

Life at Home Report 2024

Bring  
joy home



# Hej!

Every year we speak to people around the world to find out what life at home means today - and how we can help make it better. That's what the IKEA Life at Home Report is all about. And this year is no different.

## Our research

This year's report is based on quantitative, qualitative and trend research. We ran a survey of 38,630 people aged 18+ across 39 countries, as well as 24 home ethnographies, 36 digital immersions and 6 follow-up home visits in 3 countries \*. All guided by the framework of eight needs for a better life at home, which you can read more about on page 8.

## Inside and out

Our insights are woven into the report throughout, usually with numbers from the survey and quotes from people we've talked to. But we also regularly bring in views from the outside, in the form of expert quotes

\*This year's survey included Colombia for the first time. The home ethnographies, digital immersions and home visits took place in India, Spain and the USA. For a complete list of all 39 countries surveyed, check out the Vault.

cultural movements and trends can play in shaping our lives at home.

## The treasure at the end

The all-new Vault, at the end of the report, contains a detailed listing of all the data presented in the chapters. Plus explainers of key terminology and demographic breakdowns, and profiles of the people pictured in the report. A treasure trove for the nerdy and the curious!

## Over to you

But that's enough background. The scene is now set, and we warmly invite you to dive in and explore this year's report. We hope you find it as enjoyable and educational to read and use as we have in putting it together.

## Have fun with it!

Access the global report here: [The IKEA Life at Home Report 2024](#)



# Top 10 Insights



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**Enjoyment opportunity****38%**

of people **value** enjoyment but **don't often experience** it at home.

**No fun at home****11%**

of people say their **home** helps to bring out their **playful side**.

**Napping matters****#1**

**Sleep** is the top activity for nurturing our **wellbeing at home** – both mental (53%) and physical (54%) wellbeing.

**Top 5 drivers of enjoyment****37%**

Spending time by myself

**33%**

Laughing with people around me

**31%**

Spending time on my hobbies/interests

**31%**

Hugs with a loved one

**29%**

Eating a home-cooked meal

**Own home, more joy**

Those who **own their home** are more likely to **experience enjoyment often**. As shown in the breakdown by house type for those who often experience enjoyment at home:

**53%**

of people who own their home

**Laughter is the best medicine****65%**

of people who **laugh with those around them** are happy with their current life at home. Compared to 60% country average.

**Eat together, stay together****58%**

of people who see **eating as a social activity** experience enjoyment often at home. Compared to 50% country average.

**Hero hobbies****66%**

of people **watch TV**, making it the **number one hobby**. Reading (50%) and cooking (40%) come second and third.

**Remote works****62%**

of people who **work from home** are happy with their current life at home. Compared to 60% country average.

**A home that reflects me****55%**

of people who feel **more belonging at home if they can express their identity there** often experience enjoyment. Compared to 50% country average.

# Life at Home | Canada

## Current and future home

60% of Canadians have a positive feeling about their current life at home, and 48% describe their outlook on the future (next 2 years) as positive.

Both shares are largely similar to last year's results, although there is a tendency for Canadians to be increasing in neutrality.

49% of Canadians say that home is their favourite place to be, and 37% live with pets.

11% say that their home helps them bring out their playful side.

23% of Canadians do more household chores than the people they live with, and money and health are still the main concerns around Canadians' life at home.

38% of Canadians would want their ideal home to help them *save* money, while 16% want it to help *make* money, but the top wish is for it to help them unwind/relax (49%).

## Needs of home

All the emotional needs are important to at least 71% of Canadians, but *Comfort* (84%), *Enjoyment* (80%), and *Nurturing* (79%) rank highest.

The needs which the largest shares of Canadians *often* have fulfilled at home are *Security* (61%) and *Comfort* (60%).

*Aspirations* (12%), *Nurturing* (10%) and *Enjoyment* (10%) are the needs for which the gaps between importance and fulfilment are the largest. Those needs have the largest shares of Canadians who find the respective needs important but never or rarely experience fulfilment at home.

## Moving and Renovating

31% of Canadians are planning to move in the next two years, and 22% are considering home renovations or home improvements.

The likelihood of planning to move decreases with age (Generation Z 55%, Baby Boomers 17%). It is also higher among those who rent their homes than those who own them (42%, 23%). Plans for renovation/ improvement are instead more common among the older generations (Baby Boomers and Generation X 25-26%, Generation Z 5%), and among homeowners than renters (33%, 10%).

The types of renovations/improvements most common to contemplate are surface renovation of walls (11%), minor redecoration of walls (7%), and outdoor improvements (6%).

## Cooking and Eating

53% of Canadians say that a home-cooked meal feels healthier than eating out.

Cooking at home to save money is done by 45% of Canadians, while 28% enjoy experimenting in the kitchen.

Compared to a year ago, the behaviours which the largest shares of Canadians have increased are eating at home (35%), cooking at home (33%), minimising food waste (32%), minimising expenses for food (32%), and healthy eating (31%).

# 01 Current and future home

# 60%

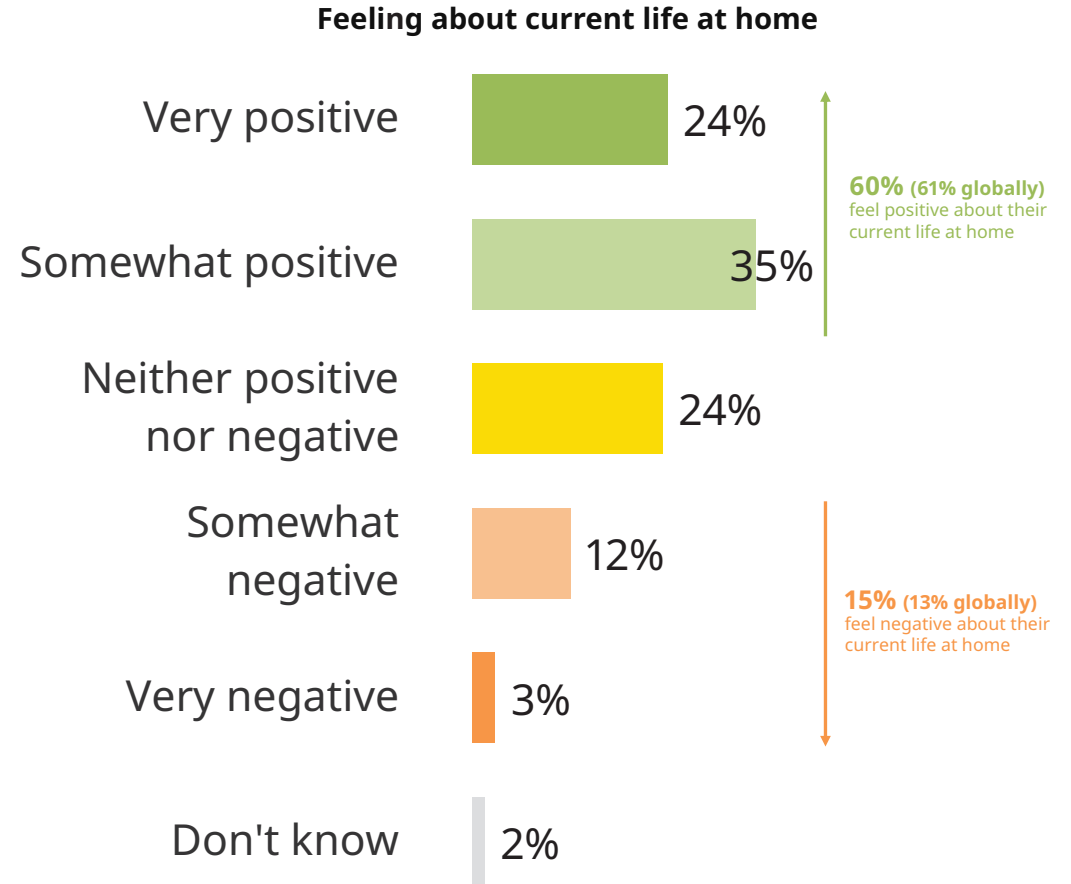
of Canadians have a positive feeling about their current life at home

The share who feel negative is 15%, with 24% being neither positive nor negative.

Compared to the global average, the share of Canadians who have a positive feeling about their home life is just slightly smaller (60%, 61%) and the share who are negative is somewhat larger (15%, 13%).

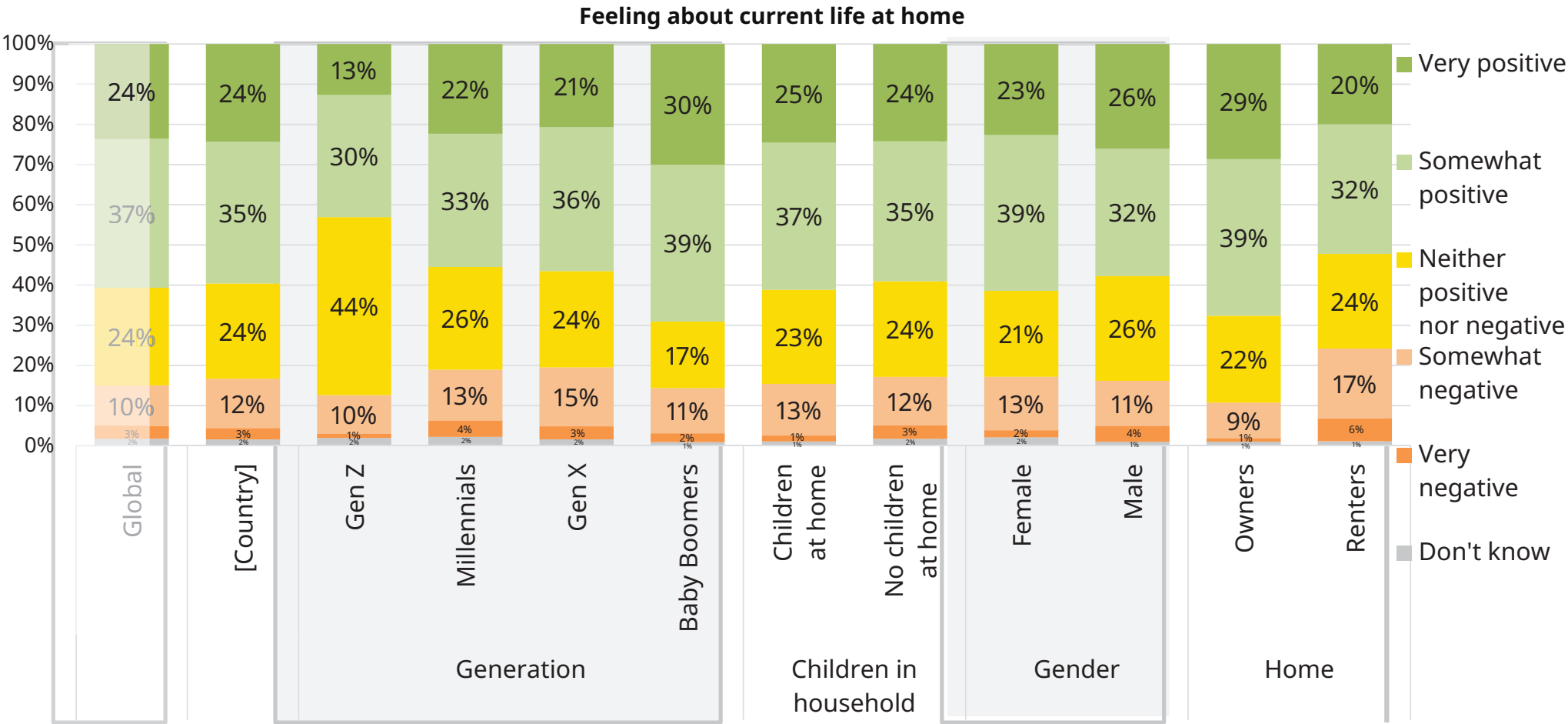
The older someone is, the more likely they are to have a positive feeling about their life at home (Baby Boomers 69%, Generation Z 43%). Homeowners are also more likely to feel positive than those who rent their homes (68%, 52%).

