

Life at Home Report 2024

Bring
joy home



Executive summary:

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.

Through interviewing people in their homes and a global survey, we've learned that home can play a vital role in nurturing wellbeing and a sense of belonging, as well as creating space for play and connection. A better, more joyful home life is within reach, every day – through small but meaningful moments and actions.

“You go to certain bars and restaurants because they look nice and take your selfies with the Instagrammable elements – but what we’ve learned post-pandemic is the importance of bringing that sense of enjoyment and experience into our own homes.”

**Bhavin Taylor,
Interior Designer**





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Intro

“It’s a privilege to meet people in their homes and truly hear what matters to them. To consistently, every year, explore the meaning of home and what makes it better is so valuable.”

**Maria Jonsson,
Insight Leader, Ingka Group**



Hej!

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.

Our research

This year’s report is based on quantitative, qualitative and trend research. We ran a survey of 38,630 people aged 18+ across 39 countries, as well as 24 home ethnographies, 36 digital immersions and 6 follow-up home visits in 3 countries*. All guided by the framework of eight needs for a better life at home, which you can read more about on page 8.

Inside and out

Our insights are woven into the report throughout, usually with numbers from the survey and quotes from people we’ve talked to. But we also regularly bring in views from the outside, in the form of expert quotes

and ‘What’s trending’ pages, to highlight the role that cultural movements and trends can play in shaping our lives at home.

The treasure at the end

The all-new Vault, at the end of the report, contains a detailed listing of all the data presented in the chapters. Plus explainers of key terminology and demographic breakdowns, and profiles of the people pictured in the report. A treasure trove for the nerdy and the curious!

Over to you

But that’s enough background. The scene is now set, and we warmly invite you to dive in and explore this year’s report. We hope you find it as enjoyable and educational to read and use as we have in putting it together.

Have fun with it!

*This year’s survey included Colombia for the first time. The home ethnographies, digital immersions and home visits took place in India, Spain and the USA. For a complete list of all 39 countries surveyed, check out the Vault.

The world around us

As we explore enjoyment at home, it's crucial to understand the broader global context. Not only does it influence the cultural trends we see around us, but it also trickles down into how we experience joy at home in the everyday. This year's report is shaped by key movements that impact our sense of wellbeing, both at home and beyond.

Global uncertainty and polarisation

Unpredictable events in the world around us continue to shape our attitudes and enjoyment of home. Political instability, extreme weather, natural disasters, war, accelerated technological progress, regression of progressive attitudes, increased polarisation – all can infiltrate our personal spaces, having a direct and indirect impact on how we feel at home. Our homes should ideally provide a buffer against shifts in the world around us. However, while some people do experience home as their sanctuary from all the noise, for others, that feeling is either missing completely or falling well short.



Joynomics and the science of happiness

The pursuit of happiness is evolving into the science of joy: ‘joynomics’. People are looking to optimise joyful moments, particularly in their homes, in an attempt to build protective sanctuaries from the pressures of everyday life. As more individuals recognise the direct link between their environment and emotional wellbeing, this intention to maximise joy – and using it to inspire progress – brings the topic of enjoyment into sharp focus.

“We regularly scan for external signals of change as these, directly and indirectly, impact how the home is perceived and used.”
Maria Jeansson,
Insight & Foresight
Leader, Ingka Group



A wellness and happiness counterculture
At the same time, cultural shifts are redefining our relationship with mental health and the meaning of wellness and happiness. Studies of the ‘nocebo effect’ have highlighted the dangers of overtracking health, while movements like ‘quiet quitting’ signal a desire for boundaries, rest and recovery. These challenges to traditional ideas of productivity reflect a broader pushback against ‘hustle culture’ and burnout. In this context, home becomes a retreat, but also a space where the struggle for joy continues in a world that demands constant activity.

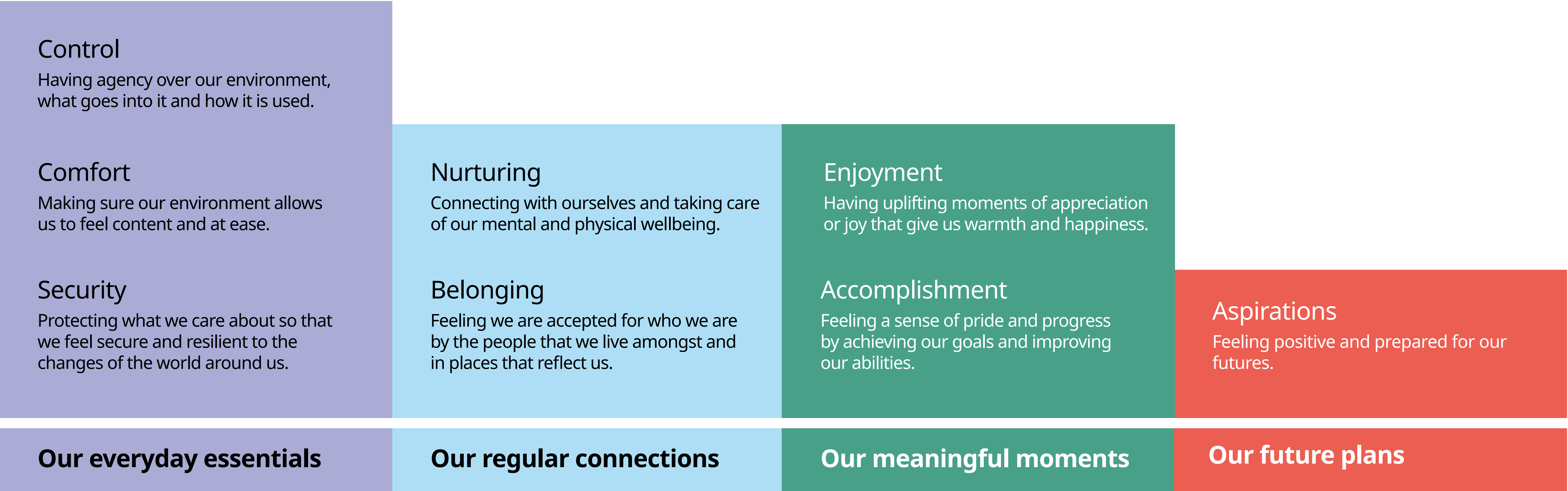
The eight needs

In last year’s report, we presented the eight needs framework – a model of people’s emotional and functional needs based on ten years of research, that helps us understand what makes a better life at home. The needs play a key role in this year’s research too.

“Home is a living thing, it isn’t fixed or static,” according to Professor Alison Blunt, an expert in home studies and contributor to the framework. The same can be said for the needs, which have been developed steadily since 2018 and continue to develop year on year.

Each of the needs is based on a set of drivers and barriers – factors that motivate us, or hinder us, when it comes to fulfilling that need at home. When we ask people about their happiness or concerns with life at home, that’s what we have in mind.

Of course, none of the needs stand alone. What we observe is an interplay between various needs at the same time. That’s why you’ll see us referring to more than just one need throughout the report – even if enjoyment is the need in focus.



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.

What have we found?

According to this year’s data, over a third (36%) of people value enjoyment but don’t often experience it at home – a separation between expectation and reality that was also found in last year’s life at home research. This observation, which has been confirmed across quantitative, qualitative and trend research, suggests the issue is here to stay unless we take action.

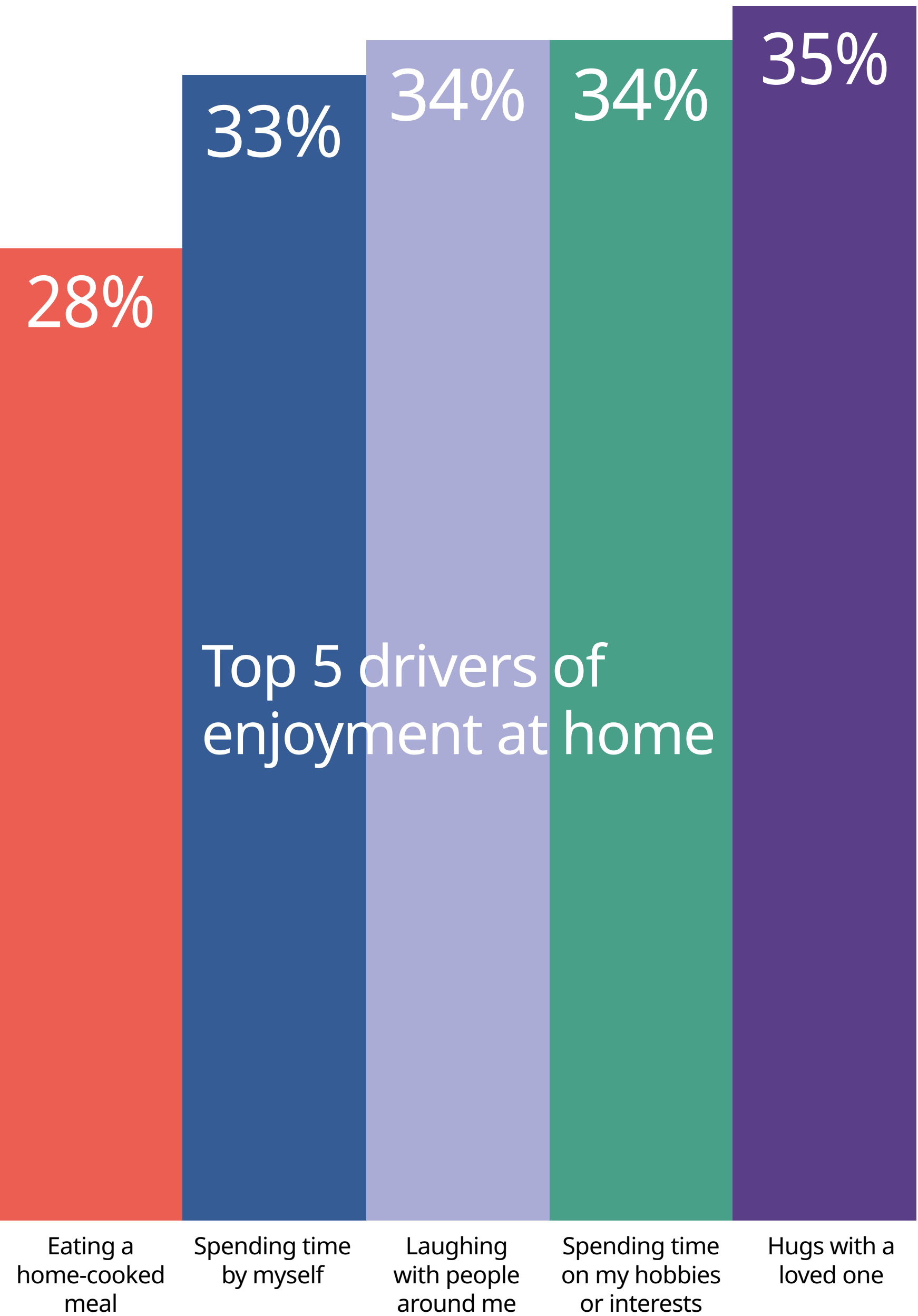
Why does it matter?

Enjoyment might seem trivial compared to needs such as security and comfort, but it can have a huge impact on our overall happiness. Among those who never or rarely experience enjoyment at home, only 29% are happy with their current life at home

(compared to a global average* of 61%). Likewise, only 28% feel positive about the future (compared to 48% of the general population). With global uncertainty and cultural movements shifting the way we think about home, our living spaces need to be more than just functional. They need to lift us up.

How can we help?

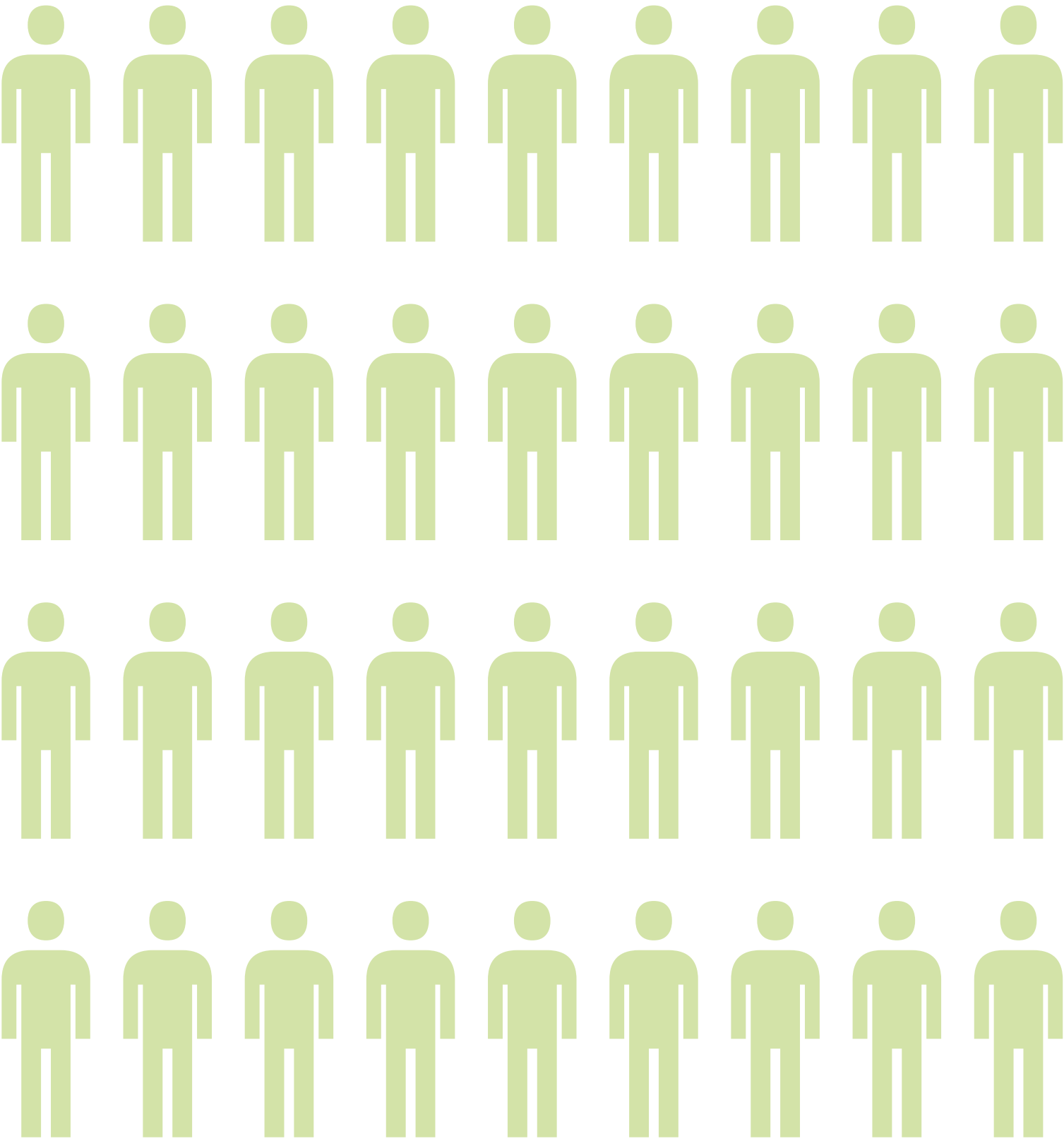
Our goal is to understand why people aren’t experiencing joy, and find solutions to let more joy in. That’s why this year’s report is dedicated to exploring joy at home: how people find and experience it, the barriers that prevent it, and the small but meaningful actions that can be taken to increase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



*Global average – the average, or mean, answer to a question by all people surveyed. For more terminology definitions, go to the Vault.

