

A woman with curly hair, wearing a leopard print crop top and a black belt, stands in a home. She has a small triangle tattoo on her left shoulder. In the background, there are several potted plants, a window with curtains, and a small table with a DJ mixer and speakers. A framed picture hangs on the wall to the left.

LIFE AT HOME IN 2022

Finding joy at home

Today, home is more
important than ever.

External pressures are creeping into the home. Globally, many households are feeling the crunch from the rising cost of living. At the same time, climate change is impacting everyone, especially those in cities.

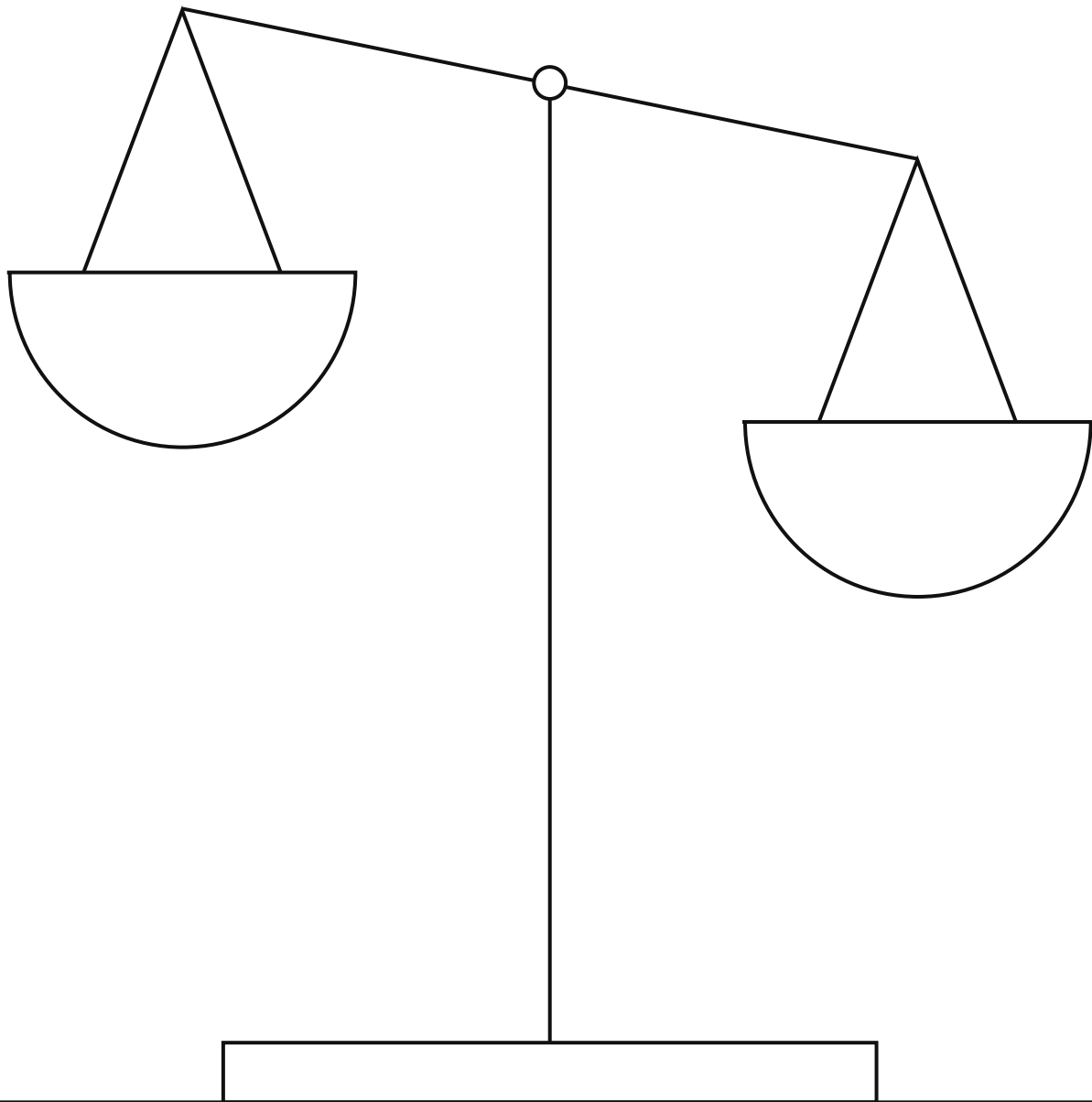
To find balance, people are re-imagining the home to be a place of self-expression, safety, and joy.