Question: How do you feel about your current life at home?  
All (Canada 1 014, Global 38 630)



# Feeling about current life at home

Question: How do you feel about your current life at home?  
Base: All (Canada 1 014, Global 38 630)





# 48%

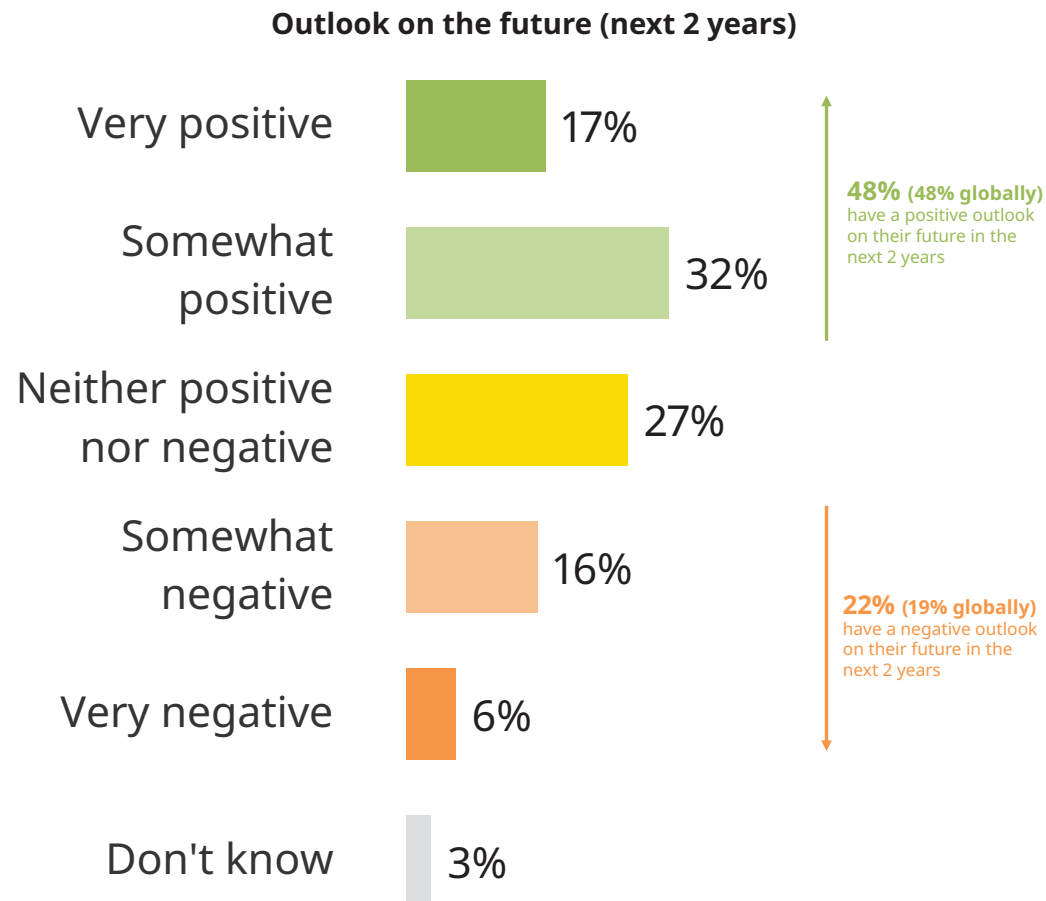
of Canadians describe their outlook on the future (next 2 years) as positive

For 22%, their outlook is negative. 27% have a neither positive nor negative view of the future.

Compared to the global average, Canada's share who have a positive outlook on the future is the same (48%, 48%), and the share who have a negative view is larger (22%, 19%).

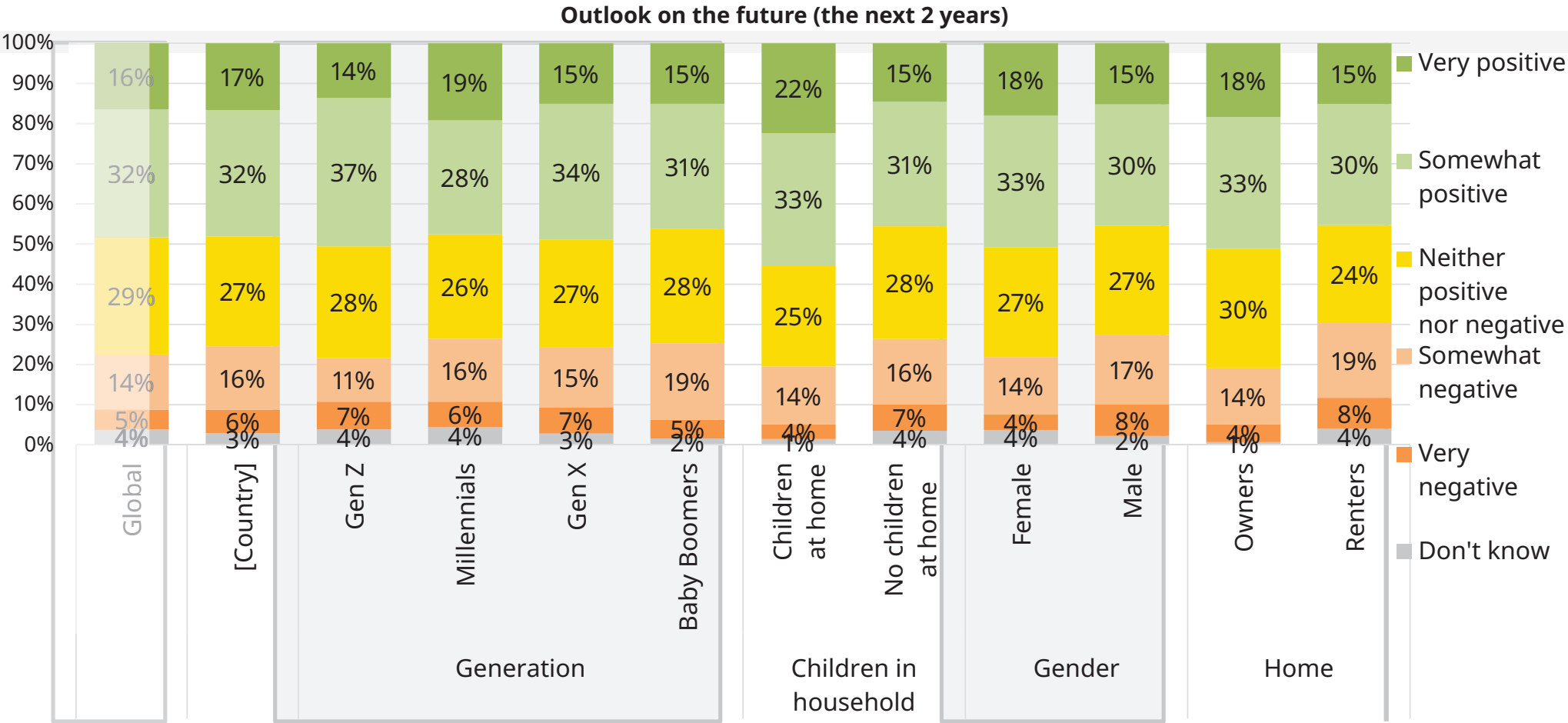
Canadians who are particularly likely to have a positive outlook on their future are those living with children in the household (55%), women (51%), and those who own their homes (51%). There are no clear patterns between the generations, but Millennials stand out with the largest share who are *very* positive.

Question: In general, how would you describe your outlook on your future (the next 2 years)?  
All (Canada 1 014, Global 38 630)



# Outlook on the future (the next 2 years)

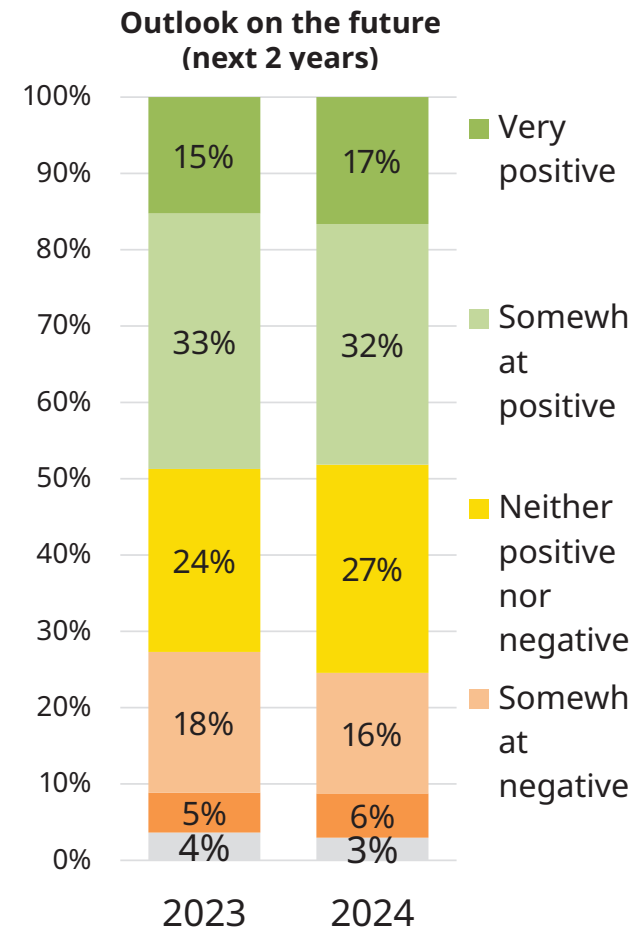
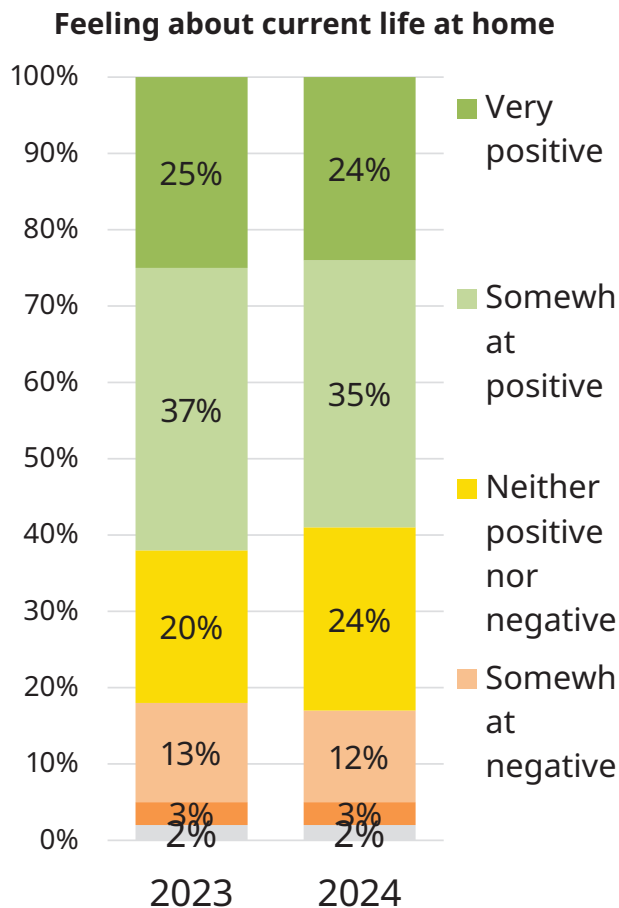
Question: In general, how would you describe your outlook on your future (the next 2 years)?  
Base: All (Canada 1 014, Global 38 630)



Compared to last year, the share of Canadians who feel positive about their life at home has decreased a little from 62% in 2023 to 60% in 2024, and the share who feel negative has also decreased from 16% to 15%. People are instead more likely to be neutral, with this share growing from 20% to 24%.