The enjoyment opportunity

Most people are experiencing joy at home. And for them, we couldn't be happier. But for more than 1 in 3 people, while they do value enjoyment at home, they're struggling to find it.



Those who find enjoyment important, but don't often have it fulfilled at home (36%)



Everyone else* (64%)

*Those who find enjoyment important and often have it fulfilled at home, those who don't find enjoyment important, and those who don't know.

Map of joy

How do people find enjoyment at home in different parts of the world?
As our highlights* map shows, it depends on where you live.



1.

1. American pet time
People in the USA are more likely to find enjoyment from spending time with pets – 22% vs 15% global average.

2. Colombian shuteye
In Colombia, people really enjoy taking a nap – 37% vs 25% global average.

3. Chilean chuckles
People in Chile get a lot of enjoyment from laughing with those around them – 43% vs 34% global average.

2.

3.

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4. Italian renovations
People in Italy are more likely to find enjoyment in improving the home they live in – 26% vs 22% global average.

5. Swiss food prep
Switzerland is the country most likely to find enjoyment from cooking or baking – 29% vs 22% global average.

6. Dutch solitude
People in the Netherlands are among the most likely to enjoy spending time by themselves – 48% vs 33% global average.

7. Danish embrace
Denmark is the country most likely to find enjoyment in hugs from a loved one – 48% vs 35% global average.

8. Norwegian togetherness
People in Norway lead the way in finding enjoyment from spending time with others – 37% vs 23% global average.

9. Finnish bedding
Finland is the country most likely to find enjoyment from fresh bed sheets – 33% vs 21% global average.

10.

11.

15.

15. Australian sunshine
People in Australia are more likely to experience joy from the sun on their face – 29% vs 18% global average.

10. Indian child's play
India is the country most likely to find enjoyment from playing with kids – 28% vs 16% global average.

11. Singaporean comfort food
People in Singapore find the most joy in eating a home-cooked meal – 37% vs 28% global average.

12. Chinese pastimes
China is the second most likely country to find enjoyment in hobbies and interests – 43% vs 34% global average.

13. Japanese pet z's
37% of pet owners in Japan get enjoyment from watching their pets sleep – more than any other country (vs 21% global average).

14. South Korean washing
South Korea is the country most likely to take a bath or shower for enjoyment – 37% vs 25% global average.

*A selection of 15 country highlights from this year's research.
For a complete list of all 39 countries surveyed, go to the Vault.

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



How building our own personal 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.



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

1.

Feeling good



Redefining a healthy, happy home

In today’s world, mental and physical wellbeing are essential pillars of a happy and fulfilling home life. As people strive for satisfaction in their homes, they’re also discovering that traditional notions of health are evolving into a more holistic approach. This shift reflects a growing understanding that true health is deeply personal and diverse, often rooted in connections to our surroundings and everyday practices that bring joy and comfort.

Top driver

Home cooking boosts everyday joy.

Eating a home-cooked meal (28%) ranks #5 globally in bringing enjoyment at home.

Relevant needs

Enjoyment
Control
Accomplishment
Nurturing
Security

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).

Main themes

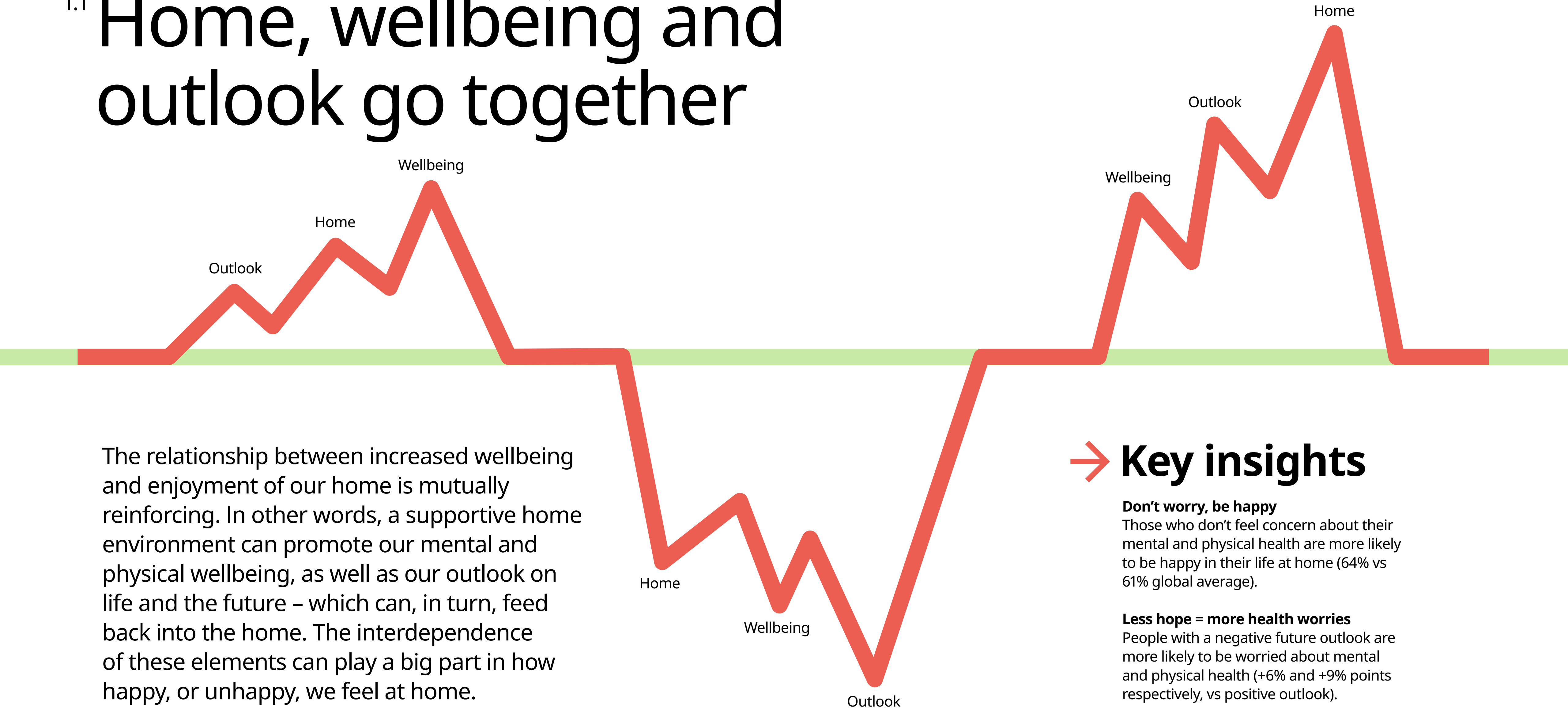
- 1.1 – Home, wellbeing and outlook go together
- 1.2 – Home health is multidimensional
- 1.3 – Health is personal

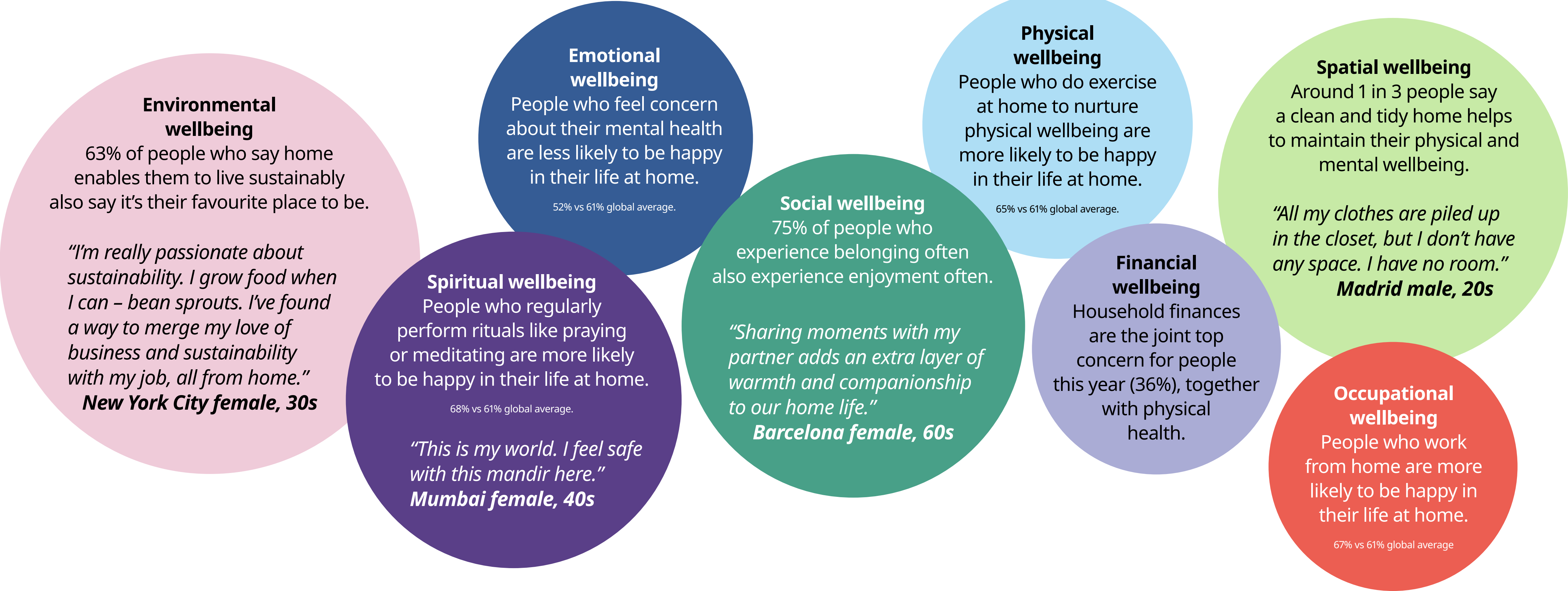


“With the mental health crisis, how are we nurturing ourselves? We mask and distract ourselves and we’re overstimulated by tech. It’s about reclaiming our environment and our spaces.”

***Michelle Lam,
Foresight Strategist***

1.1 Home, wellbeing and outlook go together





1.2

Home health is multidimensional

The idea of 'home health' captures the diverse aspects of wellbeing 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 wellbeing 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 wellbeing.

→ Key insights

Comfort food

Do you connect food to your heritage? If so, you’re more likely to be happy at home (67% vs 61% global average).

Napping matters

Sleep is the #1 activity for nurturing our wellbeing at home – both physical (53%) and mental (51%).

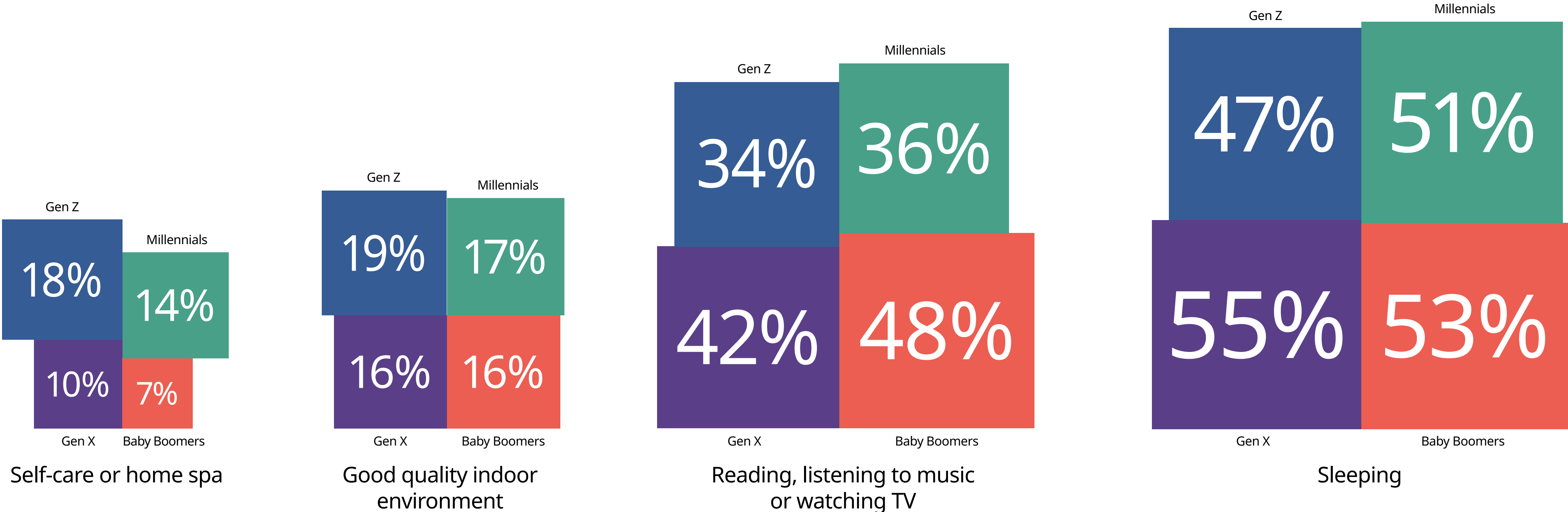
For Nikhil, the bedroom is an important space to relax and enjoy the things that make him feel good. From napping and snacking to TV and yoga.



→ The meaning of relaxation

Relaxing is high on the agenda overall for both physical and mental wellbeing. 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



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

The new healthy

These days, being healthy is often easier said than done, with an overwhelming assortment of 'expert' advice and expensive gadgets just as likely to confuse us as help us. For every conventional healthy habit, a new, rebellious alternative is also emerging – all up to personal choice of course.

→ What's trending?

Joyscrolling and **gleefreshing** are the opposite of 'doomscrolling'. While they may still involve phones, they're far from mindless. In fact, they're all about intentionally scanning social media feeds to seek out positive, heartwarming content. Which is maybe just as well, with 23% of people telling us they spend too much time aimlessly scrolling on their smartphone.

Bedrotting is a 'self-care' trend popularised on social media. It involves staying in bed for an extended period of time – not to sleep, but to do passive activities like scrolling through social media feeds, watching TV series and videos, or munching on snacks. While hopefully not forgetting good standards of hygiene – at least for the 21% of people who told us they get enjoyment from fresh bed sheets.

"When I'm scrolling the internet, calm and relaxed at that particular moment, I'm not thinking about the things that are stressing me out on the outside."

New York City male, 40s



Our take:

Let’s have a new look at health

It’s time to embrace this reimagined vision of home health, where our living spaces offer us the chance to empower our own version of wellbeing.

By cultivating environments that support our individual needs and routines – whether it’s creating nurturing spaces, prioritising our mental health, or finding joy in daily rituals – we can strengthen the connection between our homes and our overall health.

A more joyful everyday starts with these intentional choices, empowering us to thrive and find fulfilment in the spaces we call home.

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

“It’s about finding your level and taking small steps in the right direction. Like trying out a plant-rich diet, for example. No one has the complete recipe, but we can all move towards our own kind of healthy habits to feel good.”

**Helder Ferreira,
Commercial Manager,
IKEA Food**

2.



Having fun

Rediscovering the power of playfulness

Hobbies and playful or creative activities don't just have to be 'kids' stuff' – they can also be powerful tools for adults, enhancing our wellbeing and helping us to make conscious decisions and live with purpose. Dedicating time to what we enjoy can positively impact how we see ourselves, our futures, and our connections with others. So, while play for play's sake may seem frivolous to some, rediscovering a sense of childlike joy in the everyday might just be a remedy for those all-too-adult strains and stresses.

Top driver

People with a hobby have more fun.

Spending time on hobbies and interests (34%) ranks #2 globally in bringing enjoyment at home.

