

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, 37% of people living in the Baltics consider enjoyment important but do not often have it fulfilled at home. Meanwhile, in Estonia, 34% of people do not enjoy 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 is experienced at home, how it can be achieved, and why it is more important than ever.

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





“You visit certain parks, restaurants or places because they look appealing and provide Instagrammable moments – but what we've learned post-pandemic is the importance of bringing that sense of enjoyment and experience into our own homes.”

***Brita Mikvere,
Head of IKEA Estonia
Interior Design
Department***



What’s inside

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Intro

“It’s a privilege to see, understand, and listen to what matters to them – the real challenges and dreams of people living in the Baltics. Consistently exploring the meaning of home and what makes it better, year after year, allows us to find real solutions and raise important questions about what truly improves life at home.”

Inga Filipova,
IKEA Baltics Retail Manager



Hej!

Each year, we speak to people around the world to understand 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 exception.

Our research

This year’s report is based on a combination of quantitative, qualitative and trend research. We conducted a survey with a total of 38,630 people aged 18+ across 39 countries. Among the respondents, 3,037 were from the Baltic states: 1,011 from Lithuania, 1,011 from Latvia and 1,015 from Estonia. In addition, 24 home ethnographies were carried out, along with 36 digital immersions and 6 follow-up home visits in 3 countries*. All of this was guided by the framework of the eight needs for a better life at home, which you can read more about on page 9.

Inside and out

Our insights are woven throughout the report – often illustrated with data from the survey. We also regularly bring in external perspectives, including expert commentary

and ‘What’s Trending’ pages, to highlight the role cultural movements and trends 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. It also includes explainers of key terminology, demographic breakdowns, and profiles of the people featured in the report. A treasure trove for the nerdy and the curious!

Over to you

But that’s enough background – the scene is set, and we warmly invite you to dive in and explore this year’s report. We hope you find it as enjoyable and insightful to read and use as we did 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.

Living with global uncertainty

Unpredictable events in the world around us continue to shape our overall wellbeing and, even more, how we live in our homes. Political instability, extreme weather, war, accelerated technological progress and other swiftly evolving circumstances – all can infiltrate our personal spaces, having a direct and indirect impact on how we feel and how we spend our time at home. Ideally, our homes should offer a profound sense of belonging and the space to enhance our joy and foster relaxation. In light of this, let's explore how we can all experience home as a true sanctuary – a place where joyful moments shared with loved ones thrive, helping us navigate this fast-paced and uncertain reality.



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 at home, as a way 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 use it as a catalyst for progress – brings the topic of enjoyment into sharp focus.

“We regularly scan for external signals of change, as these can directly and indirectly impact how the home is perceived and used.”

Marko Põder,
IKEA Latvia Market Manager



A wellness and happiness counterculture

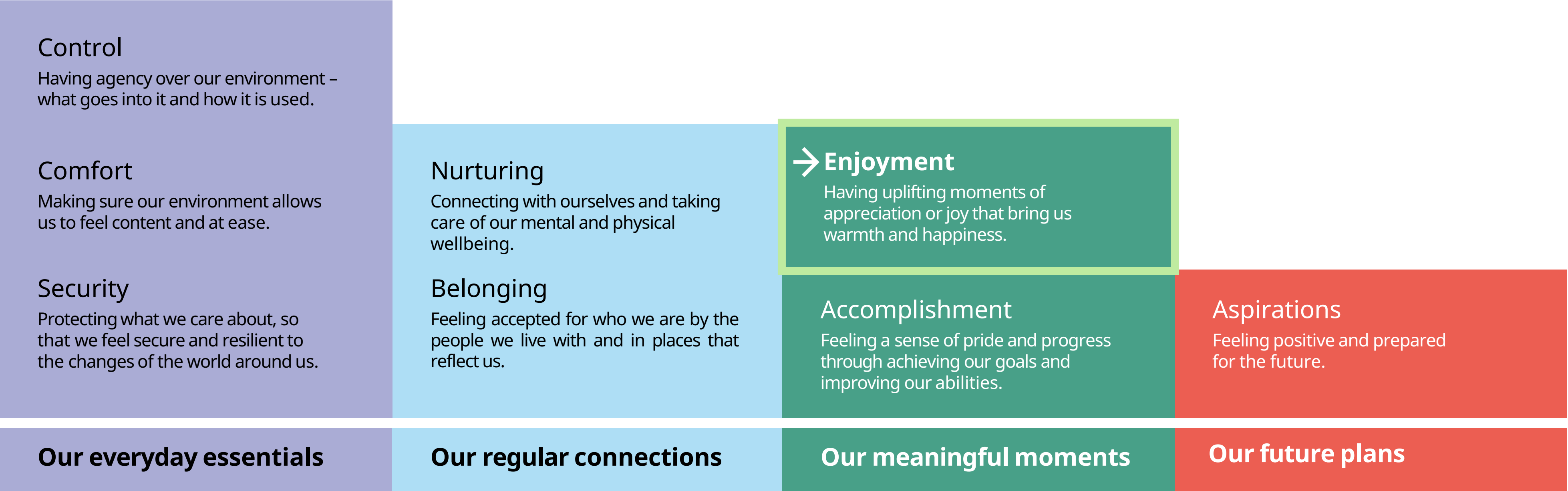
At the same time, cultural shifts are redefining our relationship with mental wellbeing, as well as the meaning of wellness and happiness. Studies of the ‘nocebo effect’ have highlighted the dangers of overtracking health, while movements like ‘quiet quitting’ signal a desire for boundaries, rest and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

The eight needs

The eight needs framework is a model of people’s emotional and functional needs, based on 11 years of research, that helps us understand what contributes to a better life at home.

Each of the needs is based on a set of drivers and barriers – factors that motivate or hinder us in 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 primary focus.



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. Lithuanian snuggle

Apart from spending time on hobbies and interests, people in Lithuania find enjoyment in hugs from loved ones – 36% vs 35% global average.

2. Latvian passions

People in Latvia find most enjoyment from spending time on their hobbies and interests – 34% vs 34% global average.

3. Estonian lone wolves

People in Estonia are most likely to enjoy spending time by themselves – 43% vs 33% global average.

4. Baltic happiness

People in the Baltic countries find most enjoyment from spending time on their hobbies and interests – 38% vs 33% global average.

