

🏠 2022 IKEA Life at Home Report

# Korea Insight Highlights

*This data is based on the responses of **1,005 Korean respondents** among 37,405 people over the age of 18 in 37 countries who participated in a survey for the 2022 IKEA Life at Home Report.*



# Role of Home

The most concerned area of life



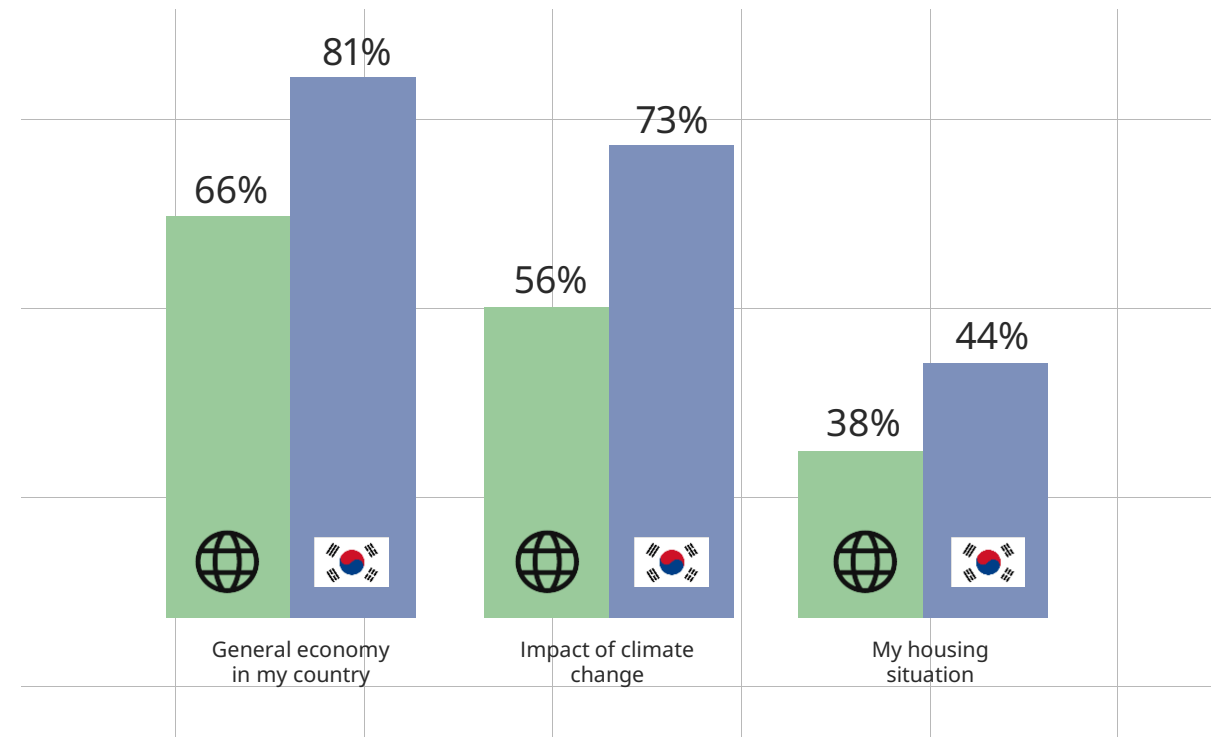
When asked about the most concerned area of life,

**81%** of Korean respondents say that they concern about **General economy in their country** and

**73%** of Korean respondents say that they concern about **Impact of climate change**.

Compared to global results, Korea is one of the countries most concerned about general economy and climate change.

As Koreans are heavily concerning the world outside, the home that protects us will be able to play a more role.





