

# 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



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## 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

(Life at Home Report, 2020)

## 35%

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

(Life at Home Report, 2021)

### CHANGING ROOMS

## 6 in 10

people switched up the way they organised their home

(Life at Home Report, 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. **#1 activity in Japan** was **watching movies at home**

(Voice of Consumer Demand, 2021)

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## 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

(Life at Home Report, 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)

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## COMFORTABLE RELATIONSHIPS

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

INDOOR ESCAPE

## 93%

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

(Life at Home Report, 2021)

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)

A FAMILY AFFAIR

## 42%

of people say their relationship with their direct family has improved this year. In contrast, it was only **15% in Japan**.

(Life at Home Report, 2021)

## 1 in 5

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

(Utrecht University, 2020)

STYLISH HOME

## 245%

increase in 'oshare' searches along with product on IKEA Online Store in Japan

(IKEA Online Store in Japan, 2021, a comparison of September 2019 to 2021)



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## 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

**274%**

increase in 'sit/stand desk' searches on IKEA Online Store in Japan

(IKEA Online Store in Japan, 2021, a comparison of September 2019 to 2021)

**150%**

more in sales of home office accessories such as laptop supports compared to last year in Japan

**20%**

increase in sales of high quality professional work chairs in Japan

(IKEA Japan, 2021)

### PRODUCTIVE BEDFELLOWS

**25%**

of people in the UK worked from their own bed and

**8%**

worked from someone else's bed

(USwitch, 2020)



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## MENTAL WELLBEING IN JAPAN

Various activities at home have been in our focus in order to achieve our balance.



### FEW WORDS

**1 in 3**

Japanese men don't talk to anyone about their mental wellbeing

(Life at Home Report, 2021)

### VALUABLE

**Sleeping**

is the #1 activity that 34% of Japanese people wish to spend more time at home doing

**51%**

of people in Japan say sleeping is one of the most important activities at home to maintain a sense of mental wellbeing

(Life at Home Report, 2021)

### NEEDS AMONG THE YOUNG

**20%**

of the young generation, age 18-34 in Japan say their homes don't meet their mental wellbeing needs

**1 in 3**

in the same generation say **gaming** is one of the most important activities in terms of helping them to maintain their mental wellbeing

(Life at Home Report, 2021)

### ENERGY CHARGE

**40%**

of people in Japan say eating is one of the most important activities at home to maintain their mental wellbeing. This is the highest rate among other countries

(Life at Home Report, 2021)

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## FAMILY RELATIONSHIP IN JAPAN

Equality at home in Japan has opportunities for great improvement comparing to other countries.

### EQUALITY BETWEEN PARTNERS

**1 in 4**

of people in Japan say they are satisfied about equality at home, whereas **3 in 4 people globally** say they are satisfied

(IKEA Retail (Ingka Group)–GlobeScan Research, 2020)

**45%**

of people in Japan say family members support each other for a common goal, whereas **78% of people globally** say they do

(Life at Home Report, 2020)

### SHARING HOUSEWORK

**36%**

of women in Japan say men and women should take on an equal share of the housework, whereas **69% of women globally** say so

(IKEA Retail (Ingka Group)–GlobeScan Research, 2020)

### PLAY TIME

**4%**

of people in Japan say they want to spend more time playing with their children, whereas **3 times more (12%)** people globally say so

(IKEA Retail (Ingka Group)–GlobeScan Research, 2020)



### ME TIME

**50%**

of women in Japan say “me time” is one of the most important activities at home to maintain a sense of mental wellbeing

(Life at Home Report, 2021)

# 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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