



Euromonitor
International

Households: The US

September 2025

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HEADLINES

PROSPECTS

Single person households to remain the leading household type by 2029
Austin set for rapid expansion as an established major hub for technology and venture capital industries
US ranked highest for disposable income per household among developed countries
Households see rapid rise in laptop ownership and broadband internet access
Housing market faces significant slowdown, despite price increases

HOUSEHOLD PROFILE

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