Living with purpose



After years of uncertainty, people are re-evaluating what's important to them.



88%

say their **definition of success** has changed since the pandemic
(Oracle, 2021)

There's been a shift away from material achievements towards focus on living with purpose and intent.

People are creating zoned spaces at home to better suit their needs – especially as the hybrid world of work continues.



115.4k
people

Follow the Bookcase Credibility
account @BCcredibility on Twitter
(July, 2022)

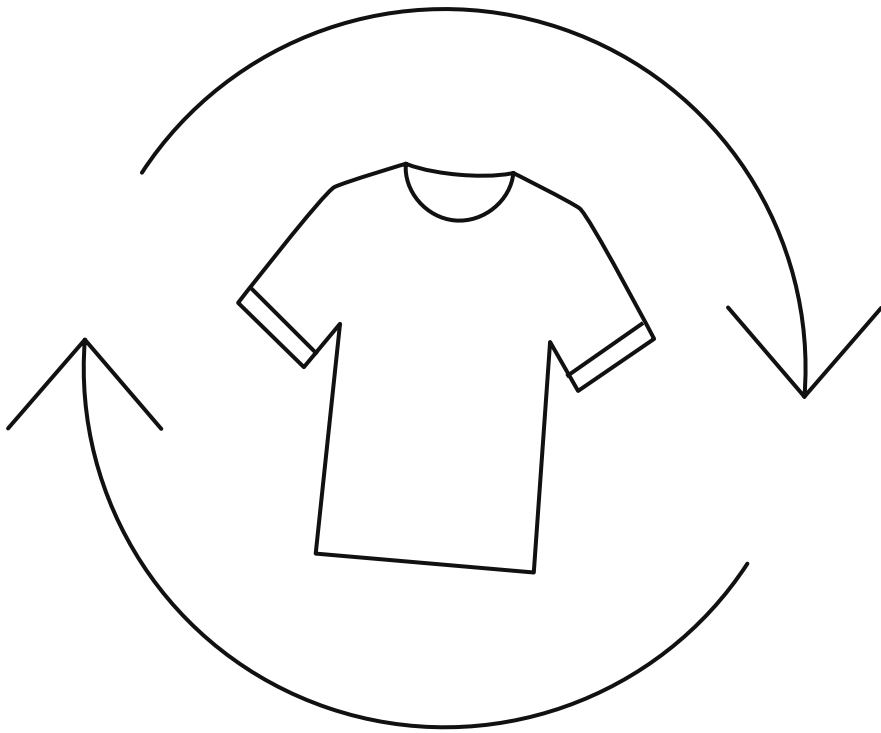
IKEA is relaunching its iconic BILLY bookcase, with new design and durability. By being more circular, BILLY can continue to be an IKEA favourite for generations to come.



Celebrating creativity at home



People are being creative with how they express themselves, from upcycling old furniture to bringing more personality into their space.



28%

of IKEA customers say they've shopped for more **second hand goods** up +6% from 2021

(VoD 4, 2022)



5.2m
posts

with **#homeimprovement** on Instagram
(July 2022)

Many are making more room for passion projects – including crafting and creating music.