# Role of Home

Impact of rise of cost of living

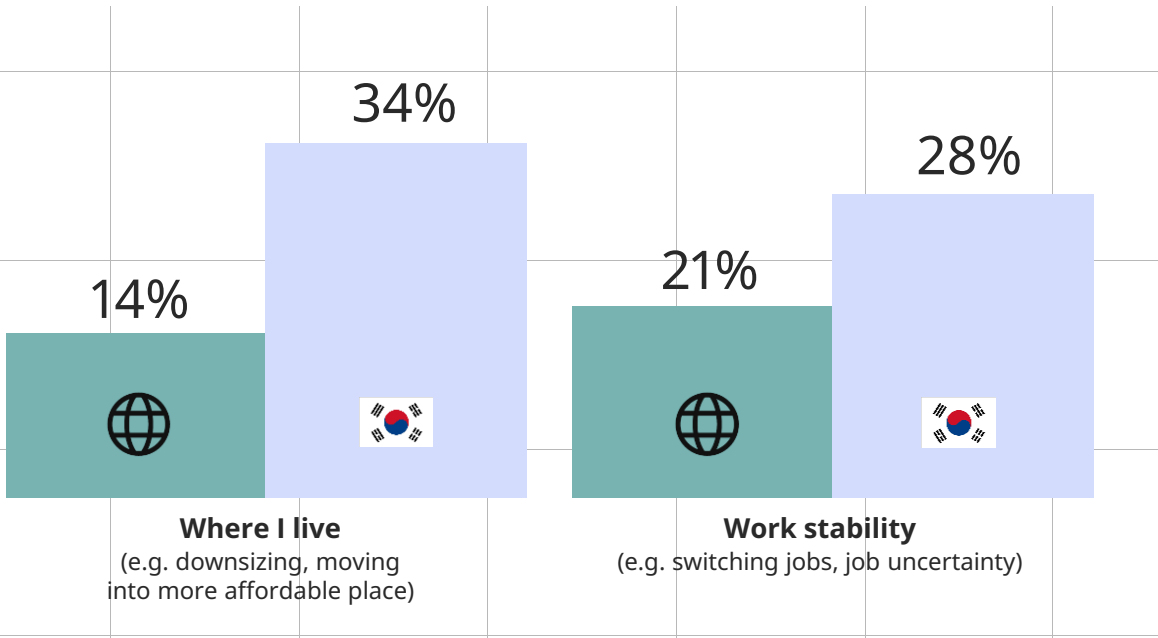
With the cost of living on the rise, our lives are also affected.

**43%** people globally say that they would need to cut back on spending on their **hobbies and interests outside the home** with the cost of living on the rise, while Korean respondents focus