5. Italian renovations

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

6. Swiss food prep

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

7. Dutch solitude

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

8. Danish embrace

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

9. Norwegian togetherness

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

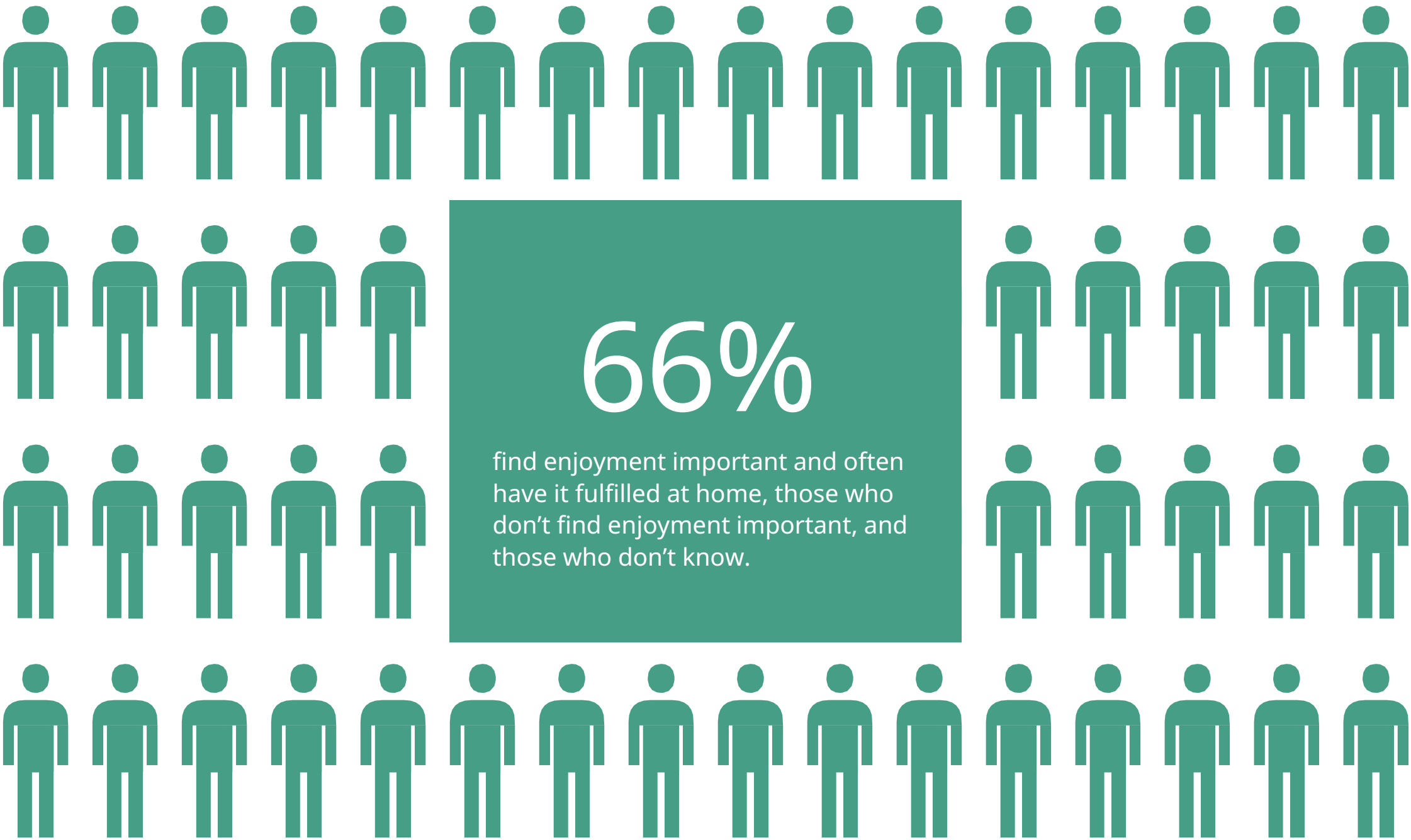
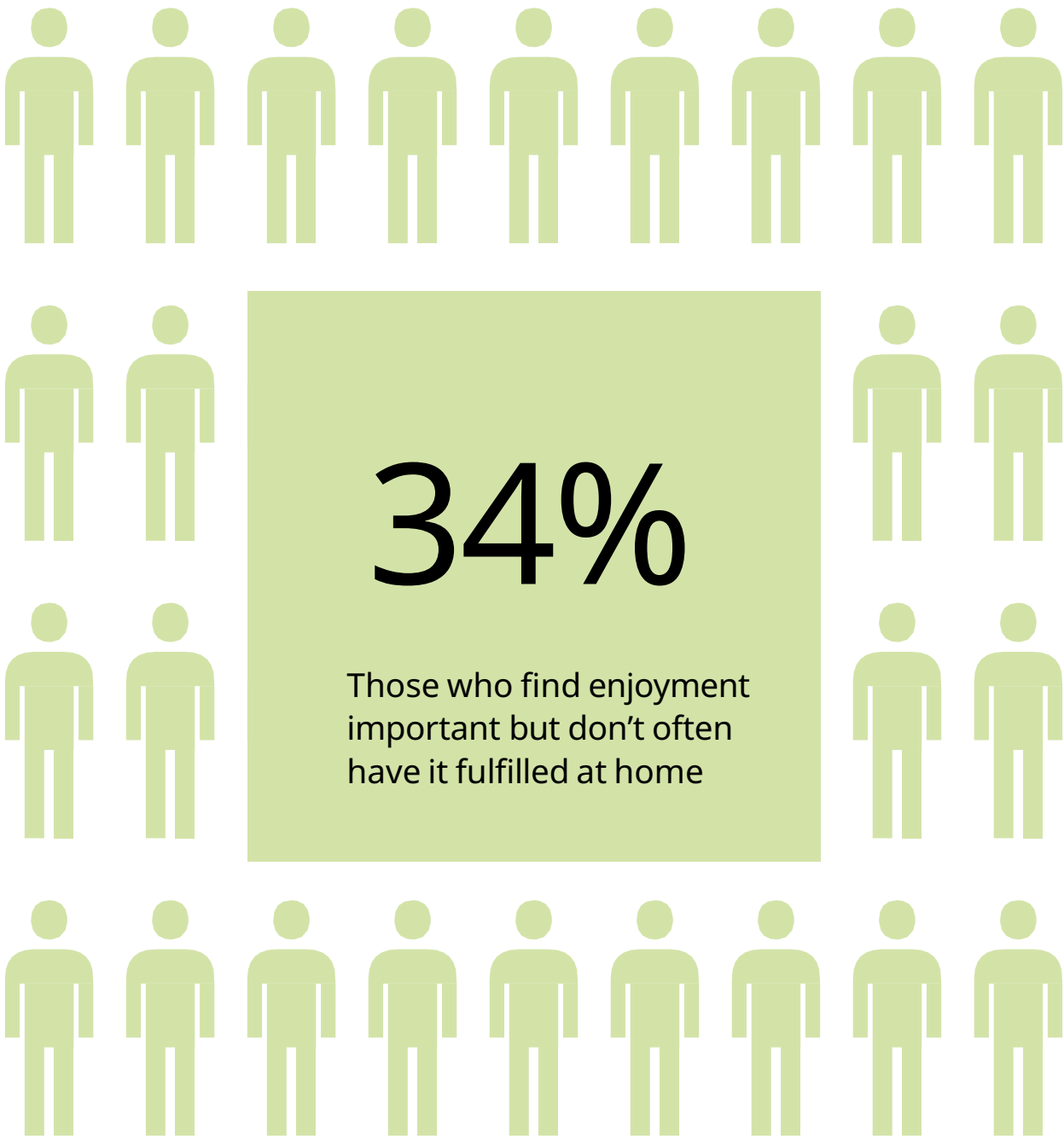
10.Finnish bedding

Finland is the country most likely to find enjoyment from fresh bed sheets – 33% vs 21% 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.

The enjoyment opportunity

Most people are experiencing joy at home – and we couldn’t be happier for them. But 1 in 3, while they value enjoyment at home, are struggling to find it.



*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.

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 people (34%) value enjoyment but don’t often experience it at home – a gap between expectation and reality that was also evident in last year’s Life at Home research. This finding, confirmed across quantitative, qualitative and trend research, suggests the issue is here to stay unless action is taken.

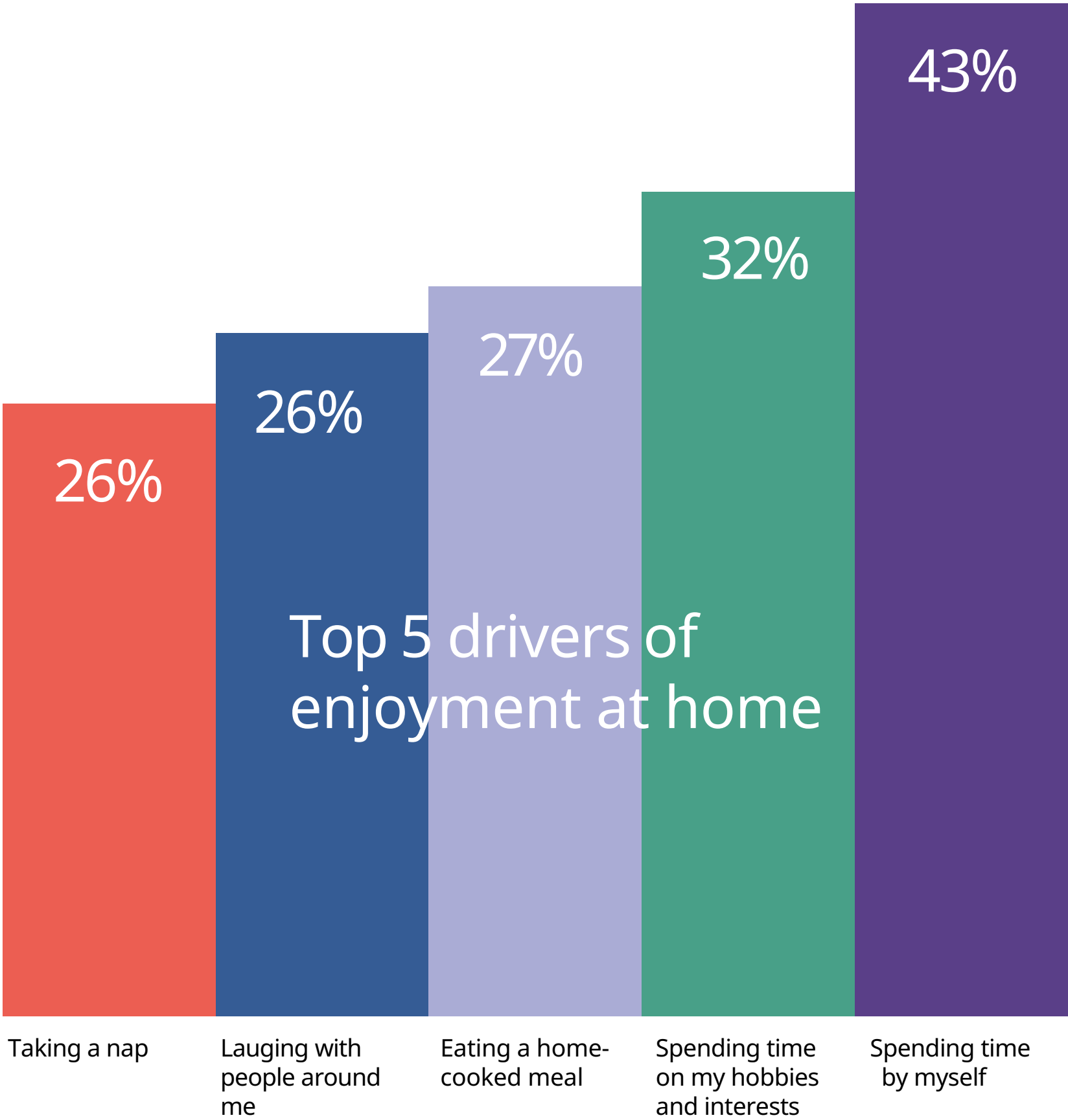
Why does it matter?