+58%

increase in **sellers on Etsy** between 2020 and 2021

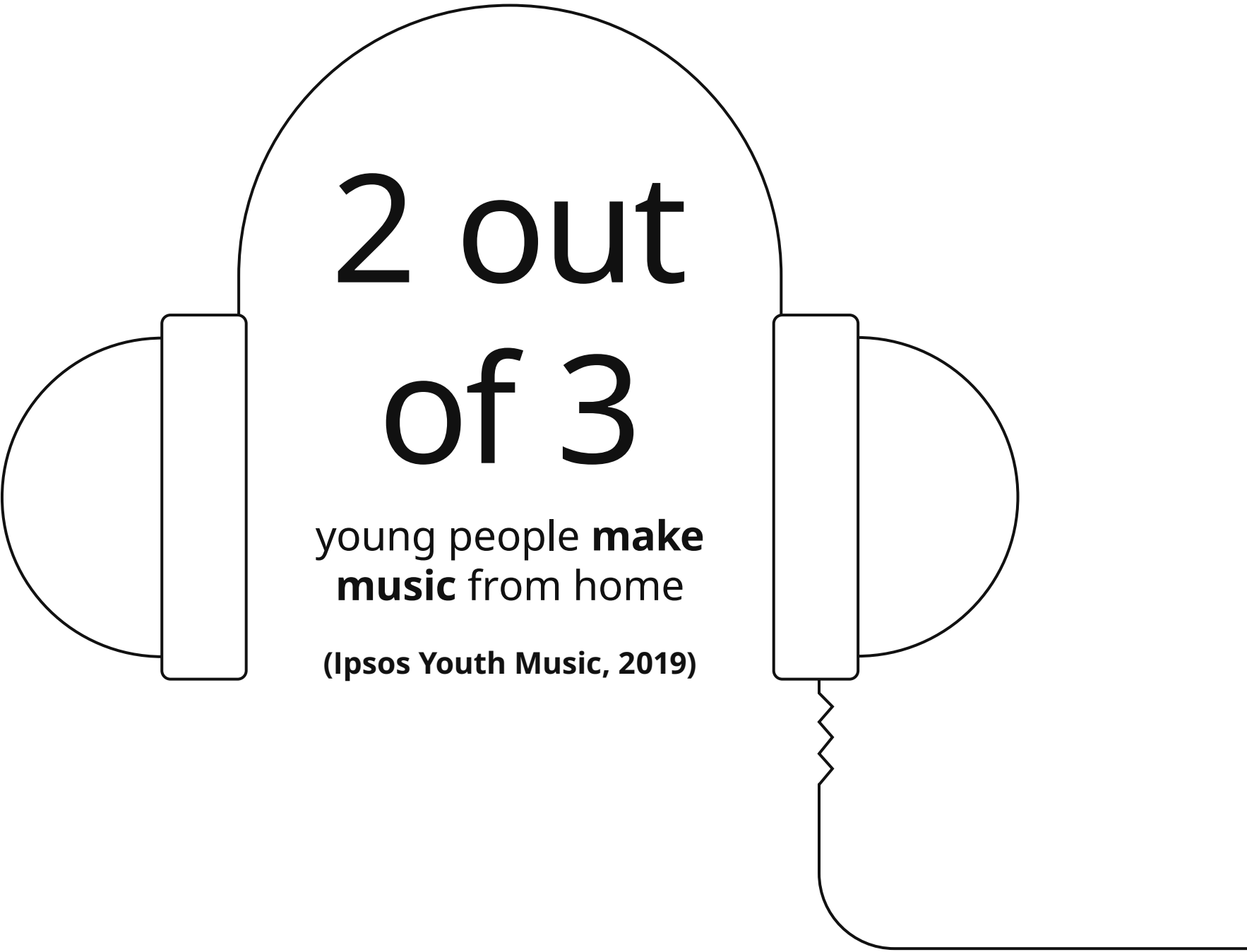
(Etsy Annual Report, 2021)



2 out of 3

young people **make music** from home

(Ipsos Youth Music, 2019)



