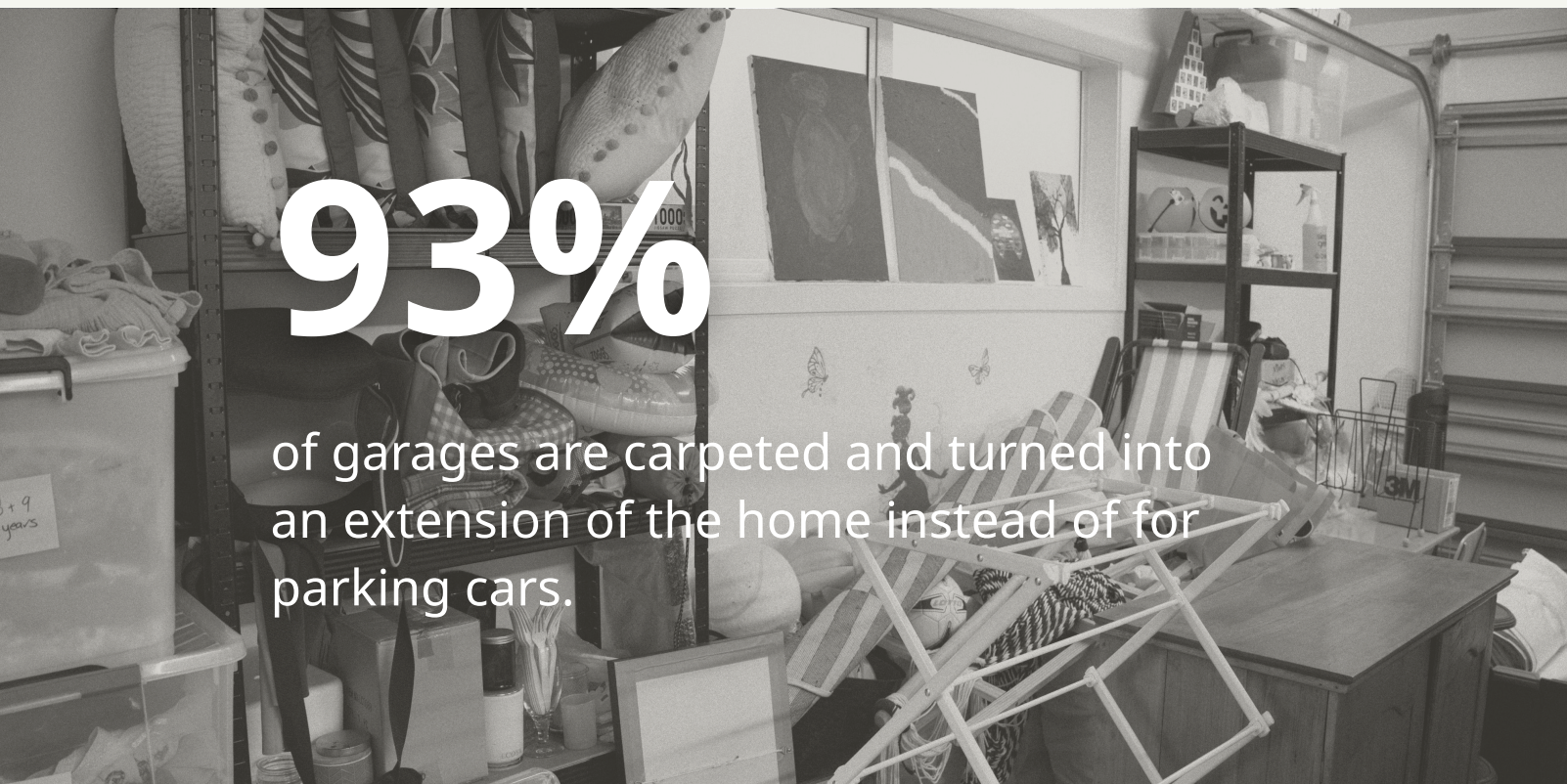


LIFE AT HOME IN NEW ZEALAND

Our top key findings are the most common trends across the 500 New Zealand homes we visited, supported by research from the 37,000 global participants we surveyed.

