

LIFE AT HOME IN 2022

Seeking shelter from the storm

Around the world, rising costs are having a big impact on everyday life.

To cope, many people are having to cut back on spending, including on essentials. They're finding alternative solutions around the home – some of which are more affordable, and sometimes, more sustainable.



Struggling households

Across the world, people are experiencing rising costs and financial uncertainty.

Over

4 in 10

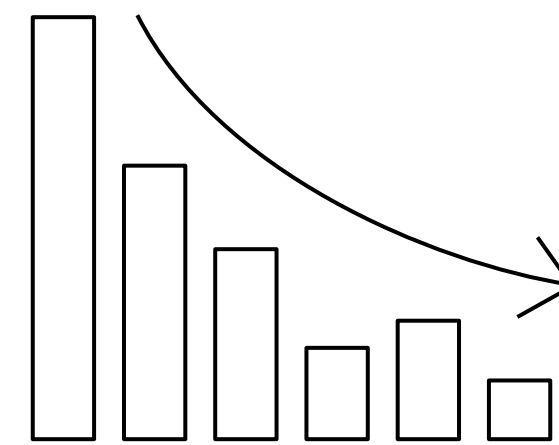
(42%) are concerned about inflation - this is the top global concern

(Ipsos, October 2022)

45%

say their household financial situation is deteriorating

(Kantar, September 2022)



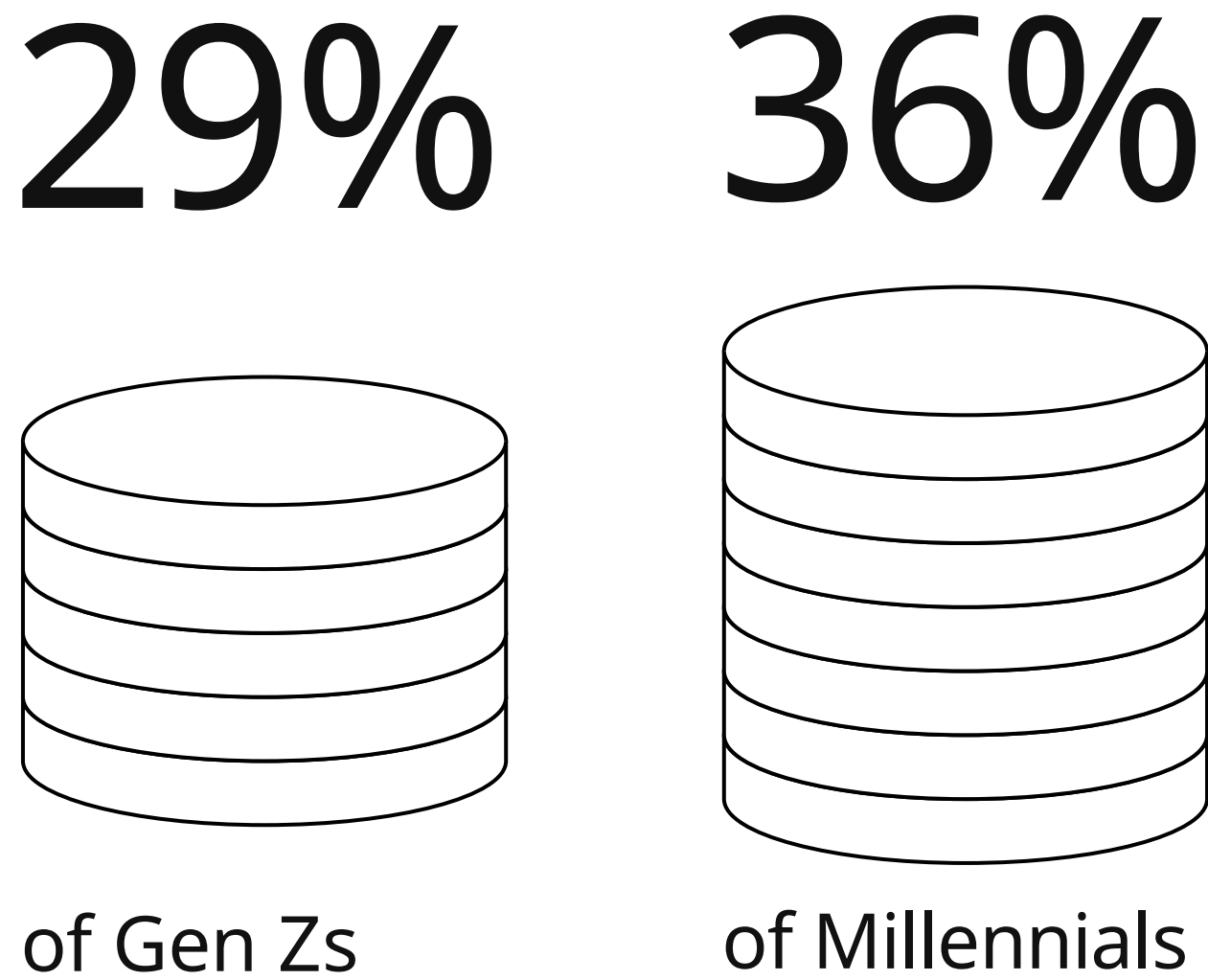
7 in 10

believe inflation will continue to rise even further

(Kantar, September 2022)

