

Life at Home Report 2024

Key Highlights

Bring joy home



Life at Home Initiative

Every year we reach out to people around the world to find the meaning of life at home today, and how we can help make it better. That's what the IKEA Life at Home Report is all about.

This year, we discovered that finding enjoyment at home makes us happier and more optimistic – but also, that over 1 in 3 of us aren't getting enough of it.

At IKEA, we believe that more joyful home moments are within reach. Through simple, affordable and meaningful actions that don't cost the earth.

*Check out the purple-colored text!

The purple text in this document represents Japanese trends and insights found in the Life at Home Report market research.

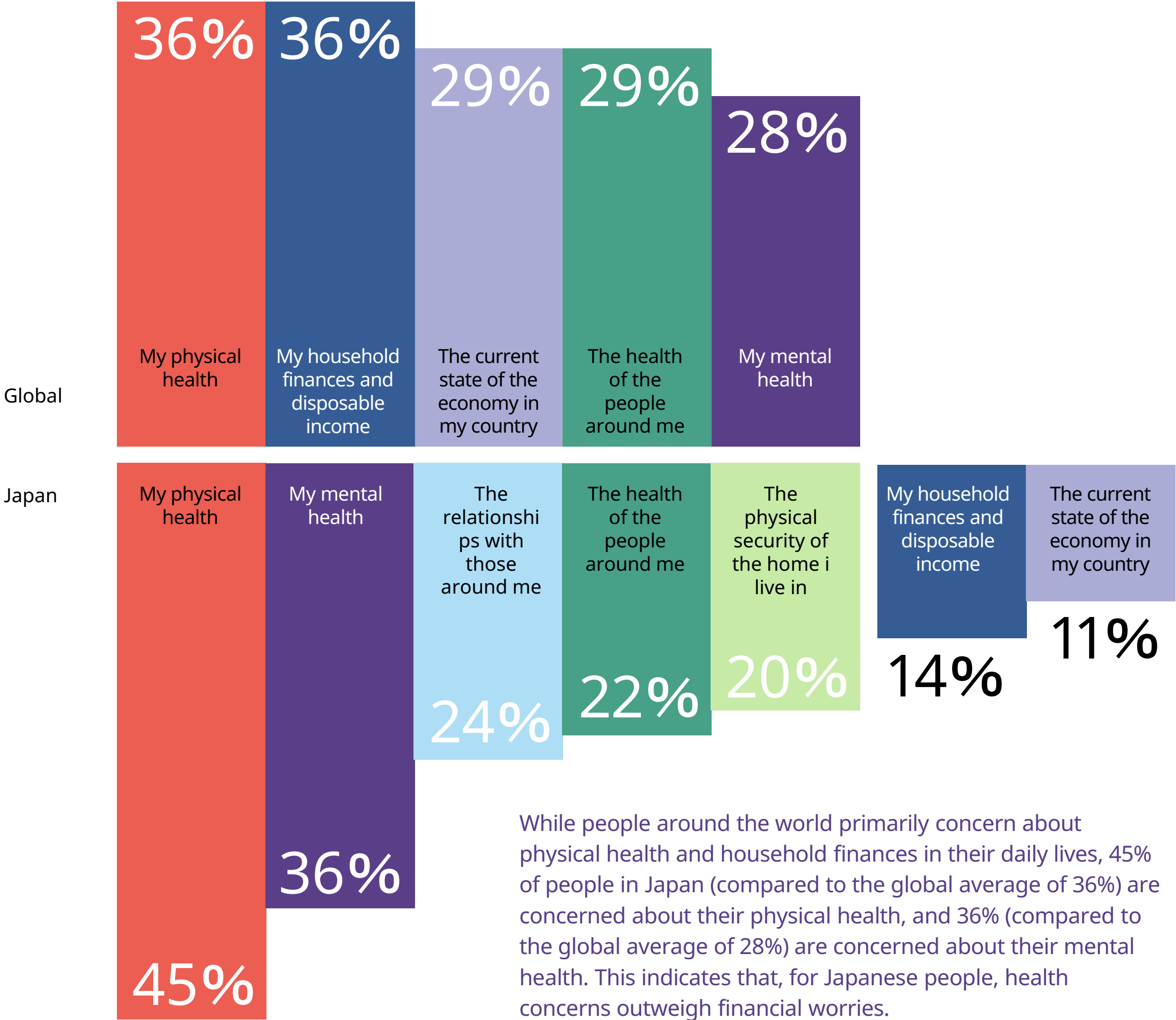


Growing concerns around the world

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.

We start with the macro context to see how Life at Home is viewed in connection to the world around us. The research is then guided by the framework of eight emotional and functional needs for a better life at home.

Globally, the top concerns people have are:

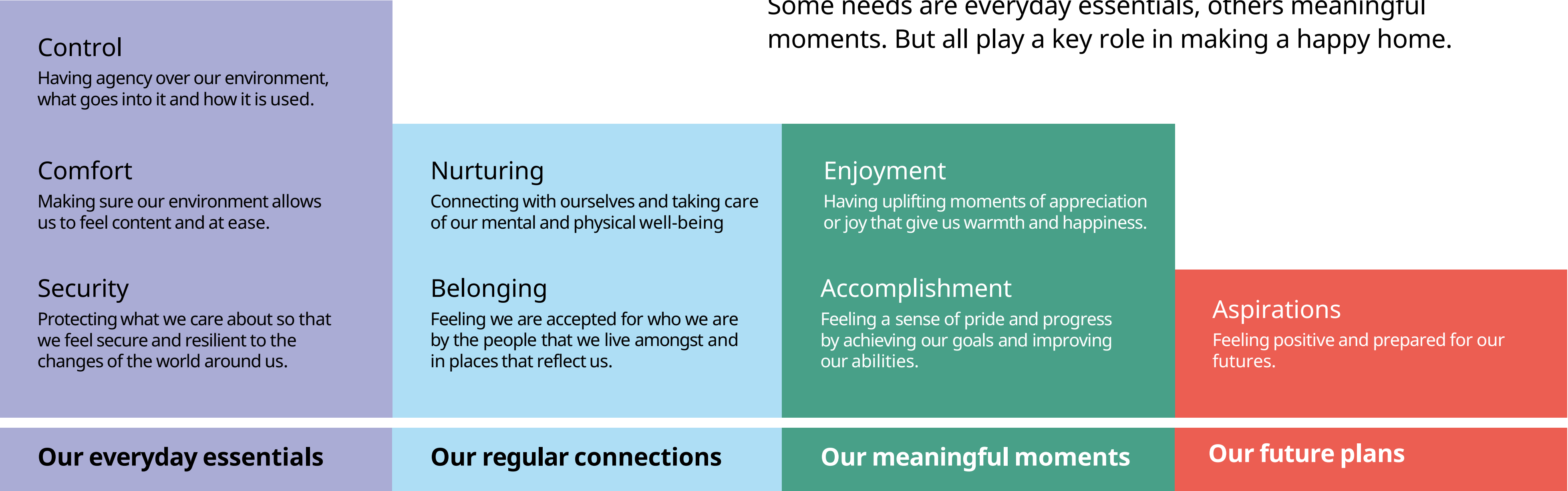


The eight needs framework

In 2018 we started to dive into the emotional needs that people experience at home.

Our research then culminated in the eight needs framework in 2023, which identified eight emotional and functional needs that our homes need to deliver on to help us live a better everyday life and to feel more at home

Some needs are everyday essentials, others meaningful moments. But all play a key role in making a happy home.



Making room for enjoyment

In a world of challenge and change, how can we make home a source of joy away from all the noise outside?

Enjoyment is one of the eight needs for a better life at home. However, 36% of people find enjoyment important, but don't often have it fulfilled at home. Put simply, it means that over a third of people globally aren't enjoying their home enough.

At IKEA, we believe that everyone is entitled to enjoy their home. And we're here to bring the joy back. After all, our research shows us that those who feel joy at home are more likely to feel satisfied with their lives and optimistic about the future. That's why this year's Life at Home Report explores the topic of enjoyment: how it's found at home, how to achieve it, and why it's more important than it's ever been.

More than 1 in 3 people aren't fully experiencing the joy and well-being that they feel their homes should provide.