During the same time span, their outlook on the future has gone through a similar development. The share who have a positive outlook has remained largely stable from 49% to 48%, and the share whose outlook is negative has decreased slightly from 24% to 22%. The share of people who are neither positive nor negative has grown from 24% to 27%.

Overall, Canadians can be said to be increasing in neutrality, with both the positive and negative shares getting smaller.



Question: In general, how would you describe your outlook on your future (the next 2 years)?  
 Question: How do you feel about your current life at home?  
 Base: All (Canada, 2023: 1 016, 2024: 1 014)

## Home is the favourite place of 49% of Canadians, and 37% live with one or more pets

Among pet owners, the share of people who say that home is their favourite place to be is even larger at 62%.

The likelihood of feeling that their home provides enough privacy for everyone living in it tends to increase with age (Generation Z 35%, Baby Boomers 49%), and is higher for homeowners than renters (48%, 37%).

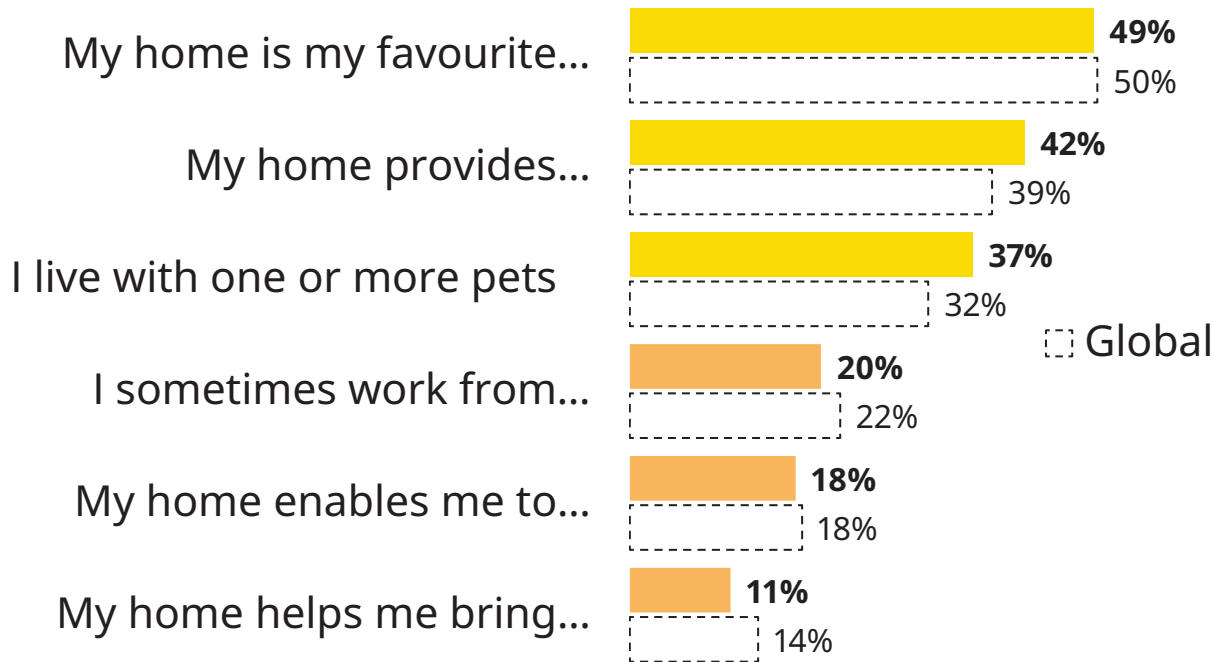
Living with one or more pets is more common among women than men (44%, 29%).

Working from home is more common among those who live with children than without (29%, 17%).

Baby Boomers stand out as the generation most likely to think that their homes enable them to live sustainably (25%), while the share for all Canadians is 18%.

11% say that their home helps them bring out their playful side. This is more common among those who live with children than anyone else (15%).

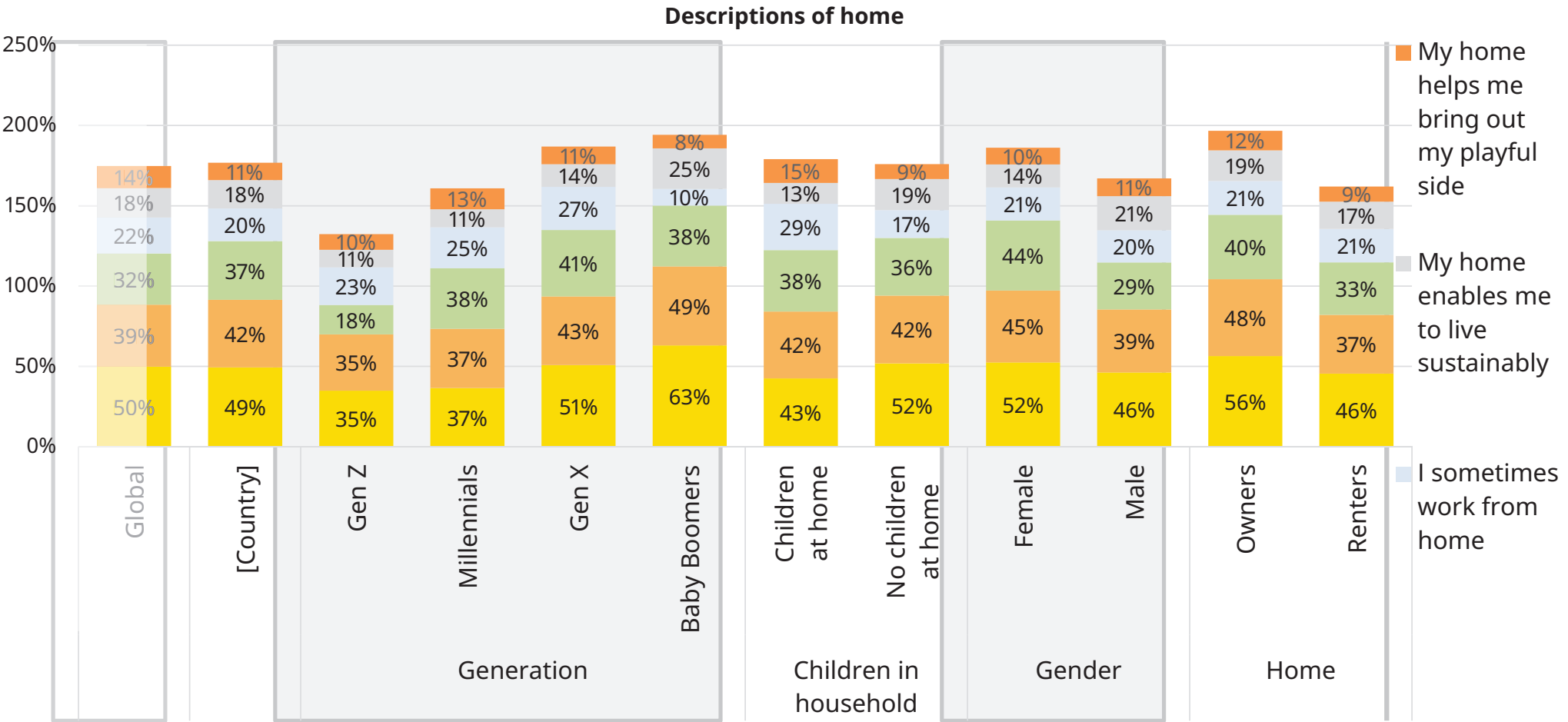
### Feeling about current life at home





# Descriptions of home

Question: Which of these apply to you/your home? Please select all that apply  
Base: All (Canada, 1 014, Global 38 630)



## 23% of Canadians do more household chores than the people they live with

9% are currently caring for people in their home who need help, so this might be part of the explanation. Just 7% say they hardly ever cook at home.

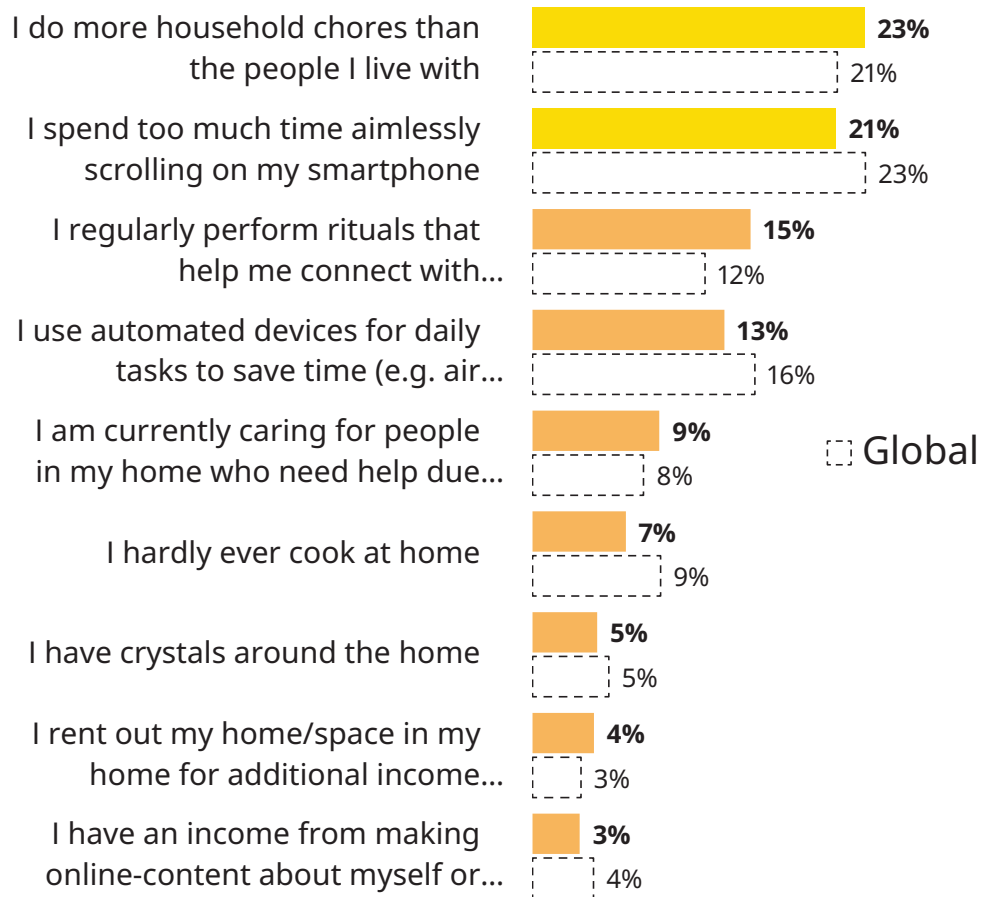
For 21%, aimlessly scrolling on their smartphone takes up too much of their time. But technology is not all bad – 13% use automated devices for daily tasks as a way to save time.

