

Life at

Home

It's been a year marked by unimaginable change. To better understand how life at home has adapted, we connected with **over half a million people** from around the world. Here's a snapshot of what's going on.

in 2021



1

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 (LAHR, 2020)

35%

of women say living close to family and friends has grown in importance over the last year (LAHR, 2021)

CHANGING ROOMS

6 in 10

people switched up the way they organised their home (LAHR, 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 (Voice of Consumer Demand, 2021)

2

GOOD NEIGHBOURS

We're more in tune with our neighbours and the world around us than ever before.

GREEN FINGERS

Private garden or balcony

is ranked the #1 global priority for a better life at home (LAHR, 2021)

425%

increase in 'indoor plant wall' searches on Google (Google, 2020, % change between 2017 and 2020)



STAYING LOCAL

73%

of people have spent more time in their neighbourhoods in the last 12 months (LAHR 2021)

GROUNDED

62%

of people say their mental wellbeing has benefitted from a sense of belonging in their neighbourhood (LAHR 2021)

COMMUNITY SPIRIT

50%

increase in 'volunteer opportunities near me' searches on Google (Google, 2020 compared to 2019)

GREEN MOVES

35%

of those who have bought a new home in the past year say they have made "major" changes to be more environmentally friendly (GlobeScan's 2021 Healthy & Sustainable Living Global Consumer Insights study)

3

COMFORTABLE RELATIONSHIPS

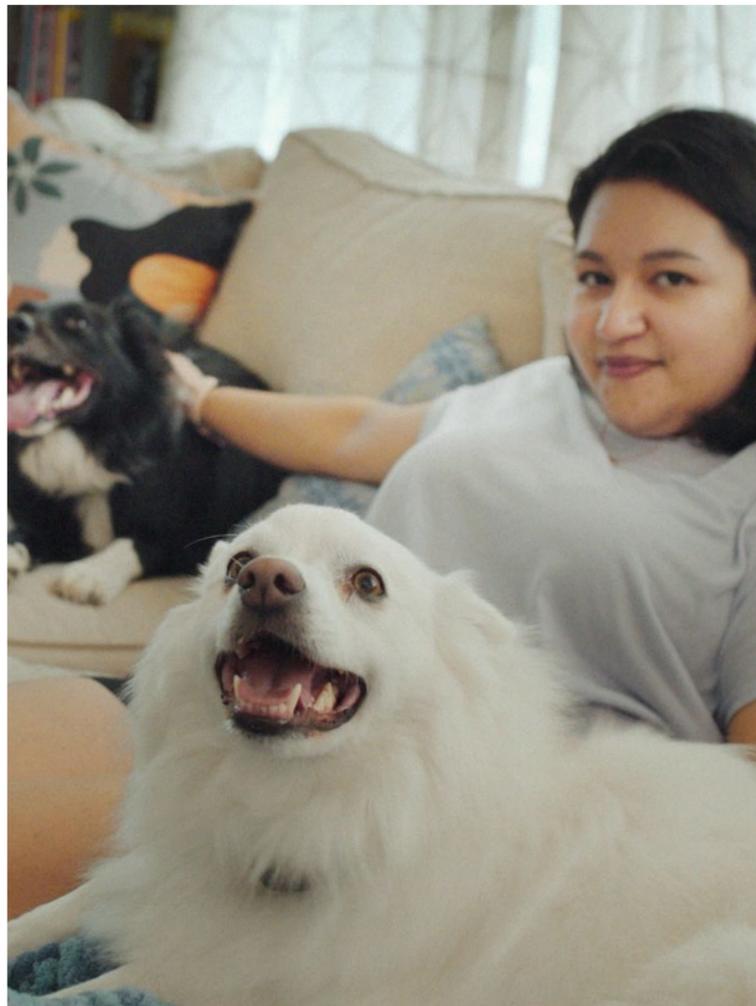
We want houses we love to come home to
– and the people we love to be nearby.

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)

INDOOR ESCAPE

93%

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

(LAHR, 2021)

A FAMILY AFFAIR

42%

of people say their relationship
with their direct family has
improved this year

(LAHR, 2021)

1 in 5

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

(Utrecht University, 2020)

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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

631,800

IKEA desks were assembled in Canada

while sales of home office
products increased from

5% to 50%

(IKEA Canada, 2020)



PRODUCTIVE BEDFELLOWS

25%

of people in the UK worked
from their own bed and

8%

worked from someone else's bed

(USwitch, 2020)

5

SUSTAINABLE LIVING

We're making changes to live more sustainably
– carefully choosing lifestyles that are better for the planet.



PLANT-TASTES

Nearly

1 in 5

18-24 year olds say they eat vegetarian or vegan food all or most of the time

In the USA,

vegetarianism has doubled

from 8% in 2017 to 16% in 2021

(Ingka Climate & Equality Action Research, 2021)

ENERGIZED FOR ACTION

9 in 10

people are willing to take action to tackle climate change

(Ingka Climate & Equality Action Research, 2021)

OUT WITH THE NEW

1 in 4

people say they mostly try to avoid buying new things to reduce their environmental impact

(Ingka Climate & Equality Action Research, 2021)

DARN IT

6 in 10

people say they always or mostly try to repair damaged household items before buying new replacements

(Ingka Climate & Equality Action Research, 2021)

WASTE NOT

88%

of people in Central Europe are now sorting their waste for recycling most or all of the time. In China, India and Russia, recycling is on the up too

(Ingka Climate & Equality Action Research, 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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