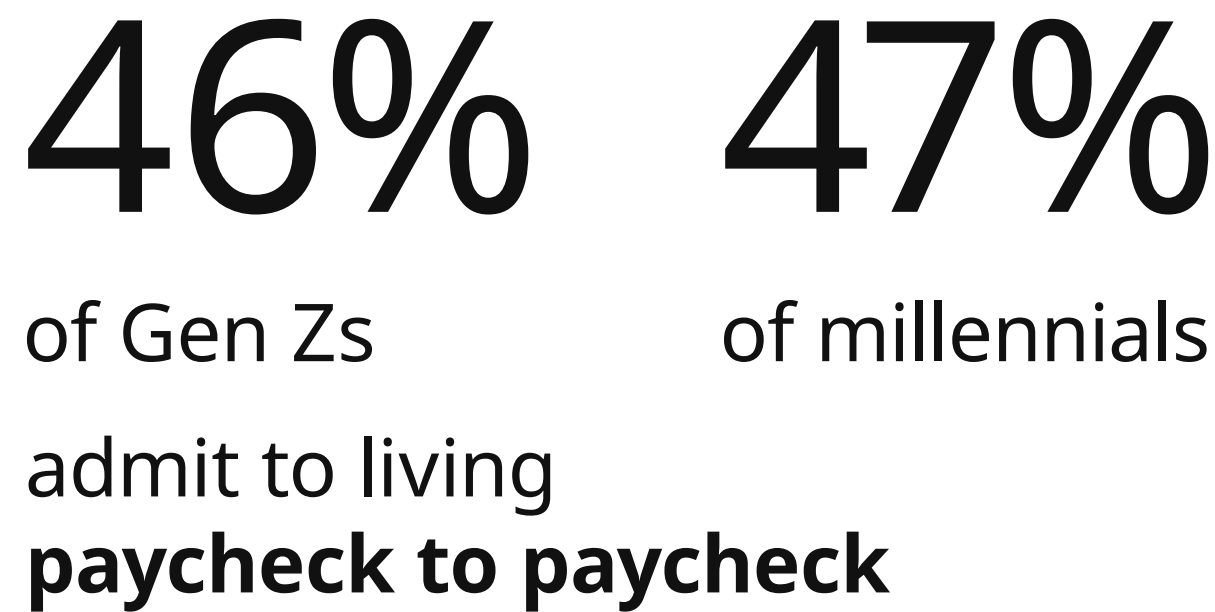


As the cost of living crisis continues to bite, younger generations are feeling a strain on their living standards.



say rising living costs is their **greatest concern**

(Deloitte, January 2022)



(Deloitte, January 2022)

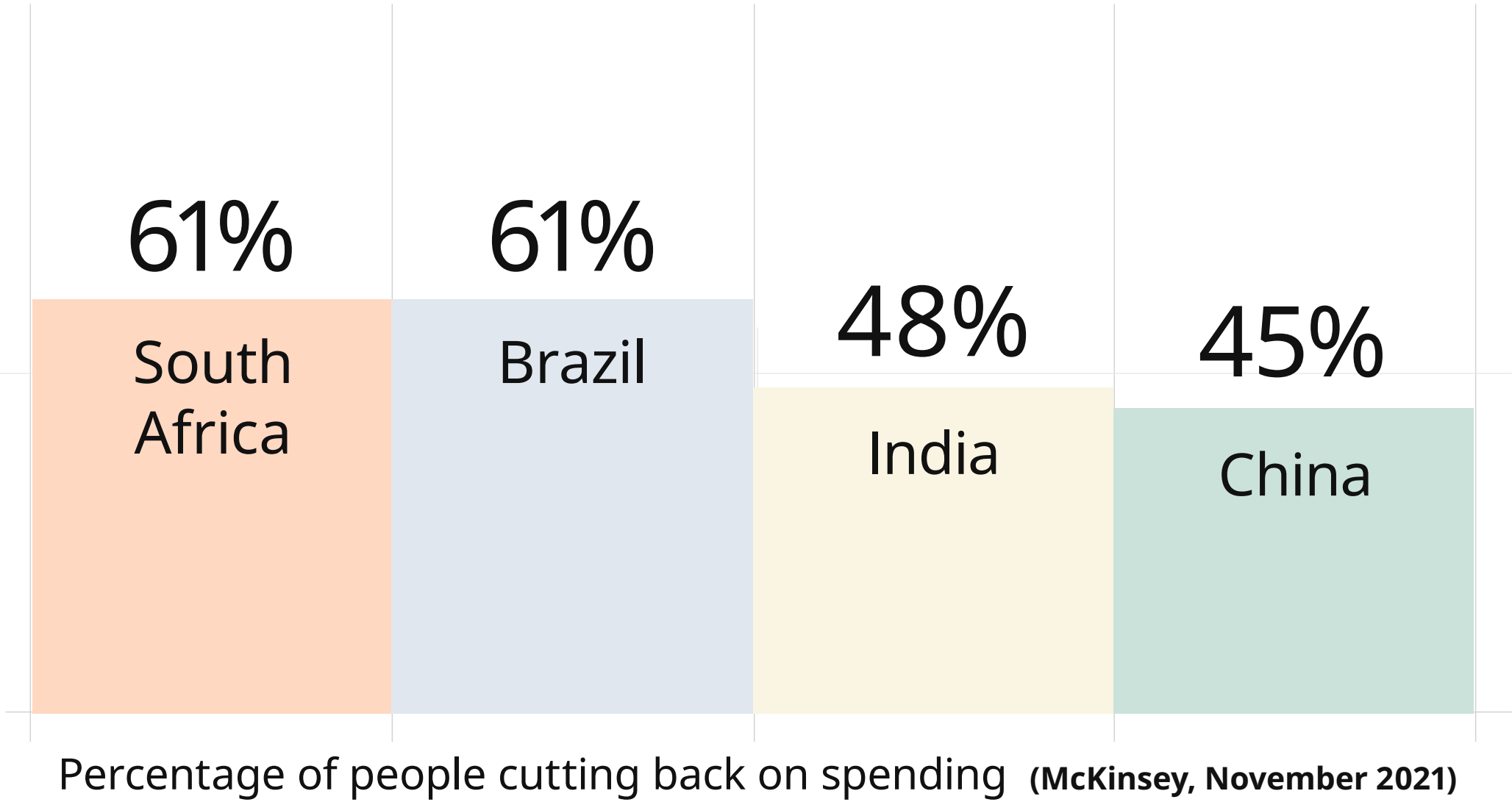
“We see many
‘boomerang’ kids
who had to move back
home to their parents’
homes unable to move
out on their own again.”