Relevant needs

Enjoyment
Security
Nurturing
Aspirations
Belonging

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%).

Main themes

- 2.1 – Hobbies make us happy
- 2.2 – Playfulness needs enabling
- 2.3 – Fun is an antidote to stress



“Playfulness is an innate part of being human. However, like a muscle, it requires regular practice to stay strong. More than just a behaviour or an action, it’s also a mindset. And in today’s fast-paced and intense world, for many adults, it’s evolving into a transformative way of choosing to experience life.”

***Emma Worrollo,
Playfulness Consultant***

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 wellbeing in a positive way and shape the way we see ourselves, our relationships, and the world around us.

→ Key insights

Invested in our hobbies

People who get a sense of pride from working on their hobbies at home are more positive about their future (52% vs 48% global average).

All eyes on the TV

Watching television is the number one hobby globally – a favourite pastime for 54% of people. Reading (46%) and cooking (40%) rank second and third.



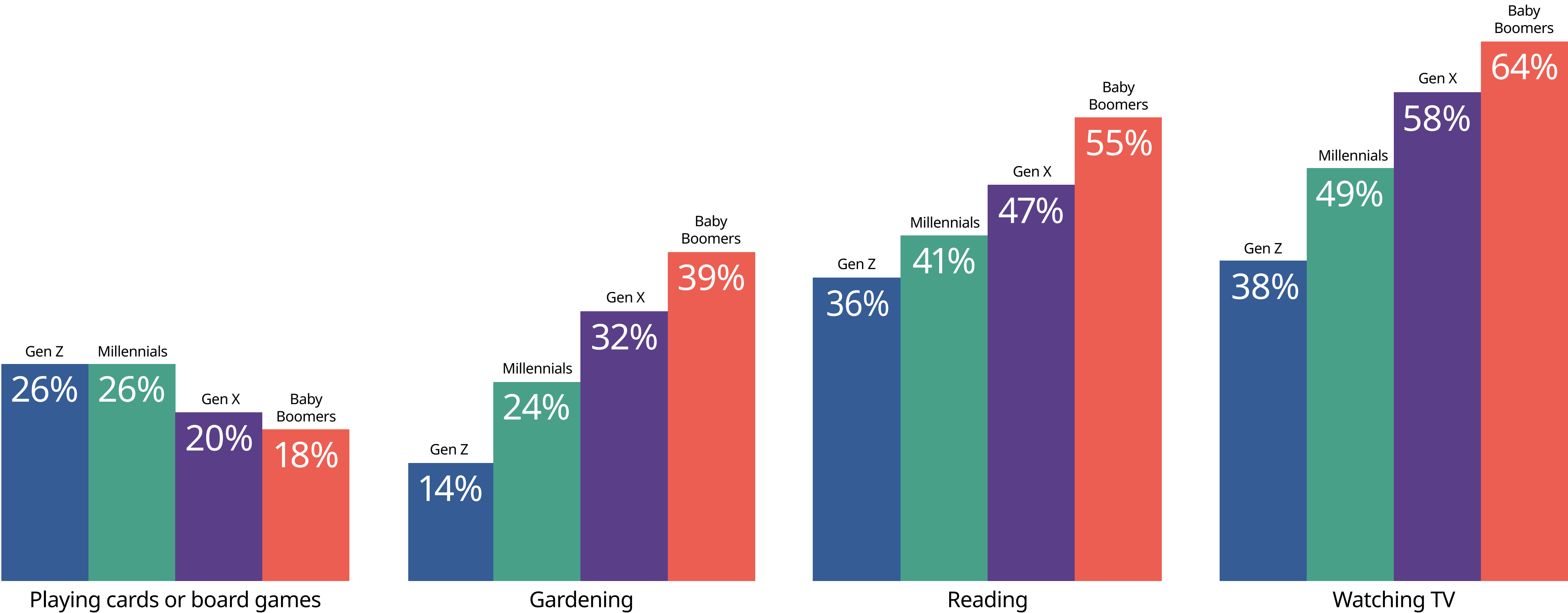
Max first started playing the trumpet after his sister said she wanted to learn the piano. Now it's one of his favourite hobbies.

→ Generational games

Gen Z and Millennials are more likely to enjoy board games and playing cards as a hobby than Baby Boomers and Gen X – but less likely to enjoy gardening, reading, and watching TV.

"When the three of us [me, my wife and my son] are alone, we sometimes sing or play a board game together here. It's a family moment, and we have fun together."
Madrid male, 40s

"My Covid hobby was learning to crochet, which I like to do in the rainy Seattle months ... I can start to feel guilty if I start to watch too much TV, so this activity allows me to feel good about making something but in a way that's also relaxing and fun."
Seattle female, 30s



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.

→ Key insights

No fun at home

Only 14% of people globally say their homes bring out their playful side.

Safety first

For those whose home brings out their playful side, feeling safe is more likely to help maintain a sense of mental wellbeing (42% vs 38% global average).



Rita tries to stay in touch with her playful side. But household chores, aches and pains, and a lack of space can sometimes be barriers.

→ Global hotspots (and coldspots) of fun

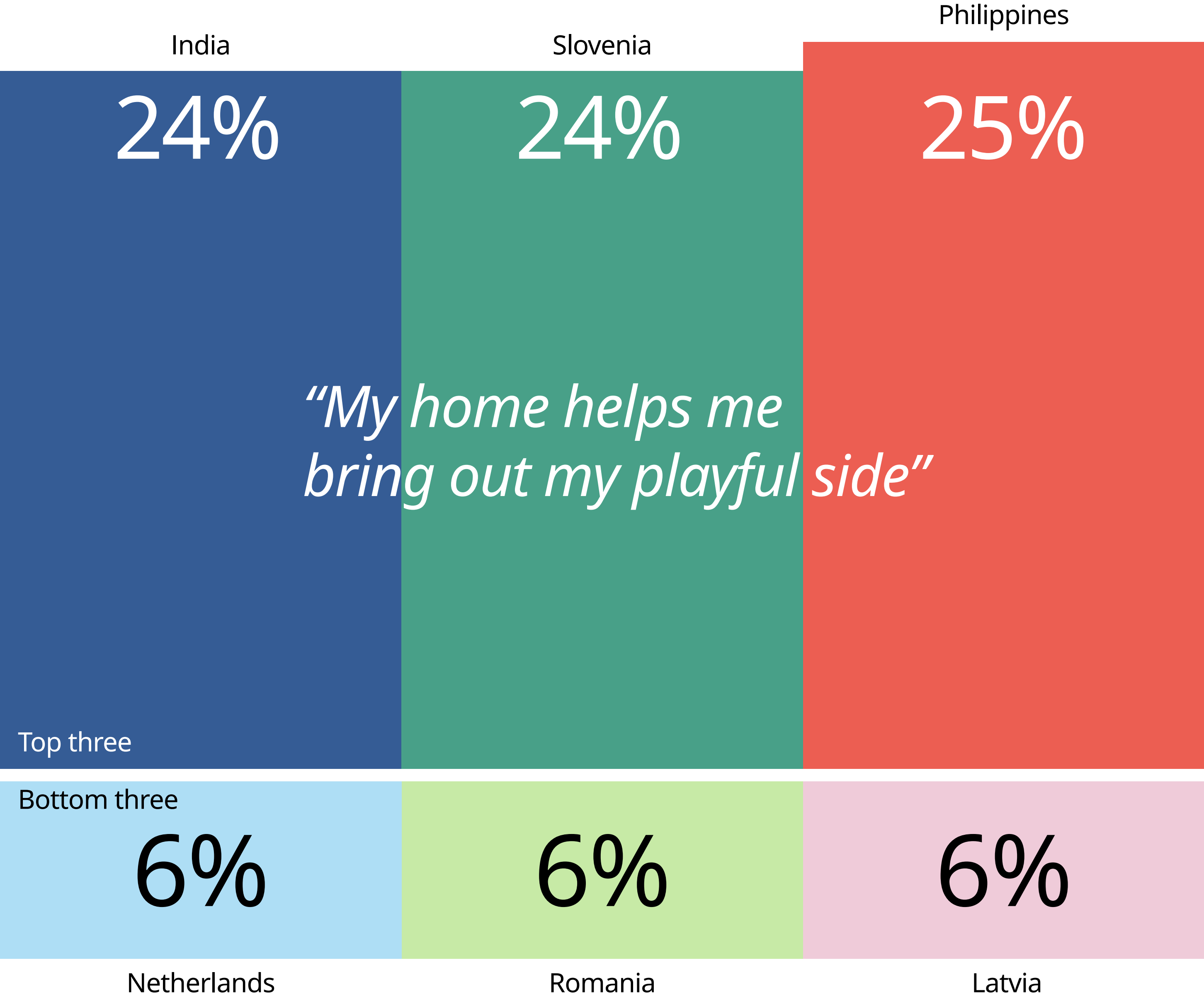
How much – or how little – our homes allow us to bring out our playful side varies from country to country.

“Having a younger sister, we usually get ready together to go out for birthday parties, lunch, dinners, etc. We do each other’s make-up, select our outfits for the occasion, and click so many pictures which strengthens our bond as well.

Our home provides a very comfortable space for us to get ready ... Our home is our safe place.

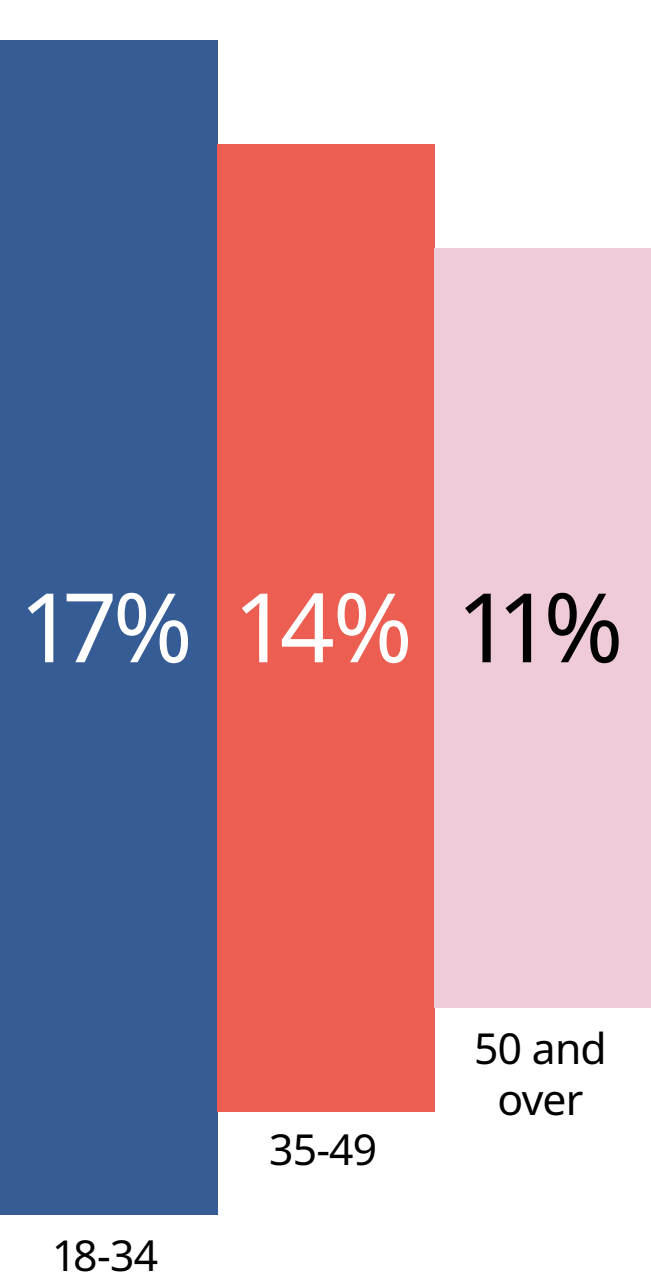
Sometimes, when my sister is not around, I just feel something is missing ... the joy of us getting ready together is something that I miss a lot at that time.”

Mumbai female, 20s



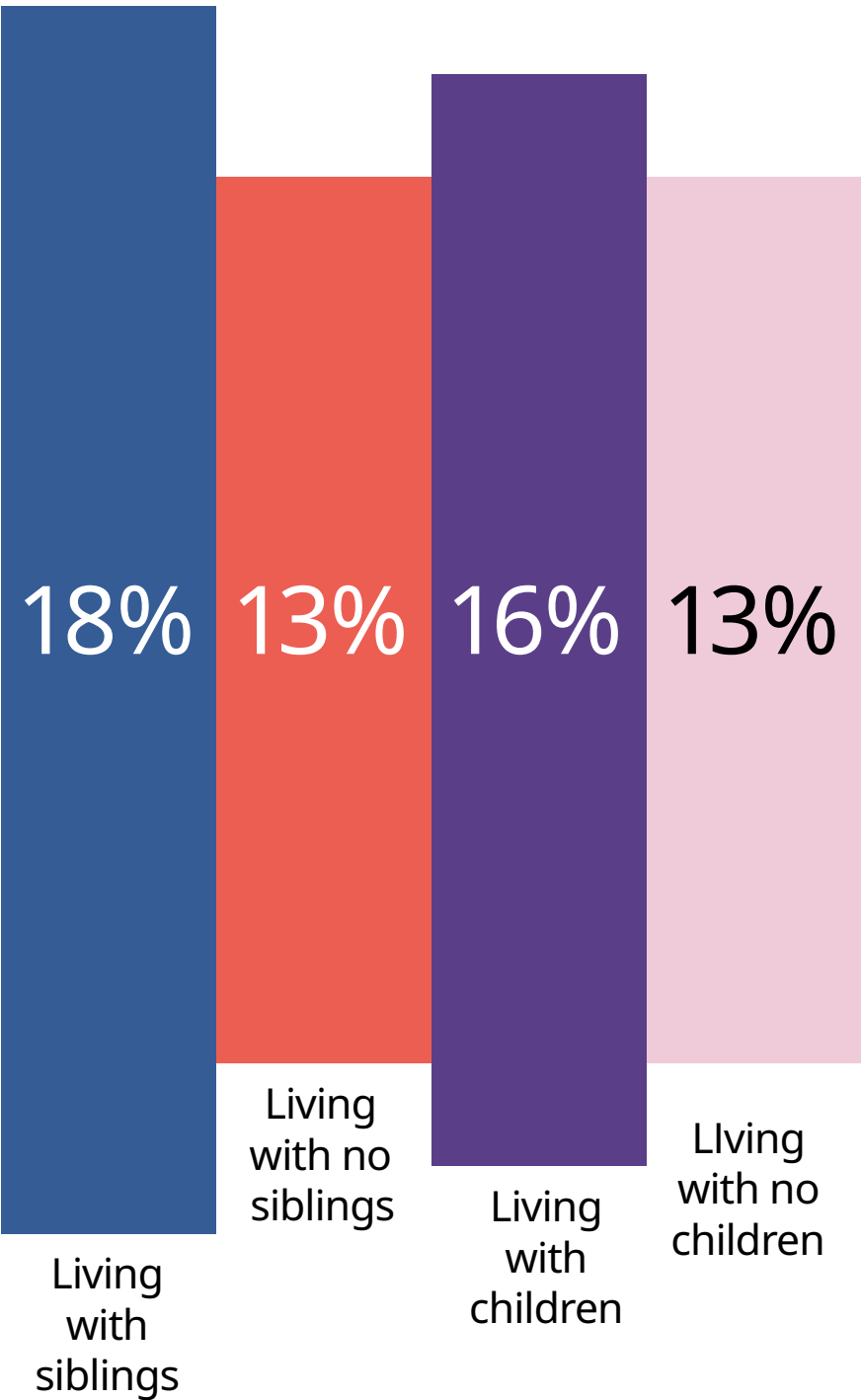
Your age

The older you get, the less likely you are to get a sense of playfulness from your home.