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 rarely or never experience enjoyment at home, only 35% are happy with their current life at

home (compared to an Estonian average* of 63%). Likewise, only 33% feel positive about the future (compared to 47% of the general population). With global uncertainty and cultural movements reshaping how 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 to find solutions that allow more of it into their lives. 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 help increase it. Let’s bring joy home.



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

Remote works

72%

of people who **work from home** are happier with their current life at home, compared to the 64% country average.

A home that reflects me

54%

of people who feel a **greater sense of belonging at home when they can express their identity** often experience enjoyment, compared to the 50% country average.

Napping matters

#1

Sleep is the top activity for nurturing our **wellbeing at home** – supporting both mental (63%) and physical (65%) health.

Eat together, stay together

59%

of people who see **eating as a social activity** experience enjoyment more often at home, compared to the 50% country average.

Pets make a home

Those who **have pets at their home** are more likely to **experience enjoyment frequently**.

56%

of people with a pet, compared to the 50% country average.

69%

of pet owners say home is their favourite place to be, compared to the 57% country average.

Top 5 drivers of enjoyment

1

Spending time by myself (43%)

2

Spending time on my hobbies and interests (35%)

3

Eating a home-cooked meal (31%)

4

Laughing with people around me (29%)

5

Taking a nap (26%)

Top 10 insights in Estonia

Laughter is the best medicine

74%

of people who **laugh with those around them** are happier with their current life at home, compared to the 63% country average.

Hero hobbies

60%

of people **watch TV**, making it their **number one hobby**. Reading (43%) and doing puzzles, crosswords etc. (34%) come second and third.

No fun at home

8%

of people say their **home** helps to bring out their **playful side**.

Enjoyment gap

33%

of people **value** enjoyment but **don't often experience** it at home.

A recipe for joy

So, how can we bring more joy into the home? Our research has uncovered four key areas related to enjoyment at home – each with its own drivers and barriers.



1.

Feeling good



Redefining a healthy, happy home

In today’s world, mental and physical wellbeing are vital pillars of a happy and fulfilling home life. As people seek greater contentment at home, they are also recognising that traditional ideas of health are shifting towards a more holistic approach. This evolution reflects a growing awareness that genuine health is both personal and varied, often grounded in our connection to our surroundings and in everyday habits that bring joy and comfort.

Top driver
Home cooking
boosts everyday joy.
Eating a home-cooked meal
(31%) ranks #3 in Estonia in
bringing enjoyment at home.

Relevant needs
Enjoyment
Control
Accomplishment
Nurturing
Security

Main topics

1. Home, wellbeing and outlook go together
2. Home health is multidimensional
3. Health is personal



“Feeling joy is not a matter of willpower, but the result of deep internal processes. Creating joy at home does not have to be a big and expensive undertaking. Often, small, but conscious steps are enough to help create a safe, supportive, comfortable home.”

**Psychologist
Rita Rätsepp**

Home health is multidimensional

A supportive home environment can enhance our mental and physical wellbeing, as well as our outlook on life and the future – which, in turn, can feed back into the home. This interdependence plays a significant role in how happy, or unhappy, we feel at home.

The idea of ‘home health’ captures the diverse aspects of wellbeing that our homes can offer – extending far beyond just physical and mental health – to provide a true balance in our lives at home. Each element plays a vital role in shaping how we experience joy and satisfaction in our living spaces.



Health is personal

Alongside a more well-rounded vision of wellbeing at home, 'health' is also becoming more personalised. People are increasingly redefining health in ways that resonate with them, focusing less on conventional metrics like 10,000 steps and more on customised routines and approaches. Whatever the activity, it's all about doing what feels right to nurture our personal sense of wellbeing.

→ Key insights

Comfort food

Do you enjoy cooking in a slow, leisurely way? If so, you're more likely to be happy at home (69% vs 63% total average).

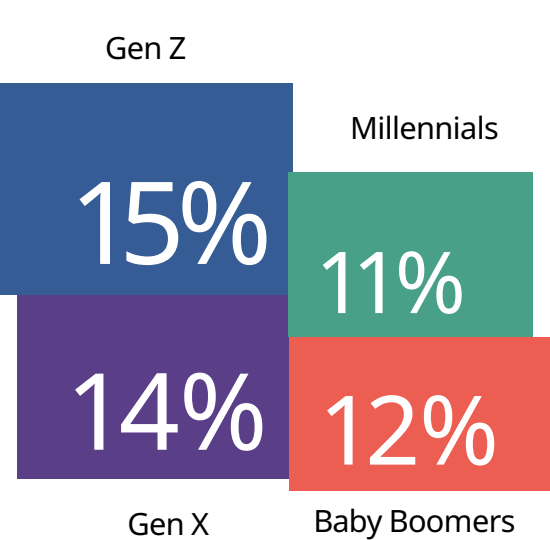
Napping matters

Sleep is the top activity for nurturing our wellbeing at home – both physical (65%) and mental (63%).

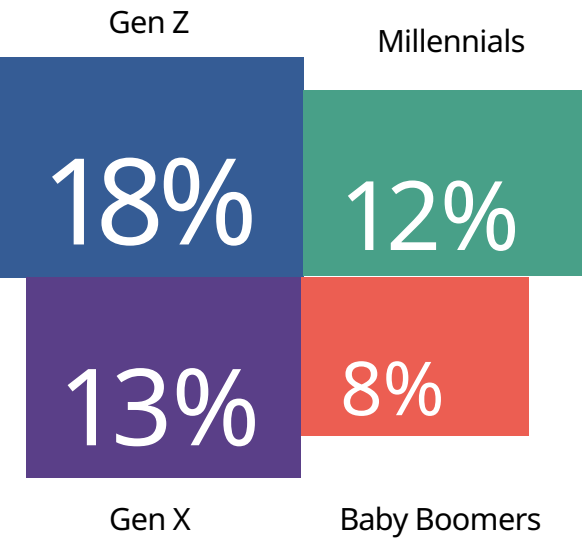


→ The meaning of relaxation

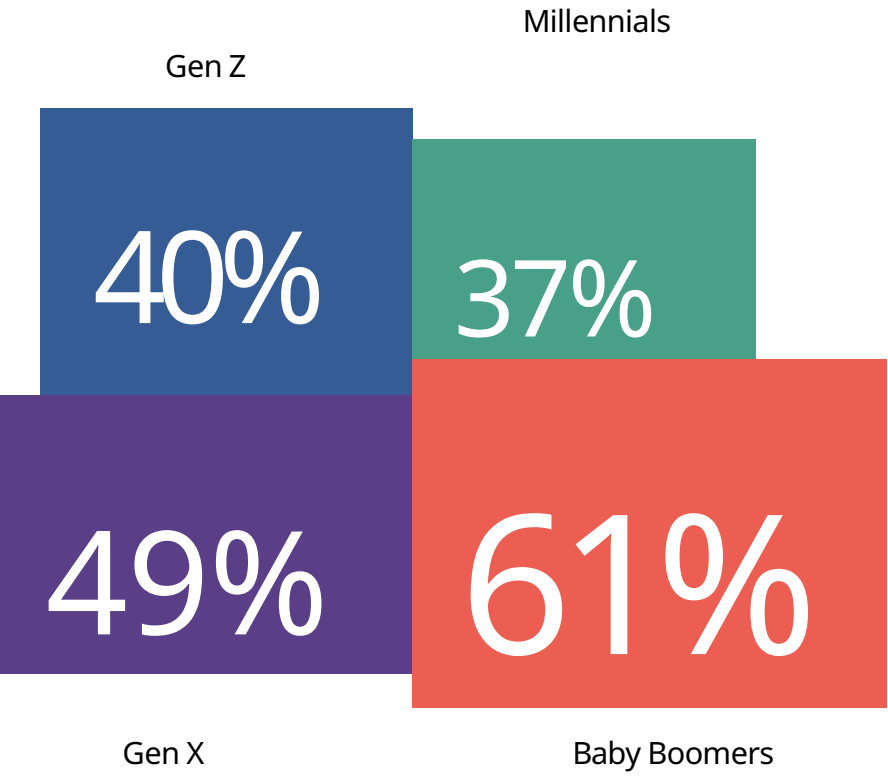
Relaxation is high on the agenda for both physical and mental wellbeing. However, there are differences in what relaxation means across different age groups. Younger generations are more likely to pamper themselves and focus on creating the right vibe at home. Older generations, meanwhile, tend to relax in more traditional ways or catch some z’s.