(Dazed, 2022)

Coping with the crisis



People are consciously spending less to combat price increases.



38%

of European consumers said they expected to spend less on non-essential items in the next 3 months

(McKinsey, October 2022)

People are changing their behaviours in order to better cope with the cost increases.

27%

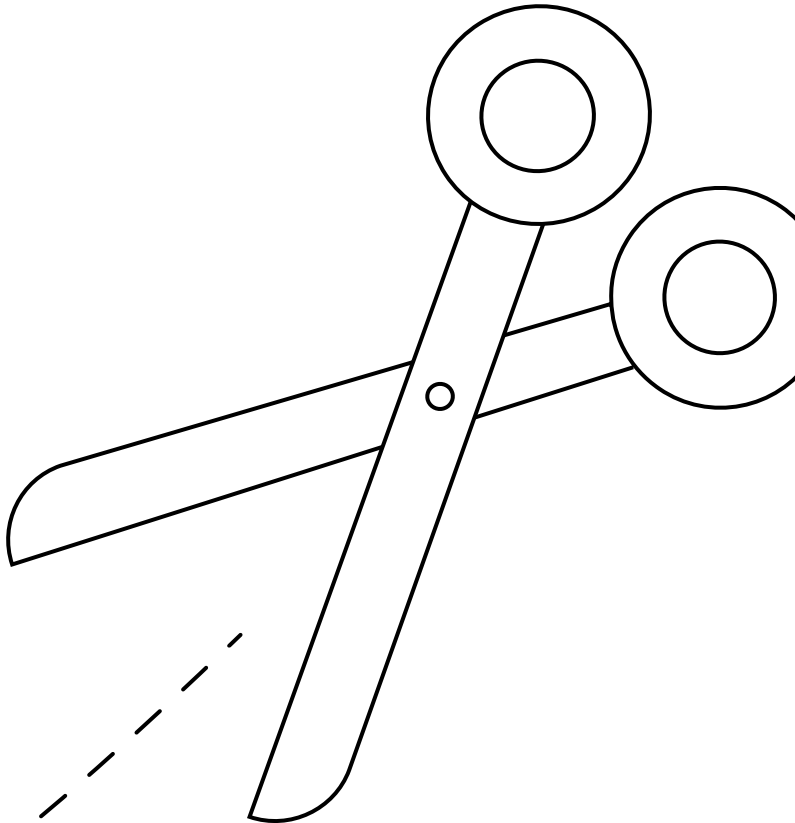
are making cutbacks on general expenditure

(Kantar, November 2022)

40%

are looking for deals and coupons

(Ipsos, September 2022)

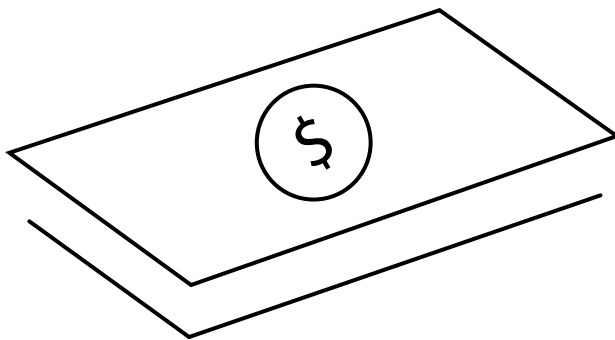


As households struggle to make ends meet, it's expected many will forgo parts of their traditional festive celebrations.

“The prospect of being in a **financial lockdown really doesn't feel great, especially with Christmas approaching.** I have already had conversations with my family about cutting back on gift giving this year too.”