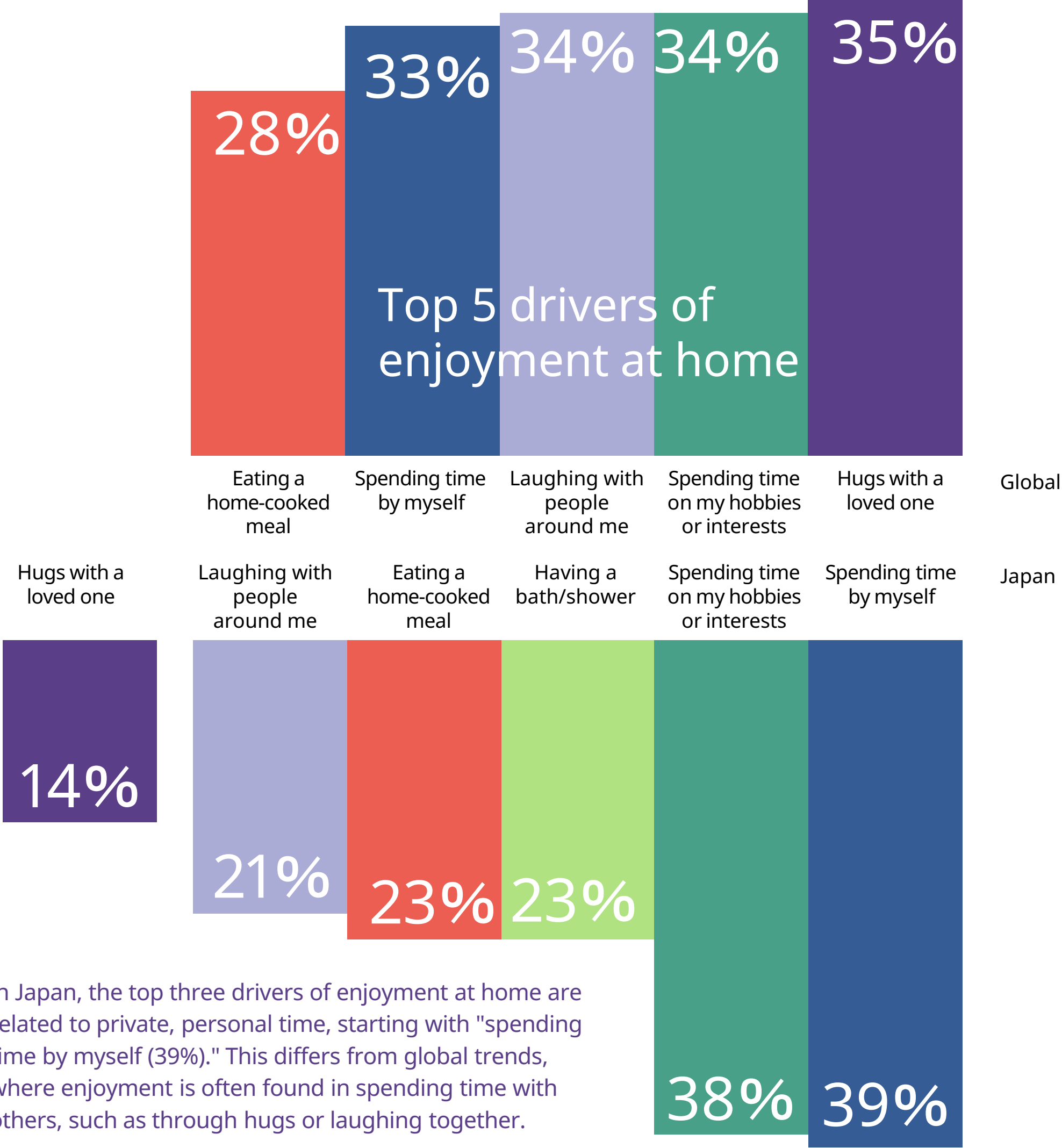
The trend is even more pronounced among the people in Japan, with 40% of them not experiencing enough enjoyment.

We all need joy

Enjoyment is one of the eight needs for a better life at home. But our research shows it’s also a need that people struggle to fulfil. At IKEA, our mission is to improve everyday life for the many – and we have an enormous opportunity to help more people pursue, discover and maintain a more joyful life at home.

Our goal is to understand why people aren’t experiencing joy, and find solutions to let more joy in. That’s why this year’s report is dedicated to exploring joy at home: how people find and experience it, the barriers that prevent it, and the small but meaningful actions that can be taken to increase it.

Let’s bring joy home.



A recipe for joy

So how can we bring more joy into the home?
Our research has uncovered four main topic areas connected to enjoyment at home – each with their own drivers and barriers.



How habits and perspectives around health and well-being at home play a key role in finding enjoyment. But also, how this topic isn't always a priority – especially for people with lower incomes.

How do you define your healthy, happy home, and what rituals or routines help you feel your best in your space?



How hobbies, creativity, and playful moments at home can boost enjoyment. But also, how household size – and the bad reputation of 'silliness' – can impact how much time we actually spend on them.

How can you incorporate more playfulness into your home to enrich your everyday life



How building our vibe at home and personalising our spaces enable a more joyful life at home. But also, how this can prove a real challenge for people who don't own their home.

If you were to live your dopamine dream, what's the first thing you'd do to further personalise your space?



How moments of human connection bring joy into everyday life. But also, how our living situations – and our connections with community – can play into those experiences of enjoyment.

If you were to bring more togetherness into your daily life, what simple ritual would you start?

1. Feeling good

Redefining a healthy, happy home

Top driver

Home cooking boosts everyday joy.

Eating a home-cooked meal (28%) ranks #5 globally in bringing enjoyment at home). Among Japanese people, it ranks 4th, with 23% feeling enjoyment from eating home-cooked meals.

Top barrier

Lower income raises health concerns.

The lower your income, the more likely you are to have mental and physical health concerns (+3% and +5% points respectively vs higher income).

(In Japan, there was no observed tendency for higher physical and mental anxiety among people with lower incomes.)



→ Key insights

1.1

Home and well-being go hand in hand

The relationship between increased well-being and enjoyment of our home is mutually reinforcing. In other words, a supportive home environment can promote our mental and physical well-being, as well as our outlook on life and the future – which can, in turn, feed back into the home. The interdependence of these elements can play a big part in how happy, or unhappy, we feel at home.

1.2

Home health is multidimensional

The idea of ‘home health’ captures the diverse aspects of well-being that our homes can provide – far beyond just physical and mental – to offer a true balance in our lives at home. Each aspect plays a crucial role in shaping how we experience joy and satisfaction in our living spaces.

1.3

Health is personal

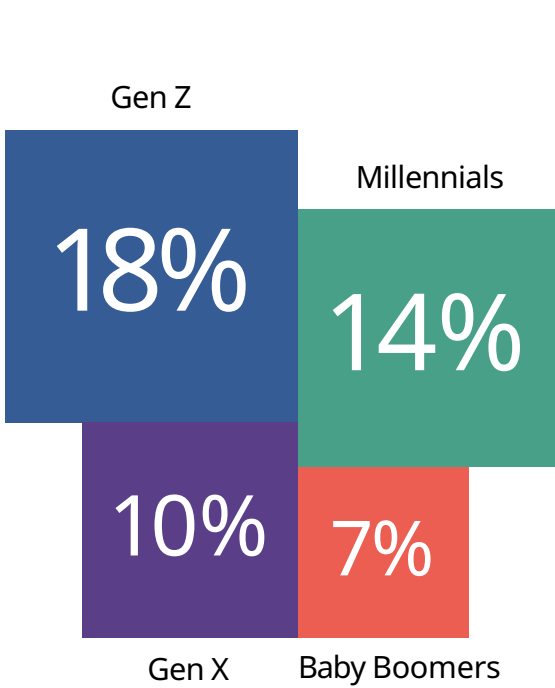
Alongside a more well-rounded vision of well-being at home, ‘health’ is also being given a personal touch. People are increasingly redefining health in ways that resonate with them, focusing less on conventional metrics like 10,000 steps and more on individualised routines and approaches. Whatever the activity, it’s all about doing what feels right to nurture our own personal sense of well-being.

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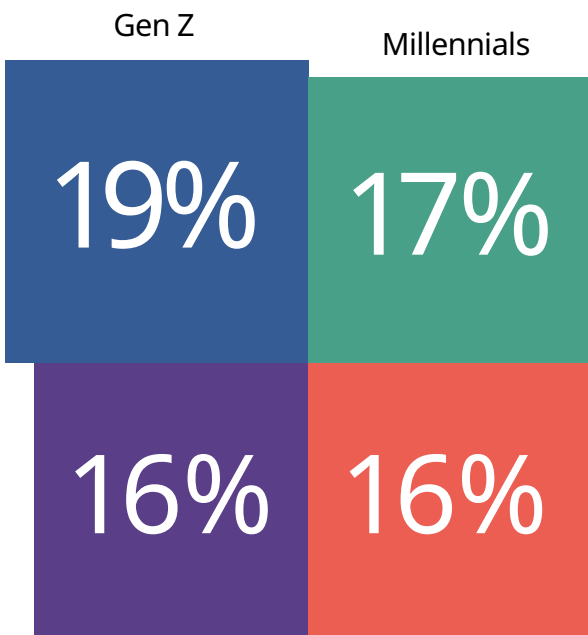
The meaning of relaxation

Relaxing is high on the agenda overall for both physical and mental well-being. However, there are differences in what relaxation means for different age groups. Younger generations are more likely to pamper themselves and focus on getting the right vibe at home. Older generations, meanwhile, lean more heavily towards relaxing in more traditional ways or catching some z’s.