15% regularly perform rituals to help them connect with something greater than themselves, and 5% have crystals around the home.

Making money by renting out their home, or part of it, is something that just 4% of Canadians do. Even fewer, 3%, have an income from making online content about themselves or their interests.

Overall, Canadians are not very different from the global average in terms of what they do at home.

### What people do at home



Question: Which of these apply to you/your home? Please select all that apply  
Base: All (Canada 1 014, Global 38 630)

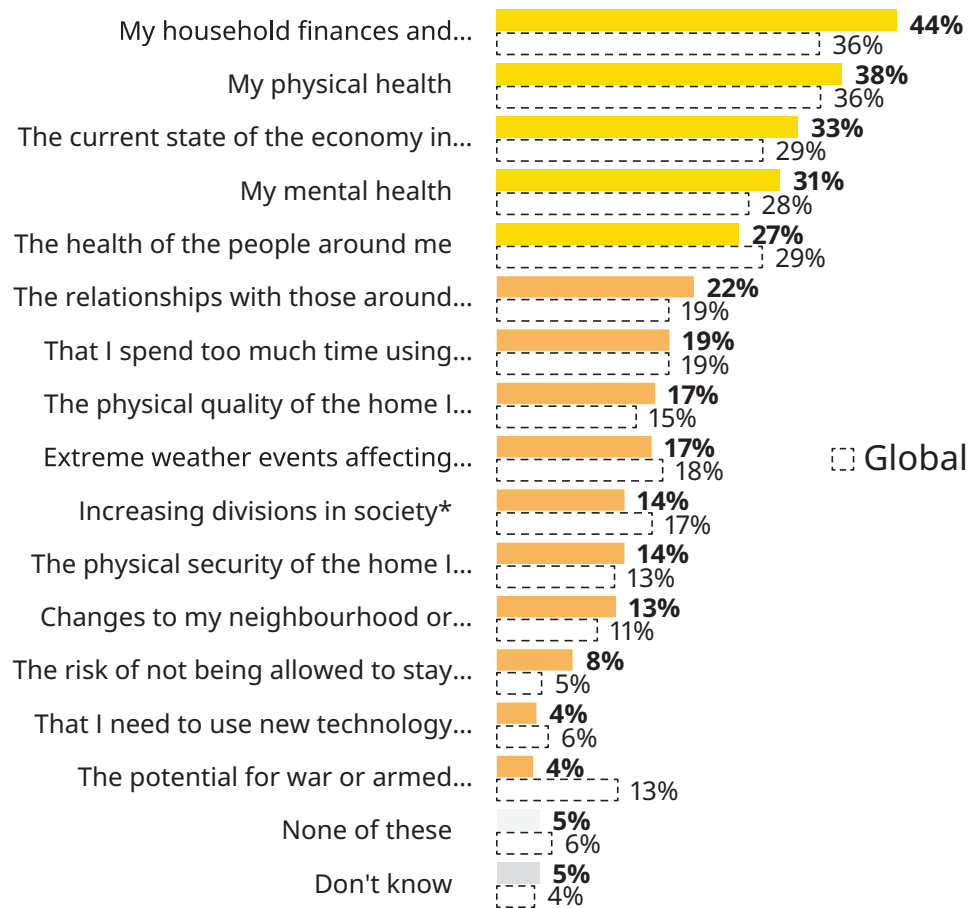
## Money and health are still the main concerns around Canadians' life at home

With 38% concerned about their physical health, 31% about their mental health, and 27% about the health of people around them, health issues stand out as one of the main themes that concern Canadians.

Their household finances and disposable income are mentioned by 44%, which is considerably higher than the global average (36%), while 33% bring up the current state of the economy in their country.

Compared to the global average, Canadians are much less likely to worry about the potential for war or armed conflict where they live (4%, 13%).

### What people do at home



Question: Which of these concerns you the most with regard to your life at home? You can select up to 5 answers  
 Base: All (Canada 1 014, Global 38 630, \*global except China 37 617)

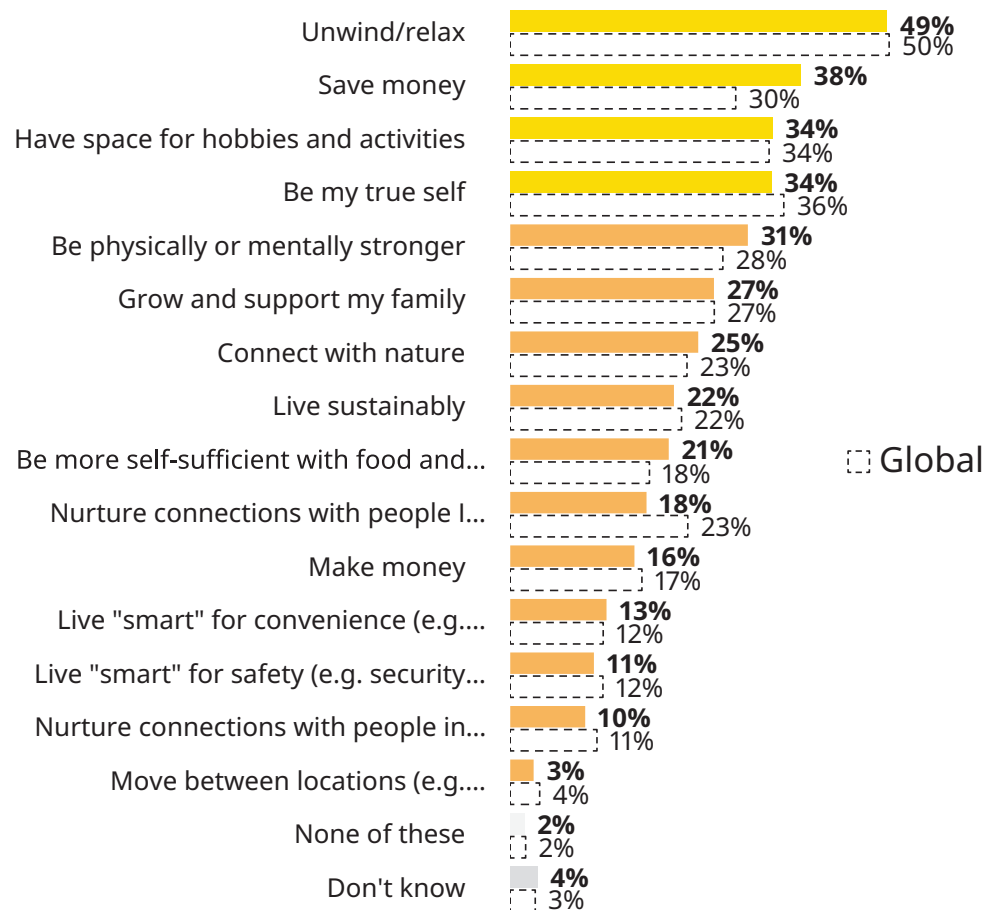
## 38% of Canadians would want their ideal home to help them save money, while 16% want it to help *make* money

The wish for both of these aspects is stronger among the middle generations – Millennials and Generation X – than Generation Z and Baby Boomers. Saving money is somewhat more important to women than to men (40%, 36%) whereas making money is more important to men than to women (18%, 14%).

Unwinding/relaxing is the most picked aspect overall (49%), and especially important to the older generations and those who live without children.

Compared to the global average, Canadians are more likely to wish for their home to help with saving money (38%, 30%), but less likely to look for nurturing connections with people they live with (18%, 23%).

### Most important in an ideal home

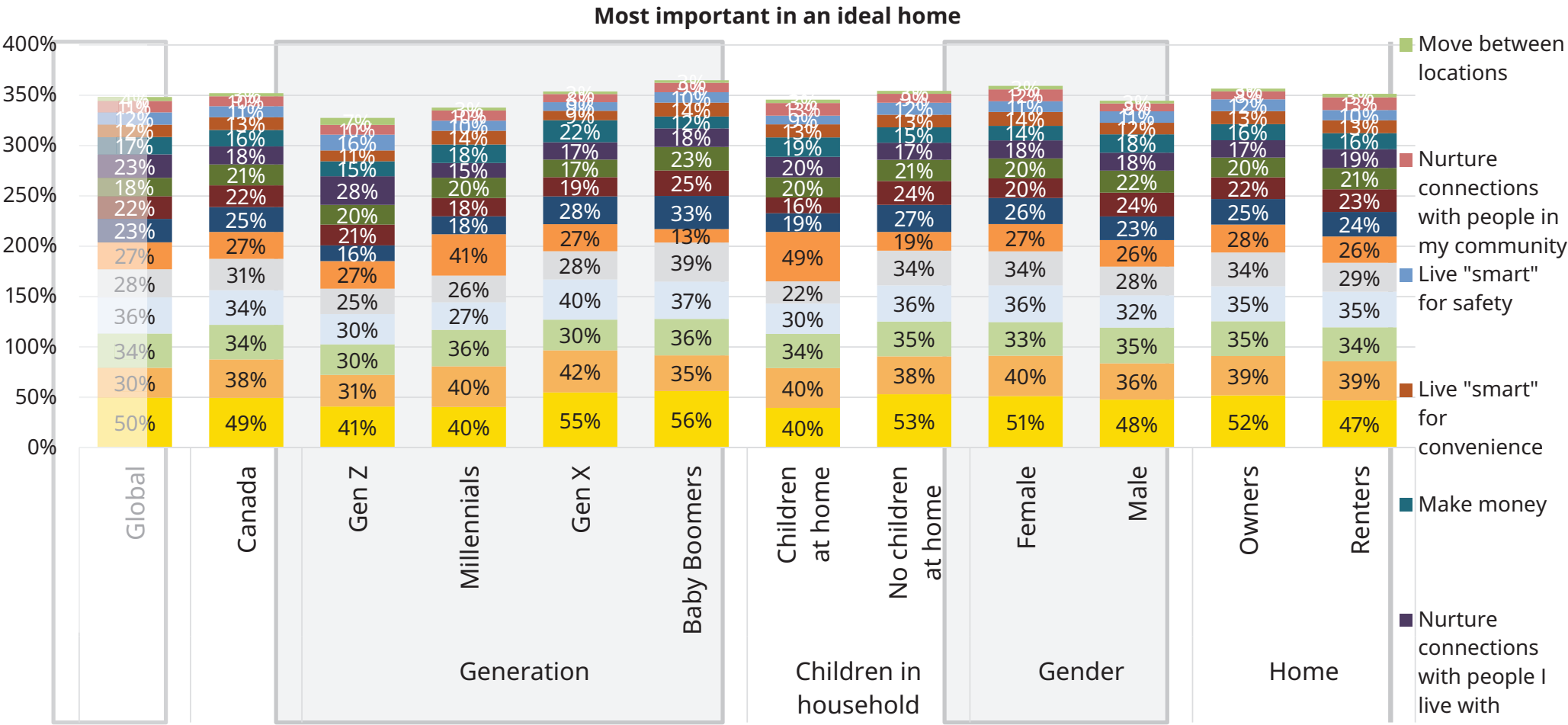


Question: Which of the following aspects would be the most important to you in an ideal home? You can select up to 5 answers.  
A home that helps me ...  
Base: All (Canada 1 014, Global 38 630)