more on living fundamentals, saying

**Where I live (34%)** and **Work stability (28%)**

will be negatively impacted the most.

How can our home become a space that gives us a sense of stability when we go through difficult times?



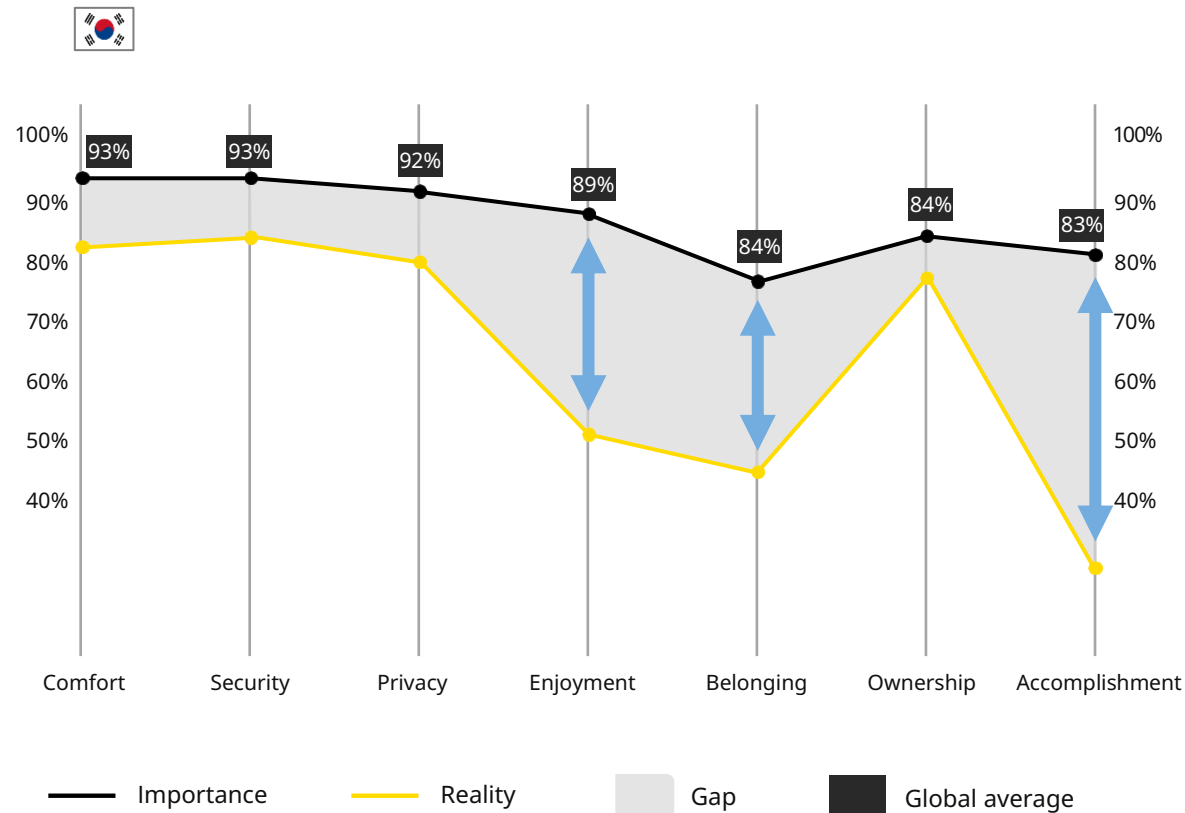
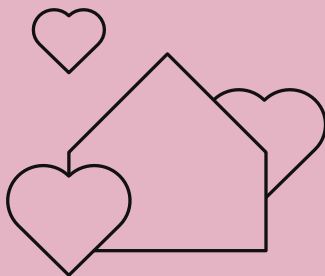
# How do you feel about home?