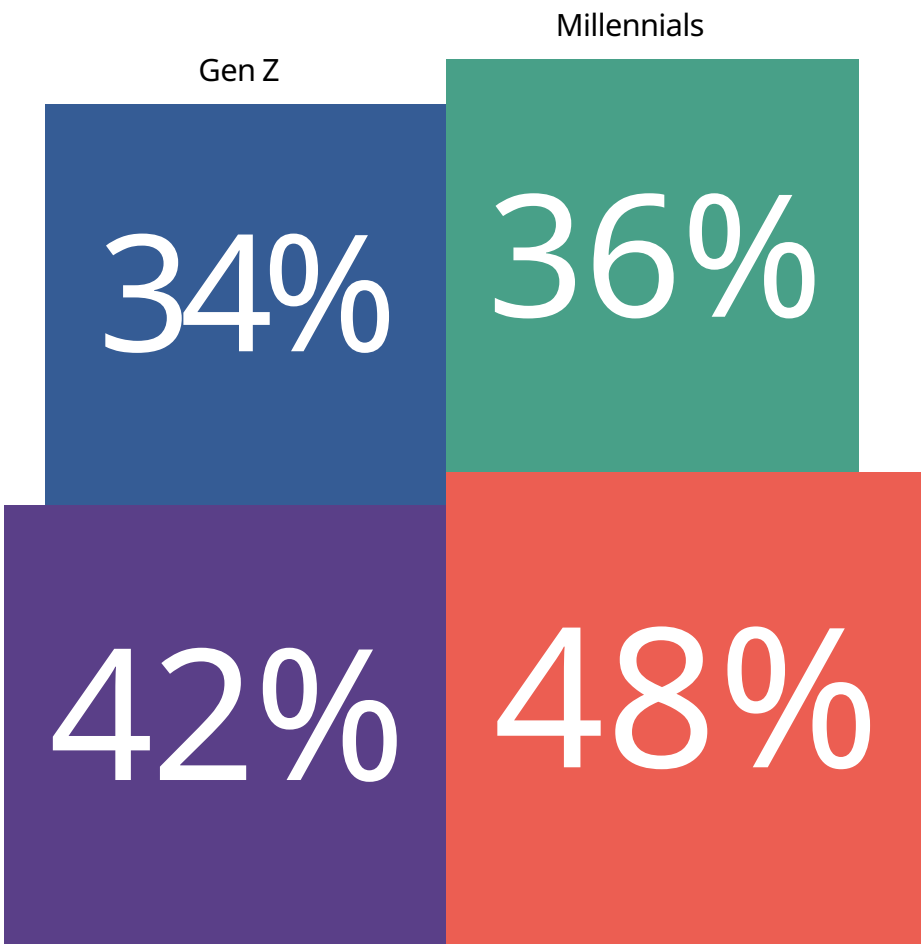
“I’m super active and need to get outside for my mental and physical health. But I also enjoy relaxing with a beer in good company, or watching a movie at home with comfort food.”
Madrid female, 20s



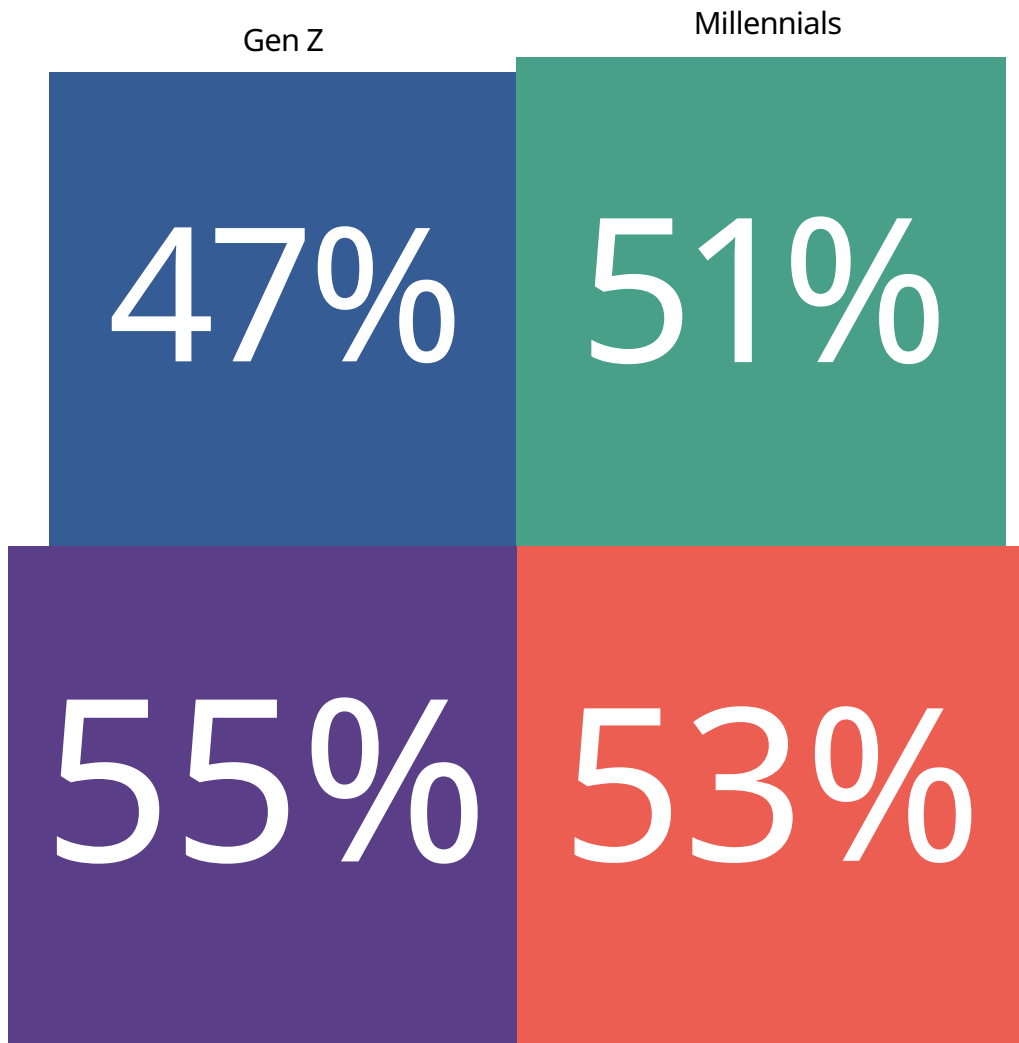
Self-care or home spa



Good quality indoor environment



Reading, listening to music or watching TV



Sleeping

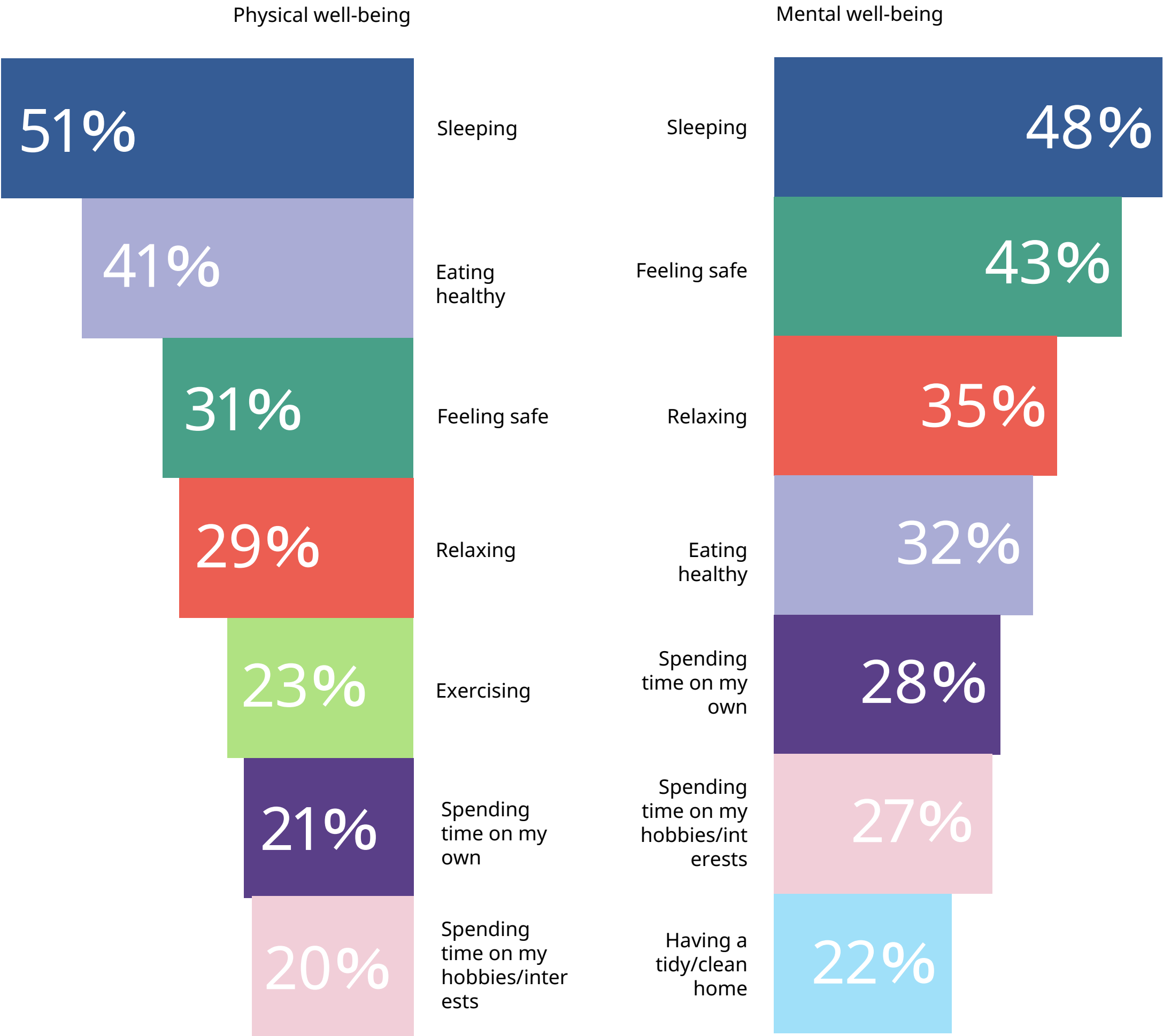
You can find a breakdown of generations by age in the Vault.