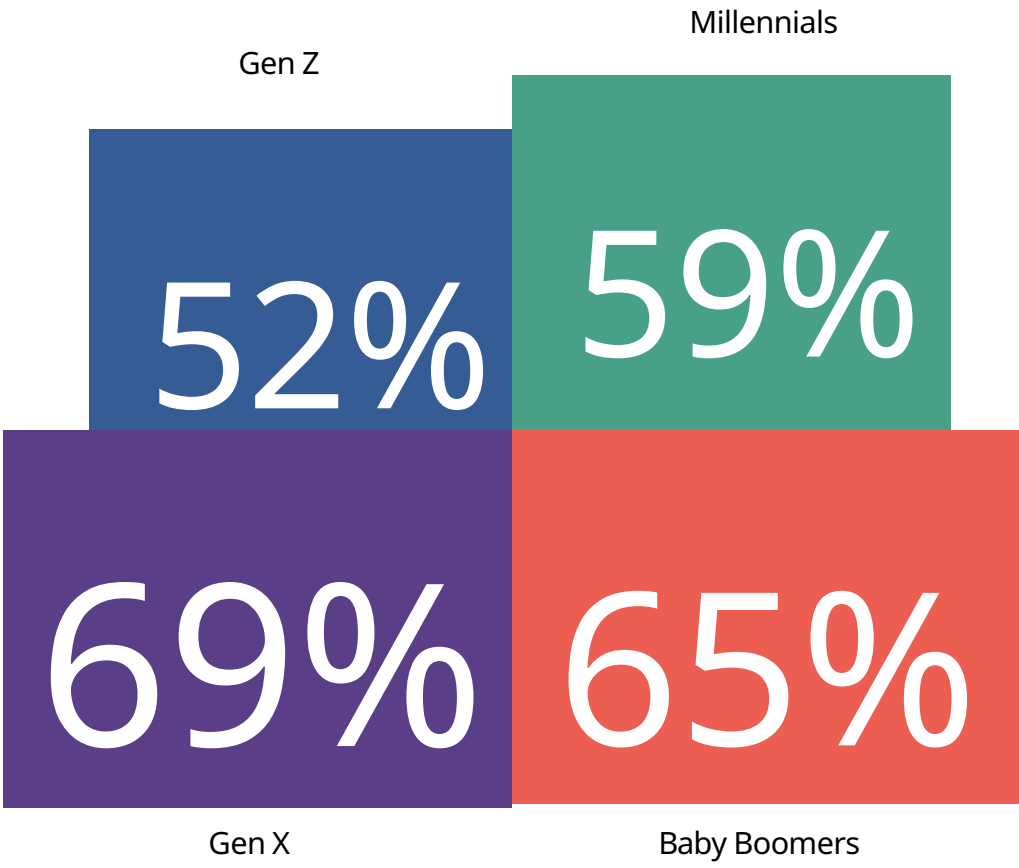
Self-care or home spa



Good quality indoor environment



Reading, listening to music or watching TV



Sleeping

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

The new healthy

→ What's trending?

These days, staying healthy is often easier said than done, with an overwhelming array of 'expert' advice and expensive gadgets that can be just as likely to confuse us as to help us. For every conventional healthy habit, a new, alternative approach is emerging – all a matter of personal choice, of course.

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, uplifting content. This is probably for the best, with 17% of people telling us they spend too much time aimlessly scrolling on their smartphones.

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. Hopefully, this doesn't come at the expense of hygiene – at least for the 14% of people who told us they enjoy fresh bed sheets.



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 provide the chance to nurture our own version of wellbeing.

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

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

How do *you* define a healthy, happy home – and what rituals or routines help you feel your best in your space?

2.

Having fun



Rediscovering the power of playfulness

Playful and creative activities, often dismissed as ‘kids’ stuff’, can be powerful tools for adults too – enriching our wellbeing, helping us make intentional choices, and fostering a more purposeful life. Making time for what we love can shape how we see ourselves, our future, and our relationships. So, while play for play’s sake might seem trivial to some, rekindling a sense of childlike joy in the everyday could be the antidote to many grown-up pressures and stresses.

Top driver

People with a hobby have more fun.

Spending time on hobbies and interests (35%) ranks #2 in Estonia in bringing enjoyment at home.

Relevant needs

Enjoyment
Security
Nurturing
Aspirations
Belonging

Main topics

1. Hobbies make us happy
2. Playfulness needs enabling
3. Fun is an antidote to stress



“Play is not just entertainment - it is one of the most natural and effective ways to create and strengthen the bond between a child and an adult. The joy and laughter shared during play helps release oxytocin - a hormone that promotes attachment and trust. When a parent is truly present in a child's play, the child feels loved and valued.”

***Eia Uus,
Peer counselor and writer***

Hobbies make us happy

Engaging in hobbies and interests – no matter how simple or complex – can provide an instant boost of joy at home, with lasting effects that go well beyond simply making our living space more enjoyable. It can also have a positive impact on our overall wellbeing and shape how we view ourselves, our relationships, and the world around us.

→ Key insights

Invested in our hobbies

People who take pride in pursuing hobbies at home tend to feel more optimistic about their future (53% vs 47% total average).

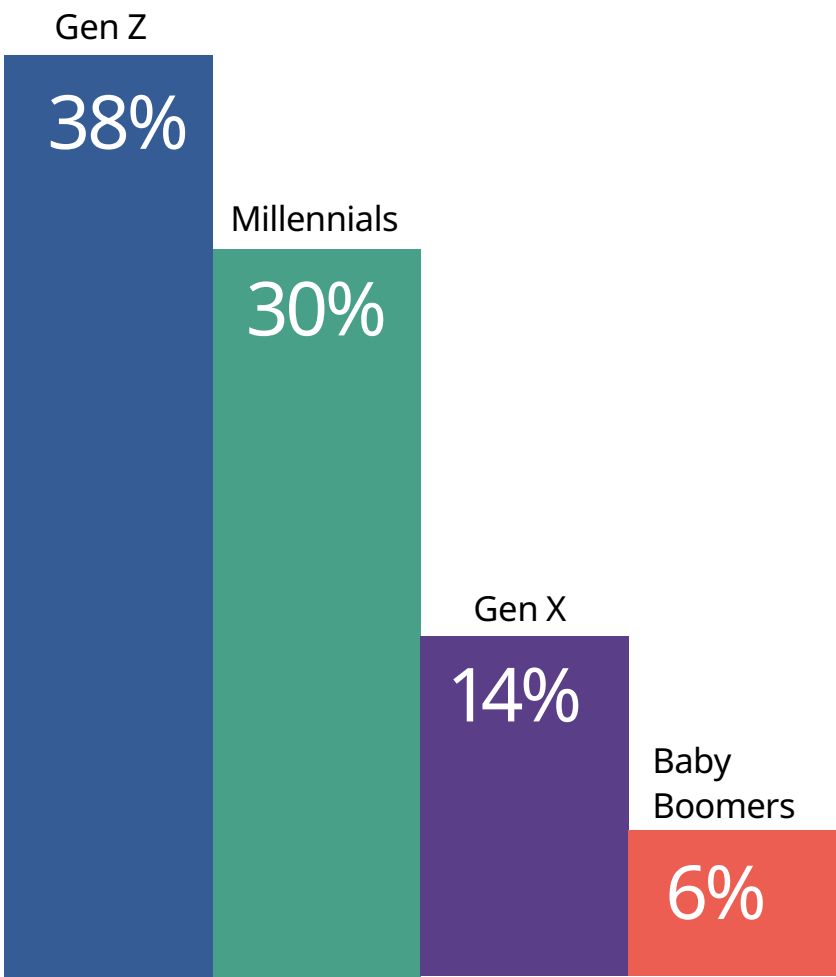
All eyes on the TV

Watching television is the most popular hobby in Estonia, enjoyed by 60% of the population. Reading (43%) and Doing puzzles, crosswords etc. (35%) rank second and third.

