

Life at

Home

It's been a year marked by unimaginable change. To better understand how life at home has adapted, we spoke to **over half a million people** from around the world. Here's a snapshot of what's going on.

in 2021



1

CHANGE IS IN THE AIR

People have gained a fresh perspective on life – especially their health and happiness.

THE GREAT RESIGNATION

1 in 4

employed Americans say they are likely to leave their employer as the COVID-19 pandemic subsides

(Ipsos, 2021)

RELOCATION, RELOCATION

1 in 2

people are considering moving further from work for a better home

(LAHR, 2020)

35%

of women say living close to family and friends has grown in importance over the last year

(LAHR, 2021)

CHANGING ROOMS

6 in 10

people switched up the way they organised their home

(LAHR, 2021)

20%

increase in sales of IKEA storage and organisation products

(IKEA Sales Data, June 2019 to June 2021)



BETTER HEALTH

201%

increase in people tuning into podcasts about health

(Spotify 2020, November 2020 vs. January 2019)

Exercise

is the #1 activity people want to continue to do at home

(Voice of Consumer Demand, 2021)

2

GOOD CITIZENSHIP

We're more in tune with our neighbours and the world around us than ever before.



GOING GREEN

Private garden or balcony

is ranked the #1 global priority for a better life at home

(LAHR, 2021)

425%

increase in 'indoor plant wall' searches on Google

(Google, 2020, % change between 2017 and 2020)

COMMUNITY SPIRIT

50%

increase in 'volunteer opportunities near me' searches on Google

(Google, 2020 compared to 2019)

PRE-LOVING IT

1 in 5

IKEA customers are buying more second hand items since the start of the pandemic

(Voice of Customer Demand, 2021)

ENERGIZED FOR ACTION

9 in 10

people are willing to take more action on climate change

(Ingka Climate & Equality Action Research, 2021)

64%

of Chinese consumers agree that they will now consider products that are more environmentally friendly

(McKinsey & Co, 2020)

3

COMFORTABLE RELATIONSHIPS

We want houses we love to come home to – and the people we love to be nearby.

GOOD BOYS AND GIRLS

90%

of pet owners in the UK say their pet has helped them cope better emotionally during lockdown

(Ploss One, 2020)



THEY SAID YES

Jewellers are reporting

double-digit

increases in engagement ring sales in the US

(The Washington Post, 2020)

INDOOR ESCAPE

93%

of people say it's important their home provides them with a feeling of comfort

(LAHR, 2021)

A FAMILY AFFAIR

42%

of people say their relationship with their direct family has improved this year

(LAHR, 2021)

1 in 5

fathers in the Netherlands were more involved in caring for their children

(Utrecht University, 2020)

4

WORKING FROM EVERYWHERE

People are taking advantage of remote work to explore productivity beyond the desk.

SHED QUARTERS

15%

of people in the UK have worked from a garden

(USwitch, 2020)

DRESSING DOWN

1 in 4

people say they've worked in their pyjamas

(USwitch, 2020)

SITTING PRETTY

631,800

IKEA desks were assembled in Canada

while sales of home office products increased from

5% to 50%

(IKEA Canada, 2020)



PRODUCTIVE BEDFELLOWS

25%

of people in the UK worked from their own bed and

8%

worked from someone else's bed

(USwitch, 2020)

A chance for change

As our needs continue to be shaped by the world around us, our habits and homes will change too. What is certain is that many of us will use this moment to create a home that is more livable, workable, sustainable and enjoyable.



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