# Most important in an ideal home

Question: Which of the following aspects would be the most important to you in an ideal home? You can select up to 5 answers. A home that helps me ...  
Base: All (Canada 1 014, Global 38 630)



02

Needs of home

# Life at Home Needs Framework

From 10 years of IKEA Life at Home research, 8 needs have been identified that contribute to a better life at home. These needs work together: some play more foundational roles, whilst others contribute to meaningful moments, adding color and warmth. This chapter will look into 7 of the 8 needs - aspirations is covered in the questions about future outlook and ideal home. Survey questions included the definitions below, to ensure that respondents could understand the terms as intended.



## Needs: Importance at home

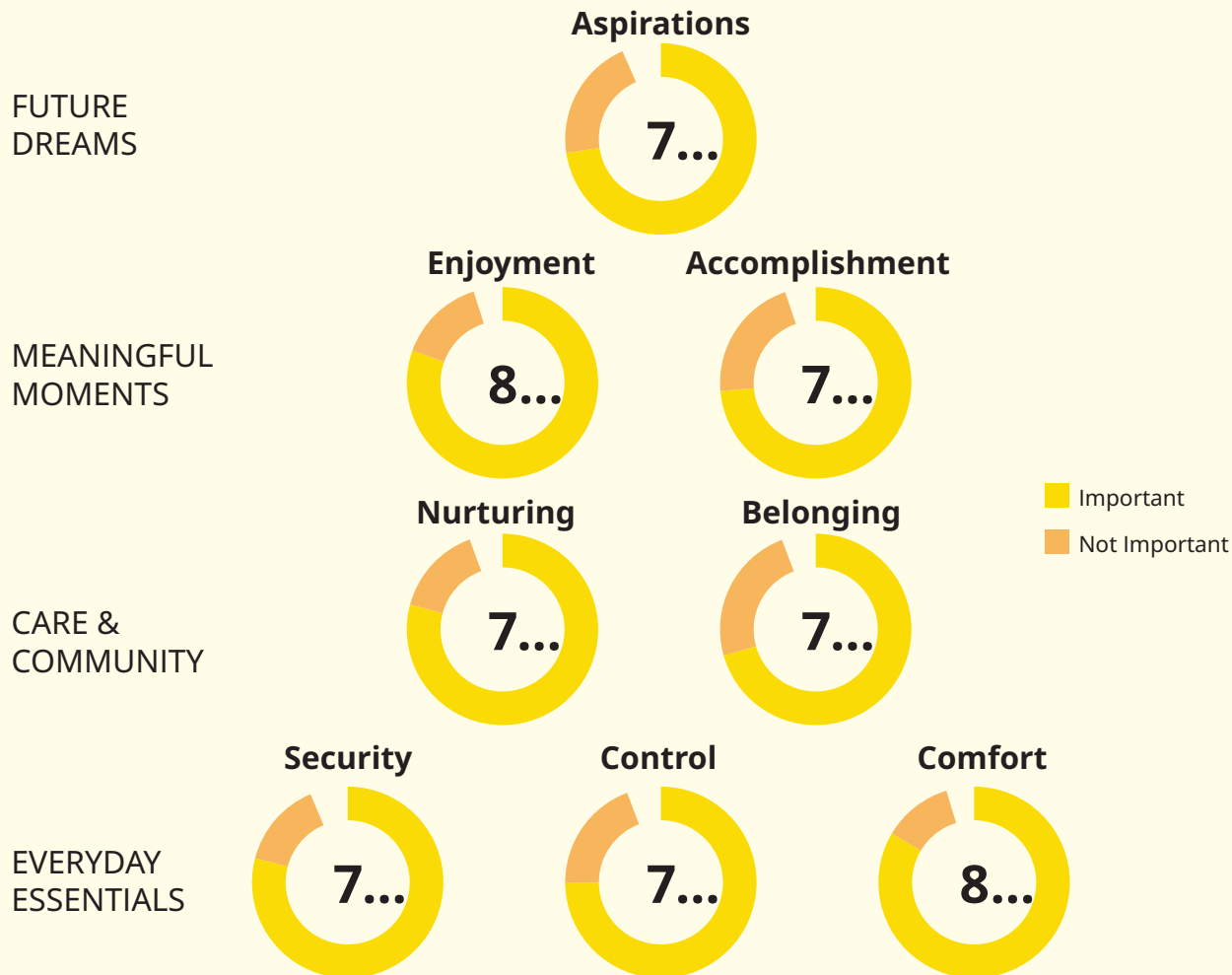
Following the same structure as the needs framework, this slide shows the share of Canadians who find each need important at home.

Comfort (84%) is the most important need, some distance ahead of *Enjoyment* (80%), *Nurturing* (79%), and *Security* (79%) which together make up a second tier. *Control* (75%), *Accomplishment* (74%), *Aspirations* (73%) rank lower, but *Belonging* (71%) comes in as the least important need.

The most important need is just 13 percentage points ahead of the least important, meaning that no need should be disregarded.

When interpreting the results, it is important to keep in mind that needs that someone is used to having fulfilled at home might easily start getting taken for granted. This means that especially *everyday essentials* might actually be more important than the survey results show.

Question: How often do you feel the following at home and how important are they to you?  
Base: All (Canada 1 014)





## Needs: Fulfilment at home

Let's first look at Canadians' frequency of need fulfilment. The top chart is ranked by the share who *often* feel that each need is fulfilled at home. The order turns out to be quite similar to the needs' order in the framework.

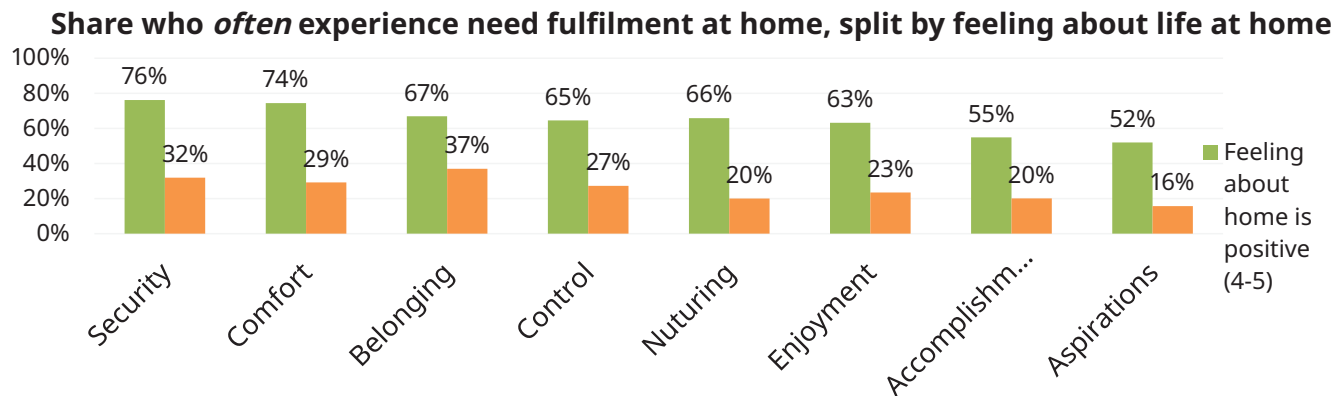
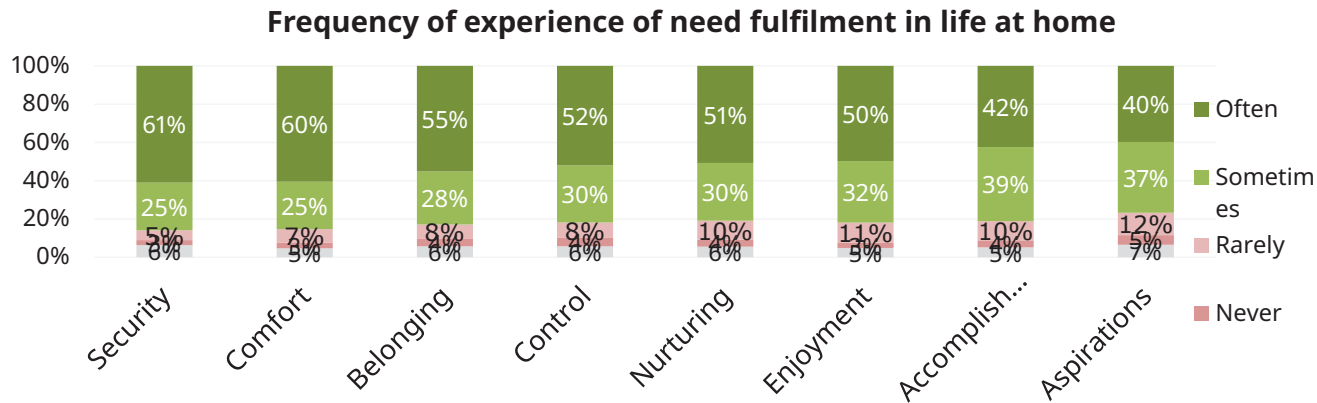
In the framework, the bottom layer *Everyday essentials* is made up of *Security*, *Control*, and *Comfort*. The second layer is *Care & community*, containing *Nurturing* and *Belonging*. *Meaningful moments* is the third layer, holding *Enjoyment* and *Accomplishment*. Finally, the *Future dreams* layer holds *Aspirations*. In Canada, the order of need fulfilment lines up perfectly with the framework for the last/top three needs, but fulfilment of *Belonging* is somewhat more frequent than of *Control*, despite *Control* being an *everyday essential*.