→ Well-being drivers in Japan

The top two concerns for people in Japan regarding their life at home are physical and mental health, which are higher than the global average. Sleeping is considered as the most important activity for nurturing not only physical well-being, but also mental well-being.

For people’s ideal home, 58% of people in Japan value "relaxing and unwinding," followed by 46% of "being able to be their true selves," both of which are higher than the global average. As seen on the right chart, it is clear that relaxation and personal time are particularly valued at home from a well-being perspective as well.

In recent years, the term "well-being" has become more commonly heard in Japan. Well-being at home is multidimensional and is built on a balance of various elements, such as physical and mental health, relationships, household finances, a tidy space, and consideration for the environment (sustainable living). Each aspect plays a crucial role in shaping how we experience joy and satisfaction in our living spaces.



2. Having fun

Rediscovering the power of playfulness

Top driver

People with a hobby have more fun.

Spending time on hobbies and interests (34%) ranks #2 globally in bringing enjoyment at home. Even among the people in Japan, hobbies and interests ranks second, with the percentage being higher than the global average at 38%.

Top barrier

Pastimes have a tough time in busy homes.

People in larger households are less likely to enjoy spending time on their hobbies (7-person households 27% vs single-person 37%).

In Japan, 43% of people living alone enjoy hobbies, which is higher than the country average of 38%.



→ Key insights

2.1

Hobbies make us happy

Engaging in hobbies and interests, no matter how complex or simple they might be, can be an instant joy booster at home – with lasting effects that extend well beyond just making home a more enjoyable place to live. It can also impact our overall well-being in a positive way and shape the way we see ourselves, our relationships, and the world around us.

2.2

Playfulness needs enabling

Does your home bring out your playful side? If the answer is no, then you're not alone. In fact, you're in the majority of adults across 39 countries. So why don't most of us see having fun as fundamental to our lives at home? As it turns out, the factors blocking our way also have the potential to be enablers.

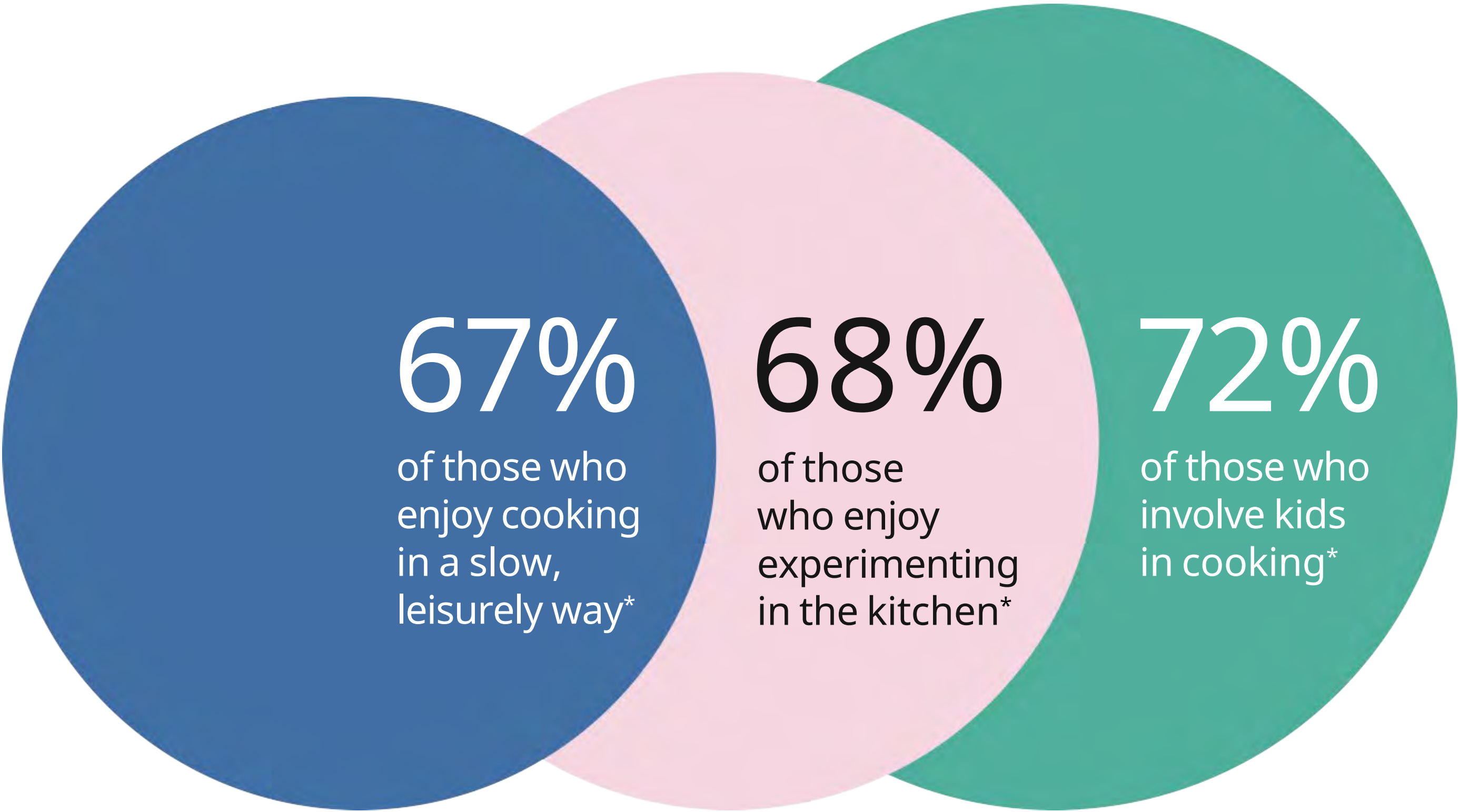
2.3

Fun is an antidote to stress

For most adults, everyday stress is a fact of life. But how many have considered fun, creativity and play as a remedy for it? The latest [IKEA Play Report](#) found that both adults and children see play as a way to escape from pressure and stress, and increase happiness and well-being. Our life at home research has also revealed that people whose home brings out their playful side experience higher fulfilment of all eight needs.

→ **Fun with food also makes us happy**

Embracing the joys of cooking is a recipe for above-average scores for happiness in the home.



"I used to dislike cooking, but now I enjoy experimenting with recipes while listening to music or a podcast. I turn to my sister, who advises me on what to make."

Madrid female, 20s

"I like to cook different cuisines so I don't turn my nose up at anything. Cooking different foods helps me become more worldly."

New York City female, 50s

"I spend most of my time in the kitchen. I love cooking everyone's favourite dishes. I do this daily for my family, and when my kids help me it's a way to spend time with them as well."

Mumbai female, 40s

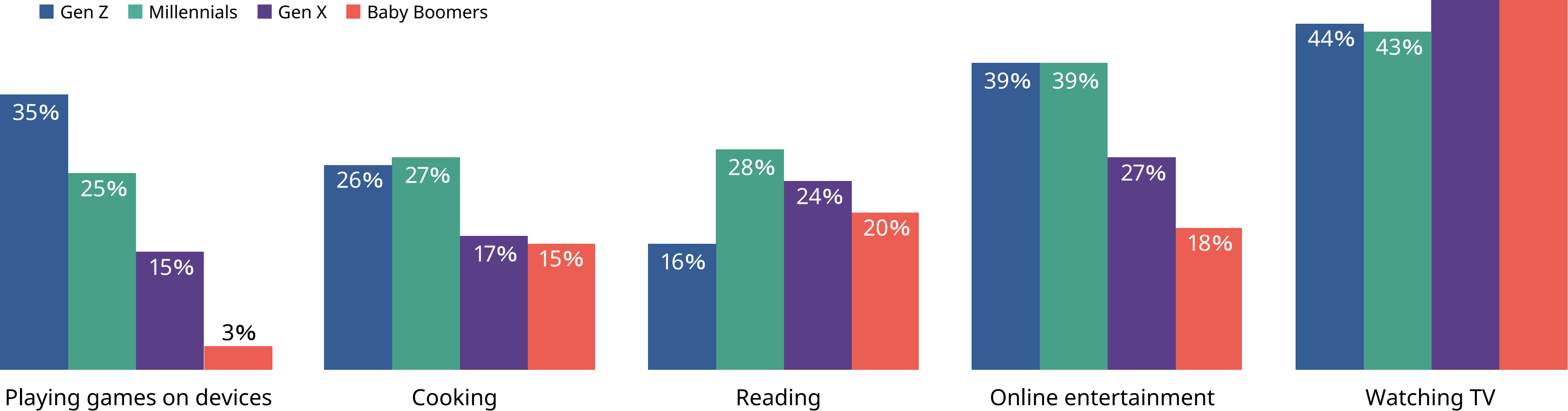
*... are happy with their life at home. Compared to 61% global average.

→ Hobbies of people in Japan

The second driver of enjoyment at home for people in Japan is "spending time on hobbies and interests (38%)," which is higher than the global average of 34%. Additionally, 28% of people in Japan say that spending time on hobbies plays an important role in maintaining their mental health.

In Japan, the term "kidult" has been gaining attention as toys and card games that adults are passionate about have become increasingly popular in recent years. Fun is an antidote to stress, and rediscovering a sense of childlike joy in everyday life might just be a remedy for the pressures of adulthood. Let's bring more playfulness into our everyday lives.

The top three hobbies in Japan overall are watching TV, online entertainment, and reading. However, the preferences vary across different generations.



Q. Thinking about how you choose to spend your spare time, which of the following kinds of activities do you enjoy doing?