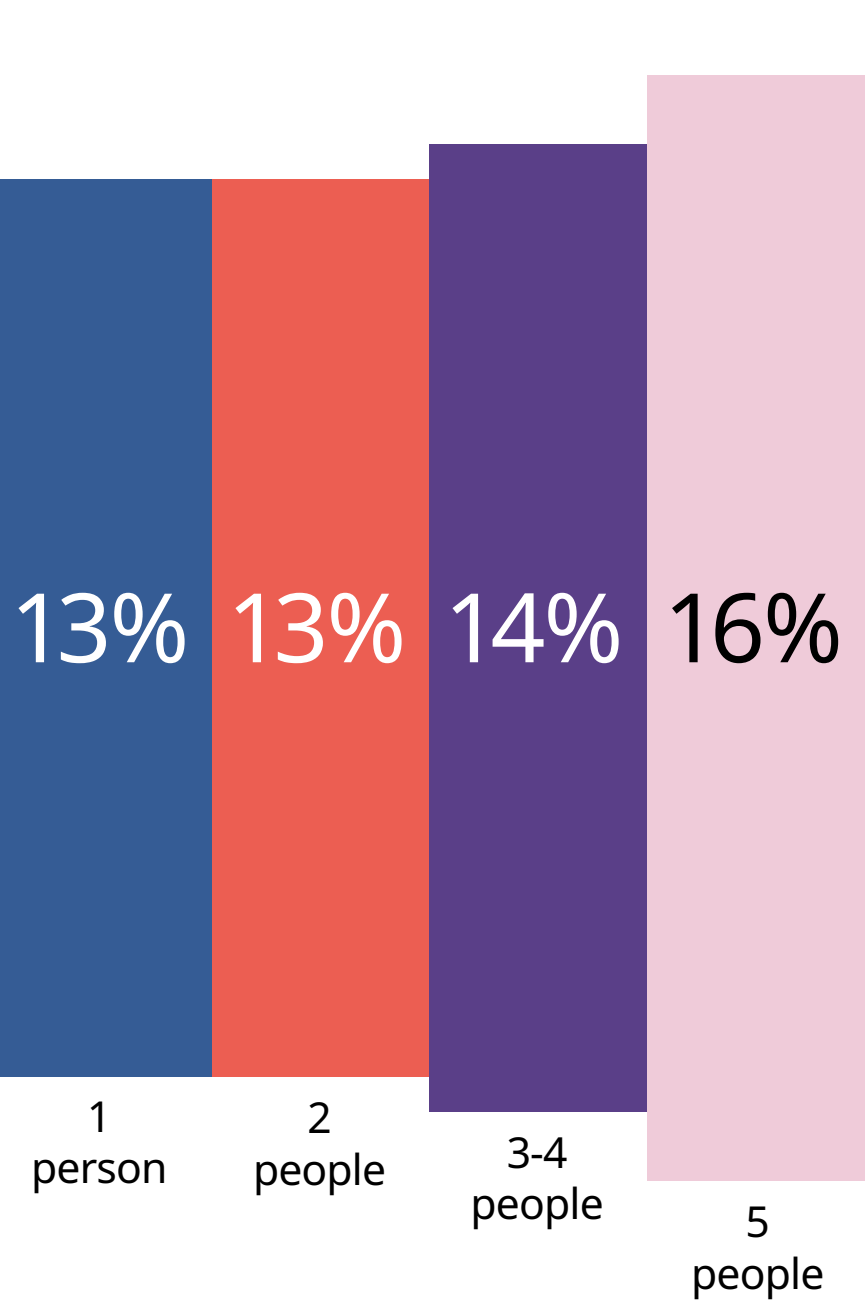
Who you live with

You're more likely to experience play living with a sibling or children.



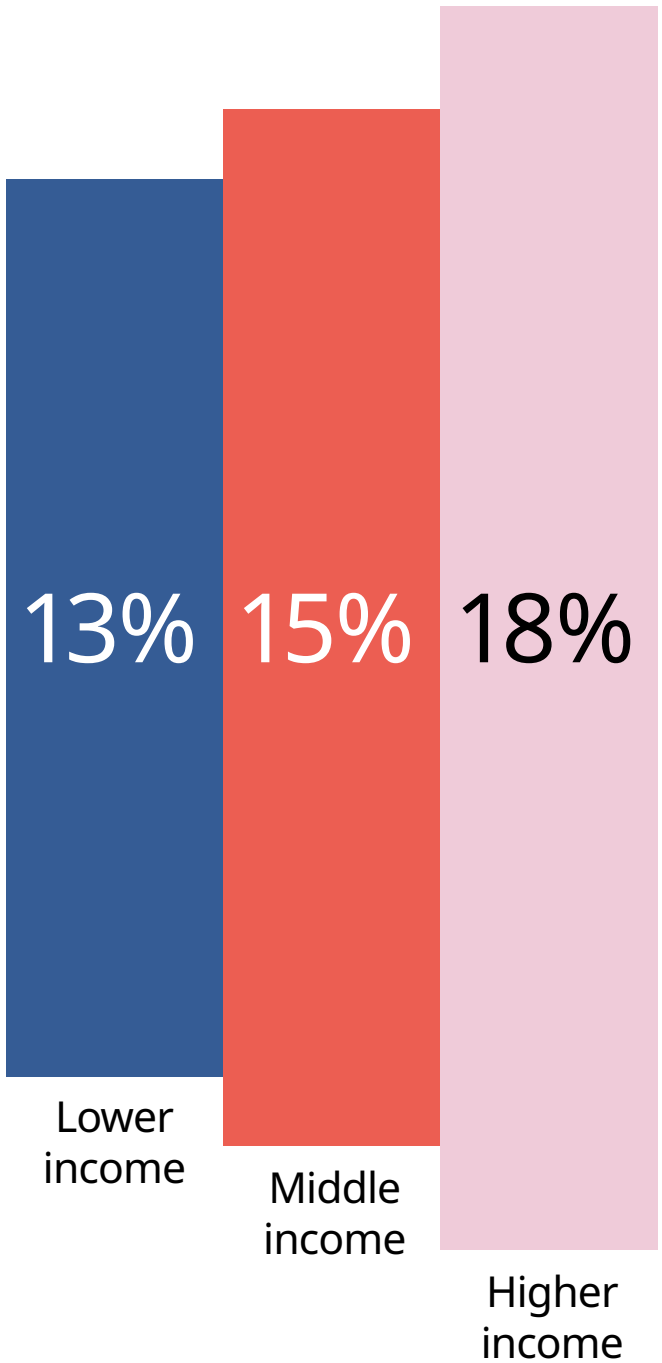
The size of your household

The bigger the household, the more likely you are to say your home enables you to bring out your playful side.



Your income level

The lower your income, the less likely you are to say that home enables you to bring out your playful side.



➔ **More drivers and barriers to fun**

Our living situations affect our ability to get in touch with our playful side at home. Not only for the factors enabling play, but also those standing in the way of it.

All data on this page compared to 14% global average.
You can also find a breakdown of income levels in the Vault.



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 wellbeing. Our life at home research has also revealed that people whose home brings out their playful side experience higher fulfilment of all eight needs.

→ Key insights

Home’s big power play

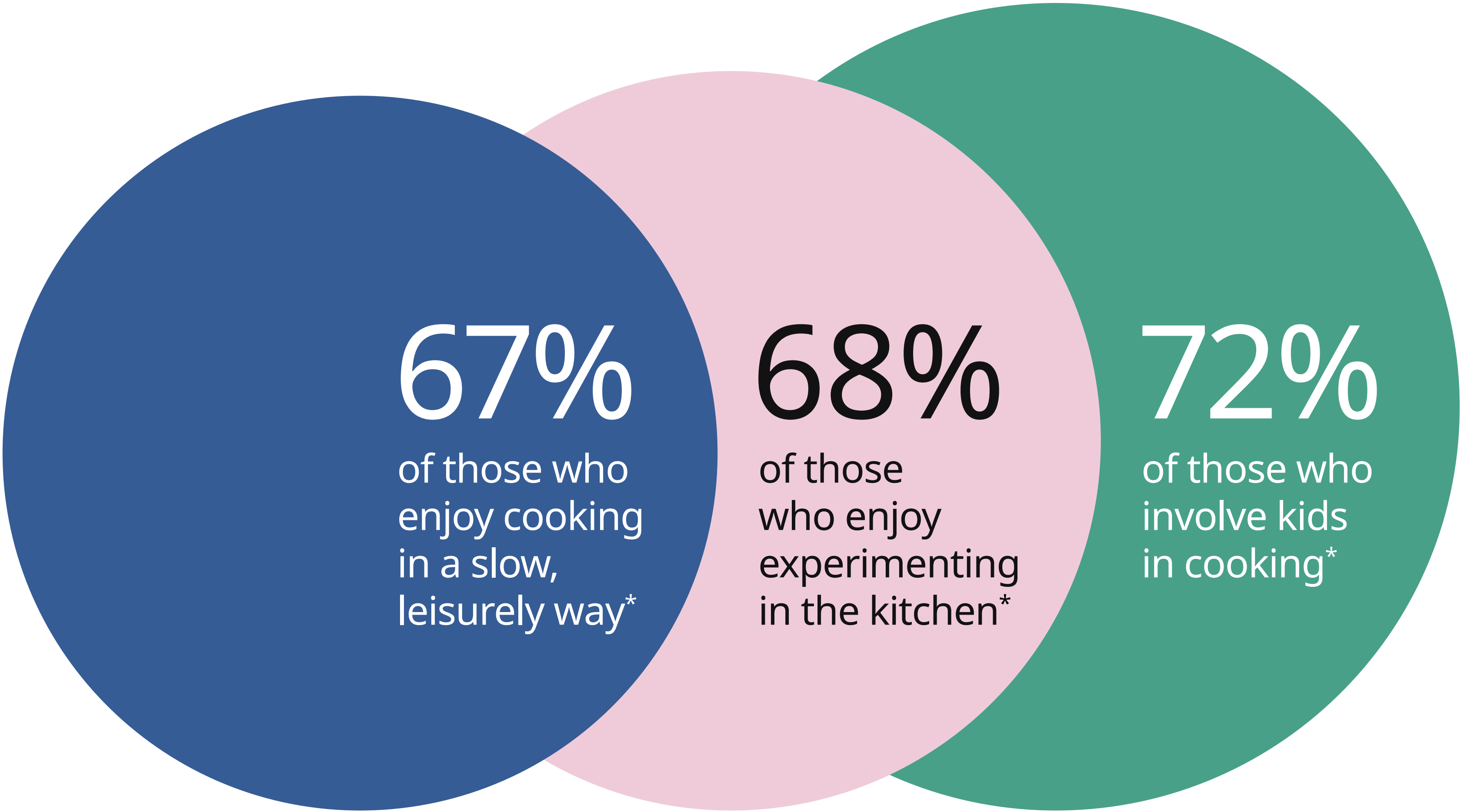
Of those who say their home helps to bring out their playful side, 66% say home is their favourite place to be and 61% feel positive about the future (vs 50% and 48% global averages respectively).

Quality time with the kids

People who spend time playing with children are happier with life at home (69% vs 61% global average).

→ **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.

Adult-friendly fun

It's all too clear how difficult it is for grown-ups to get in touch with their playful side at home. But for those who really are serious about it, the possibilities for adults to embrace play are growing by the day.

→ What's trending?

Kidulting is a rising trend of adults engaging in lighthearted activities traditionally designed for children. From multisensory or bubble-themed exhibitions to adult ball pits and scribble-friendly museums, the activities are numerous and the possibilities seemingly endless.

Curated toy campaigns for adults have become a given for many toy companies, as they expand their focus beyond traditional youth demographics. From building bricks to soft toys to collectibles, adults are buying toys for themselves in the search for desired feelings like relaxation and nostalgia.

Product hacks are an independent movement where people are personalising IKEA products in simple but creative ways. From painting furniture to making custom covers, it's all about turning the products into bespoke items with a unique look.

Online content creators are tapping into creativity and playfulness in their work to help reclaim joy and fulfilment in everyday life. They report feeling more positive about their home life (65%), more optimistic about the future (63%) and more likely to experience enjoyment often (57%) than the average person*.

*Compared to 61%, 48% and 51% global averages respectively.



Our take:

Let’s unleash our inner child

A sense of playfulness can bring a whole new energy and perspective into our homes, helping us to develop a more positive mindset about life – both now and in the future.

Whatever the interest, from a simple pastime to a creative outlet, it’s all about making a conscious choice to rediscover that sense of childlike joy buried deep within us. And finding those small, achievable ways to make it happen.

Adults can always come up with reasons not to do it. But just imagine the alternative. Imagine the difference a little more fun, creativity and play could make to the everyday. That thought alone can help make life more enjoyable.

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

“We all have different play preferences. You might like to explore, create, move, imagine or compete. You need to find your way. If you’re in contact with your way of playing, close to your own preference, I think the barrier is smaller.”

Maria Törn, Range Area Manager, Children’s IKEA

3.



Building vibes

Personalising our spaces to reflect our true selves

Our research has taught us that when we feel ourselves at home, we enjoy our homes more. At a time when the world feels increasingly unpredictable, expensive to live in, and obsessed with looks and actions, can our homes become the haven for us to simply ‘be’? Whether that means being present, being ourselves, or both. The ability to find and build our own ‘vibe’, and how to go about it, may vary from home to home, from person to person, from wallet to wallet. But in today’s world, there are still plenty of ways to do it.

Top driver

Home improvement is (often) fun.

Improving the home I live in (22%) ranks #10 globally in bringing enjoyment at home.

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.

Main themes

- 3.1 – Embracing uniqueness builds belonging
- 3.2 – For renters, the small changes matter

Relevant needs

Enjoyment
Belonging
Aspirations
Nurturing
Comfort



“People are now realising that bold interiors are the way forward, with colour helping our spaces to better reflect our personalities. We’re thinking less about how we’re going to sell our homes in the future, and more about living and enjoying the moment.”

Bhavin Taylor

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.

→ Key insights

Enjoyment at home is felt often by:

- **57%** of those who feel more belonging at home if they can **express their identity** there.
- **56%** of those who have **crystals around the home**.
- **54%** of those who have **designated snack drawers**.

Yajun feels that the simplicity of her home and absence of luxury items reflects her philosophy on life.



Rita keeps a box of healthy snacks in the living room – within easy reach when relaxing on the sofa and checking her phone.

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.

→ Key insights

Appealing to the senses

Renters are slightly more concerned than homeowners with creating the right aesthetic and sensory experience at home to unwind or increase comfort. Renters find it more helpful to:

- have a home that **smells nice** (21% of apartment renters)
- **use music** to create the right environment (19% of house renters)
- **light candles** (10% of apartment renters).

Compared to 19%, 17% and 7% global averages respectively.

Two-year plans

Renters are also busy when it comes to renovations and improvements. Of renters who are planning to renovate/improve their home in the next two years:

- 53% are planning to do **surface renovation** of walls, such as painting or wallpapering.
- 46% are planning minor **redecorations**, such as new pillows or curtains.