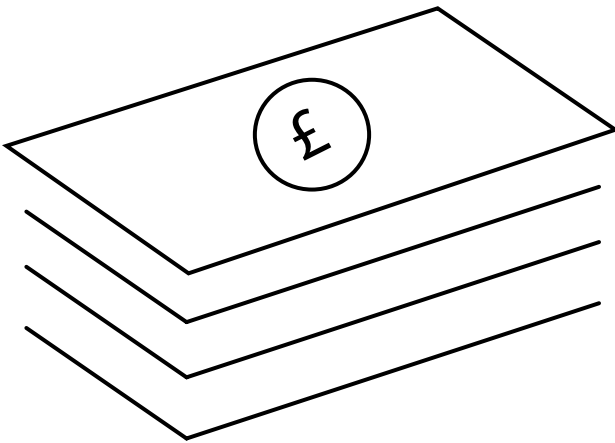
Lucy, UK

(Stylist, 2022)



57%
US

72%
UK



are planning to reduce their outgoings during the festive season

(Response Source, September 2022)



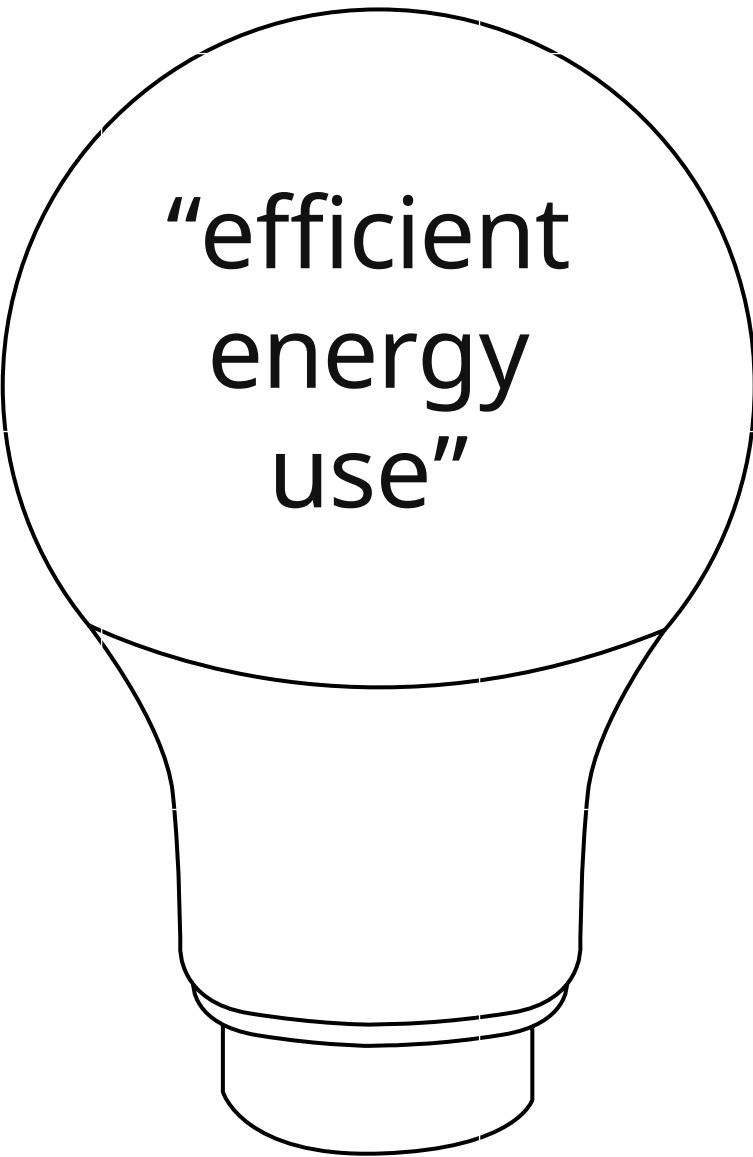
65%

of UK shoppers will prioritise gifts for the immediate family this Christmas

(Internet Retailing, August 2022)



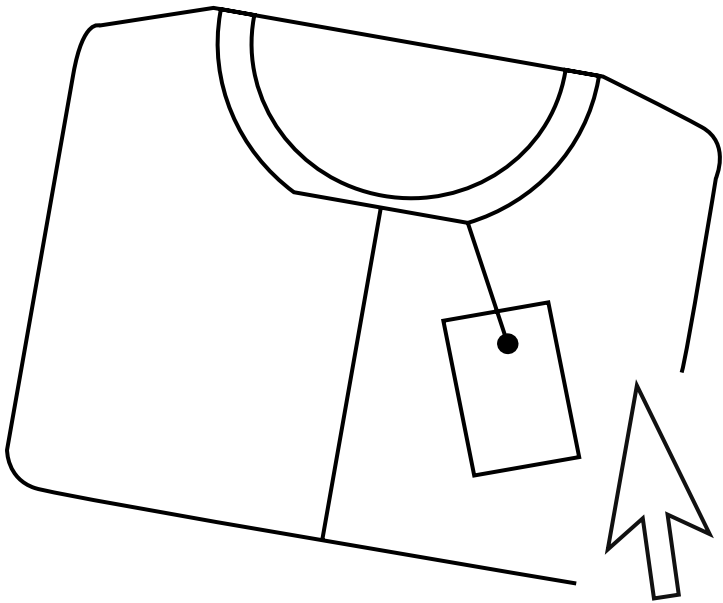
Some people are turning to more sustainable solutions as a way to build financial and climate resilience.