## Seven emotional needs at home

We found that no matter where or how we live, it all boils down to the **same seven essential ingredients**: a generous slug of **Security** and **Comfort**, big handfuls of **Belonging** and **Ownership**, a healthy dollop of **Privacy**, and **Enjoyment** and **Accomplishment**. Koreans respond that **Security** and **Comfort** are the most essential emotional needs at home for them.

When asked about the gap between what we want from our home and what it actually provides, Koreans find needs are not fulfilled for **Enjoyment**, **Belonging** and **Accomplishment**. In particular, **Belonging** is the second lowest in the world.

How can we close the gap between importance and reality to meet emotional needs at home better?



# How do you feel about home?

Needs fulfilled in the workplace

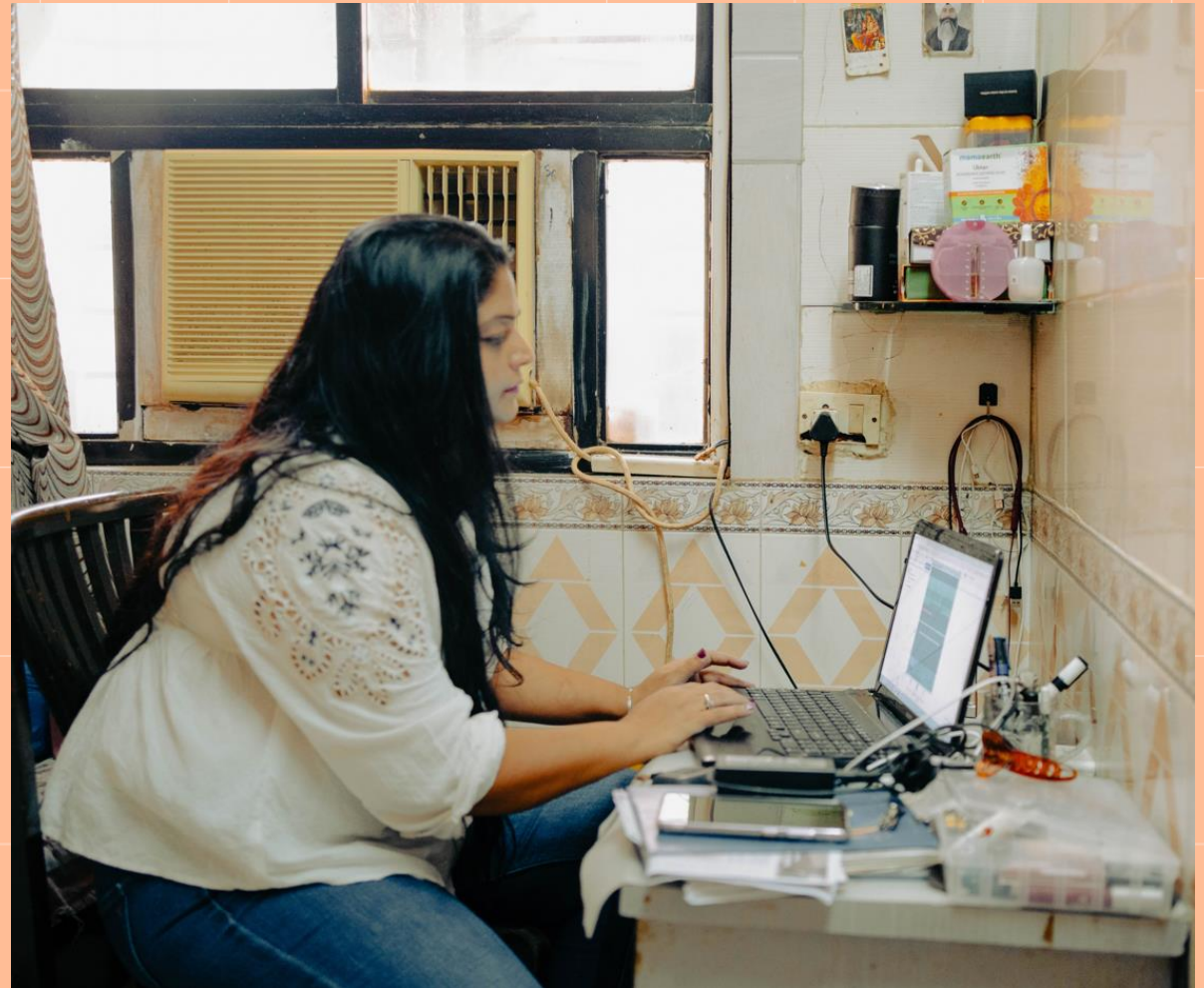
Especially, Koreans are more likely to fulfil **Belonging** and **Accomplishment** in the workplace than home.

In South Korea,

**34%** of people feel **Belonging** in the workplace and  
**47%** of people feel **Accomplishment** in the workplace.

These are high figures compared to the global responses of **9%** and **26%**, respectively.

Can we feel a greater **Belonging** and **Accomplishment** at home as well as at work?





# Creating a home that reflects us

🌐 58%

of people agree that their home reflects who they are.

**Koreans** feel a bit less reflected than global:

🇰🇷 56%

of people feel their home reflects themselves.

Those who feel their home reflects their identity are **1.5 times** more likely to feel more positive about their home.

In practice, this means that it is important to make **our home act like a mirror to our identity.**