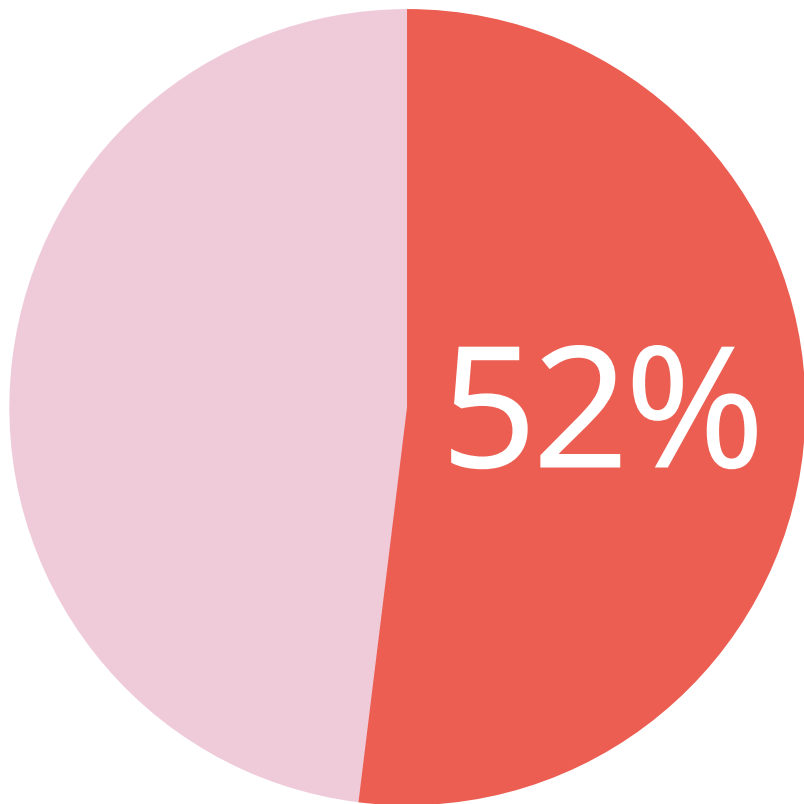
Both data points compared to 35% global average for those planning to renovate/improve their home in the next two years.



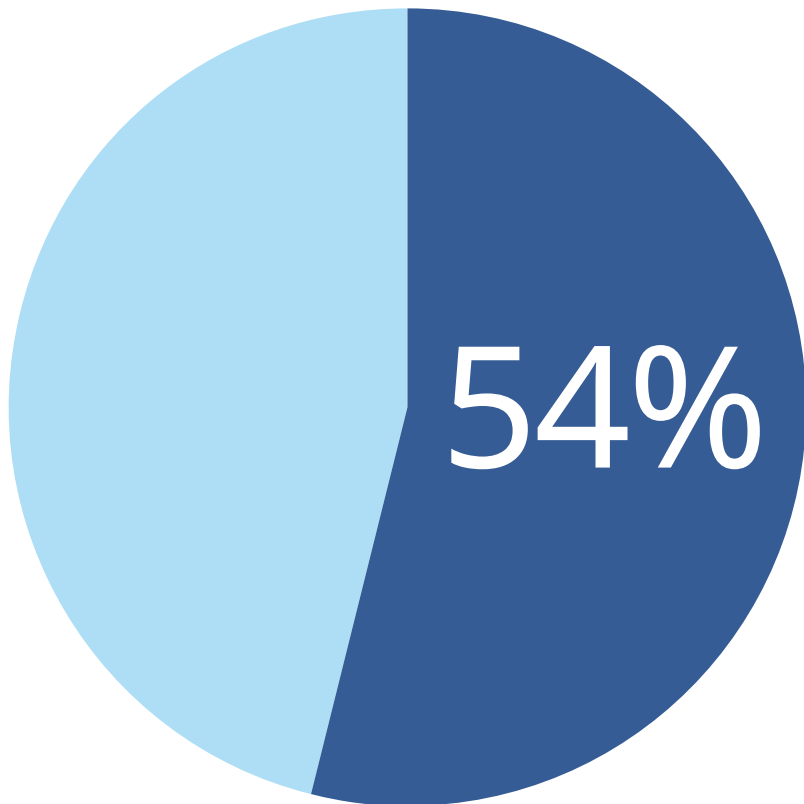
Stick-on decorations are a popular choice among renters.

→ **Least joy for flat sharers**

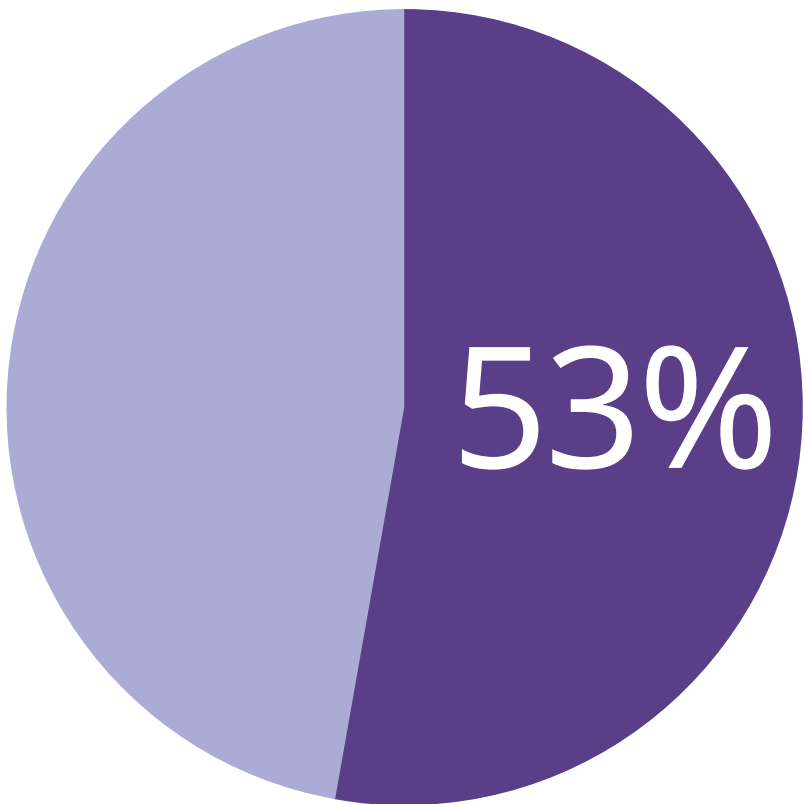
Those who live in a flat share* are most likely to have difficulty experiencing enjoyment at home – 60% only sometimes, rarely or never experience it (vs 45% global average).