Next, we use the bottom chart to compare the need fulfilment of two groups of Canadians – those whose feeling about current life at home is *positive* to those whose feeling is *negative*. Overall, we can clearly see that feeling positive about home life is associated with often having your needs met at home.

For Canadians, the biggest differences in need fulfilment between those who feel positive vs. negative about life at home can be found for the needs *Belonging* (46 percentage points difference), *Control* (45), and *Security* (44), but even for *Comfort*, the ones who feel positive are 30 percentage points ahead.

Question: How often do you feel the following at home and how important are they to you?

Base: All (Canada 1 014), positive about life at home (Canada 605), negative about life at home (Canada 154)

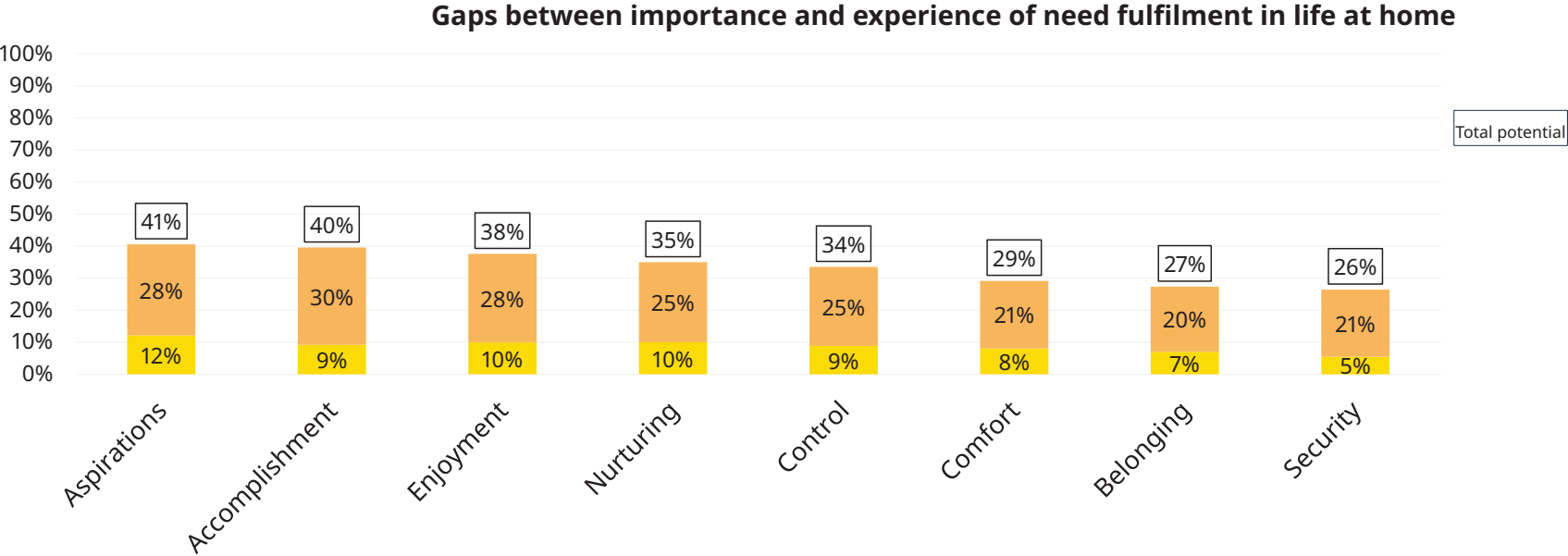


# Needs: Gaps between importance and fulfilment

This slide looks at Canadians who find the needs important but are not often experiencing fulfilment of them at home. At the bottom of the chart, in yellow, are those who find the need important and *rarely/never* have it fulfilled at home – a high priority group. Next, in orange, are those who find it important and only *sometimes* experience fulfilment. Together, these groups represent potential for IKEA to help close the gaps. This total potential is displayed as a sum at the top of each stack.

In Canada, the largest *high priority* gaps can be found for *Aspirations* (12%), *Nurturing* (10%) and *Enjoyment* (10%). Looking at *total potential*, the top 3 needs are *Aspirations* (41%) *Accomplishment* (40%) and *Enjoyment* (38%). But for each of the needs, there is a meaningful *total potential* as well as *high priority* potential. These gaps represent opportunities for IKEA, and a good first step in helping people close the gaps is to better understand the individuals experiencing the gaps to tailor communication effectively. In the following sub-chapter, we will examine each need individually to identify their drivers.

Question: How often do you feel the following at home and how important are they to you?  
Base: All (Canada 1 014)



03

Moving and  
renovating

## 31% of Canadians are planning to move in the next two years, and 22% are considering home renovation/improvement

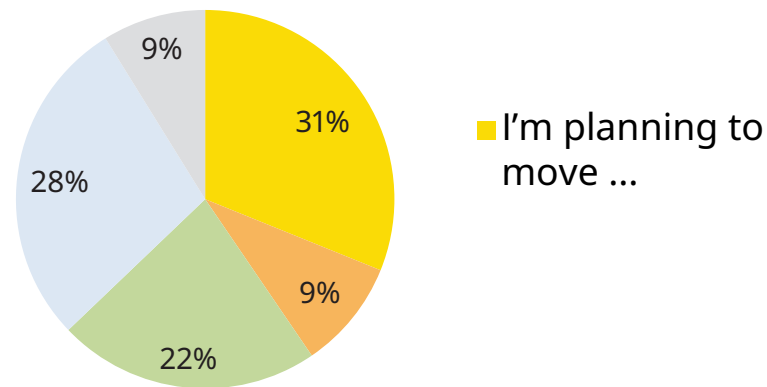
9% say that they would like to move but don't think they'll be able to.

The likelihood of planning to move decreases with age (Generation Z 55%, Baby Boomers 17%). It is also higher among those who rent their homes than those who own them (42%, 23%).

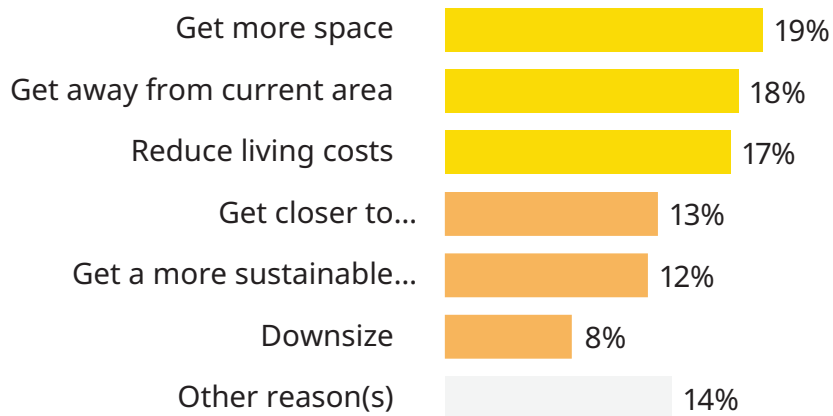
Plans for renovation/improvement are instead more common among the older generations (Baby Boomers and Generation X 25-26%, Generation Z 5%), and among homeowners than renters (33%, 10%).

Among those planning to move, the main reasons are getting more space (19%), getting away from current area (18%) and reducing living costs. 12% want to get a more sustainable home.

### Plans to move or renovate/improve within the next 2 years



### Main reason to move among those planning to do so

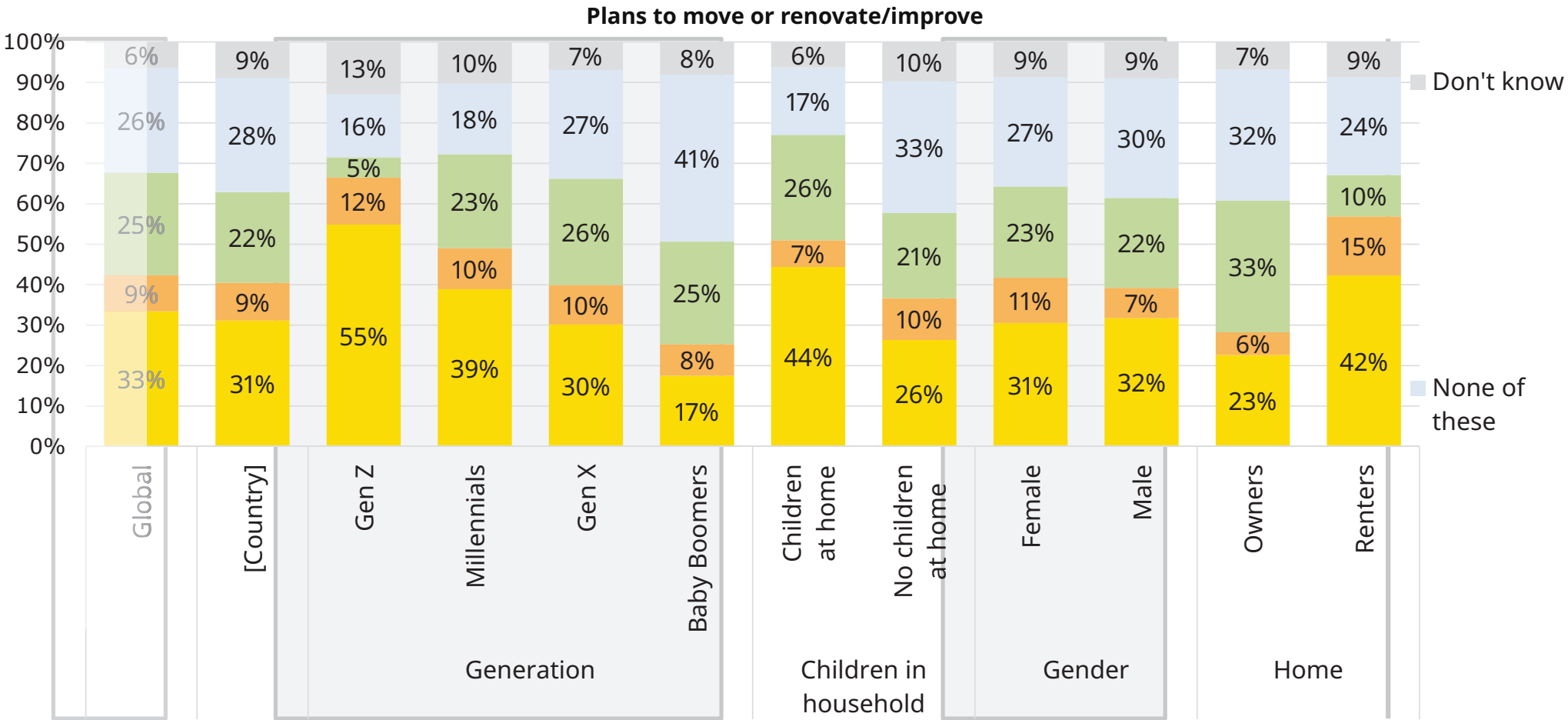


Question: Are you planning to move to a new home or renovate/improve your current home within the next 2 years?  
Please select the answer that best describes your situation  
Base: All (Canada 1 014), planning to move (Canada 314)

# Plans to move or renovate/improve

Question: Are you planning to move to a new home or renovate/improve your current home within the next 2 years? Please select the answer that best describes your situation