searches
are up by

120%

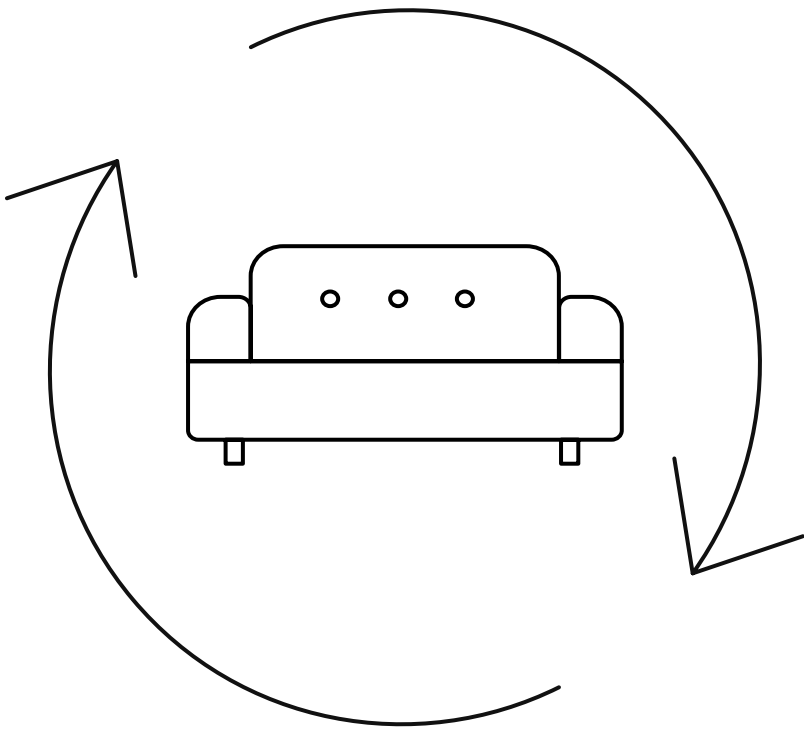
(Google Trends, 2022)



Nearly **1 in 4**

are expecting to **thrift** more online through second-hand websites

(Instagram Trend Report, October 2021)



65 million views

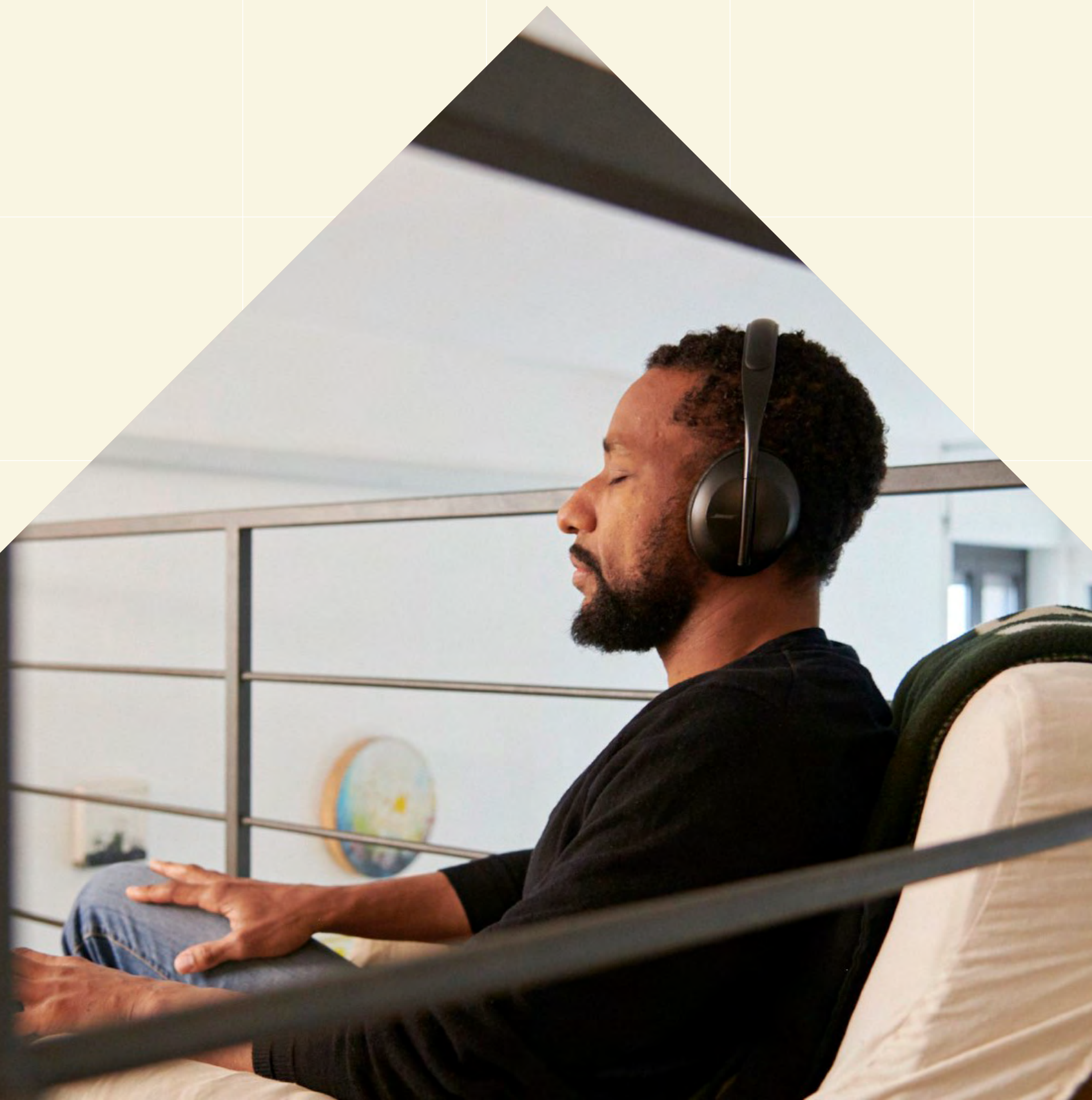
of videos with **"upcycling"** in the title during 2021