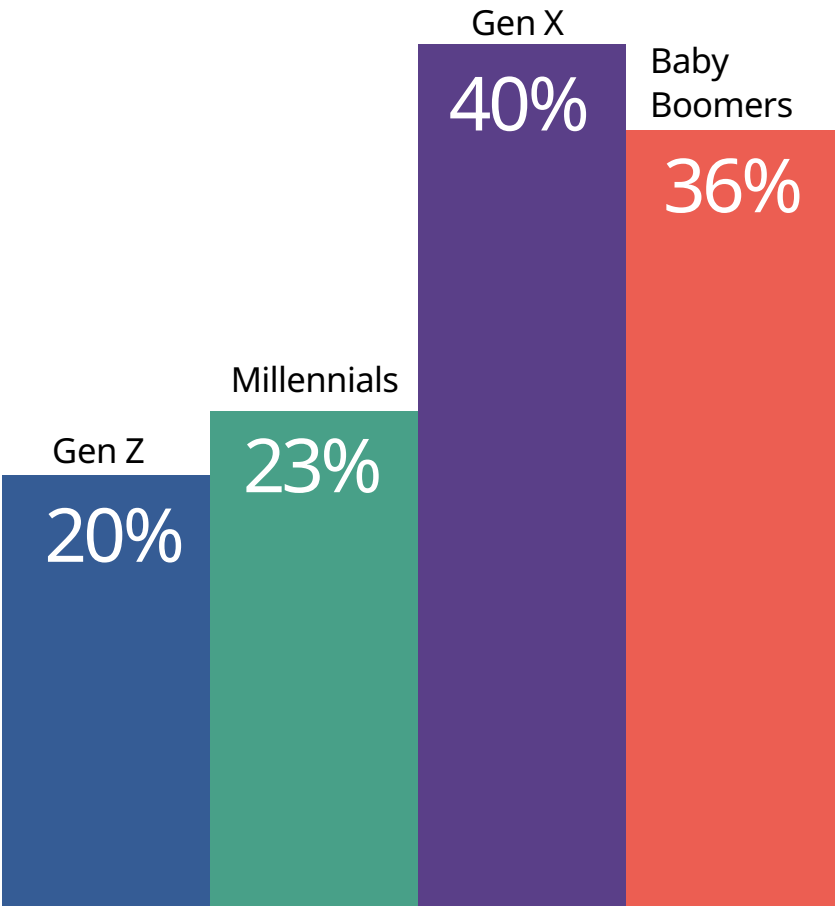


→ Generational games

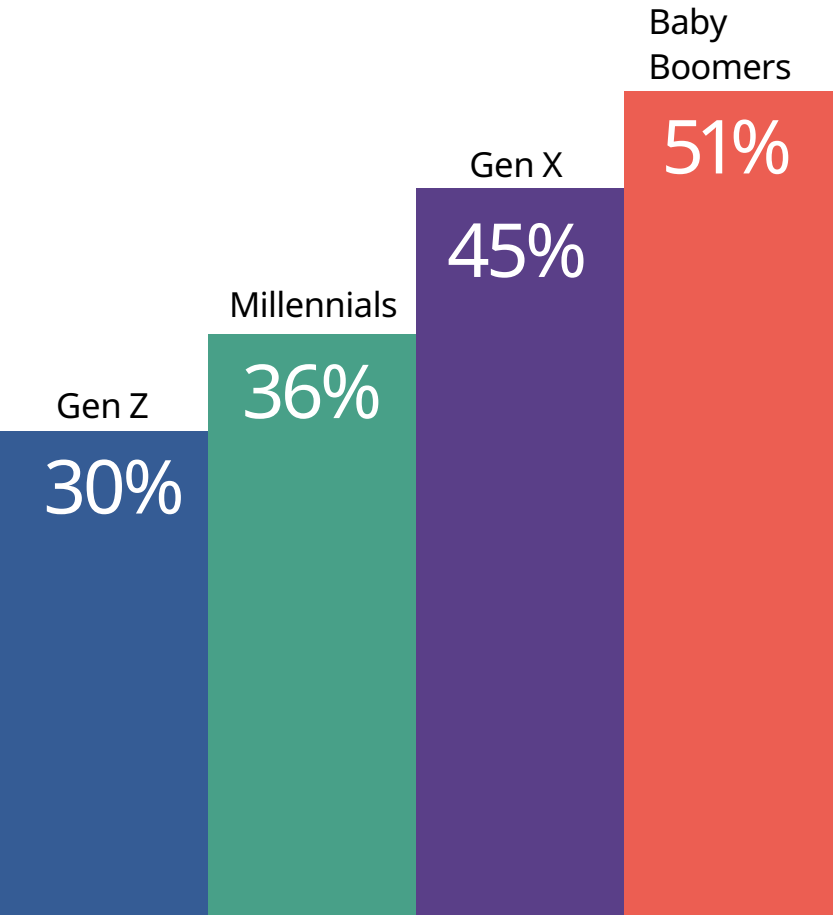
Gen Z and Millennials are more likely than Baby Boomers and Gen X to enjoy board games and playing cards as hobbies – but less likely to find enjoyment in gardening, reading, or watching television.



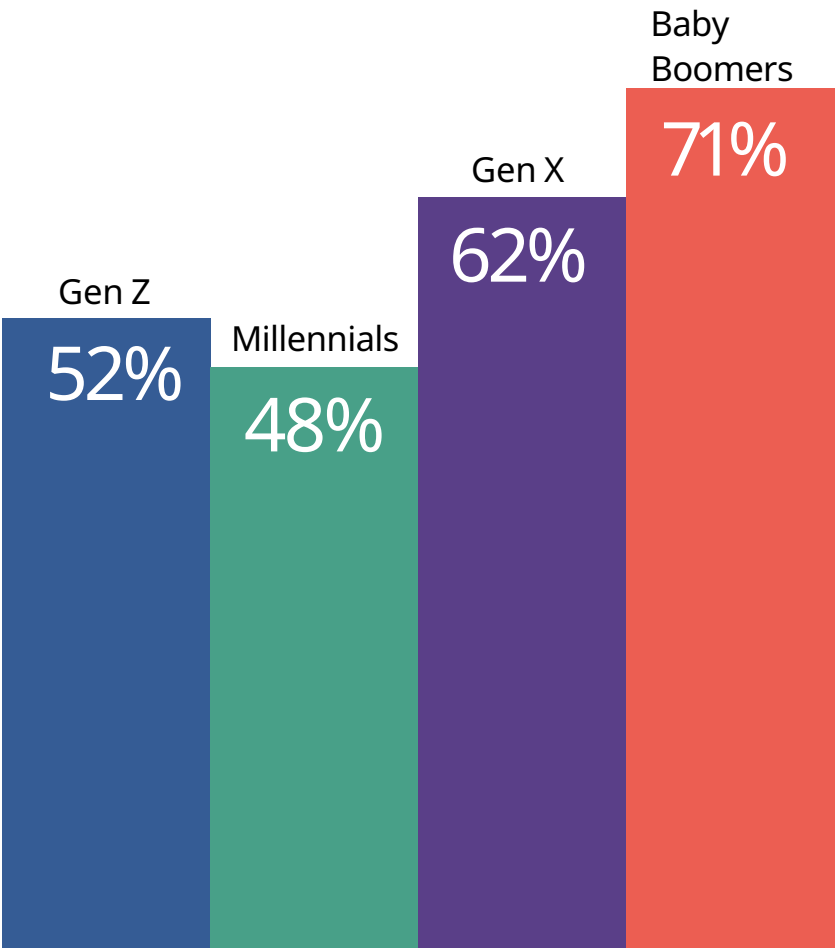
Playing cards or board games



Gardening



Reading



Watching TV

Playfulness needs enabling

Does your home bring out your playful side? If the answer is no, you're not alone. In fact, you're in the majority of adults across 39 countries. So, why don't most of us view having fun as a fundamental part of our lives at home? It turns out that the very factors blocking us could also serve as enablers.