Base: All (Canada 1 014, Global 38 630)



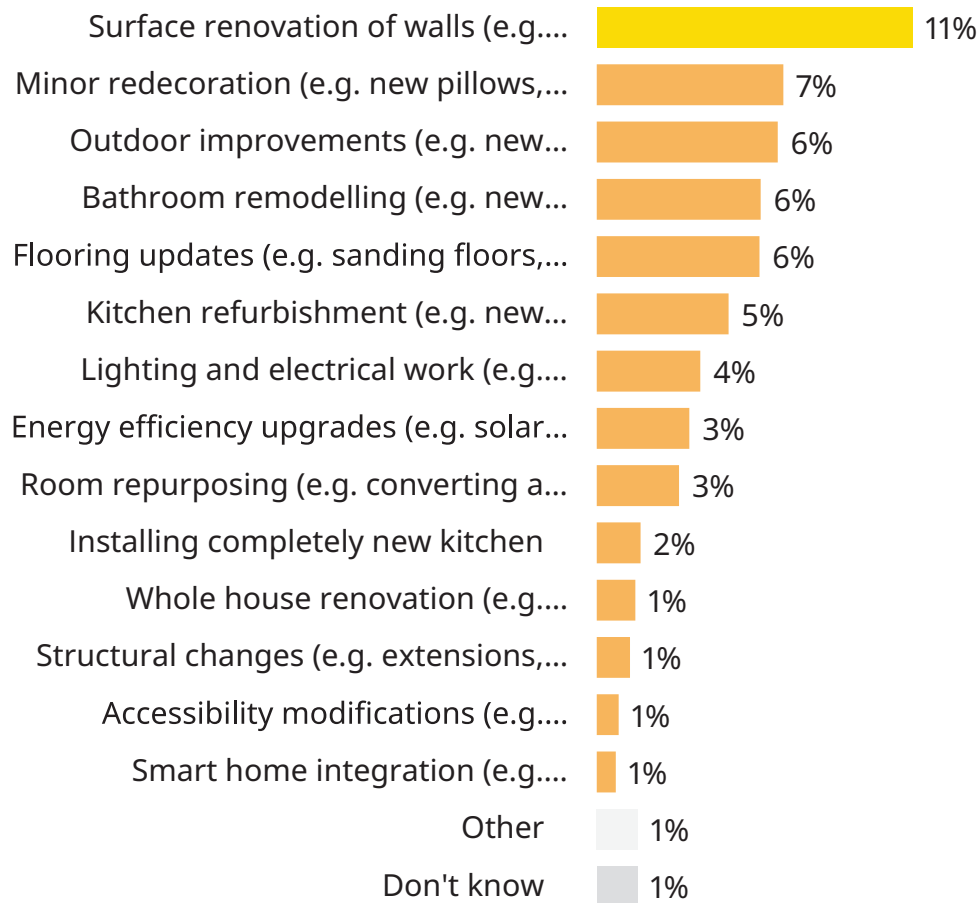
## 11% of Canadians plan surface renovation of walls within the next two years

This makes it the most commonly contemplated renovation/improvement of Canadians' homes, followed by minor redecorations (7%) and outdoor improvements (6%).

Larger projects such as whole house renovations (1%), structural changes (1%), and installing completely new kitchens (2%) are generally less likely to be considered.

Overall, all types of plans to renovate/improve homes are more common among homeowners than renters.

### Contemplated renovations/improvements



Question: Thinking about your plans to renovate/improve your home within the next two years, what types of renovations/ improvements are you contemplating?  
 Base: All (Canada 1 014)  
 Remark: This question was shown only to those who are contemplating renovation/improvement, but percentages are calculated as shares of the whole population.



04

Cooking and  
eating

## 53% of Canadians say that a home-cooked meal feels healthier than eating out

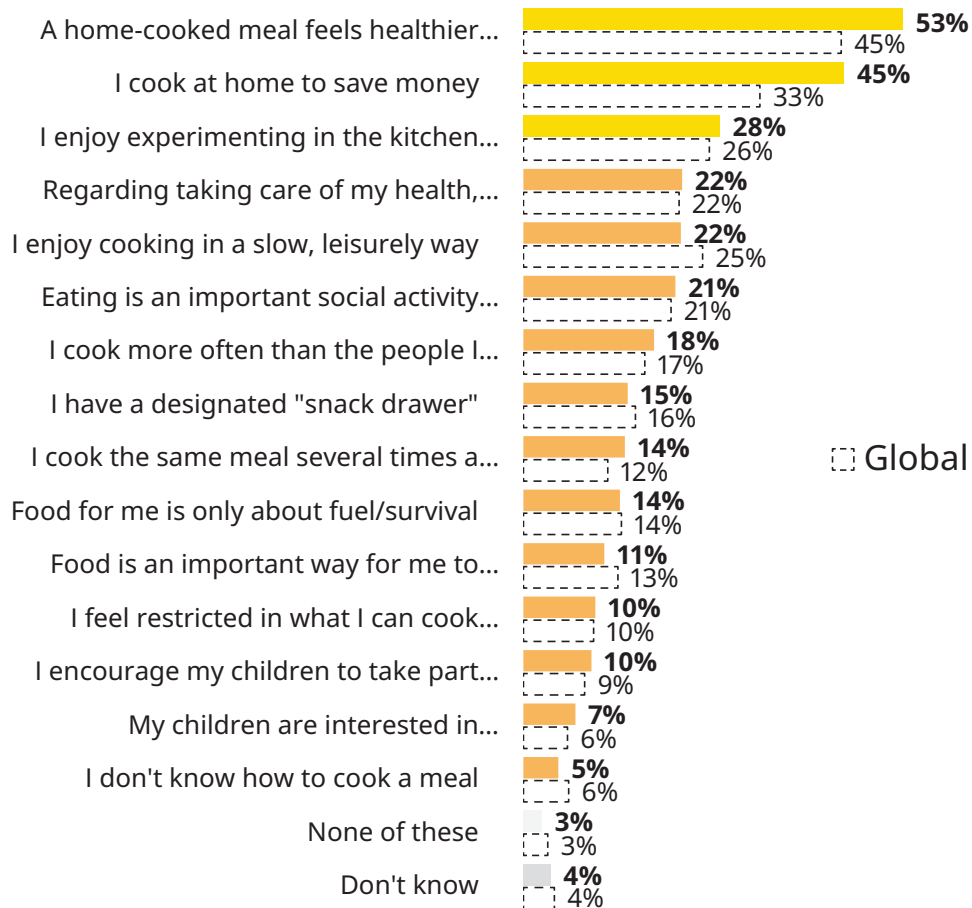
The likelihood of having this opinion increases linearly with age (Generation Z 33%, Baby Boomers 67%). Canada is far ahead of the global average in this area.

Cooking at home to save money is done by 45% of Canadians, which makes it much more likely for them than the global average (33%). Here, Millennials (55%) and those who rent their homes (53%) stand out from the rest, along with women (49%).

28% enjoy experimenting in the kitchen. This share is larger among women than men (32%, 23%).

Among Canadians who live with children, 36% encourage them to take part in cooking at home and 27% say that their children are interested in learning how to cook.

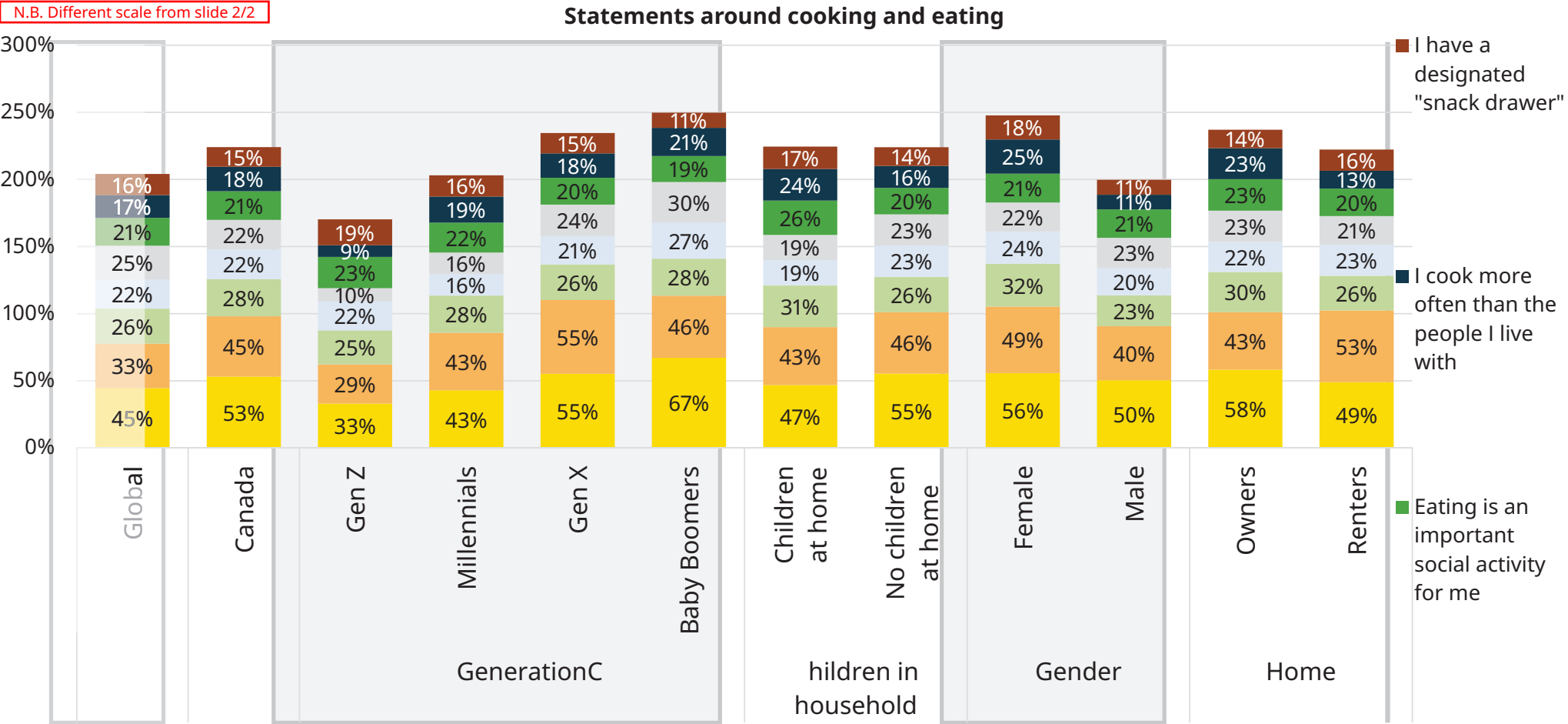
### Statements around cooking and eating



Question: Which of these apply to you? Please select all that apply  
 Base: All (Canada 1 014, Global 38 630)

# Statements around cooking and eating (1/2)

Question: Which of these apply to you? Please select all that apply  
Base: All (Canada 1 014, Global 38 630)