(YouTube Culture and Trends, 2021)



IKEA Sweden is now offering customers an **affordable heat pump** solution to support people's urgent need to save money and live more sustainably with clean energy solutions.

Finding control in the chaos

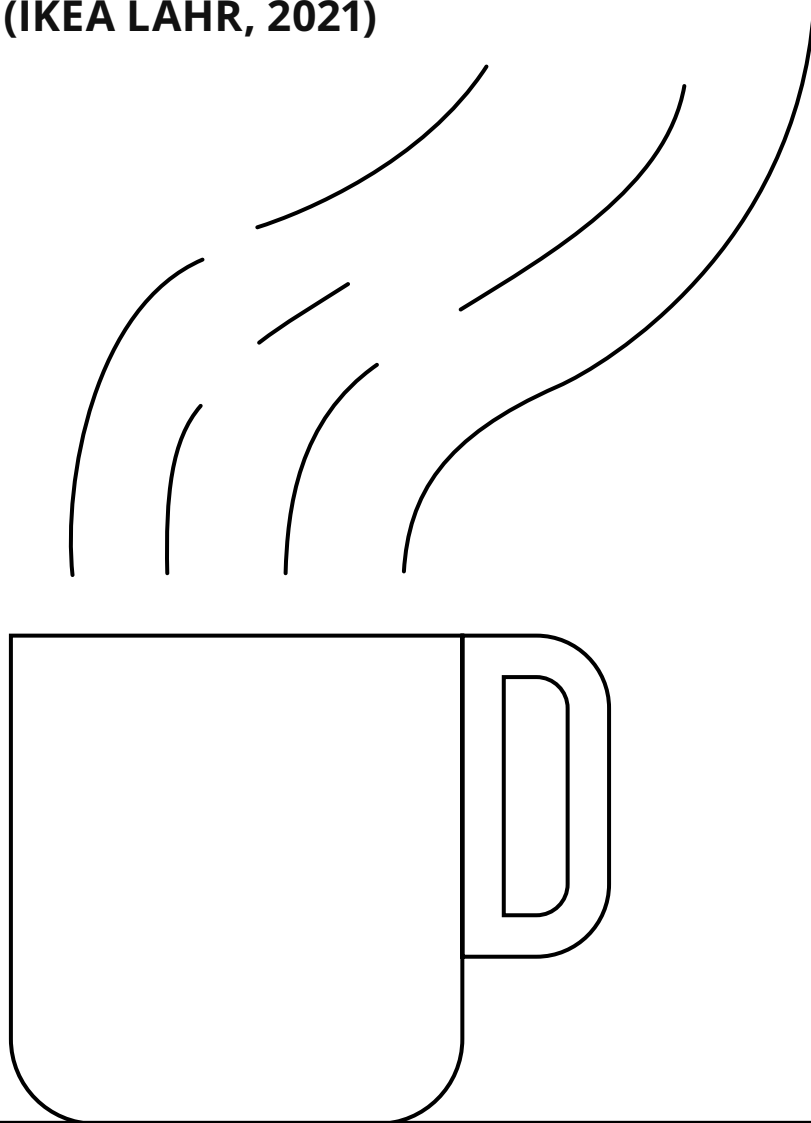


Despite the turmoil of the outside world, the home is still a place to rest and recharge.