→ Key insight

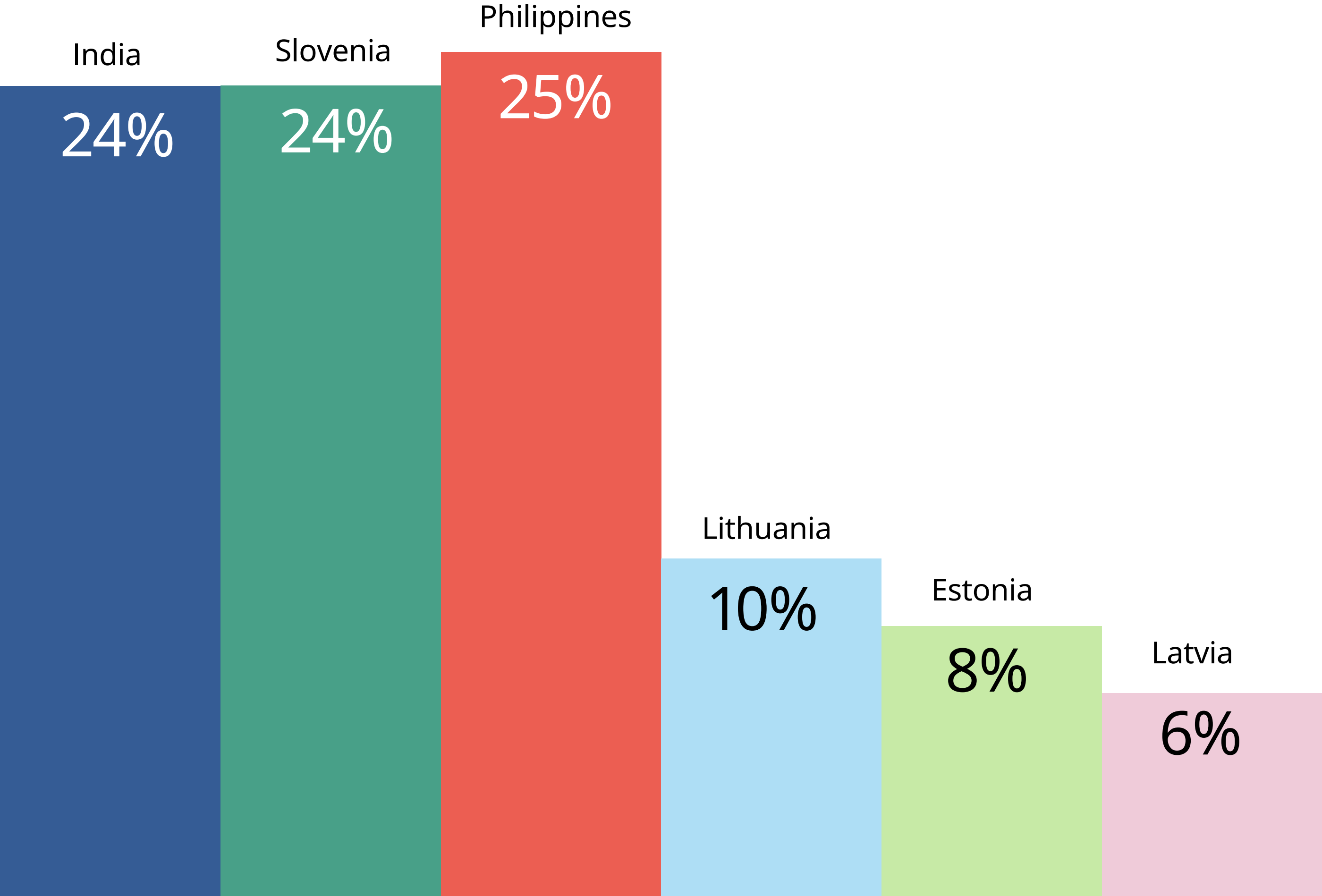
No fun at home

Only 8% of people in Estonia claim that their homes bring out their playful side.



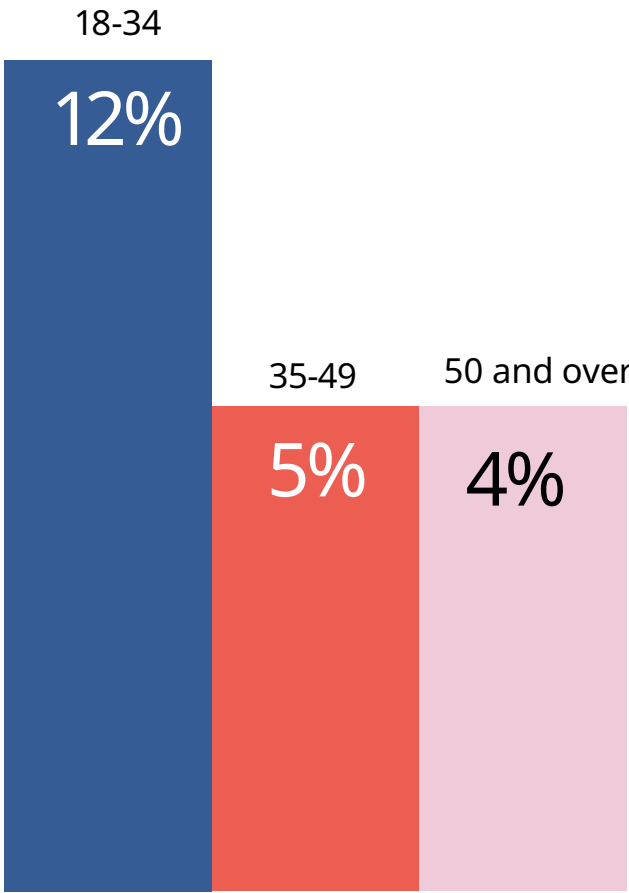
→ **Global hotspots
(and coldspots)
of fun**

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

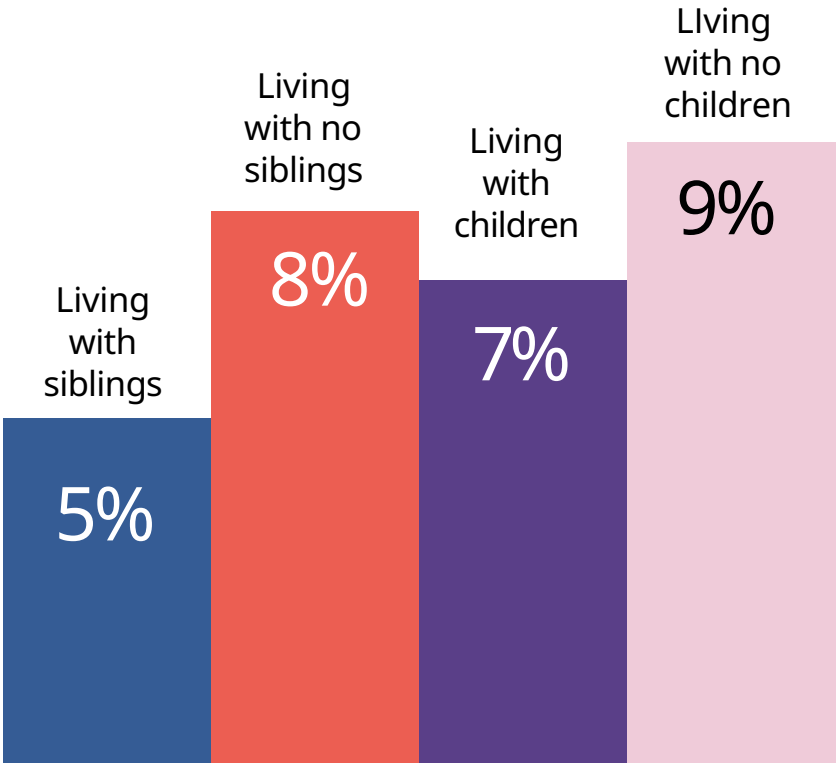


→ More drivers and barriers to fun

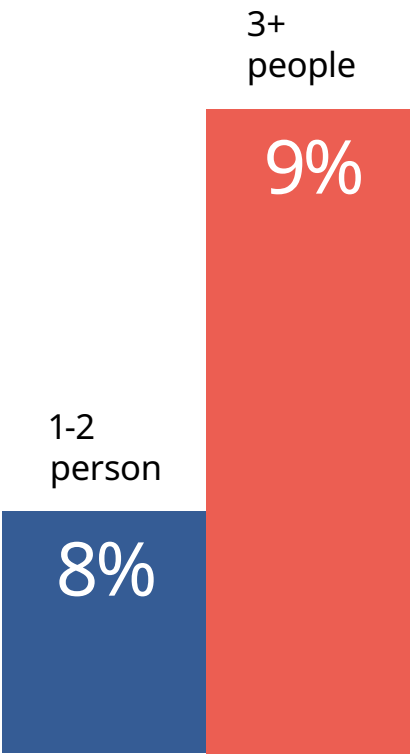
Our living situations affect our ability to get in touch with our playful side at home. Not only for the factors enabling play, but also those standing in the way of it.



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



Who you live with
You're more likely to experience play when living with children.



The size of your household
The larger the household, the more likely you are to say your home allows you to bring out your playful side.

All data on this page compared to 8% total average.
You can also find a breakdown of income levels in the Vault..



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 remedies for it? Psychologist Rita Rätsepp shares that both adults and children see play as a way to escape from pressure and stress and increase happiness and wellbeing. A minimum of 15 minutes of child-parent quality time has a positive effect on children's mental health. Our Life at Home research has shown that people whose homes bring out their playful side experience a higher level of fulfilment across all eight needs.