3. Building vibes

Personalising our spaces to reflect our true selves

Top driver

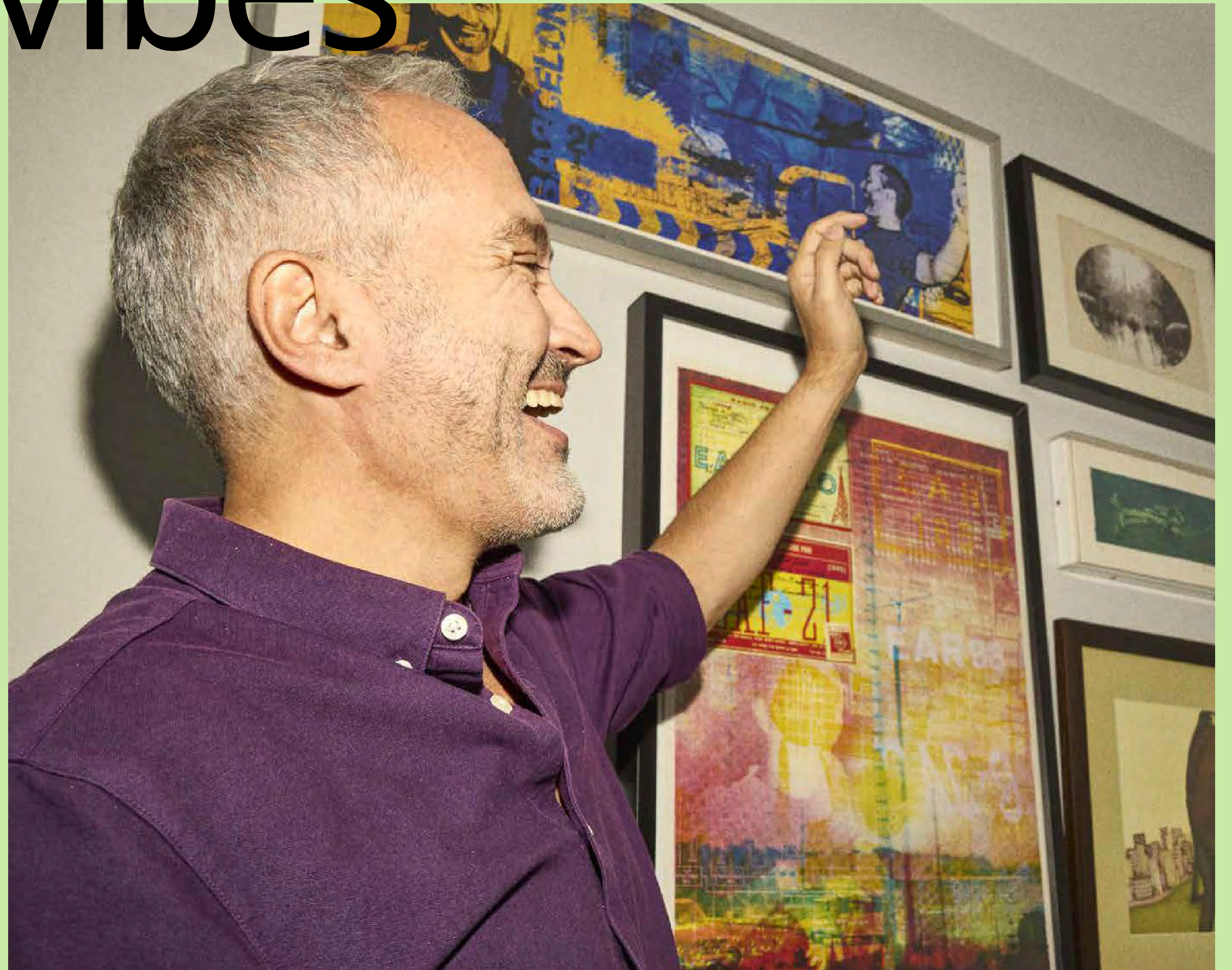
Home improvement is (often) fun.

Improving the home I live in (22%) ranks #10 globally in bringing enjoyment at home. In Japan, 6% of people find enjoyment in home improvement.

Top barrier

Non-homeowners enjoy their home less.

Only 47% of people in rented accommodation often experience enjoyment at home, vs 56% of house owners and 54% of apartment owners. We find a similar trend in Japan as well. 41% of homeowners frequently experience enjoyment, while only 33% of renters does.



→ Key insights

3.1

Embracing uniqueness builds belonging

Feeling like we belong where we live is part and parcel of enjoying our home. And leaning into what makes us unique helps us feel like we belong. What really makes a difference are the small things we do that make home feel like our true space – whether it's an object, a habit, or living our personal values or purpose.

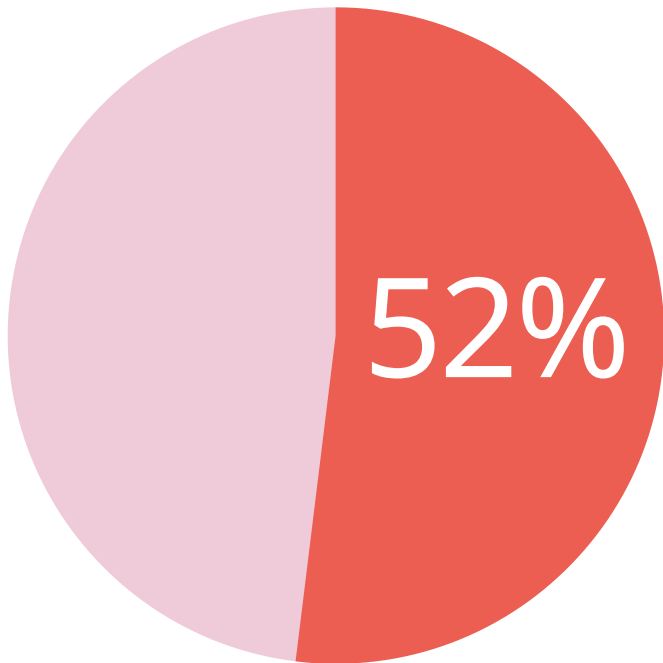
3.2

For renters, the small changes matter

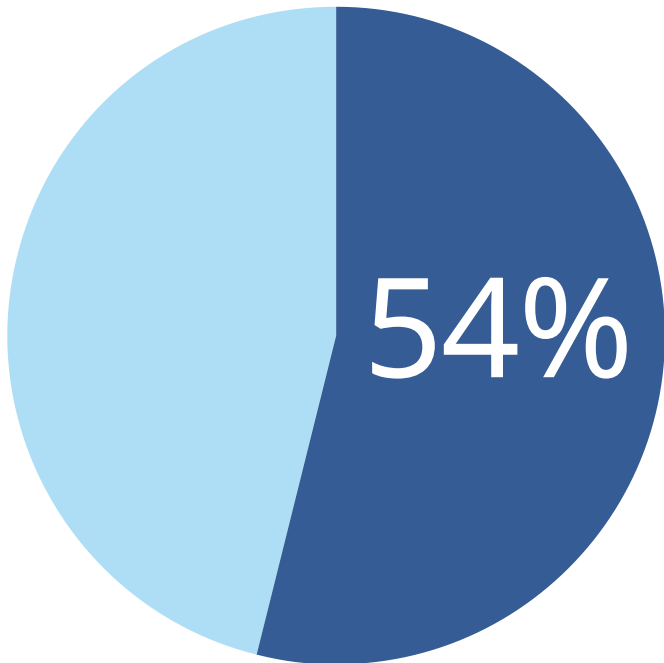
People who don't own their home tend to have limited control over their spaces, which prevents many from fully enjoying their homes. However, despite the restrictions, renters and sharers are still finding small but creative ways to make their homes reflect themselves and their needs. A multisensory approach can also enhance the living experience, opening up opportunities to have fun with the space available.

→ **Least joy for flat sharers**

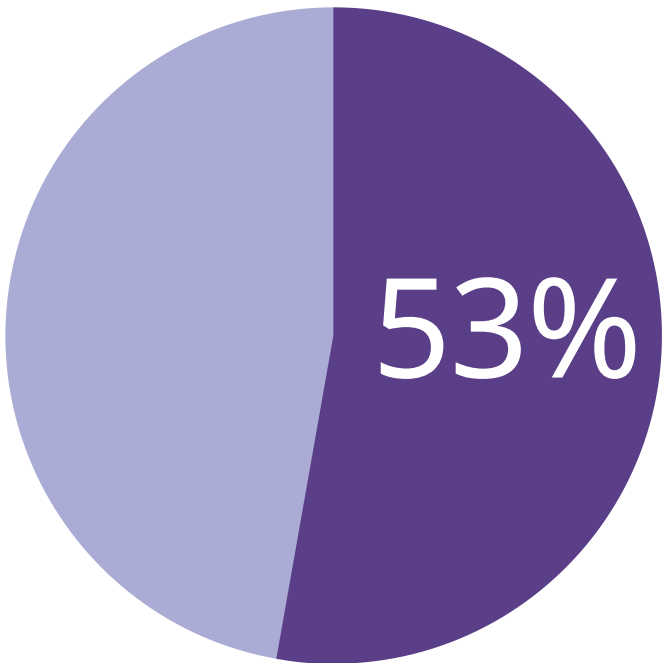
Those who live in a flat share* are most likely to have difficulty experiencing enjoyment at home – 60% only sometimes, rarely or never experience it (vs 45% global average).