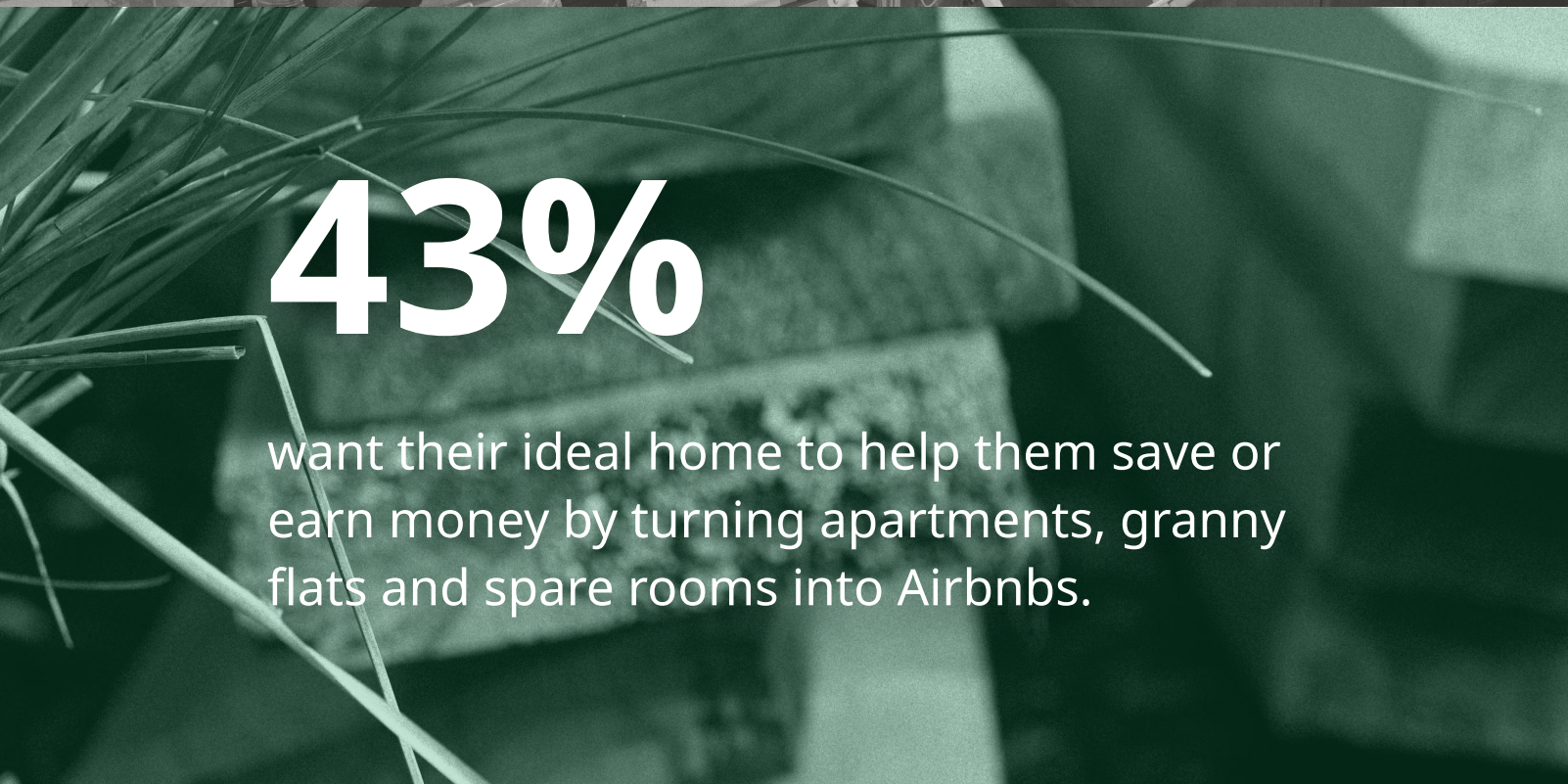
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→ Carpeted garages



93%

of garages are carpeted and turned into an extension of the home instead of for parking cars.



43%

want their ideal home to help them save or earn money by turning apartments, granny flats and spare rooms into Airbnbs.

→ Side hustles at home

→ Crowded entryways



88%

of New Zealanders struggle with their entryways, as they leave shoes and other items at the door due to the weather.



35%

of New Zealanders grow their own fruit and veggie gardens to be sustainable and tackle expensive grocery bills.

→ Growing fruits and veggies

→ Kitchen challenges



48%

of kitchens have storage challenges. Benches, drawers and pantries all have limited space.



31%

of New Zealanders are influenced by culture and heritage to display their personality at home, giving them a sense of belonging.

→ Expressing identity through items

For a full in-depth look at the report, visit www.ikea.co.nz or scan the QR Code here:

