



# Funes

**Report of Intellectual  
Output O2, Activity O2:**  
*Defining new type of consumers*

FURNITURE NEW EUROPEAN SKILLS 2020  
2014-1-ES01-KA202-004883

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## New type of consumers

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## New types of consumers

Based on the monograph prepared by the Habitat Trends Observatory on "New ways of living", the following changes were observed:

- Changes in consumer habits.
- Changes in the evolution of the markets.
- Evolution of information and communication technologies.
- Emotional eating in the purchase of furniture.
- Today's products shall be accepted by the consumer.
- The product must be oriented to the market and the consumer.
- The consumer gives priority to what provides you with quality of life.
- There are consumers who choose products on the basis of its commitment to the environment, for example consumption of furniture made with certified wood.
- It is increasingly more important "branding", as an element of sale of products.

In recent years the concept of family has evolved or from known as conventional, traditional, family consisting of different-GENDER couples with children to new models of family to a great number of possibilities. This has resulted in changes in the concept of home, since the new models of families, give rise to new needs and ways of living, being able to find households formed by:

- Individuals living alone, both young and older people.
- Adults living alone with a child.
- Families formed by two people of the same or different gender.

- Families formed by persons of different GENDER with children.
- Families in which one or both of the adults come from other couples bringing children to the new formed family.
- Families formed by people with no family relationship between them but share home, well young either older, sharing expenses.

All these changes have affected the concept of home, which has undergone changes that affect in a direct way to the furniture and the use of spaces of houses.

- Dining room is transformed into a multipurpose space that whose functions are resting, eating, working and enjoying spare time.
- Kitchen has increased its dimensions and it is integrated more and more in the living room, it becomes the centre of meetings with family and friends, being an exclusive place for cooking.
- Bathroom is transformed into a space of relaxation, many times it is opened and it has some elements in the bedroom.
- Bedroom is not just a place to sleep but in many cases, it is an isolated place to work, or relax watching TV.

Next to all of the above there is a concept that is very appreciated by the different types of consumers are all those related to innovative, multifunctional and versatile products and which are sustainable and low-impact.

A brief description of these new homes and families would be:

## INDIVIDUAL PERSONS

A person who decides to freely live alone and independently, for which individualism and the pursuit of personal satisfaction are traits that guide life in a society with a multitude of lifestyles. As for example the singles, there are three causes of growth of these types of homes:

- Unmarried young people who choose to live alone.
- Increase in number of separations and divorces.
- Ageing of the population.

In the case of youth, they seek preference for high-tech houses, as well as **products that facilitate their everyday actions and the use of space.**

## ADULTS LIVING ALONE WITH A CHILD

They are those formed by women who are mothers by choice. But they can also be found with a case of a man with a child.

Looking for homes in which predominates the **functionality and the use of space.**

## FAMILIES FORMED BY TWO PEOPLE OF THE SAME OR DIFFERENT GENDER

Childless couples, who have been named as dinkies (double income, no kids yet), definition based on criteria of consumption.

In this group we find also couples whose children have become independent. Either very active-attitude youngsters, between 25-40 years.

Interested on **spaces and products that allow the participation of the user and are customizable.**

## FAMILIES FORMED BY PERSONS OF DIFFERENT GENDER WITH CHILDREN.

They are the most abundant family, but each time it takes longer to get to this situation, it exists a fall in the birth rate as well as in the emancipation of children.

In this type of family of special importance are the individual spaces, they show a great interest in **products that facilitate the daily life.** Those who are **versatile to adapt to the changes occurring at home.**

## FAMILIES IN WHICH SOME ADULTS EITHER BOTH COME FROM OTHER COUPLES BRINGING CHILDREN TO THE NEW FORMED FAMILY.

They were traditionally formed by pairs in which at least one of the members was a widow, however today the widow is one of the minor causes of these types of families. It also referred to this type of family as the extended family, as a result of the enlargement of collateral kinship networks, where children from different marriages live together.

They are centres of coexistence that as life evolves they have different needs. The **flexibility and the possibility that spaces and products change and adapt will be one of the priorities.**

**FAMILIES FORMED BY PEOPLE WITH NO FAMILIAL RELATIONSHIP BETWEEN THEM BUT THAT THEY SHARE HOME, BOTH YOUNG AND OLDER, SHARING EXPENSES.**

Usually they are called unit of coexistence or cohabitation, rather than family, since there is no relationship of kinship or marriage.

In this case, the members of this family need to own **their own housing space.**

**The common spaces are converted into an area of high interest.**



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