55%

say relaxing is the most important activity for helping them achieve a sense of wellbeing at home

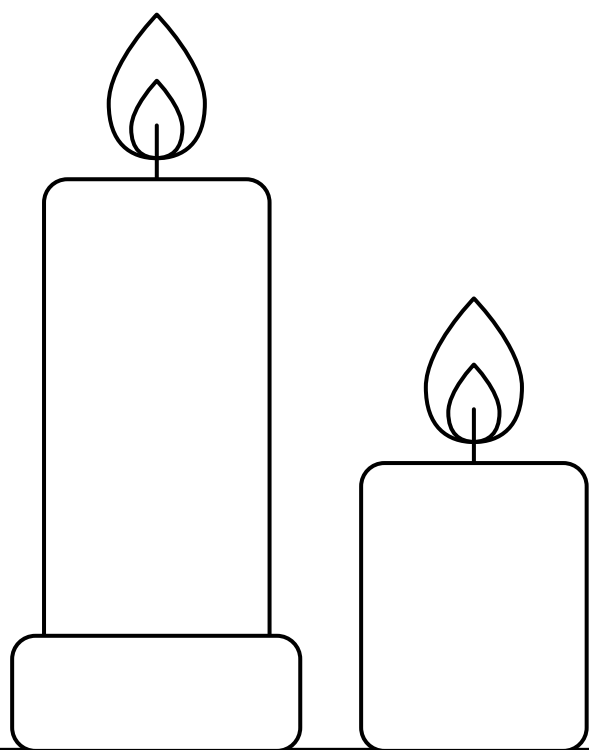
(IKEA LAHR, 2021)



83%

of Gen Z have used YouTube to watch **soothing content** that helps them relax

(YouTube, 2022)



24%

of women want to devote more time to **self-care** compared to 9% of men

(IKEA LAHR, 2021)

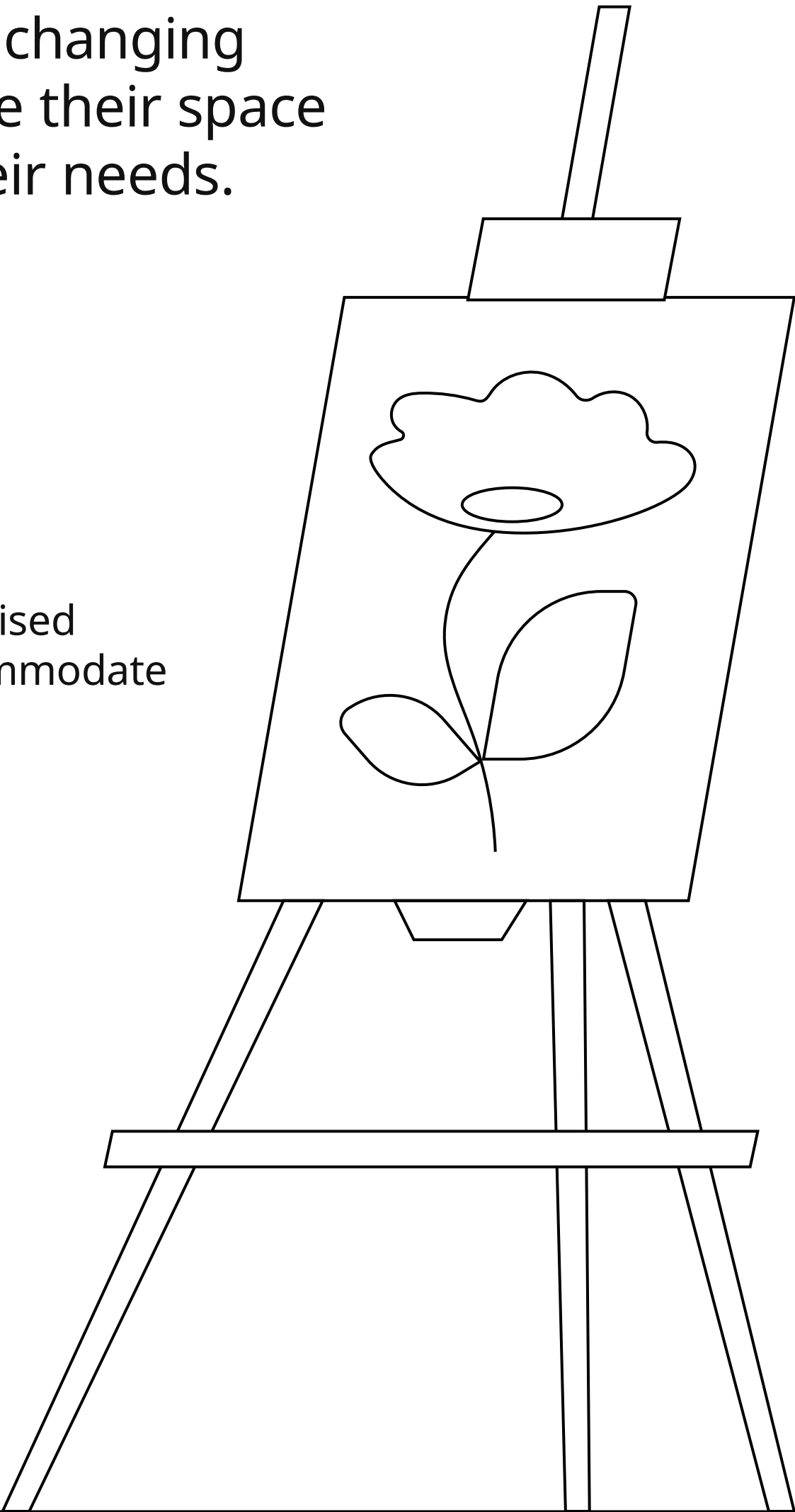


To create a better home sanctuary, many are changing how they see and use their space to better support their needs.