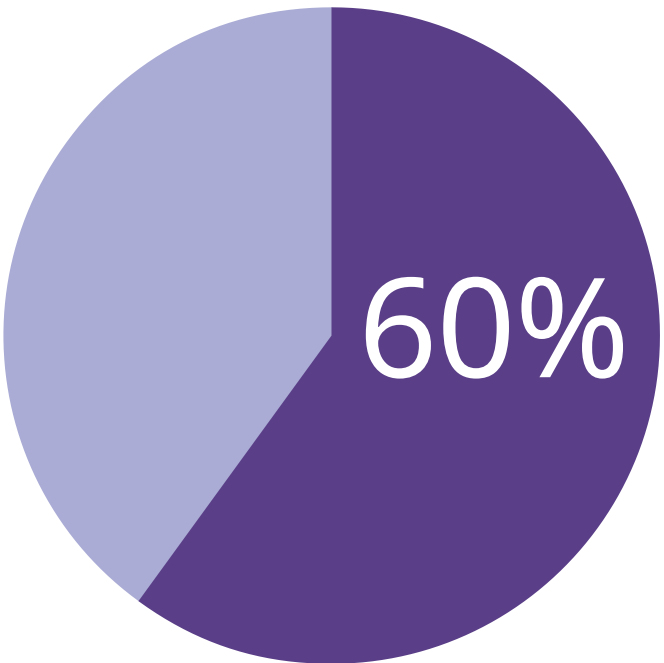
College/university hall of residence



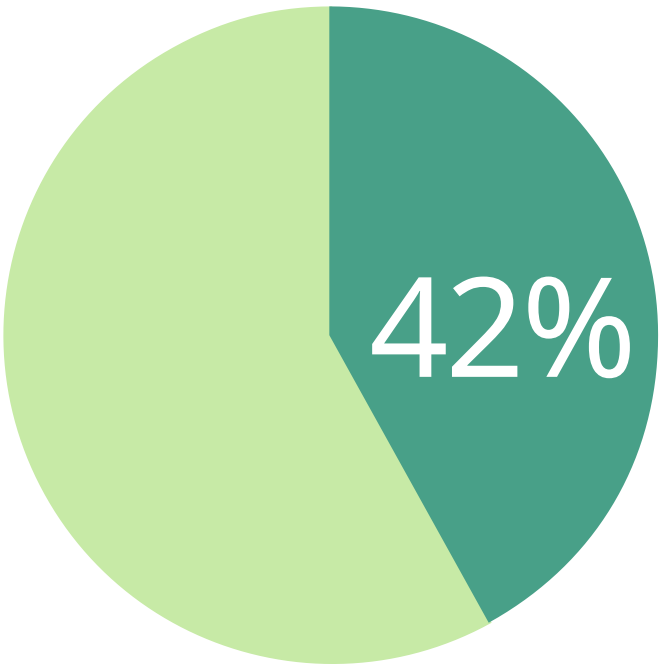
Renting a room



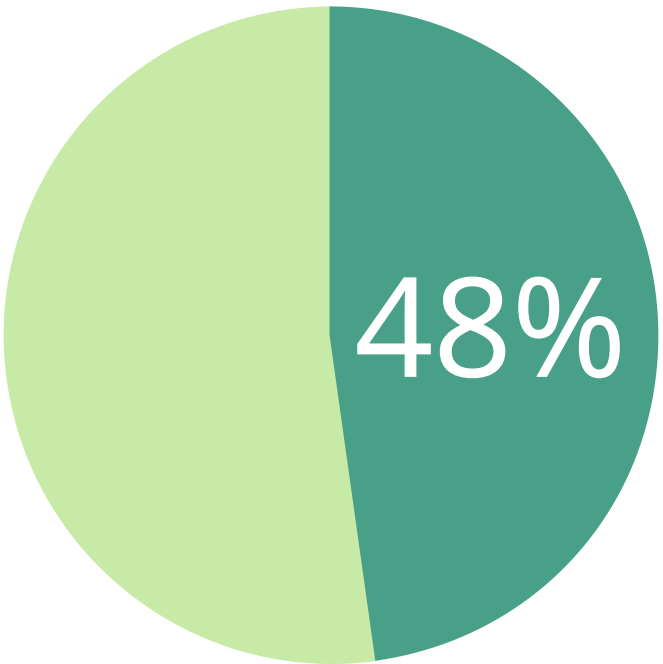
Co-living facility



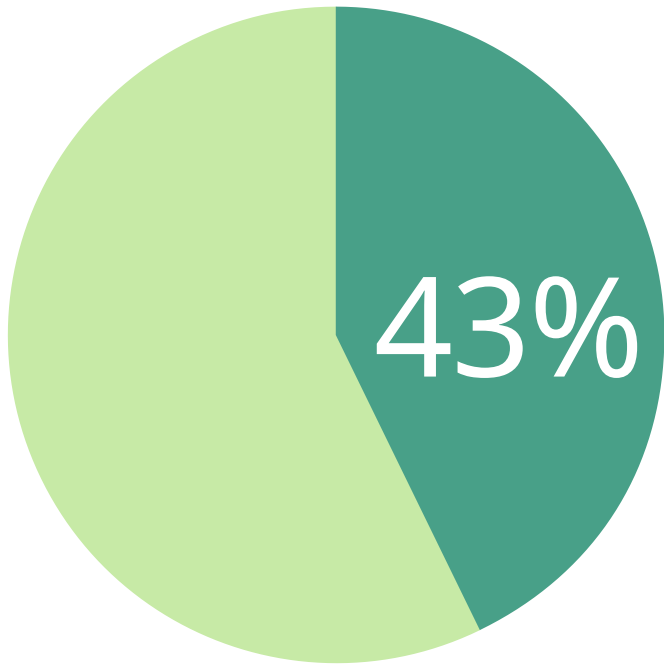
Flat share*



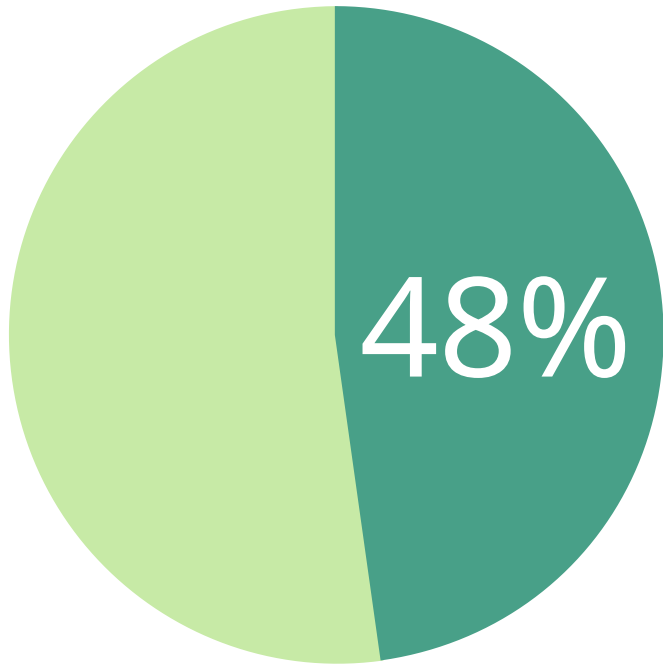
House – owned



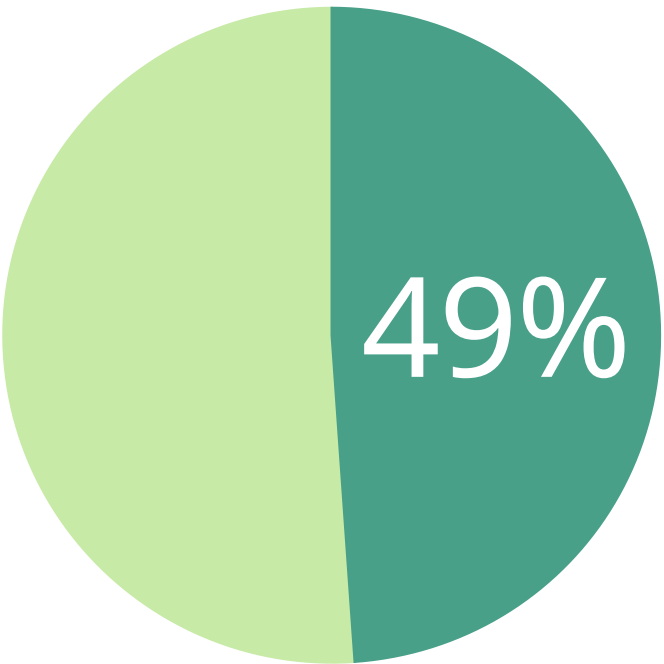
House – rented



Apartment – owned



Apartment – rented



Living in parental home

*Flat share – when two or more people live in the same apartment and share the cost.

