

# KEY INSIGHTS PRESENTATION



The IKEA Life at  
Home Report 2022

NOVEMBER 2022



## ► INTRODUCTION

During times of uncertainty, home needs to work even harder to be a sanctuary.



The top global concerns people have are:

- 1 66% the national economy
- 2 61% household finances
- 3 56% the impact of climate change

Amid these concerns, around **4 in 10** of us feel more positive about our home compared to this time last year, and just over **1 in 10** people feel more negative.

## ► INTRODUCTION

When we feel our home reflects our identity, we're

# 1.5 times

more likely to feel more positive about it.



It's what we have in our homes, rather than who, that most determines how much of ourselves we see around us.

## 32%

say it's things that help them remember past memories and experiences

## 42%

say it's things they've bought

## 32%

say it's the people they live with

## 40%

say having space for their needs and interests

## ► INTRODUCTION

At its best, home acts like a mirror to our identity. In practice, this means that when we look around our home we see our unique personality reflected back.

Today only

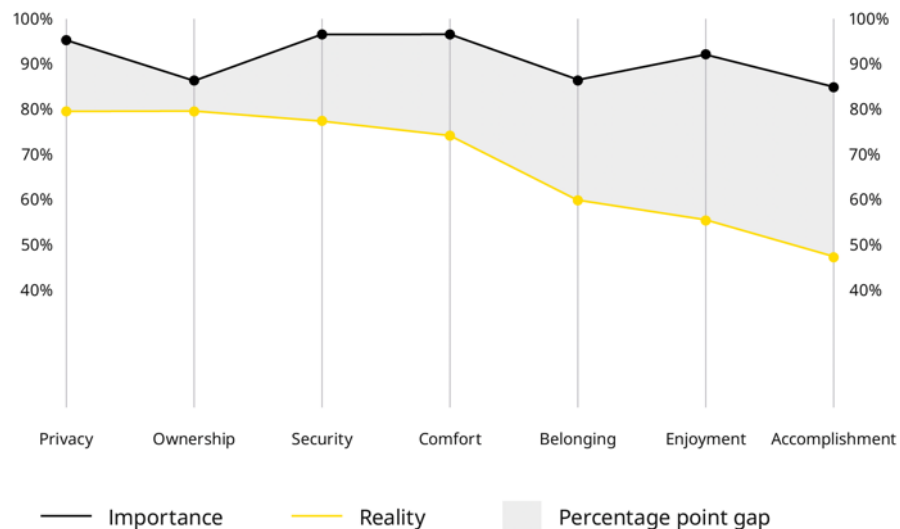
# 6 in 10

of us feel our home reflects who we are. We don't think that's good enough.



## ► FEELING AT HOME

Our research has helped us expand our understanding of what it takes to truly feel at home.



For many years, at IKEA, we've been exploring what creates the 'feeling of home'.

Around the world, it boils down to the same essential ingredients: security, comfort, belonging, ownership and privacy. And this year, we identified two more needs - enjoyment and accomplishment - which are integral to our lives at home.

But wherever we live, there's a persistent gap between what we want from our home and what it actually provides.

## ► FEELING AT HOME

How do we create a home that shows off our true, fabulous selves, regardless of our living and earning status?

It can be tough to find the inspiration, especially when

# 48%

of people say their lives at home aren't frequently represented in the media.

I don't feel represented at all... as a single gay man in his 40s I don't ever see that in an advert... we try and celebrate singledom but it's not an aspirational thing in your home.

CHRIS, UK



## ► THE POWER OF MUCH-LOVED POSSESSIONS



We want to be reminded of special moments.

Almost

# 1 in 3

of us say possessions that help us recall memories and experiences are important to make home reflect who we are.

When we put our most treasured objects on show, they connect us with the cultures, communities and traditions we're proud to identify with.

Knowing that our possessions speak volumes about our personality might explain why **1 in 20** of us admit to having looked through other people's home storage in the last year without telling them...

## ► THE POWER OF MUCH-LOVED POSSESSIONS



But the things that help us feel like ourselves can also be the biggest source of tension...

As many as

# 4 in 5

people regularly feel frustrated at home – most often because it's untidy, there are household chores to be done or there's just too much clutter.

And women are 56% more likely than men to list household chores as a top frustration.

## ► GIVING SPACES PURPOSE

Having space for our needs and interests goes a long way towards creating a home that reflects us...



That doesn't mean we're looking for the biggest mansion in town. We just need to know that we can use the space we have to do what we want.

40%

of people agree that space for needs and interests is important for a home to reflect their identity.

Only

1 in 5

people agree that their home helps them live in a sustainable way.

More than

half

of people say the most important aspect in an ideal home is the ability to unwind and relax.



But finding space for all our needs can be challenging - particularly when living with others.

Only

**4 in 10**

people think their home provides privacy for everyone living in it. This drops to **3 in 10** for people who rent a room.

More than **1 in 10** people have hidden from others at home.

As many as **8%** of people have worked from the bathroom, and **22%** of people have eaten a meal in bed.

## ► MAKE YOURSELF AT HOME

For many of us, home is where we feel free to be our weird and wonderful selves.



In the last 12 months

Almost

**1 in 3**

people admit to having talked to themselves at home

More than

**1 in 10**

people have talked to their plants

Nearly

**1 in 4**

people have faked plans so they can stay at home...

... And this increases to about **1 in 3** among young people



HOMES

AS UNIQUE

AS US

When our living spaces reflect us – in all our quirky and imperfect glory – they have a powerful, positive effect on the way we view our home.

And there's no denying that when we feel good about home, we feel better equipped to take on whatever's coming our way in the rest of our lives.

Regardless of who we live with, where we live and what we need our homes to do, all of us have the right to feel like ourselves when we walk through the front door.

Read the full report at  
[lifeathome.ikea.com](https://lifeathome.ikea.com)

Let's proudly display our personalities.

Let's celebrate the different ways we live at home.

Let's make home our own.