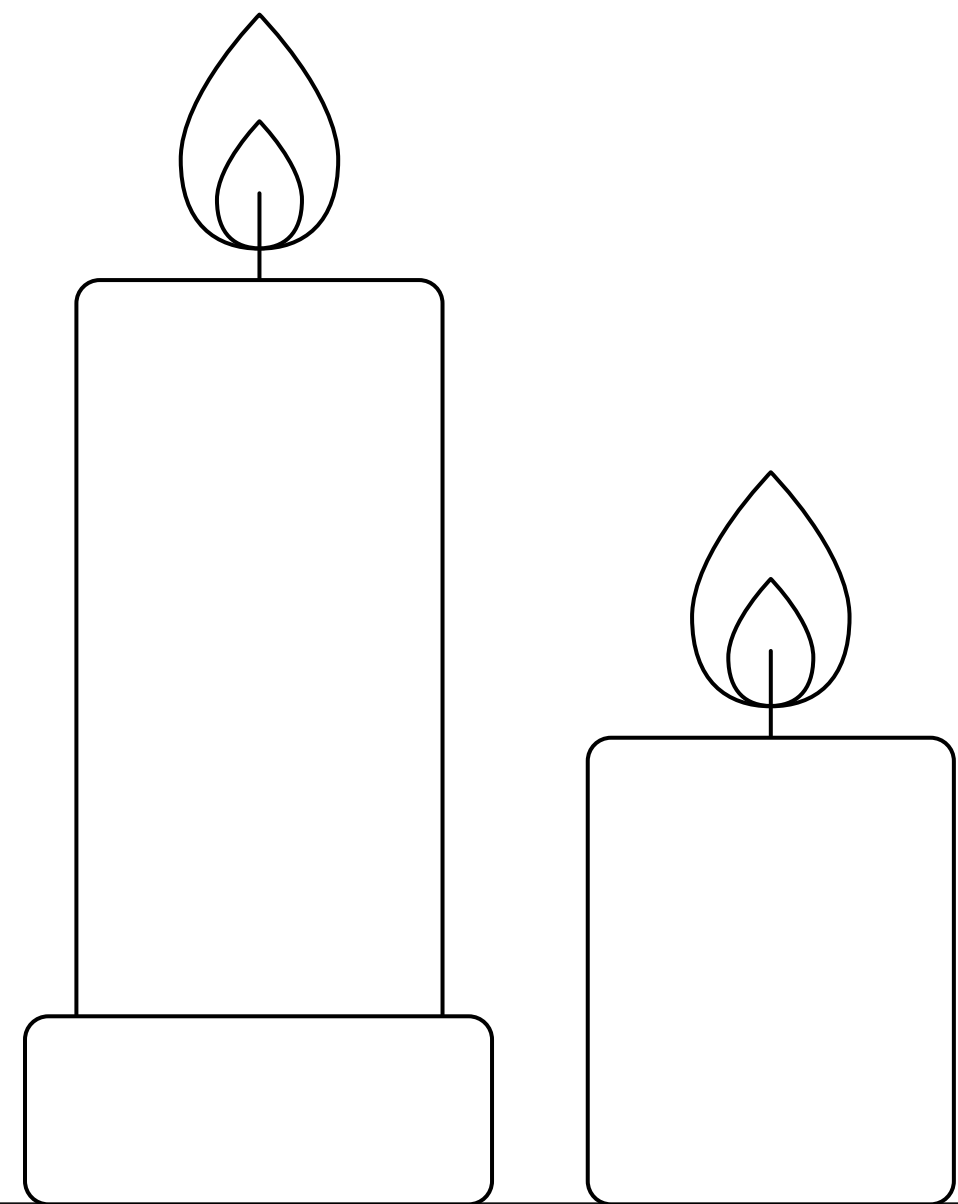
IKEA has introduced a new collaboration with music phenomenon Swedish House Mafia to meet the needs of music creators and listeners at home.

(Release date: October 2022)

Serenity now



To combat the chaos of the outside world, people are looking for more nurturing qualities from their homes.



This includes having a sense of comfort and calm.

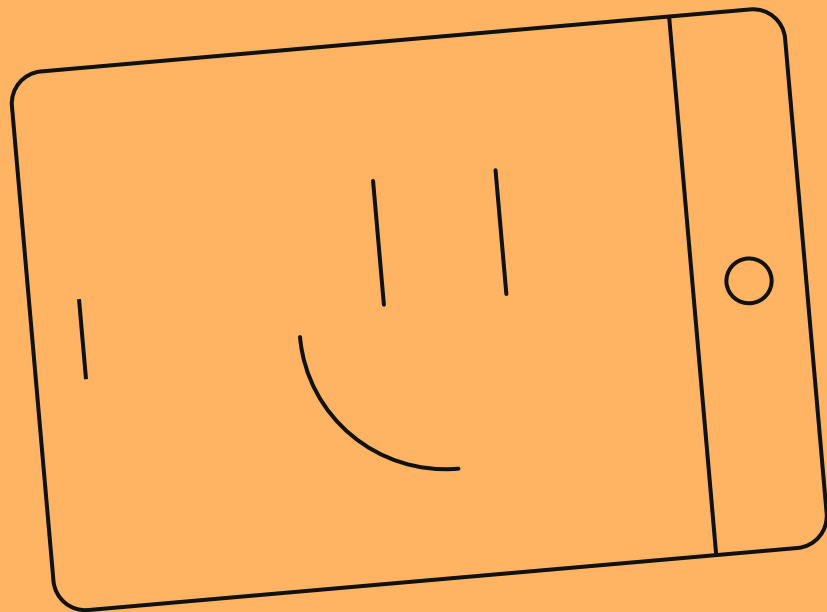
93%

say it's important to have **comfort** in their home, but only **73%** actually achieve it.