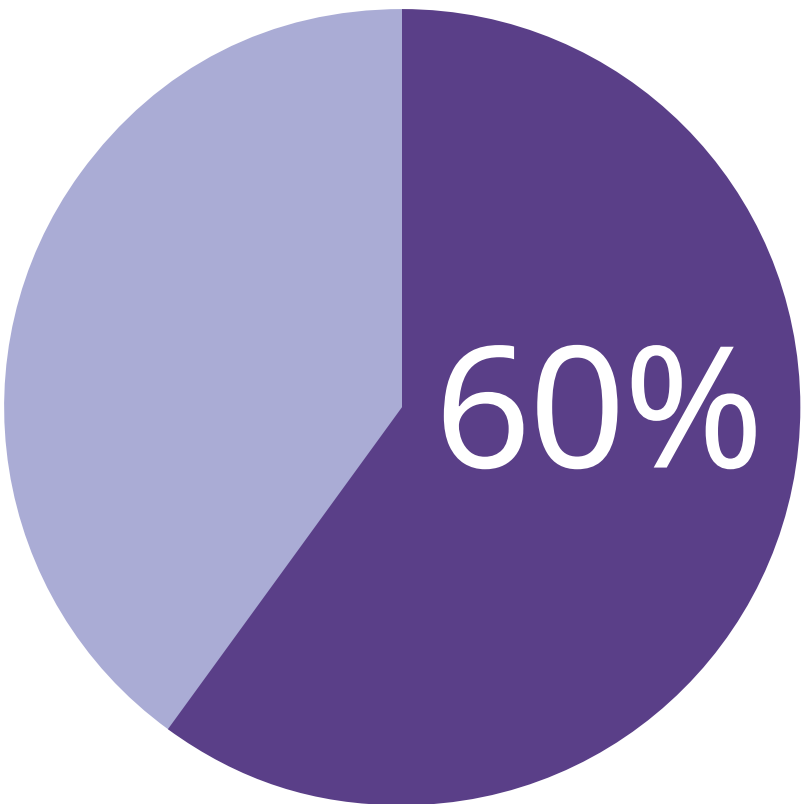
College/university hall of residence



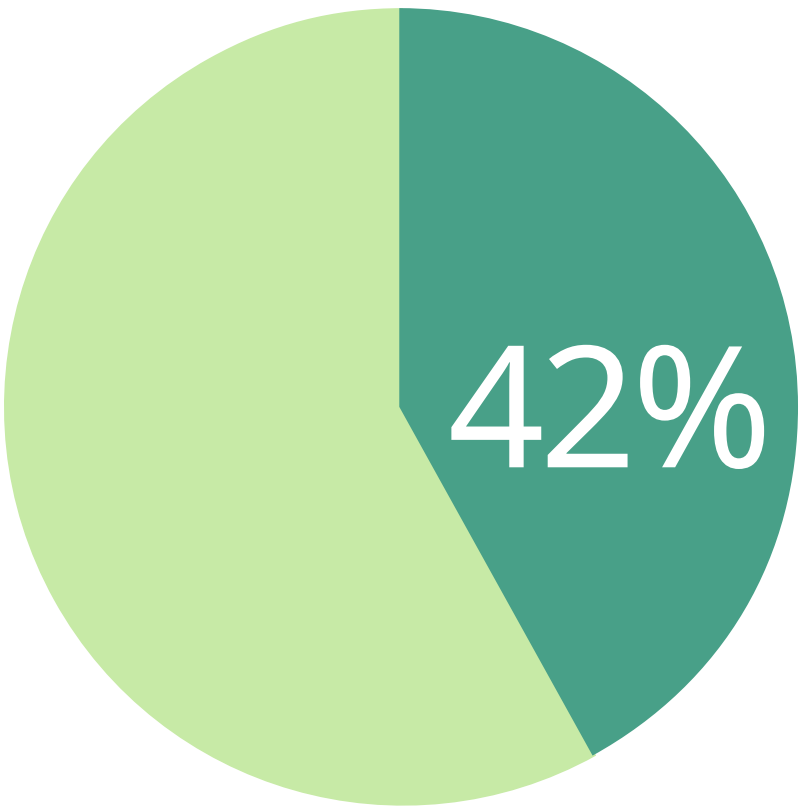
Renting a room



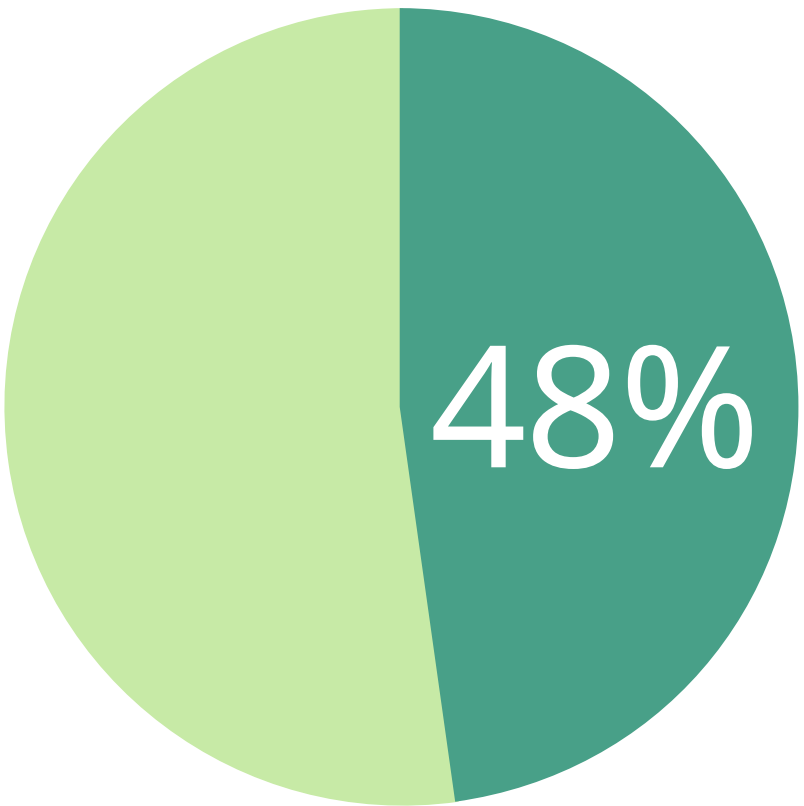
Co-living facility



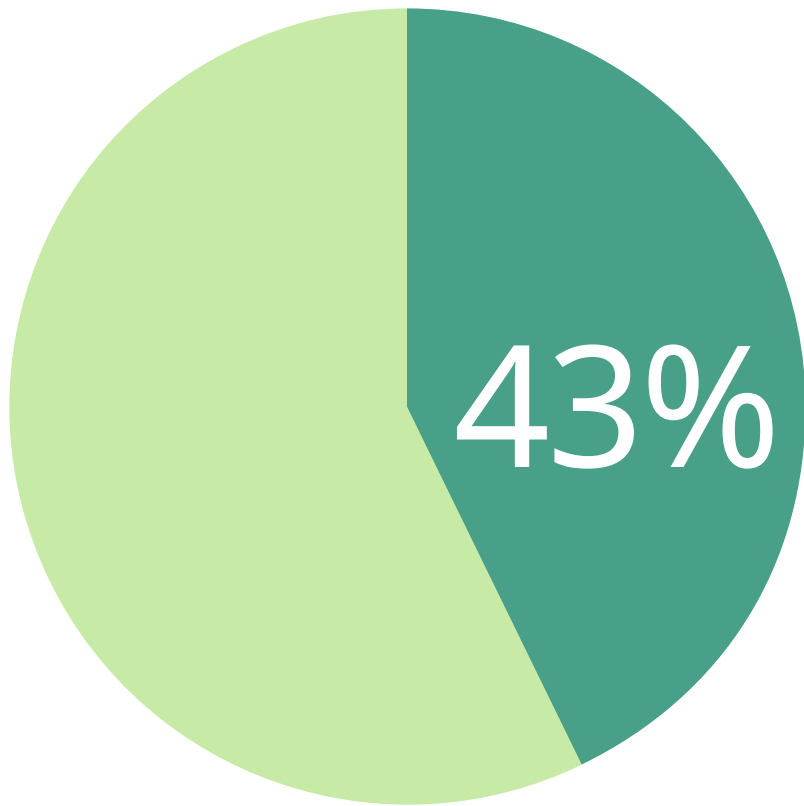
Flat share*



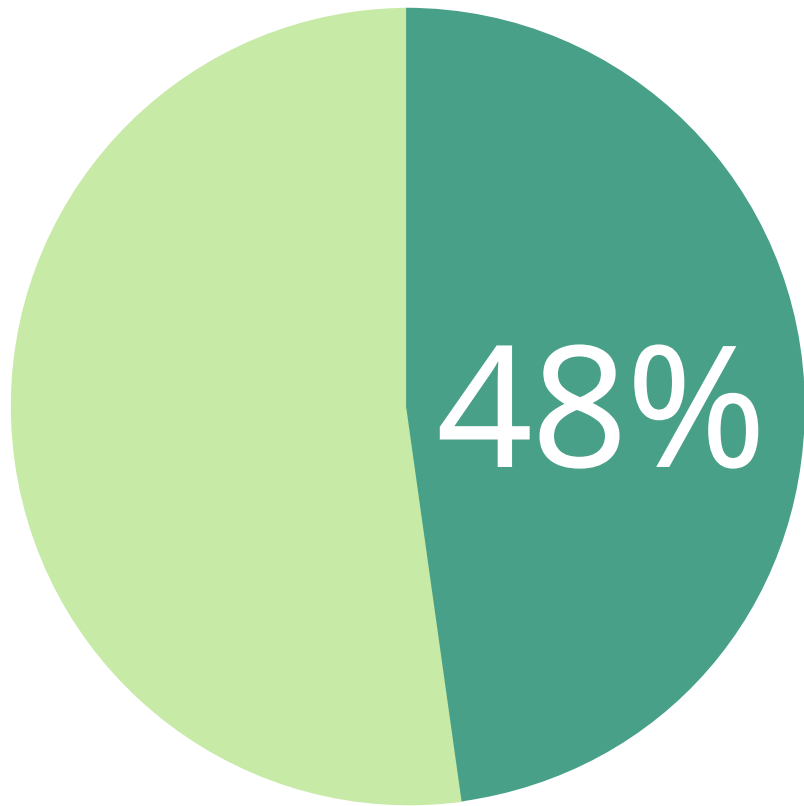
House – owned



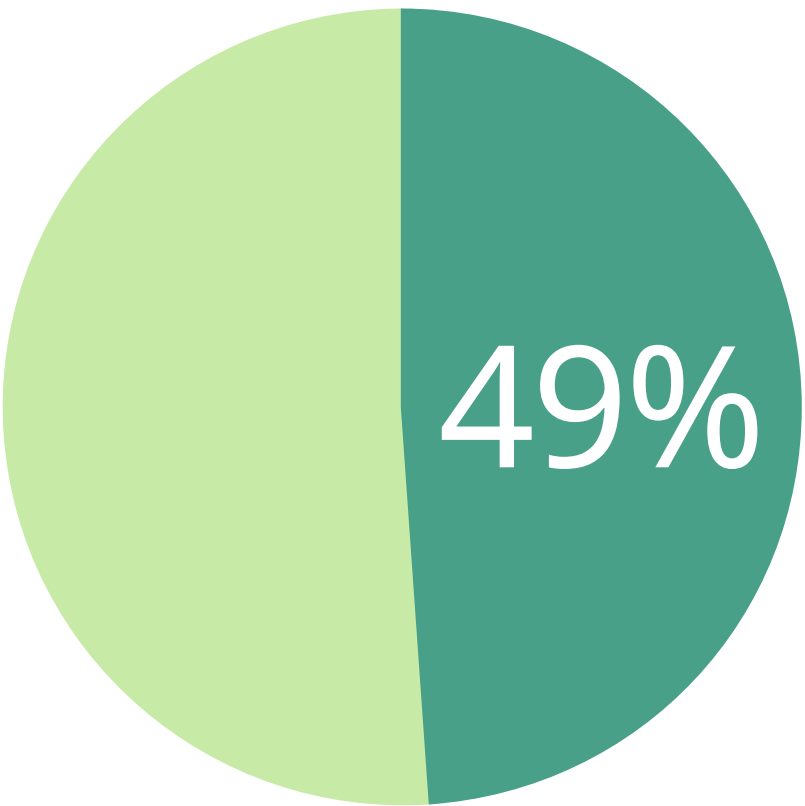
House – rented



Apartment – owned



Apartment – rented



Living in parental home

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

→ Renter vibe building (or not)

Renters and sharers around the world face challenges when it comes to personalising their space – with varying degrees of success in solving them.



"I have my desk here in a gloomy corner, so I need to use artificial lighting."

Daragh, Barcelona



"This is my little innovative action of bringing sustainability into my home, and I can change the colour of the light based on time of the day or how I feel."

Yajun, New York City

"Playing music on my speakers ... I feel so relaxed while I'm doing this activity ... the only barrier that exists is my landlord ... sometimes they interrupt."

Delhi male, 20s

"It bothers me not to have a common space, but sometimes I think it's better because everyone does their own thing, and you don't have to interact much with roommates."

Madrid male, 20s

"There's so much negative space in the house. Just random areas that we don't know what to do with. If it was my home I would 100% make an effort to make it nicer, but I just don't care enough. And I know I'm leaving."

Seattle female, 30s

"We actually just found a lot of this furniture just lying around. On the street, or in our college. We don't have a lot of disposable income so it's cool that we've managed to do a lot with so little."

Seattle male, 20s



"Because we're renting, we try to find little solutions, like stickers ... mainly to be reusable. You can take them off, peel them off, and put them back on."

Estelle, New York City

Vibe enablers

However you're looking to put your own unique stamp on your home, and whatever your chosen vibe, there's help at hand – and a whole array of ways to do it. All it takes is a hands-on approach, and an occasional mindset shift when needed.

→ What's trending?

Renter-friendly solutions trending on social media include peel-and-stick wallpaper, stick-on laminate flooring, temporary stained-glass-effect windows, and swapping out light fixtures or using budget-friendly uplights.

Dopamine decor involves outfitting homes with colours, textures, patterns and layering in playful elements of nostalgia that spark joy. Creating a vibrant, happy space tailored to each person's unique style.

Biophilic design is all about integrating natural materials (such as stone and wood) and elements (like plants and natural light) into the home to create a calming, restorative environment.

Smart home technology puts vibe setting at our fingertips. Once considered a luxury, and perhaps still so for many*, it's becoming integrated into more and more homes. Smart home products allow us to control various aspects of the home at the touch of a button – from light and sound to safety and air quality.

*When asked about plans to renovate or improve their home within the next 2 years, only 2% of people said they were contemplating smart home integration.



Our take:

Let’s get vibing

By giving our spaces the freedom to be as unique as we are, we enable our experience of home to be that little bit more enjoyable.

Even without owning our home, small changes like adding personal touches or embracing our quirks can make all the difference. Whether through bold decor, smart technology, sensory details or meaningful objects, it can be surprisingly easy to infuse our homes with what makes us feel most at ease and joyful.

A home that reflects and relaxes us can also breed confidence and resilience to face the world outside – and whatever life has to throw at us.

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

“Making your space feel ‘yours’ doesn’t have to be a static process. By transforming what you already have, finding new ways to use the same things, your vibes can change as you change. Like switching a cushion cover for the season or turning it into a piece of art.”

Joana Afonso, Interior Design Specialist, IKEA Retail

4.

Making connections



Finding ways to spend time with our tribes

Moments of human connection help make us tick, they help the days go by. But in today’s increasingly fractured and polarised societies we’ve been pushed to face inwards, making those moments more difficult to find. Home, whether we live with others or by ourselves, can be a starting point for a more outward-facing approach. Not just in physical and virtual connections within its four walls, but also beyond them, out in the communities that surround and nourish us.

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.

Relevant needs

Enjoyment
Belonging
Comfort
Security

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%).

Main themes

- 4.1 – Happiness starts at home
- 4.2 – Connection comes in different forms
- 4.3 – Community counts



“We need to come together and gather in a way that’s special, unique and helps people not only be seen, heard and valued, but to see, hear and value you as well, and there’s nothing more intimate than inviting someone into your home.”

Kim Dabbs, Expert in Belonging and Purpose

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.

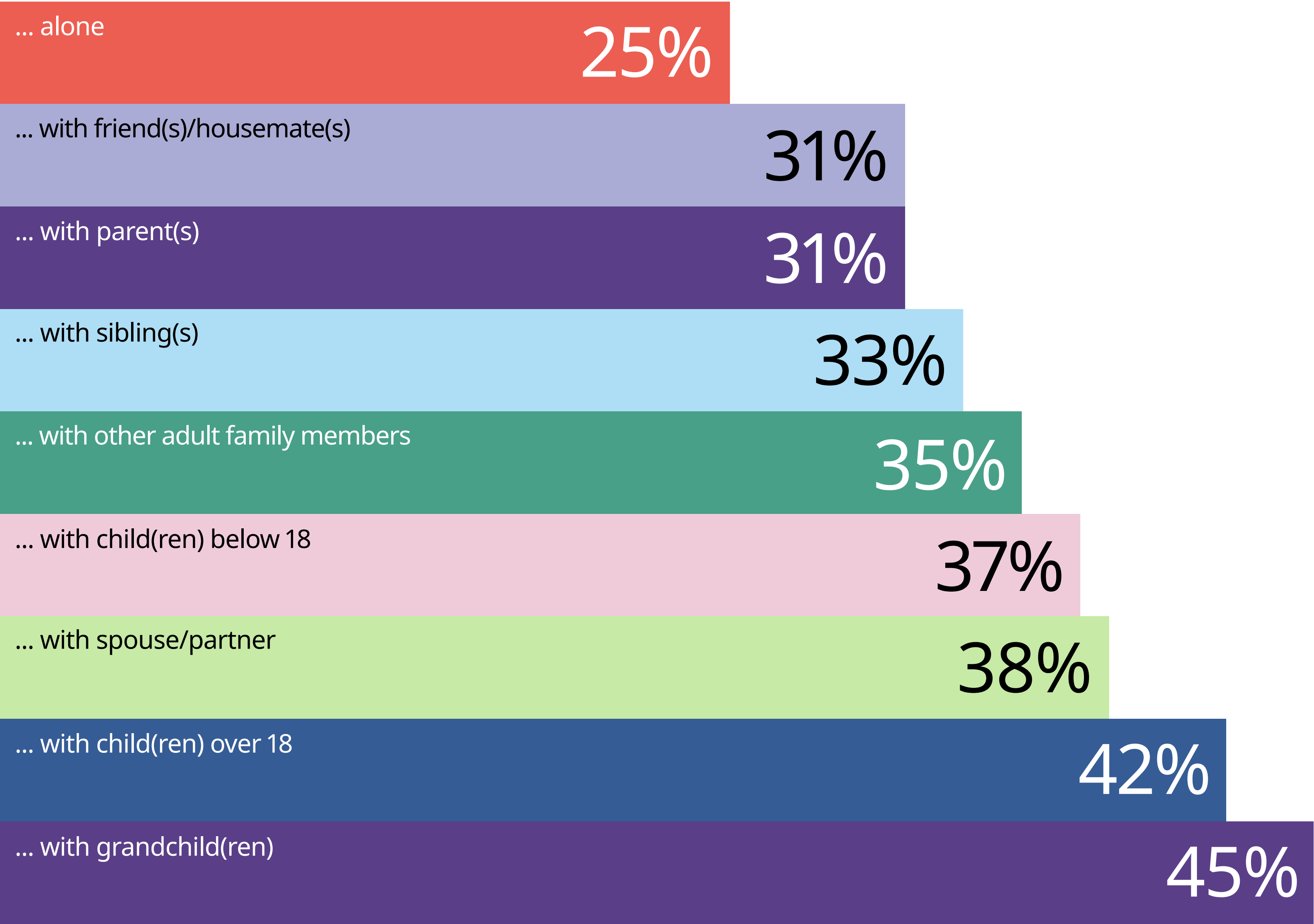
→ Key insights

Physical contact is positive contact
Of those who enjoy hugs with a loved one, 55% (vs 48% global average) are positive about the future and 69% (vs 61%) are positive about their current life at home.

Pets make a home
Of those who have pets, 53% (vs 51% global average) experience enjoyment often and 59% (vs 50%) say home is their favourite place to be.



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?”.

➔ Those who eat together, stick together

We probably suspected it already, but our research proves it: people love coming together over food. In fact, according to the data, those who see eating as a social activity are +7% points more likely than average to experience belonging and enjoyment often at home.



Regular Friday pizza nights are a fun and relaxed way for Miquel, Daragh and their teenage kids to catch up and spend time together.



Estelle's daughter is actively encouraged to get involved both before and during mealtimes – even if it can sometimes get messy.

"I really like the little kitchen table area, I feel like I'm at a diner or a restaurant. Sometimes in the morning I'll eat breakfast with my roommates here, it's cosy and feels a bit social at least."
Seattle female, 30s

"It's a common misconception that food brings people together. Actually, it's the other way round – people in a group like being with each other and one way of being together is to eat together."
Anne Murcott, Sociologist

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.

→ Key insights

Gaming to connect

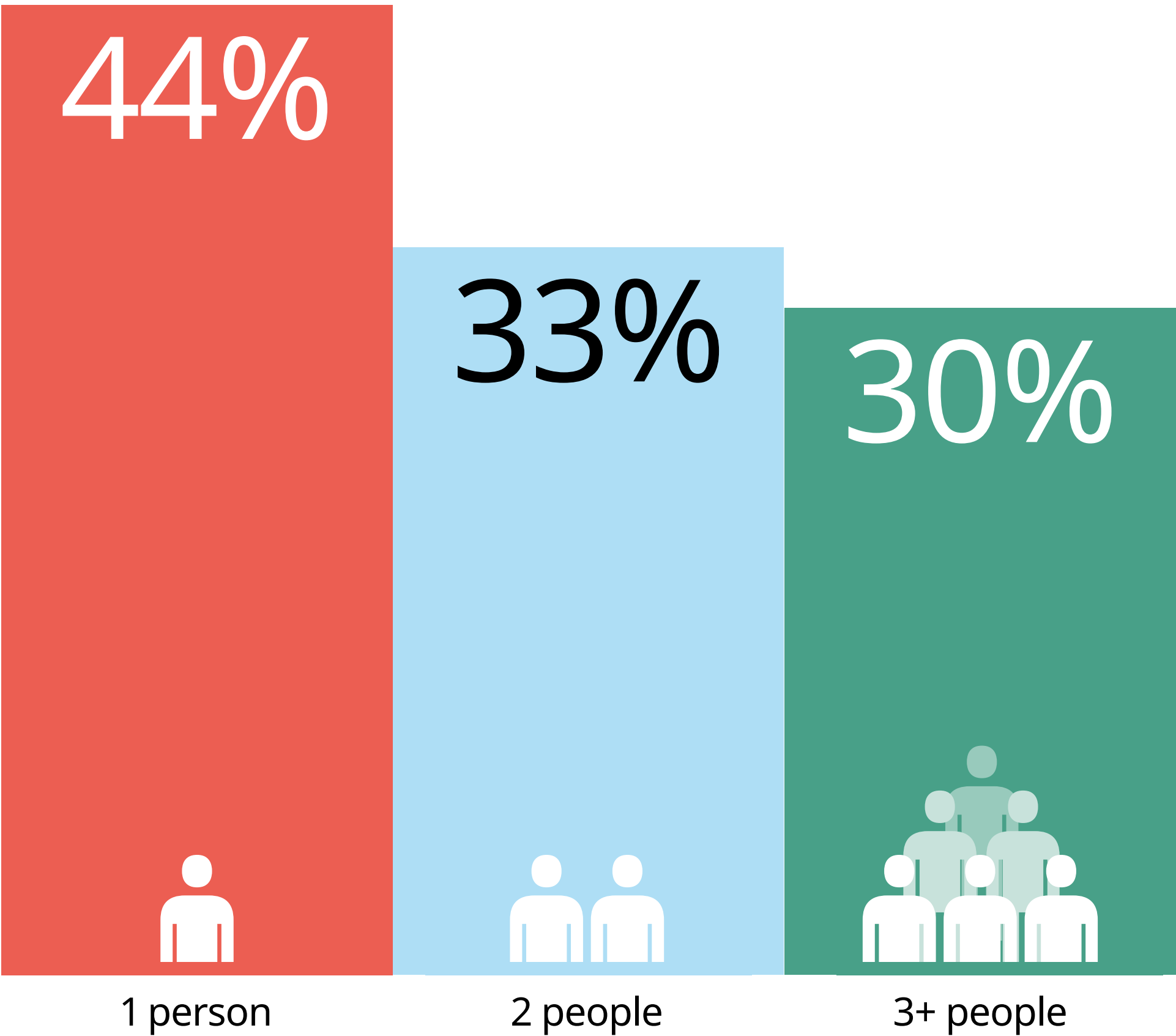
People who game as a hobby are more likely to find belonging important at home (73% vs 70% global average), and to experience it often or sometimes (82% vs 81%).