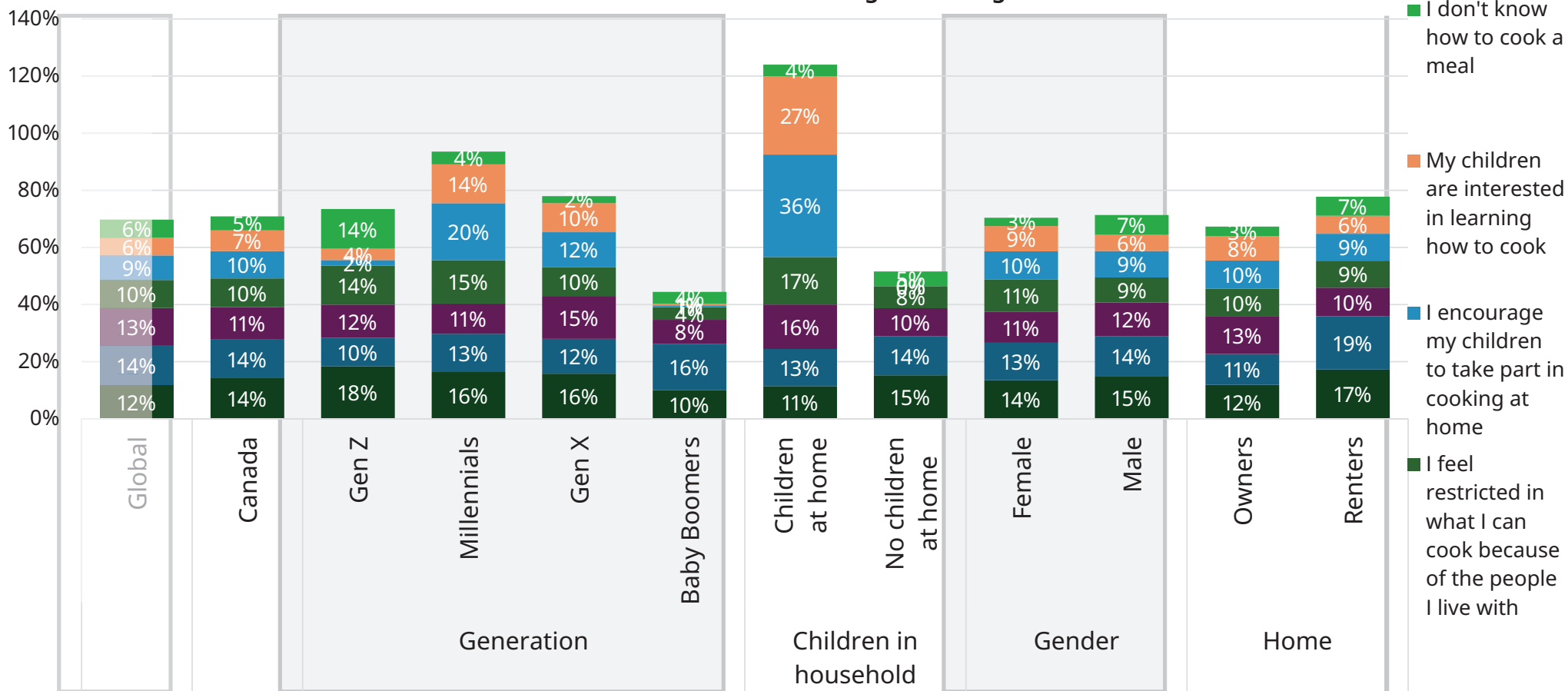
# Statements around cooking and eating (2/2)

Question: Which of these apply to you? Please select all that apply

Base: All (Canada 1 014, Global 38 630)

N.B. Different scale from slide 1/2

Statements around cooking and eating



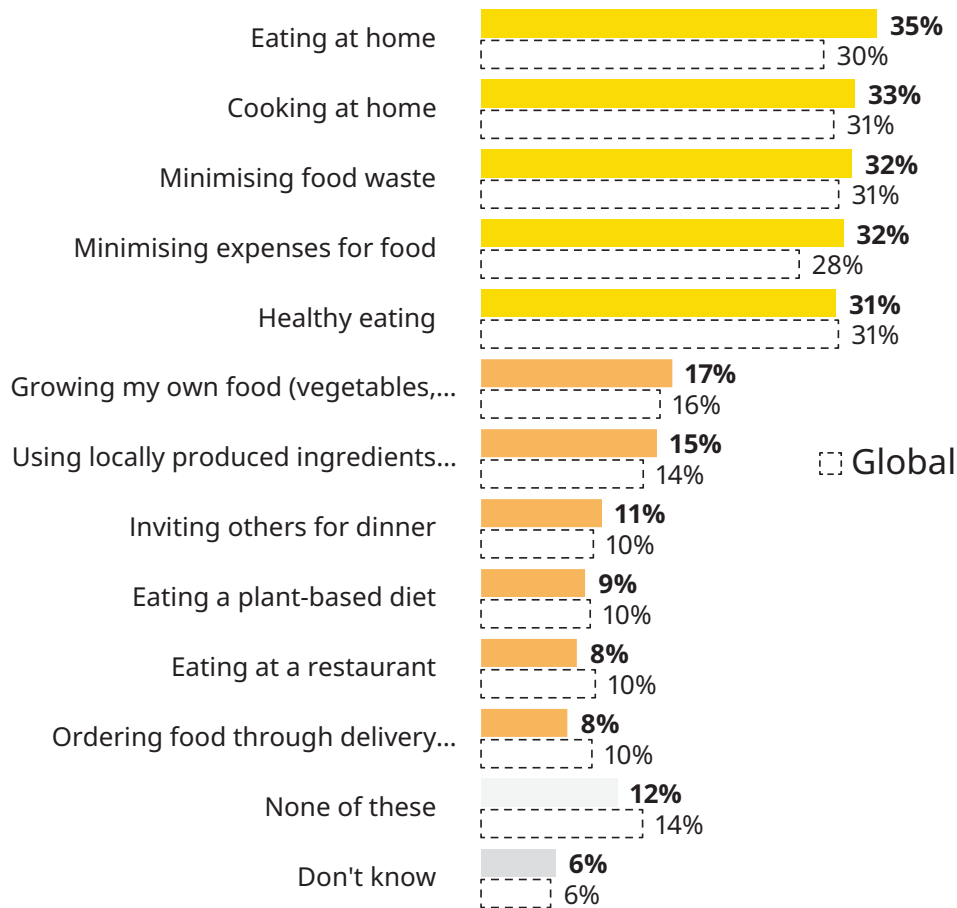
## Compared to a year ago, 33% of Canadians have increased their cooking at home, and 35% do more eating at home

Both of these increases are more common among Generation X and Baby Boomers, and more common among men than women. The difference is particularly large for cooking at home.

The older generations are also more likely than the younger to have got better at minimising both expenses for food, and food waste. These behaviours are more likely to have increased for women than for men. Renters are also more likely than those who own their homes to say that they minimise expenses for food more now than a year ago.

Healthy eating has increased most among Baby Boomers and least in Generation Z (35%, 28%), and more for men than women (33%, 29%).

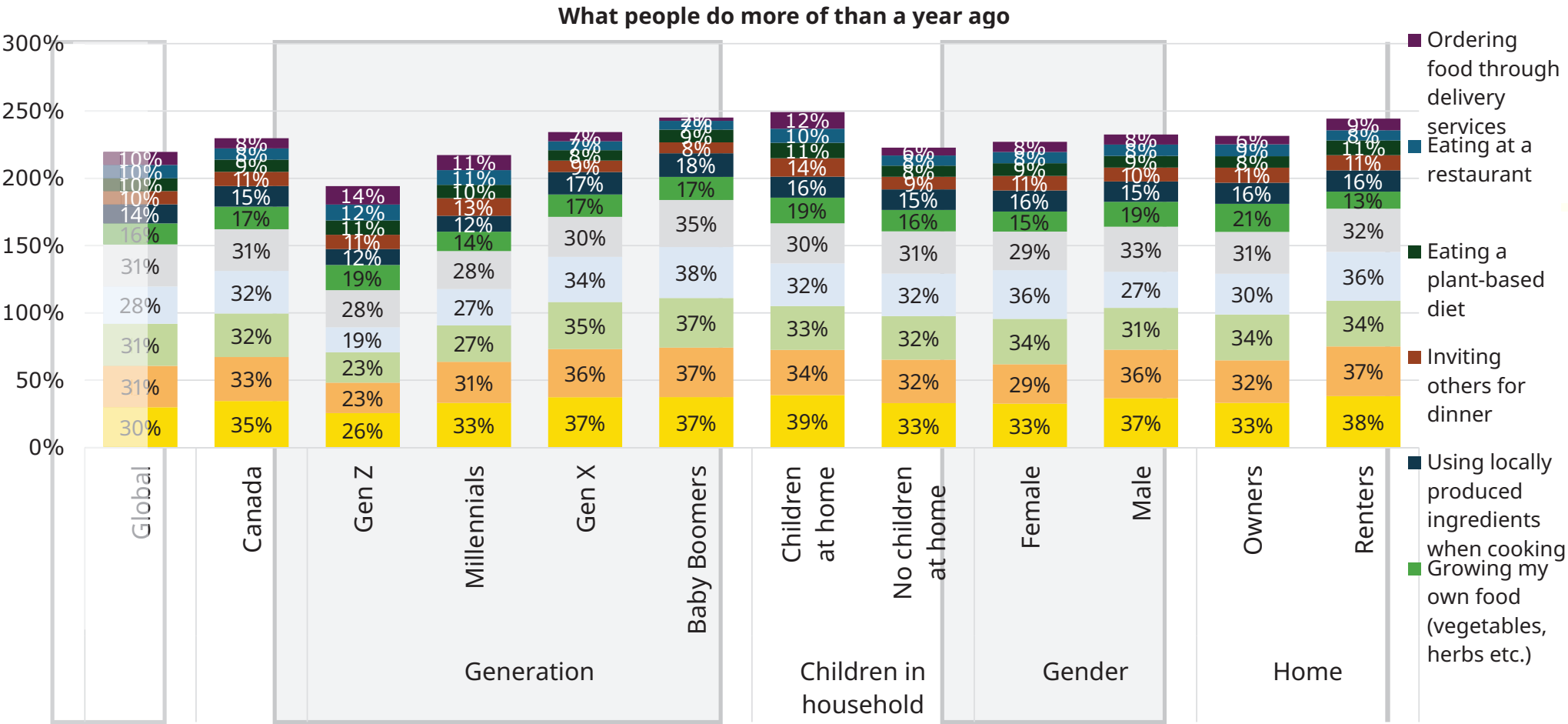
### What people do more of than a year ago



Question: Which of the following do you do more of now compared to a year ago? Please select all that apply  
 Base: All (Canada 1 014, Global 38 630)

# What people do more of than a year ago

Question: Which of the following do you do more of now compared to a year ago? Please select all that apply  
Base: All (Canada 1 014, Global 38 630)





# TACK

(that's Thank You in Swedish)

**For questions about the IKEA Canada Life at Home Report, please reach out to the IKEA Canada Public Relations team via email:**

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