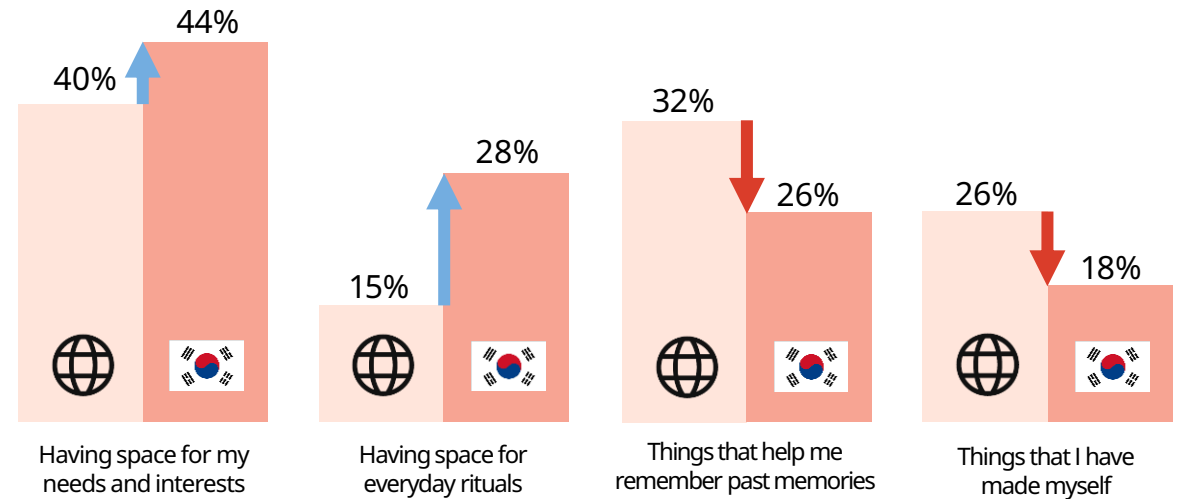


# Creating a home that reflects us

"Space" reflects our identity

Korean respondents agree that **having "space" for needs and interests (44%)** and **having a "space" for everyday meaningful rituals (28%)** are important elements of making home that reflects who they are.

Compared to the global results that the role of **"thing"** is important to make your home feel like a reflection of who you are, Koreans are more interested in having a **"space"** that fits my life in the home that reflects my identity.







## Small change, big difference

Only

16%

of Korean respondents say that they are in control of how their home is organized and looks. This is the lowest worldwide among all countries that participated in the survey, indicating that Koreans have the lowest confidence in home furnishing. (Global average: **36%**)

Consumers still feel that making a change on the home requires full renovation. But we know better than anyone that **small changes can make a big difference.**



# Frustrations at home

## Lack of space for myself

In Korea, it is found that many people suffer from **unorganized space** and **lack of place to relax at home** compared to global results.

In particular, the percentage of respondents who say they feel frustrated due to **lack of space for hobbies or personal activities** ranked first worldwide.



## Top 6 frustrations about our homes

- #1: An unclean or untidy home **(25%)**
- #2: Household chores **(23%)**
- #3: Too many things without a designated place **(21%)**
- #4: No space to put things **(19%)**
- #5: Different perspectives of what 'mess' is compared to other householders **(17%)**
- #6: Unorganized space or space without purpose **(15%)**



## Top 6 frustrations about our homes

- #1: An unclean or untidy home **(26%)**
- #2: Household chores **(25%)**
- #3: Unorganized space or space without purpose **(20%)** \* *Global #3*  
Not having outdoor space **(20%)** \* *Global #3*
- #4: Not being able to relax at home **(19%)**
- #5: Too many things without a designated place **(18%)**
- #6: Not having space for my own hobbies and activities **(17%)** \* *Global #1*



# Building connections with balance

About

29%

of Koreans say they **have felt lonely at home**. This compares favorably with global results, with around **21%** responding having felt lonely at home.

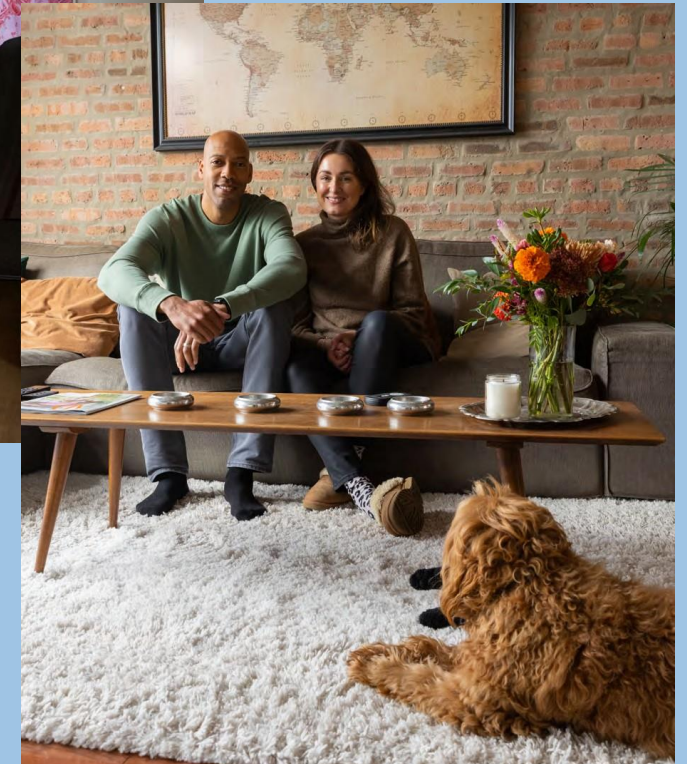
Also, only about **13%** of global respondents say they would like to **live alone**, while about

25%

of Korean respondents give the same answer.