The joy of gaming

54% of people who play games on devices say that home is their favourite place to be (vs 50% global average).

→ The joy of single living

When it comes to how much we enjoy spending time by ourselves, single-person households come out on top.



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.

→ Key insights

Helping helps

59% of those who help their community experience enjoyment at home often (vs 51% global average).

Identifying with yourself – and others

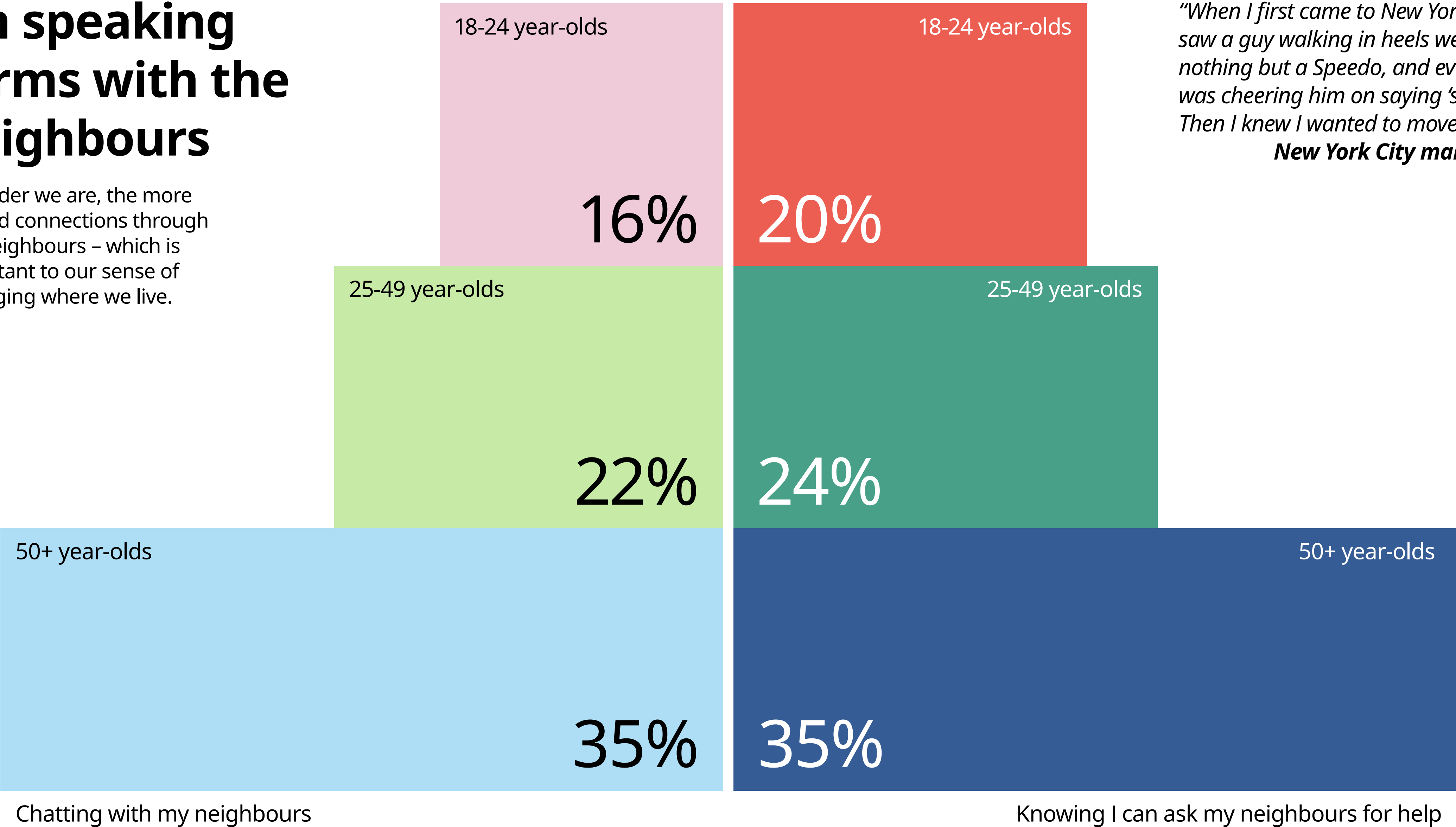
People who feel more belonging where they live if they can express their identity in the community, are happier with life at home (68%). As are those who spend time with people who share their values and opinions (66%). Both vs 61% global average.



David feels connected to his neighbourhood. There’s a community spirit and a friendly circle of neighbours – including the local shopkeeper.

➔ **On speaking terms with the neighbours**

The older we are, the more we find connections through our neighbours – which is important to our sense of belonging where we live.



“When I first came to New York, I saw a guy walking in heels wearing nothing but a Speedo, and everyone was cheering him on saying ‘slay!’.
Then I knew I wanted to move here.”
New York City male, 40s

New ways to connect

Despite fears of an increasingly disjointed society, we find ourselves hyper-connected on an unprecedented scale. Thanks not only to technology, but also to the creativity, initiative, passion and drive of real people. No matter your living situation, it's all about choosing who you want to connect with – then how, where and when to do it.

→ What's trending?

Big Talk is all about making space for deep conversations with friends and family. From conversation cards at the kitchen table to intimate questions for couples to ask in the bedroom, it's a global movement to skip the small talk and get into meaningful conversations with anyone.

GRWM (get ready with me) is a popular social media trend that involves young (or young-at-heart*) people providing a tutorial for followers as they put on make-up or get dressed up. Some also do it together with friends on video calls.

Single-serve leisure is designed to help single people who want to enjoy a leisure activity on their own but may meet obstacles such as social stigma or the 'singles tax', since most leisure activities are designed for groups. Single meal kits are just one example of many solutions on offer.

Food-based community volunteering is showing up in charity-run community kitchens. They're helping to reduce loneliness and food poverty through their work with community connections, thousands of volunteers, and surplus food.

*While almost twice as many Gen Zers as Baby Boomers describe online entertainment as a hobby (43% vs 23%), plenty of social media trends are accessible to people of all ages – especially those with a youthful spirit.



Our take:

Let’s get together

Togetherness can help bring joy into the home. And though many of us might not be feeling it, most of us are in need of it.

Whether through shared meals, laughter, or connections with loved ones at home, embracing simple rituals and nurturing community bonds can make home life more fulfilling. Through technology we can also achieve the same kind of connections at a distance, even if we live apart from those we love.

By fostering everyday moments of connection, both in person and virtually, we can create an environment that nurtures our happiness and wellbeing. And help make life feel that little bit better.

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

“While many parts of our lives are increasingly digital, it’s important to remember that we don’t, and can’t, only exist in either an online or physical bubble – we need both. Above all, we still find personal connections irreplaceable.”

Matt Drage, Communications & Marketing Manager, Ingka Centres

Outro

“Not only does the research help us to understand what’s important here and now, following developments over so many years also allows us to see how things are changing and what that could signal for the future.”

Maria Jonsson



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.

Rethinking life at home in a few small but meaningful ways allows us not only to make space for more joy, but also to build the spirit and resilience we need to handle life's tougher moments.

At the heart of it, it's about making simple, intentional choices that allow us to feel better not only at home, but also in life.

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 wellbeing 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.

Back to the needs

At IKEA, our purpose is to improve the everyday life of the many people. The Life at Home Report provides some key tools to action this purpose, by helping us to understand and address what life at home really looks like today, across the globe.

As we shared at the start of the report, last year we worked closely with experts and drew on over a decade of life at home insights to identify eight emotional and functional needs for a better life at home. While this year's report zeroes in on the topic of enjoyment – which is also one of the eight needs – it's important to remember that all the needs are connected. A better life at home isn't about reaching a final destination, it's about the ongoing journey. It's about embracing the everyday and those special moments that help meet all eight needs.

From the basics like feeling **in control, comfortable** and **secure**, to **nurturing** connections and a sense of **belonging**, to finding meaningful moments of **enjoyment** and **accomplishment**, not to mention looking ahead to our **aspirations** for the future – each need matters on the path to a better, more enjoyable home life.



Signals of change

No one knows what the future holds. However, we wanted to explore some possible, plausible and probable future interventions that might help us imagine potential ways forward to bring more joy into the home. Based on research into signals of change and grouped into four 'what-if' statements, these interventions represent some potential pockets of a future already emerging today.

What if we cared as much about the health of other things as our own?

Climate change is prompting a biodiversity challenge, but what if we had a more empathic view of the environment around us? In previous reports, we mentioned the importance of pets and 'pet plants' in finding enjoyment and happiness at home. Imagine if we expanded that to all biodiversity and living entities. The wheels of this movement are already in motion, with countries awarding nature a legal personhood, researchers using AI learning to speak like whales, and city dwellers taking control of their surrounding environments to create a more living infrastructure. In the future, it might involve actively showing gratitude to rivers, forests, or even parks in urban areas – whatever intentional actions are needed to embrace the idea that health is about more than just ourselves.

What if we looked to the future to become better ancestors?

In a world where empathy can sometimes feel scarce, it can be appealing to consider a future where compassion isn't just a value, but a legacy. Some projects are already helping us to shift perspective from the present and look forward – like a future library, where authors are producing works to be read by our descendants in a century from now, and AI simulations giving people a glimpse of their potential future self. Imagine if our empathic actions today not only healed social divides, but also considered future generations and their needs? By making empathy for other humans central to our lives, we wouldn't just enrich the present – we'd also be good ancestors, leaving behind a legacy of togetherness and understanding.

What if our homes could make flexible living more fulfilling?

Out of both necessity and desire, and driven by digital-savvy younger generations, the way we work and live is becoming more temporary, out of sync with one another, and remote. While this shift away from traditional life rhythms might feel appealing and somewhat inevitable, it can lead to a feeling of isolation at home. But what if our homes could cater to our growing needs for flexibility, and physical and digital bonds between people? Technologies like digital twins could help us decide where to spend our ‘real me’ and ‘digital me’ time, bringing us closer to our natural body clocks to support personal productivity and wellbeing. While new types of community living for specific groups – already taking place for mothers and older women, for example – could take belonging to a whole new level.

What if artificial agents helped us to enjoy and belong?

We know that the global loneliness epidemic is real, that people are longing for connection. We also know that technology is burrowing ever deeper into our lives, with negative effects for some. But what about the opportunity for AI, both embodied and digital – think robotic companions or avatars of deceased relatives – to offer new ways to experience joy and belonging, through emotional support, company, and connection? Or the power of technology to enhance enjoyment by handling more ‘menial’ tasks – mining prospective partners on a dating app, for example, to identify the best match? While it might pose some challenging questions around human versus artificial influence, we could be on the cusp of a future in which new, non-human relationships bring us more joy and better connections with others.

“We’re obsessed with the future – but not the science fiction kind, or crystal ball predictions. Instead, we’re curious about the things that are different. The innovations, behaviours and rituals that show indications for how we might live in the next 10 to 15 years.”

Maria Jeansson



Interested to learn more about these topics? You can find links to further reading in the Vault.

AI-generated image



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.

Vault

→ Explainers

Wondering what a certain word or phrase means, or how we break down a key demographic? These essential explainers will help you get to grips with the report.

Barriers and drivers

A *barrier* is a factor that stands in the way of finding enjoyment at home, including the circumstances of people who aren’t currently experiencing as much joy. Conversely, a *driver* is a factor that motivates and helps people to find enjoyment at home.

Countries

The 39 countries surveyed in this year’s research:
Australia, Austria, Belgium, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, UK, USA

Generations

Breakdown by generation:
Generation Z: 18-27 years old
Millennials: 28-42 years old
Generation X: 43-58 years old
Baby Boomers: 59-77 years old

Income levels

Breakdown by income level:
Lower income: less than 75% of the median*
Middle income: between 75% and 200% of the median*
Higher income: higher than 200% of the median*

**Median income per country – the income amount that divides a population into two groups: one half with an income above the median, the other half with an income below it.*

Needs

When we talk about *needs*, we’re referring to the IKEA eight needs framework for a better life at home. The eight needs and their definitions are as follows:
Control – Having agency over our environment, what goes into it and how it is used.

Comfort – Making sure our environment allows us to feel content and at ease.
Security – Protecting what we care about so that we feel secure and resilient to the changes of the world around us.
Nurturing – Connecting with ourselves and taking care of our mental and physical wellbeing.
Belonging – Feeling we are accepted for who we are by the people that we live amongst and in places that reflect us.
Enjoyment – Having uplifting moments of appreciation or joy that give us warmth and happiness.
Accomplishment – Feeling a sense of pride and progress by achieving our goals and improving our abilities.
Aspirations – Feeling positive and prepared for our futures.
For more details, go to page 8.

Research, insights and trends

Quantitative and *qualitative research* are two methods of collecting and analysing data.
Quantitative data relates to numbers and amounts, is easily measurable, and can be analysed mathematically and statistically.
Qualitative data is non-numerical and descriptive, based on people’s opinions and feelings, and used to

understand the in-depth meaning behind something.
An *insight* is an interpretation of data and observations from quantitative and qualitative research.
A *signal of change* is an observation of an innovation, ideas or behaviours that might have a future impact – either a discreet instance of change or an observation that supports a more recognisable trend.
A *trend* is a measured pattern of signals that share common characteristics and attributes, often showing a change in quantity or magnitude over time.

Statistical terms

Global average signifies the average, or mean, answer to a certain question by all respondents, in all countries surveyed. When describing a specific insight in relation to a global average, ‘more likely’ means above average, while ‘less likely’ means below average.
Percentage points (% points) are the absolute difference between two percentages (e.g. 1% point difference between 2% and 3%).
Percent (%) is a change expressed as a percentage of the original value (e.g. 50% increase from 2% to 3%).

→ Detailed data

Interested in the meat behind the insights, the detail behind the data? It's all here, ready for you to get down and nerdy with.

→ Intro

What have we found?

When asked how often they feel enjoyment at home and how important it is to them, 36% of people said that they find enjoyment important but only sometimes, rarely or never have it fulfilled at home.

Why does it matter?

29% of those who never or rarely experience enjoyment at home are happy with their current life at home (vs 61% global average). 28% of those who never or rarely experience enjoyment at home feel positive about the future (vs 48% global average).

Top 5 drivers of enjoyment

The following activities were ranked as the top 5 drivers of enjoyment globally, in response to the question “Which of these bring you most joy in your life at home?”.

1. Hugs with a loved one (35%)
2. Spending time on my hobbies or interests (34%)
3. Laughing with people around me (34%)
4. Spending time by myself (33%)
5. Eating a home-cooked meal (28%)

Map of joy

American pet time: People in the USA are more likely to find enjoyment from spending time with pets – 22% vs 15% global average.

Colombian shuteye: In Colombia, people just love taking a nap – 37% vs 25% global average.

Chilean chuckles: People in Chile are big fans of laughing with those around them – 43% vs 34% global average.

Italian renovations: People in Italy are more likely to find enjoyment in improving the home they live in – 26% vs 22% global average.

Swiss food prep: Switzerland is the country most likely to find enjoyment from cooking or baking – 29% vs 22% global average.

Dutch solitude: The Netherlands is the second most likely country to find enjoyment from spending time by oneself – 48% vs 33% global average.

