has been a wonderful, energetic, insightful, productive, fun, happy, 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

**MEDIA . INFLUENCERS . SOCIAL . DIGITAL**  
All your marketing needs under one roof

www.azariapr.co.uk @azaria\_ltd hello@azariapr.co.uk

Celebrating 20 Years

References available on request.