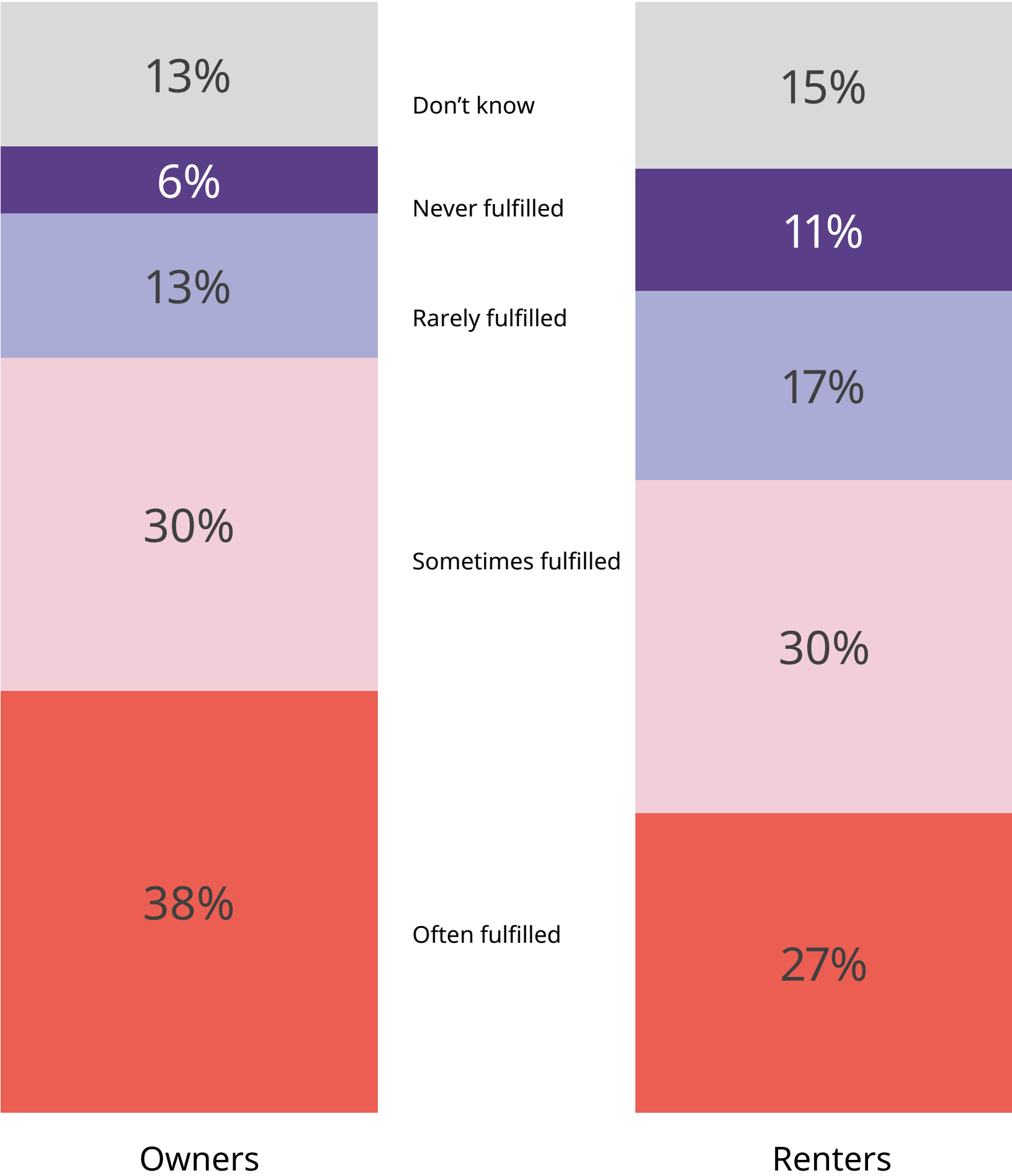
→ The challenge of the renters in Japan

“Belonging” is a need that few people in Japan consider important.

Feeling a sense of belonging where we live is essential to truly enjoying our home. Embracing what makes us unique helps foster that sense of belonging. However, with the rental housing situation in Japan, where even making holes in the walls is often not allowed, many people likely feel that expressing their identity is difficult. As a result, renters tend to feel a weaker sense of belonging and enjoyment compared to homeowners.

What really makes a difference for renters are the small things we do that make home feel like our true space – whether it’s meaningful objects, a habit, or living our personal values or purpose.

Fulfilment of the need “belonging” :



4. Making connections

Finding ways to spend time with our tribes

Top driver

Hugs and laughs go a long, long way.

Hugs with a loved one (35%) and laughing with people around me (34%) rank #1 and #3 respectively in bringing enjoyment at home. In Japan, the top priority is "spending time by myself," followed by "spending time on my hobbies or interests," indicating a strong tendency to seek a connection with oneself.

Top barrier

Small and big households are less together.

People in households with 1 person or 6+ people are less likely to say they enjoy togetherness in the home (1 person and 6+ people 21%, vs 2-5 people 24%). In Japan, only 10% of people enjoy spending time with others at home, which is about half the global average of 23%.



→ Key insights

4.1

Happiness starts at home

Who we live with can have a big influence on our happiness and outlook on life. And in a world facing a loneliness pandemic, maintaining everyday rituals can be essential for connection – whether we live with others or on our own.

4.2

Connection comes in different forms

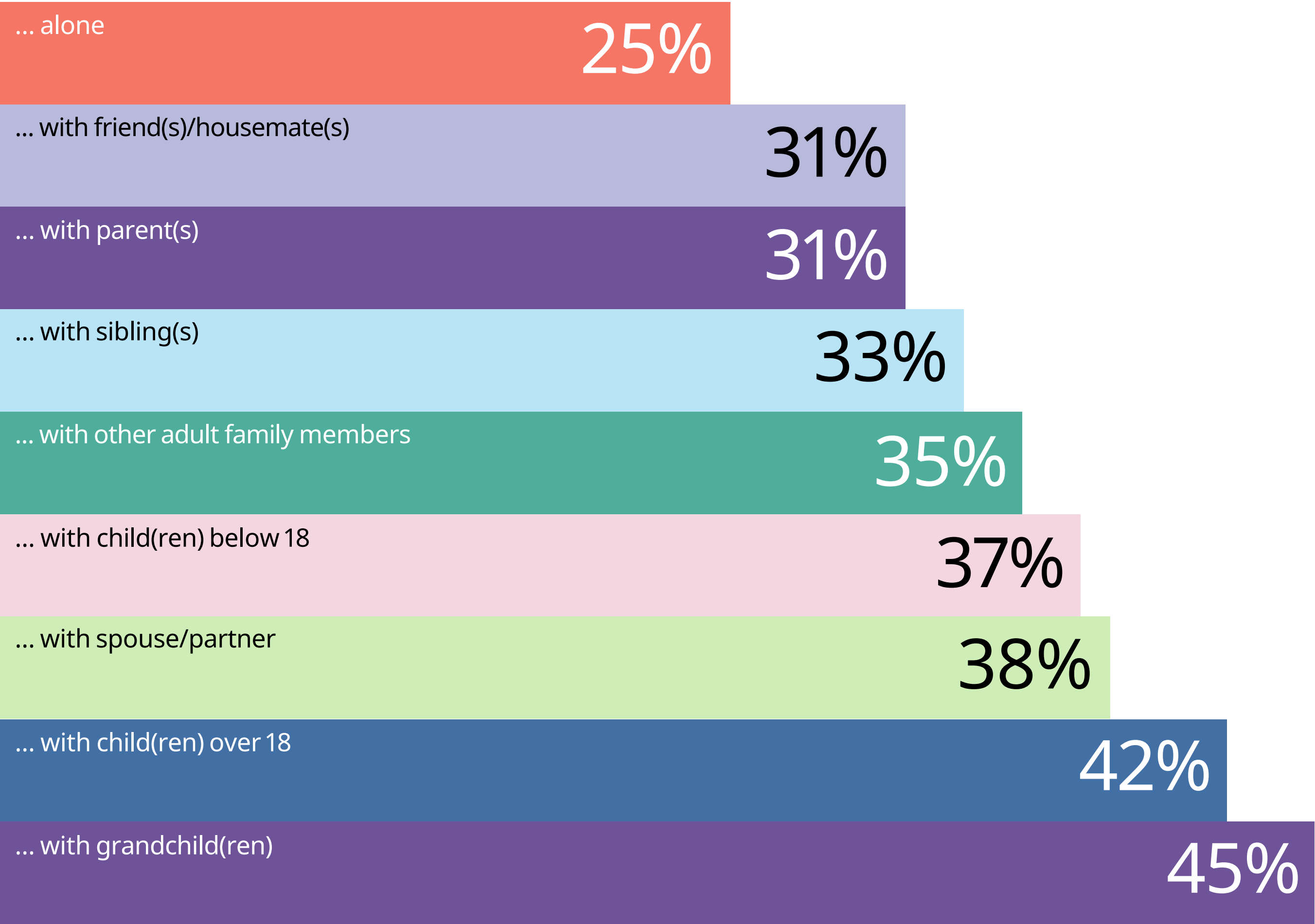
We don't have to live with people to enjoy life at home. We can relish alone time and our own space, while also using technology and other means to connect with others and deepen relationships – even when apart. It's all about finding our own recipe to build and maintain the connections that give us energy.

4.3

Community counts

The idea of 'household' extends beyond the home, with community connections offering safety, visibility, and a sense of belonging. Ingka Centres' [Life in Communities Report](#) found that we expect more public places to meet up, as we look to balance our online and offline lives. Our life at home research has also highlighted the value of coming together in our communities – to share experiences, address challenges, or just hang out.

Living and laughing...



→ **Laughter is the best medicine**

It's not a myth! 68% of people who laugh with those around them are happy with life at home (vs 61% global average).

And, as you can see from this breakdown by living situation, those living with children or grandchildren are among those who enjoy it the most.