60%

say they've reorganised their home to accommodate the activities they want or need to do

(IKEA LAHR, 2021)



26%

say having hobbies or personal projects at home is important for maintaining a sense of mental wellbeing

(IKEA LAHR 2021)

Charlie is an artist and disability activist, creating accessible art from her bed at home in Devon.

“My bed has become **like a small kind of world**. I make art here. I have meetings here. I train my dog here. I eat my dinner here. I hang out with my husband here.”

Charlie, UK

(IKEA Life at Home Stories, 2022)

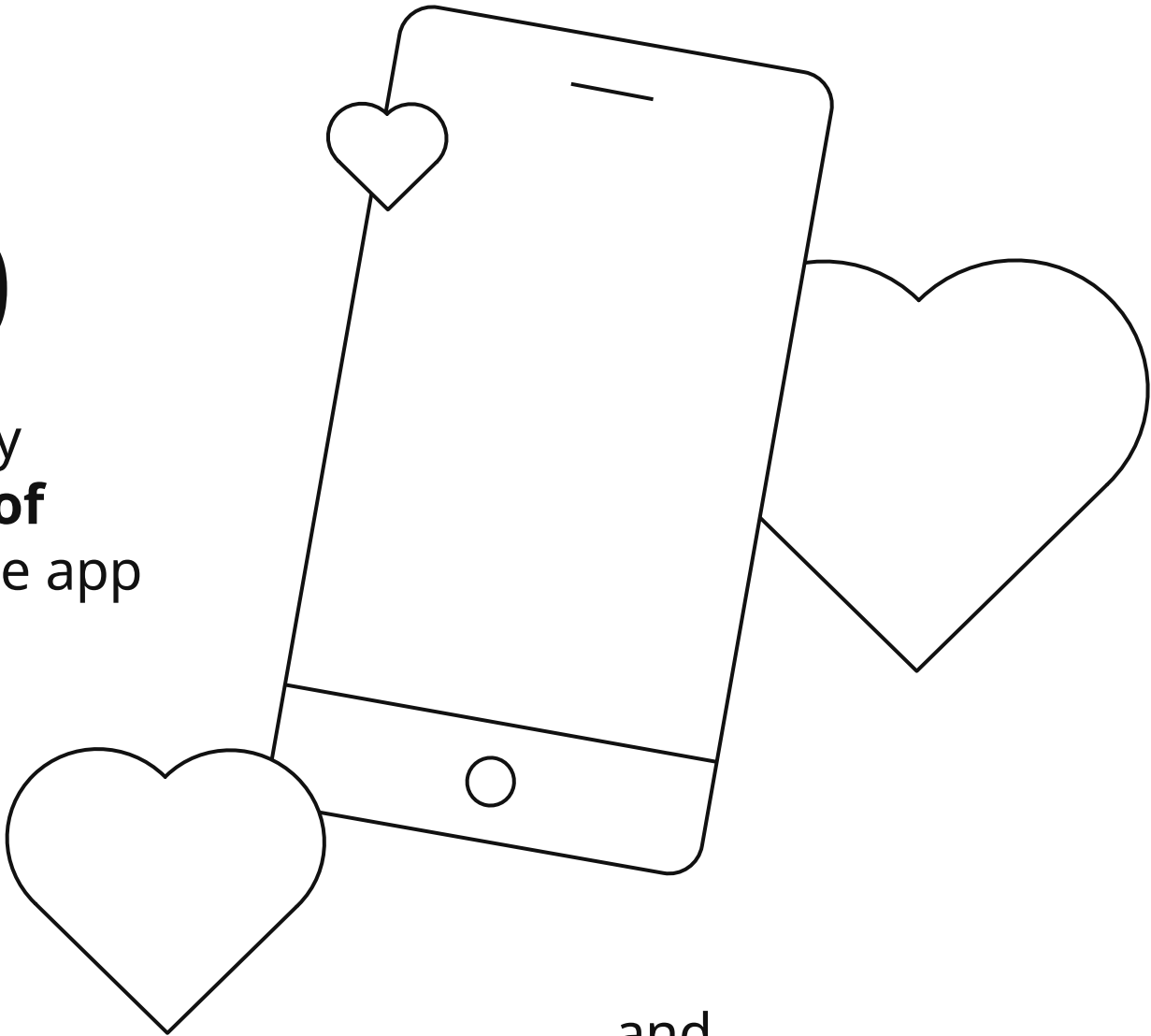


Some people are even turning to virtual communities as a way to substitute, or complement, their in-person interactions.



59%

of TikTok users say they feel a **sense of community** on the app



and

77%

say it's a place where they can express themselves openly

(Nielsen, 2021)



Gaming

is one of the most important things for maintaining a sense of mental wellbeing at home for **18%** of those aged 18-34.

(IKEA LAHR, 2021)

LIFE AT HOME IN 2022

In times of uncertainty, including a cost of living crisis, people continue to turn to home as a place of comfort and security.

To protect our future, we need to make sure our homes can continue to nourish us. And do so in a way that is affordable and sustainable.