Among those who answer 'yes' to both of these questions, the proportion of those living with family members, especially parents and siblings, is high.

It means that there are many people who feel **lonely at home** but at the same time **dream of their own independent life**.



# Inspiration about home

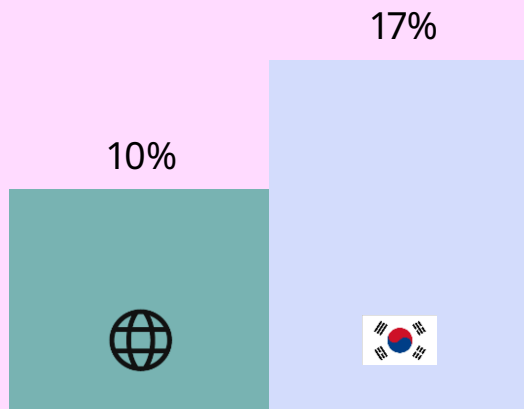
People are most inspired by:



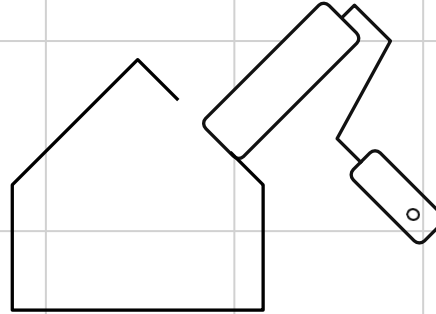
- #1: TV home renovation shows (24%)
- #2: Physical home furnishing stores (22%)
- #3: Friends' homes (19%)



- #1: TV home renovation shows (34%)
- #2: Friends' homes (21%)
  - Family members' homes (21%)
- #3: Neighbors' homes (18%)



Inspired about home furnishing by social media influences



Koreans seek **inspiration from the homes of people close to them**, such as family, friends, and neighbors.

There is also a higher proportion of respondents who say they get inspired by social media influencers than respondents from all over the world.





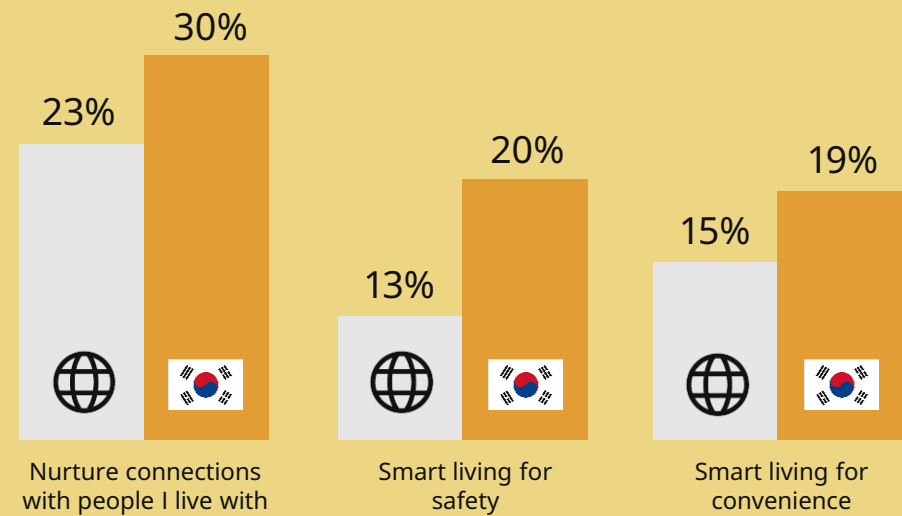


## Ideal home

63%

Koreans say that they believe the most important aspect in an ideal home is **the ability to unwind and relax**.

Compared to global, it is found out that they see **nurturing connections with people I live with** and **living "smart" for safety & convenience** as important aspects in an ideal home.



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