Danish embrace: Denmark is the

country most likely to find enjoyment in hugs from a loved one – 48% vs 35% global average.

Norwegian togetherness: Norway is the country most likely to find enjoyment from spending time with others – 37% vs 23% global average.

Finnish bedding: Finland is the country most likely to derive enjoyment from fresh bed sheets – 33% vs 21% global average.

Indian child's play: India is the country most likely to find enjoyment from playing with kids – 28% vs 16% global average.

Singaporean comfort food: Singapore is the country most likely to enjoy eating a home-cooked meal – 37% vs 28% global average.

Chinese pastimes: China is the second most likely country to find enjoyment in hobbies and interests – 43% vs 34% global average.

Japanese pet z's: 37% of pet owners in Japan get enjoyment from watching their pets sleep – more than any other country (vs 21% global average).

South Korean washing: South Korea is the country most likely to take a bath or shower for enjoyment – 37% vs 25% global average.

Australian sunshine: People in Australia

are more likely to experience joy from the sun on their face – 29% vs 18% global average.

→ 1. Feeling good

Top driver

Eating a home-cooked meal ranks #5 globally in the top drivers of enjoyment at home. Selected by 28% of people to the question “Which of these bring you most joy in your life at home?”.

Top barrier

The lower your income, the more likely you are to be concerned by your mental and physical health.
Mental health concerns: lower income = 30%, middle income = 29%, higher income = 27%.
Physical health concerns: lower income = 37%, middle income = 37%, higher income = 32%.

1.1: Home, wellbeing and outlook go together

Don't worry, be happy

Those not concerned with their mental and physical health are more likely to be happy with their life at home. 64% vs 61% global average.

Less hope = more health worries

People who feel negative about the future are more likely to be worried about mental and physical health than those who feel positive about the future. Mental health concerns: negative outlook = 33%, positive outlook = 27%. Physical health concerns: negative outlook = 42%, positive outlook = 33%.

1.2: Home health is multidimensional

Different types of wellbeing

Environmental: 63% of people who say home enables them to live sustainably also say it's their favourite place to be. Compared to 50% global average.
Spiritual: People who regularly perform rituals that help them connect with something greater than themselves (e.g. praying, meditating, looking at the stars, being in nature) are more likely to be happy in their life at home. 68% vs 61% global average.
Emotional: People who feel concern about their mental health are less likely to be happy in their life at home. 52% vs 61% global average.
Social: 75% of people who experience belonging often also experience

enjoyment often. Compared to 51% global average.
Financial: Household finances are the joint top concern for people this year (36%), together with physical health.
Physical: People who do exercise at home to nurture physical wellbeing are more likely to be happy in their life at home. 65% vs 61% global average.
Spatial: Around 1 in 3 people say a clean and tidy home is important to help them maintain a sense of wellbeing at home: 32% for physical wellbeing and 35% for mental wellbeing.
Occupational: People who work from home are more likely to be happy in their life at home. 67% vs 61% global average.

1.3: Health is personal

Comfort food
Those who see food as an important way to connect to their heritage are more likely to be happy with life at home. 67% vs 61% global average.

Napping matters
Sleep ranks #1 for nurturing physical and mental wellbeing. Selected by 53% and 51% people respectively to the question “Which of these are most

important to help you maintain a sense of wellbeing at home? Here we ask separately about mental and physical wellbeing”.

The meaning of relaxation
Self-care or home spa (e.g. facials, foot bath, hair grooming): Gen Z 18%, Millennials 14%, Gen X 10%, Baby Boomers 7%
Having a good quality indoor environment (e.g. reducing noise, air pollution): Gen Z 19%, Millennials 17%, Gen X and Baby Boomers 16%
Relaxing (e.g. reading, listening to music, or watching TV): Gen Z 34%, Millennials 36%, Gen X 42%, Baby Boomers 48%
Sleeping: Gen Z 47%, Millennials 51%, Gen X 55%, Baby Boomers 53%

What’s trending 1: The new healthy

Joyscrolling
I spend too much time aimlessly scrolling on my smartphone was selected by 23% of people globally for the question “Which of these apply to you/your home?”.

Bedrotting
Fresh bed sheets was selected

by 21% of people globally for the question “Which of these bring you most joy in your life at home?”.

→ 2. Having fun

Top driver
Spending time on hobbies and interests ranks #2 globally in the top drivers of enjoyment at home. Selected by 34% of people to the question “Which of these bring you most joy in your life at home?”.

Top barrier
People in smaller households are more likely to enjoy spending time on their hobbies. Single person 37% vs 27% for 7-person households.

2.1: Hobbies make us happy

Invested in our hobbies
People who get a sense of pride from working on their hobbies at home are more positive about their future. 52% vs 48% global average.

All eyes on the TV
The hobbies that are most dominant among those experiencing spending time on hobbies/interests as a driver of enjoyment are watching TV (56%),

reading (46%) and cooking (40%).

Generational games
Playing cards or board games: Gen Z and Millennials both 26%, Gen X 20%, Baby Boomers 18%
Gardening: Gen Z 14%, Millennials 24%, Gen X 32%, Baby Boomers 39%
Reading: Gen Z 36%, Millennials 41%, Gen X 47%, Baby Boomers 55%
Watching TV: Gen Z 38%, Millennials 49%, Gen X 58%, Baby Boomers 64%

2.2: Playfulness needs enabling

No fun at home
When asked to select all descriptions that apply to their home, 14% of people globally selected “My home helps me bring out my playful side”.

Safety first
For those who say their home brings out their playful side, feeling safe is more likely to be important to help maintain a sense of mental wellbeing. 42% vs 38% global average.

Global hotspots (and coldspots) of fun
The top three countries that say their home allows them to bring out their

playful side are the Philippines (25%), Slovenia (24%) and India (24%). The Netherlands, Romania and Latvia (all 6%) are the bottom three countries.

More drivers and barriers to fun
Your age: 17% of people aged 18-34 say their home brings out their playful side, which drops to 14% for 35-49 year-olds and 11% for those aged 50 and over. Compared to 14% global average.
Who you live with: 18% of siblings say their home brings out their playful side, compared to 13% of those living without siblings. 16% of those with children at home also say the same, vs 13% of people with no children at home. Compared to 14% global average.
The size of your household: The bigger the household, the more likely you are to say your home enables you to bring out your playful side. 1-person household 13%, 2 people 13%, 3-4 people 14%, 5 people 16%. Compared to 14% global average.
Your income level: 13% of people with lower incomes say their home brings out their playful side (vs middle incomes 15% and higher incomes 18%). Compared to 14% global average.

2.3: Fun is an antidote to stress

Home’s big power play

66% of those who say their home helps to bring out their playful side say that home is their favourite place to be (vs 50% global average). 61% of those who say their home helps to bring out their playful side feel positive about the future (vs 48% global average).

Quality time with the kids

People who spend time playing with children are happier with their life at home (69% vs 61% global average).

Fun with food also makes us happy

Those who involve their kids in cooking are happier with their life at home (72% vs 61% global average). Those who enjoy experimenting in the kitchen are happier with their life at home (68% vs 61% global average). Those who enjoy cooking in a slow, leisurely way are happier with their life at home (67% vs 61% global average).

What’s trending 2: Adult-friendly fun

Online content creators

Content creators report feeling more

positive about their current home life (65% vs 61% global average) and more optimistic about their future (63% vs 48% global average). Additionally, those who generate income through online content creation are more likely to experience enjoyment often than the average person (57% vs 51%).

➔ 3. Building vibes

Top driver

Improving the home I live in ranks #10 in the top drivers of enjoyment at home. Selected by 22% of people to the question “Which of these bring you most joy in your life at home?”.

Top barrier

56% of house owners and 54% of apartment owners often experience enjoyment at home, vs 47% of people in rented accommodation (houses and apartments).

3.1: Embracing uniqueness builds belonging

Enjoyment at home is felt often by:

- 57% of those whose sense of belonging at home is helped by

- feeling that they can express their identity in their home.
 - 56% of those who have crystals around the home.
 - 54% of those who have designated snack drawers.
- All compared to 51% global average.

3.2: For renters, the small changes matter

Appealing to the senses

Renters find it more helpful to have a home that smells nice (21% of apartment renters vs 19% global average). Renters find it more helpful to use music to create the right environment (19% of house renters vs 17% global average). Renters find it more helpful to light candles (10% of apartment renters vs 7% global average).

Two-year plans

Of renters who are planning to renovate/improve their home in the next two years, 53% are planning to do surface renovation of walls (e.g. painting or wallpapering) and 46% are planning minor redecoration (e.g. new pillows or

curtains). Both compared to 35% global average for those planning to renovate/improve their home in the next two years.

Least joy for flat sharers

Those who live in a flat share are least likely to experience enjoyment at home – 60% only sometimes, rarely or never experience it (vs 45% global average).
Breakdown by house type: House – owned 42%, House – rented 48%, Apartment – owned 43%, Apartment – rented 48%, Living in parental home 49%, College/university hall of residence 52%, Renting a room 54%, Co-living facility 53%, Flat share 60%.

What’s trending 3: Vibe enablers

Smart home technology

When asked about plans to renovate or improve their home within the next 2 years, 2% of people said they were contemplating smart home integration.

➔ 4. Making connections

Top driver

Hugs with a loved one and laughing with people around me rank #1 and #3 respectively in the top drivers of enjoyment at home. Selected by 35% and 34% of people respectively to the question “Which of these bring you most joy in your life at home?”.

Top barrier

People in very small or very large households are less likely to say they enjoy moments of contact and being together in the home (households with 1 person and 6+ people 21%, vs 2 people and 3-5 people 24%).

4.1: Happiness starts at home

Physical contact is positive contact

Of those who find enjoyment from hugs with a loved one, 55% are positive about the future (vs 48% global average) and 69% are positive about their current life at home (vs 61% global average).

Pets make a home

Of those who have pets, 53% experience enjoyment often (vs 51% global average) and 59% say home is their favourite place to be (vs 50% global average).

Laughter is the best medicine

People who find enjoyment from laughing with those around them are happier with their life at home. 68% vs 61% global average.

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?”: 25% living alone, 31% living with friend(s) or housemate(s), 31% living with parent(s), 33% living with brother(s) or sister(s), 35% living with other adult family members (e.g. grandparents, cousins, etc.), 37% living with child(ren) who are below 18, 38% living with a spouse or partner, 42% living with child(ren) who are over 18, 45% living with grandchild(ren) (i.e. children of your children, whether by birth, adoption, or relationship).

Those who eat together, stick together

61% of people who see eating as a social activity experience belonging often (compared to 54% global average). They also experience enjoyment more often (58% vs 51% global average)

4.2: Connection comes in different forms

Gaming to connect

People who game as a hobby are more likely to find belonging important at home (73% vs 70% global average) and are more likely to experience it often or sometimes (82% vs 81% global average).

The joy of gaming

54% of people who play games on devices say that home is their favourite place to be (vs 50% global average).

The joy of single living

Single-person households most enjoy spending time by themselves. 44% vs 33% global average.
Breakdown by household size: 1 person 44%, 2 people 33%, 3+ people 30%.

4.3: Community counts

Helping helps

59% of people who help their community experience enjoyment at home often. Compared to 51% global average.

Identifying with yourself – and others

People who feel more belonging where they live if they can express their identity in the community, are happier with their life at home (68%). As are those who feel belonging by spending time with people who share their values and opinions (66%). Both compared to 61% global average.

On speaking terms with the neighbours

The older we are, the more we find connections through our neighbours – which is important to our sense of belonging where we live.
Breakdown by age in answer to the question “What helps you feel a sense of belonging where you live?”:
Chatting with my neighbours: 18-24 year-olds 16%, 25-49 year-olds 22%, 50+ year-olds 35%.
Knowing I can ask my neighbours for

help: 18-24 year-olds 20%, 25-49 year-olds 24%, 50+ year-olds 35%.

What’s trending 4: New ways to connect

GRWM (get ready with me)

Online entertainment (e.g. debating, watching YouTube etc.) as a hobby – generational breakdown: Gen Z 43%, Millennials 39%, Gen X 31%, Baby Boomers 23%.

→ Outro

Signals of change – further reading

What if we cared as much about the health of other things as our own?

How to Speak Whale by Tom Mustill (book)

The New Zealand river that became a legal person (bbc.com)

What is living infrastructure? (livinginfrastructure.org)

What if we looked to the future to become better ancestors?

The Good Ancestor by Roman Krznaric (book)

Future Library art project (futurelibrary.no)

Acting today for a better tomorrow (futuregenerations.wales)

AI simulation gives people a glimpse of their potential future self (news.mit.edu)

What if our homes could make flexible living more fulfilling?

Asynchronous Work Report: What knowledge workers want and what’s working (miro.com)

International Migration Outlook 2024 (oecd.org)

What if artificial agents helped us to enjoy and belong?

Artificial Intimacy by Rob Brooks (book)

WHO Commission on Social Connection (who.int)

→ Featured homes

Curious about the cast of people pictured in this report? Where they come from, their living situation, their experience of enjoyment at home? We're proud to lift the lid on this year's featured homes.



David and Natalia live close to the city centre in Barcelona, Spain. They share their renovated 3-bed apartment with their two young children, their pet dog, a host of reused furniture, and more than a few musical instruments. While life with small children can sometimes make it difficult to pursue their own hobbies, they're learning to find joy in the warmth of shared interests and rituals.



Nikhil and his family own a multigenerational home in Gurugram, a suburb of Delhi, India. Living under the same roof as Nikhil are his wife, daughter, parents, brother, and sister-in-law. And while so many people living together might make things a bit hectic at home on occasion, the family's expert organisational skills ensure that those valuable moments of harmony and privacy are never far away.



Estelle and her family rent a 2-bed apartment in Brooklyn, New York City, USA. A bartender turned entrepreneur, she enjoys a cosily creative and chaotic life with her husband and their two-year-old daughter. Although working nights and running her own business can make life complicated at times, she makes sure to be present in those magical moments at home when play and creativity come to the fore.



Rita owns a 2-bed apartment in South Delhi. A teacher and social media enthusiast, her life at home revolves around her husband, the local community, and her ever-evolving interior design solutions. Although she sometimes dreams of a bigger living space, that feeling is quickly dispelled as she turns her attention to her next home furnishing solution based on a clever design and reused materials.



Miquel and Daragh also live in Barcelona, in a rented apartment on the east side of town. With two teenage children and a shared passion for music and dance, there's never a dull moment in their busy household. And even if life sometimes feels like it's moving at breakneck speed, with all four of them moving in separate directions, that's what makes those cosy Friday pizza and movie nights all the more special.



Yajun lives alone in a studio apartment in Manhattan, New York City, on the 5th floor of an apartment block that towers 50+ storeys into the sky. Surrounded by the constant hustle, bustle and noise of people and traffic, she's created her very own sanctuary in the heart of the city – a clean, peaceful space of zoned areas where she can connect with her inner self, through feelgood rituals from tea-making to yoga.

Tack

The Life at Home Report team would like to extend our heartfelt thanks to the valued partners, collaborators and experts that we’ve been lucky to work with on this year’s report. We literally couldn’t have done it without you!

Partners and collaborators:

Crowd DNA
Edelman
Given Agency
YouGov

Panel of experts:

Alison Blunt
Kim Dabbs
Michelle Lam
Anne Murcott
Bhavin Taylor
Emma Worrollo

... Not to mention the stars of our six featured homes and the many research participants we got to know in India, Spain and the USA – as well as the tens of thousands of respondents from the 39 countries that we surveyed.