(LAHR, 2021)



In the search for peace, people are looking to have better control over their home.



74%

of people use **technology** to improve their day-to-day life

(Euromonitor International Voice of the Consumer Survey: Lifestyles 2021)



SYMFONISK
Table lamp with
Wi-Fi speaker

With IKEA Home Smart, it's simple to connect and control your smart products to make everyday life easier.

Discovering belonging



Many of us are looking to improve our relationship with ourselves.

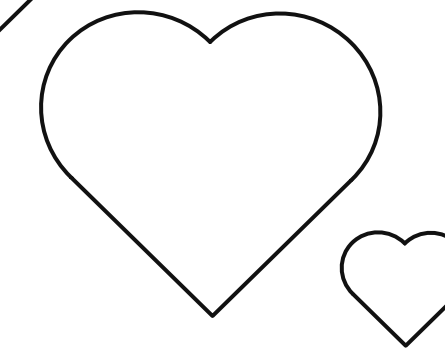
People are also looking for deeper meaning in their relationships with others.



'affirmations'

was searched more than
ever before in 2021

(Google Year in Search, 2021)



-13%
decrease

in singles who want someone
physically attractive (2021 vs 2020)

(Match's Singles in America study, 2021)

Outdoor space can help counterbalance any negative qualities in the home.

A private garden or balcony is the

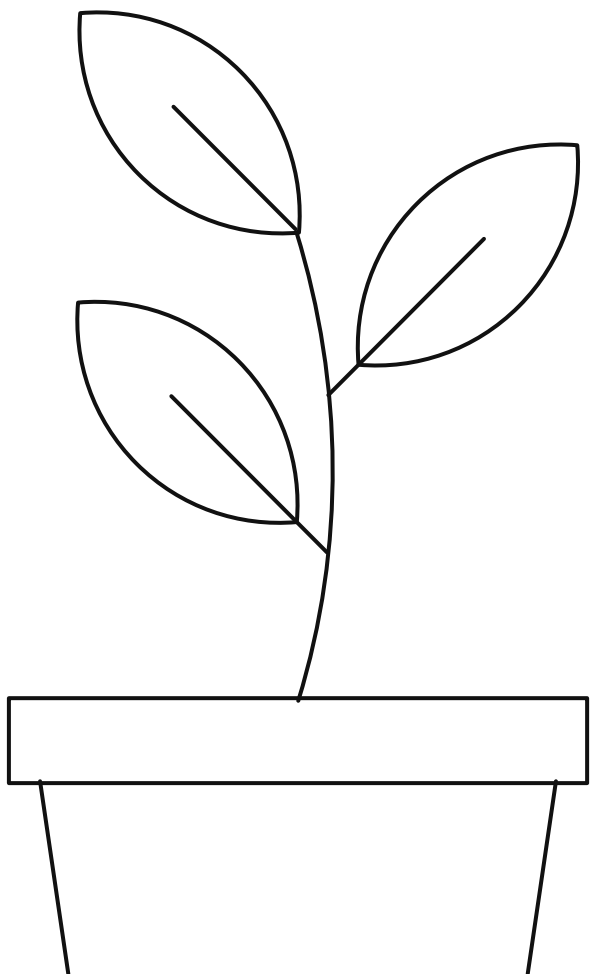
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global priority for a better life at home

(LAHR, 2021)



While indoors, potted plants are being prioritised when people consider big moves.



‘how to move with plants’

was searched more than ‘how to move with kids’ or ‘how to move with pets’ worldwide

(Google Year in Search, 2021)



Research by the Swedish University of Agricultural Sciences has found that plants are good for our wellbeing. They can help us be more creative and reduce stress.

LIFE AT HOME IN 2022

With so much uncertainty in the world around us, home is more than just a place to shelter. It's a space where we can connect with others and ourselves.

To find a greater sense of being and belonging at home, we should all:

- **Make room for the activities we love**
- **Find space for creativity and self-expression**
- **Build stronger relationships with those around us**

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A

sense of home