“The living room is like the heart of the house. This is where everything happens: where we gather, talk, laugh, cry, whatever is necessary.”
Barcelona female, 50s

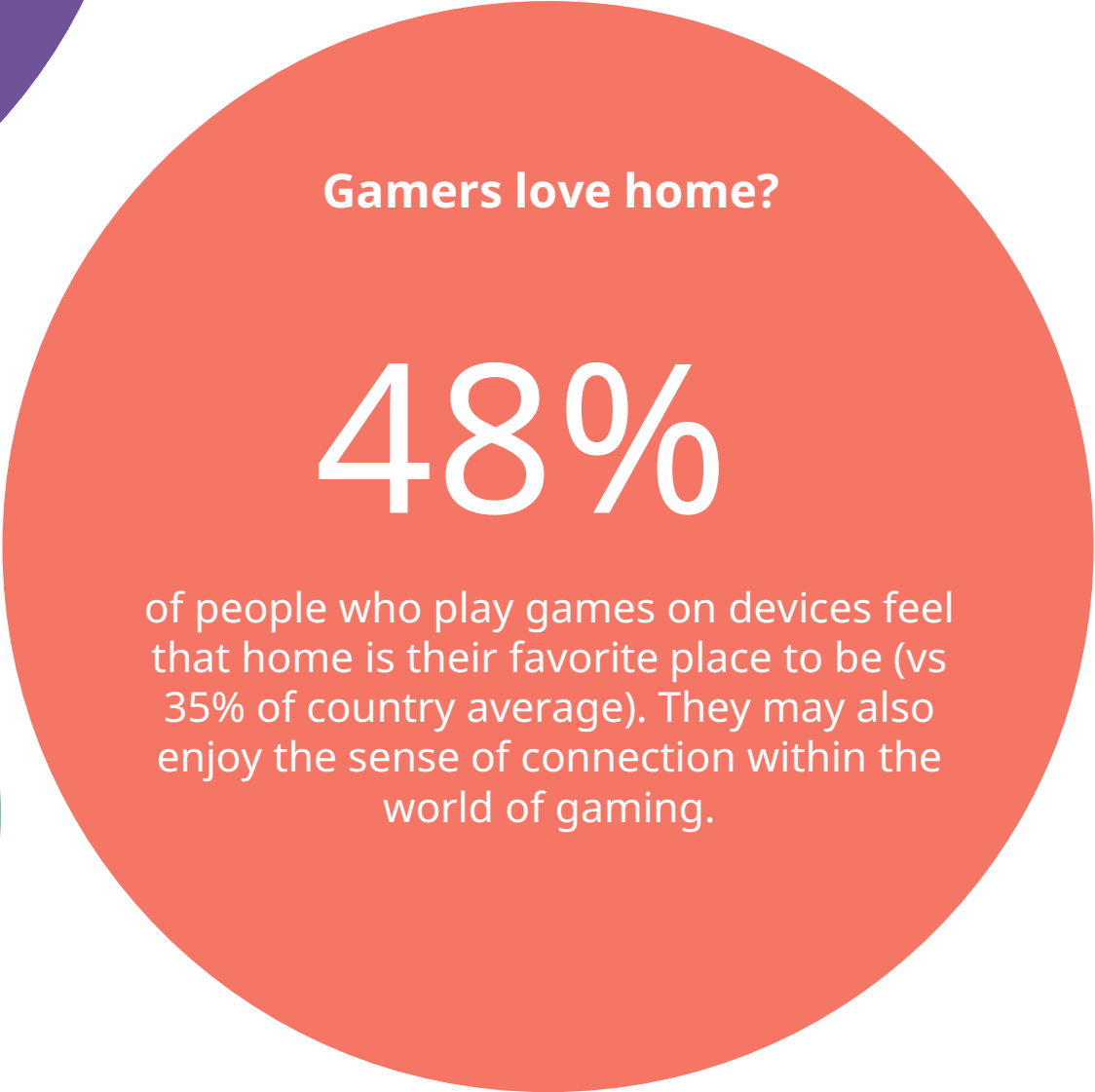
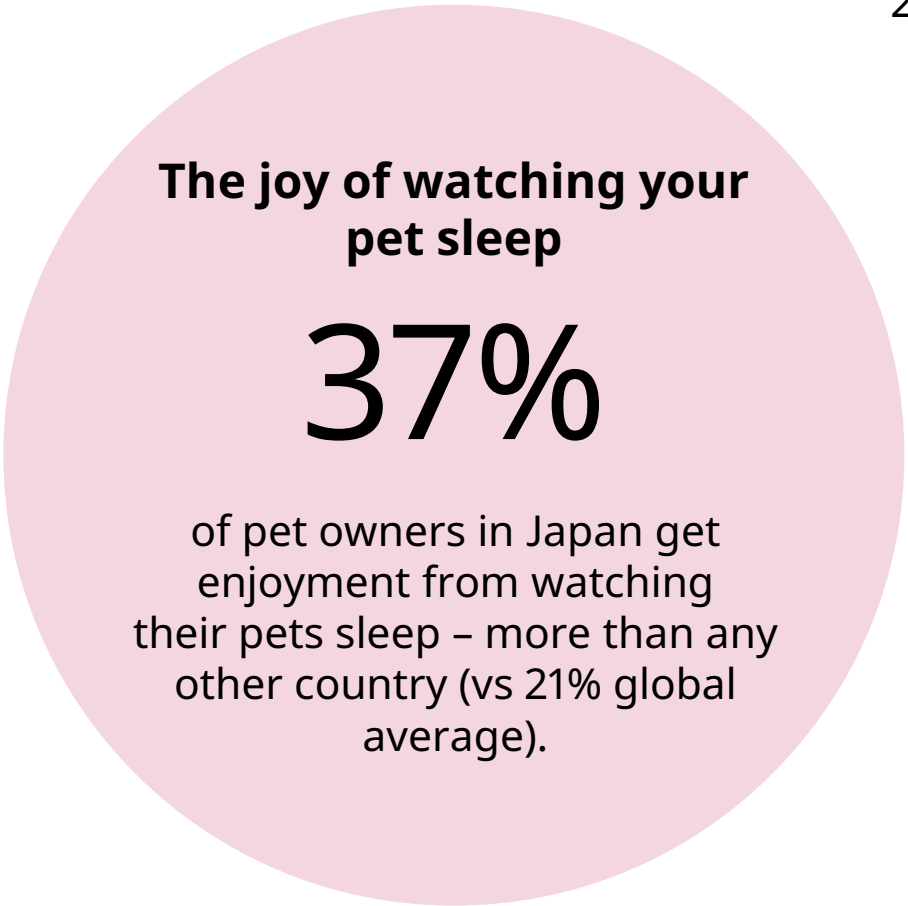
“Our dog helps us to forget about all the craziness in the world. We love to get really silly with her – this is her shark costume we dress her in for the beach!”
New York City male, 40s

Breakdown by living situation for those who selected “laughing with people around me” in answer to the question “Which of these bring you most joy in your life at home?”.

→ People value the connection they have with themselves

In Japan, the top driver of enjoyment at home is "spending time alone (39%)," while only 15% of people feel they have their privacy secured at home (compared to the global average of 39%). It seems that at home, people wish to escape the noise of the outside world, reconnect with themselves, and be their true selves. For larger households, balancing family time with personal time may be key.

In Japan, many people find enjoyment in their connection with pets, showing that connection comes in different forms. We can relish alone time and our own space, while also using technology and other means to connect with others and deepen relationships – even when apart. It’s all about finding our own recipe to build and maintain the connections that give us energy.



What we've learned

In stressful times, a touch of joy can go a long way. Understanding what does and doesn't bring us joy in our living spaces can do wonders for our overall health and happiness.




Feeling good

Redefining a healthy, happy home
A reimagined vision of home health shows that our living spaces can empower us, with possibilities to craft our own version of well-being and an environment that caters to our unique needs. Whatever we choose to prioritise, it's all about those small, affordable changes we can make to help us feel authentically good.



Having fun

Rediscovering the power of playfulness
A key part of the journey is rediscovering hobbies, creativity and play as essential elements of home life. Playfulness isn't just for kids. When adults open up to activities that spark a sense of childlike joy and wonder in themselves, they can enhance not only their environment, but also the way they see it, interact with it, and act within it.



Building vibes

Personalising our spaces to reflect our true selves
Our homes should reflect who we are. Even without owning the space, we can dial up the joy through small personal touches that make it feel 'ours'. Whether through bold decor, sensory details or meaningful objects, we can shape our homes to better express our unique selves – and help us enjoy them that little bit more.



Making connections

Finding ways to spend time with our tribes
Finally, let us never estimate the power of togetherness and connection – with ourselves and others, in person or virtually. Simple rituals like shared meals, conversations, me-time, community engagement, or just a good laugh now and then, can help us to nurture those connections and make home life more fulfilling and enjoyable.



Our final take:

Let's bring joy back

Over the past decade, through our research and the development of the eight needs framework, we've gained valuable insights into what people need for a better life at home. But this is just the beginning.

Whether you're shaping policy, designing homes and furniture, or creating the technology that connects us, we all have a role to play to make things better in the world we share. Starting at home. Together, we can help people to better fulfil the eight needs, so that more of the many have the chance to be happier – at home and in life.

With enjoyment being especially hard to achieve, and deeply influencing the other needs, we encourage you to put it front and centre. Let's work together to enable more happiness in the homes we create, empowering people to make that all-important mindset shift to let joy in.

Because the way we see it, those small everyday rays of sunshine can be a powerful antidote to whatever life throws at us.

So, let's start work on bringing joy back to where it belongs. Home.



Tack!