→ Key insights

Home’s big power play

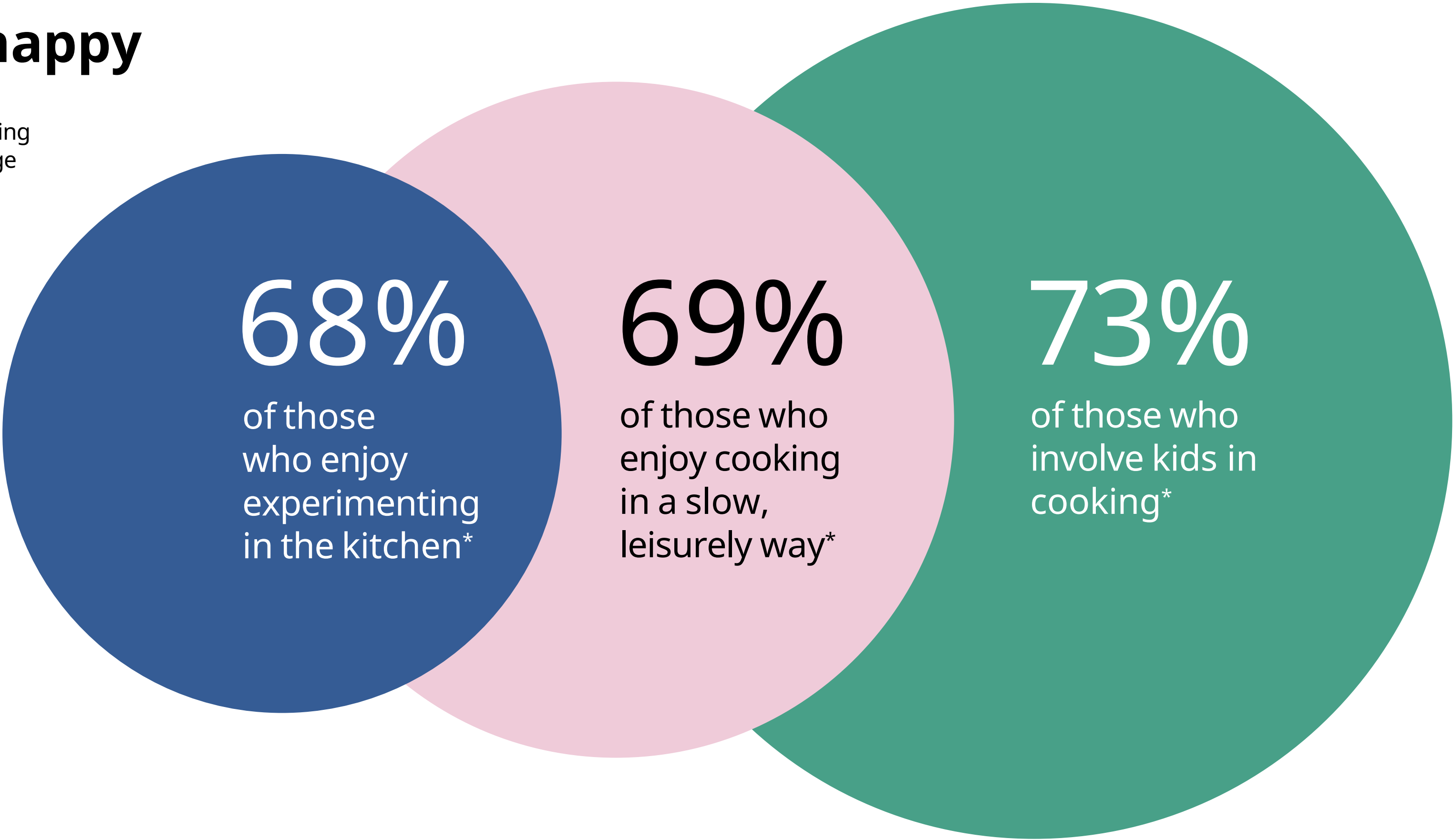
Among those who say their home helps bring out their playful side, 63% state that home is their favourite place to be, and 58% feel positive about the future (compared to 58% and 47% for the total averages, respectively).

Quality time with the kids

People who spend time playing with children are more content with life at home (64% vs 63% total average).

→ Fun with food also makes us happy

Embracing the joys of cooking is a recipe for above-average happiness at home.



*... are happy with their life at home, compared to 63% total average.

Adult-friendly fun

It's all too clear how challenging it is for adults to reconnect with their playful side at home. However, for those who are truly committed, the opportunities to embrace play are increasing daily.

→ What's trending?

Psychologist Rita Rätsepp shares that there is a growing preference for meaningful social gatherings centered around shared activities such as cooking, board games, and movie nights. These occasions typically take place at home and prioritize comfort, authenticity, and personal connection over large-scale or high-energy events.

Cooking becomes a collaborative experience that encourages conversation and teamwork, while **board games** and movie nights provide structured yet relaxed ways to engage and unwind.

This trend reflects a broader cultural inclination toward simplicity, intentionality, and the value of close-knit relationships - where quality time is cultivated through everyday moments in familiar, welcoming settings.



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 outlook on 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 small, achievable ways to make it a reality.

Adults can always find reasons not to do it. But just imagine the alternative. Picture the difference that a little more fun, creativity and play could bring to the everyday. That thought alone can make life more enjoyable.

What if growing up didn't mean letting go of wonder, but learning how to carry it with us?

3.

Building vibes



Personalising our spaces to reflect our true selves

Our research shows that the more at home we feel in our surroundings, the more enjoyment we get from them. In a world that often feels unpredictable, costly, and focused on appearances and performance, can our homes become a sanctuary where we are free simply to ‘be’? Whether that means being fully present, being ourselves – or both. The ability to discover and create our personal ‘vibe’ varies from home to home, person to person, and budget to budget. Yet in today’s world, there are many ways to make it happen.





“People are now realising that bold interiors are the way forward, with colour allowing our spaces to better reflect our personalities. We’re focusing less on how we might sell our homes in the future, and more on living in and enjoying the present.”

***Brita Mikvere,
Head of IKEA Latvia
Interior Design Department***

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 foster that sense of belonging. What truly makes a difference are the small things we do that make a home feel like our own – whether it's a cherished object, a meaningful habit or living in line with our personal values or purpose.

→ Key insights

Enjoyment at home is often experienced by:

- **54%** of those who feel a greater sense of belonging when they can **express their identity** at home.
- **65%** of those who keep **crystals around the home**.
- **56%** of those with **dedicated snack drawers**.



The small changes matter

Sometimes, people lack the opportunities, tools or skills needed to fully enjoy their homes. However, despite these limitations, many are still discovering small but creative ways to make their homes reflect who they are and what they need.

A multisensory approach can also enrich the living experience, offering playful ways to engage with the space without tempering with fixed solutions.

→ Key insights

Appealing to the senses

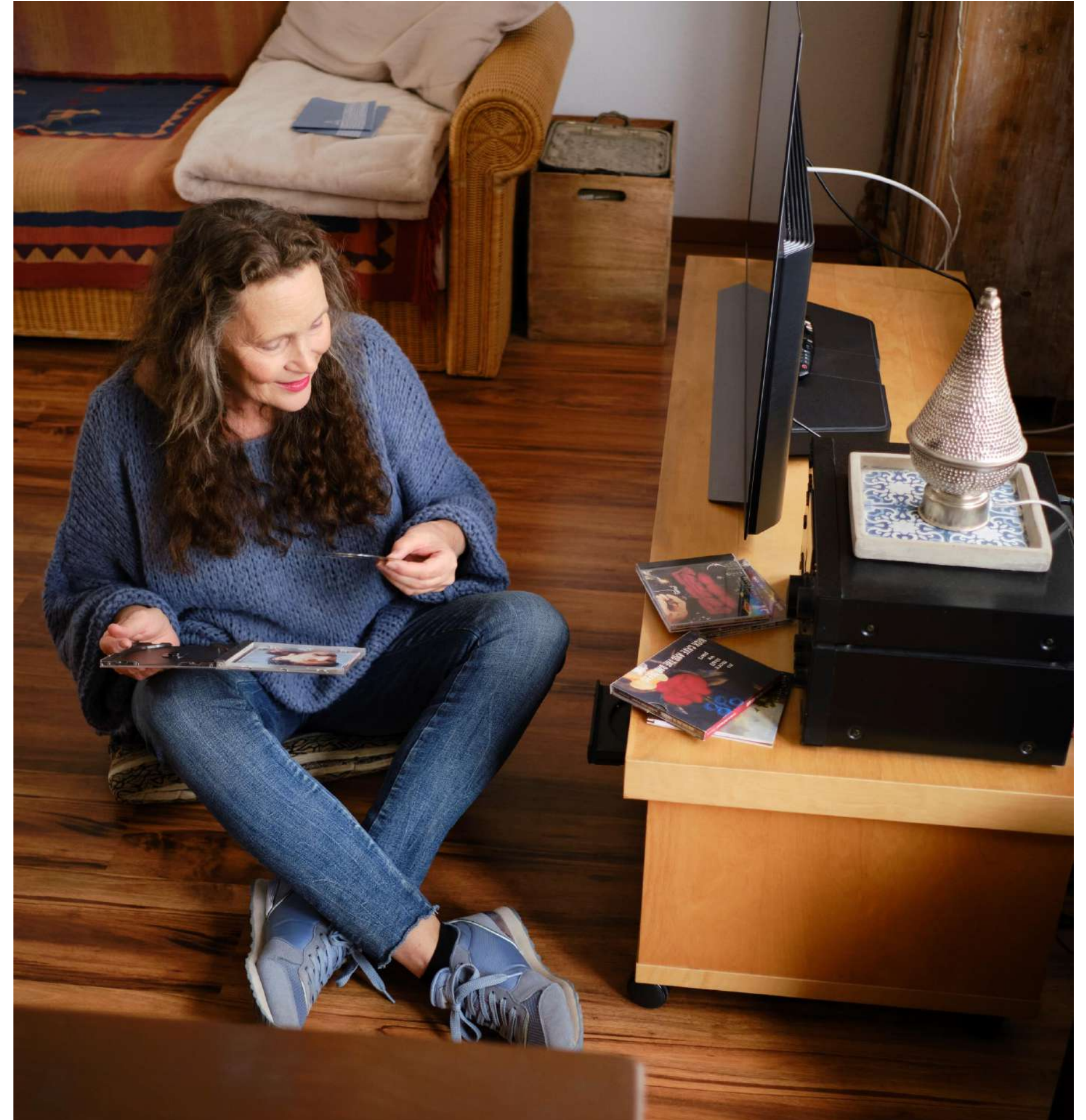
Many people aim to create the right aesthetic and sensory experience at home to relax or feel more comfortable. They find it helpful to:

- have a home that **smells nice** (15%),
- **use music** to create the right environment (10%),
- **light candles** (9%).

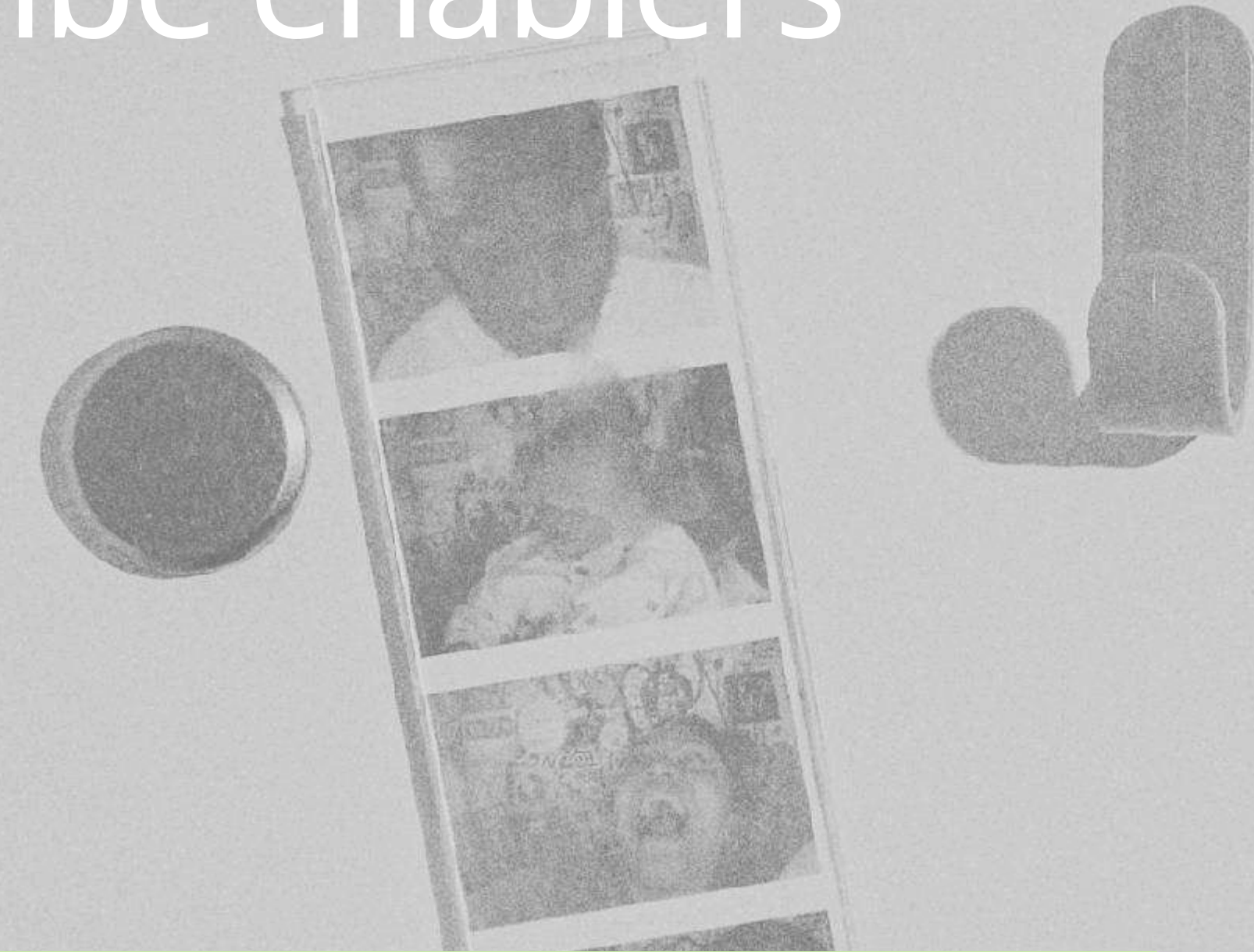
Two-year plans

Many people are keeping busy with home renovations and improvements. Among those planning to update their homes over the next two years:

- 50% intend to carry **out surface renovations** to walls, such as painting or wallpapering.
- 35% are planning minor **redcoration**, such as adding new cushions or curtains.



Vibe enablers



However you're looking to put your own unique stamp on your home and whatever style you prefer, there's help at hand, along with countless ways to make it happen. All it takes is a hands-on approach and, occasionally, a shift in mindset.

→ What's trending?

Renter-friendly solutions gaining popularity on social media include peel-and-stick wallpaper, adhesive laminate flooring, temporary stained-glass-effect window films, swapping out light fittings, and using affordable uplights.

Dopamine décor is all about filling homes with colours, textures, and patterns, and layering in playful, nostalgic elements that spark joy. The aim is to create a vibrant, uplifting space tailored to each person's unique style.

Biophilic design focuses on integrating natural materials – such as stone and wood – and elements like plants and natural light into the home, to foster a calming and restorative atmosphere.

Smart home technology brings ambience control to our fingertips. Once viewed as a luxury – and perhaps still so for some* – it's becoming increasingly common in modern homes. These products allow us to manage everything from lighting and sound to safety and air quality at the touch of a button.

*When asked about plans to renovate or improve their home within the next 2 years, only 1% of people said they were considering smart home integration.



Our take:

Let's get vibing

By allowing our spaces to be as unique as we are, we make our experience of home that little bit more enjoyable.

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

A home that reflects and relaxes us can also foster confidence and resilience, helping us face the world outside – and whatever life throws our way.

If *you* were to live your dopamine dream, what would be the first thing you'd do to personalize your space further?

"Making your space feel 'yours' doesn't have to be a fixed process. By transforming what you already own and discovering new ways to use the same items, your vibe can evolve as you do. Like switching a cushion cover with the seasons or turning it into a piece of art."

***Brita Mikvere,
Head of IKEA Estonia Interior Design Department***

4.

Making connections



Finding ways to spend time with our tribes

Moments of human connection help keep us going and make the days easier to navigate. However, in today’s increasingly fractured and polarised societies, we have been pushed to turn inwards, making those moments harder to come by. Home, whether shared with others or experienced alone, can serve as a starting point for a more outward-facing approach. Not only through physical and virtual connections within its four walls, but also beyond them, in the communities that surround and sustain us.

Top driver

Hugs and laughs go a long, long way.

Hugs with a loved one (25%) and laughing with people around us (29%) rank #6 and #4 respectively for bringing enjoyment at home in Estonia.

Relevant needs

Enjoyment
Belonging
Comfort
Security

Main topics

1. Happiness starts at home
2. Connection comes in different forms
3. Community counts



“Sharing positive experiences amplifies joy. Sharing joyful events with others increases subjective happiness. People need a sense of belonging, and various family events, activities, and gatherings create and strengthen a sense of belonging. Being together strengthens relationships, creates shared memories, closeness, and trust. There is nothing more intimate than inviting someone into your home.”

**Psychologist
Rita Rätsepp**

Happiness starts at home

Who we live with can have a significant impact on our happiness and outlook on life. In a world grappling with a loneliness epidemic, maintaining everyday rituals can be crucial for connection – whether we live with others or by ourselves.

→ Key insights

Physical contact is positive contact

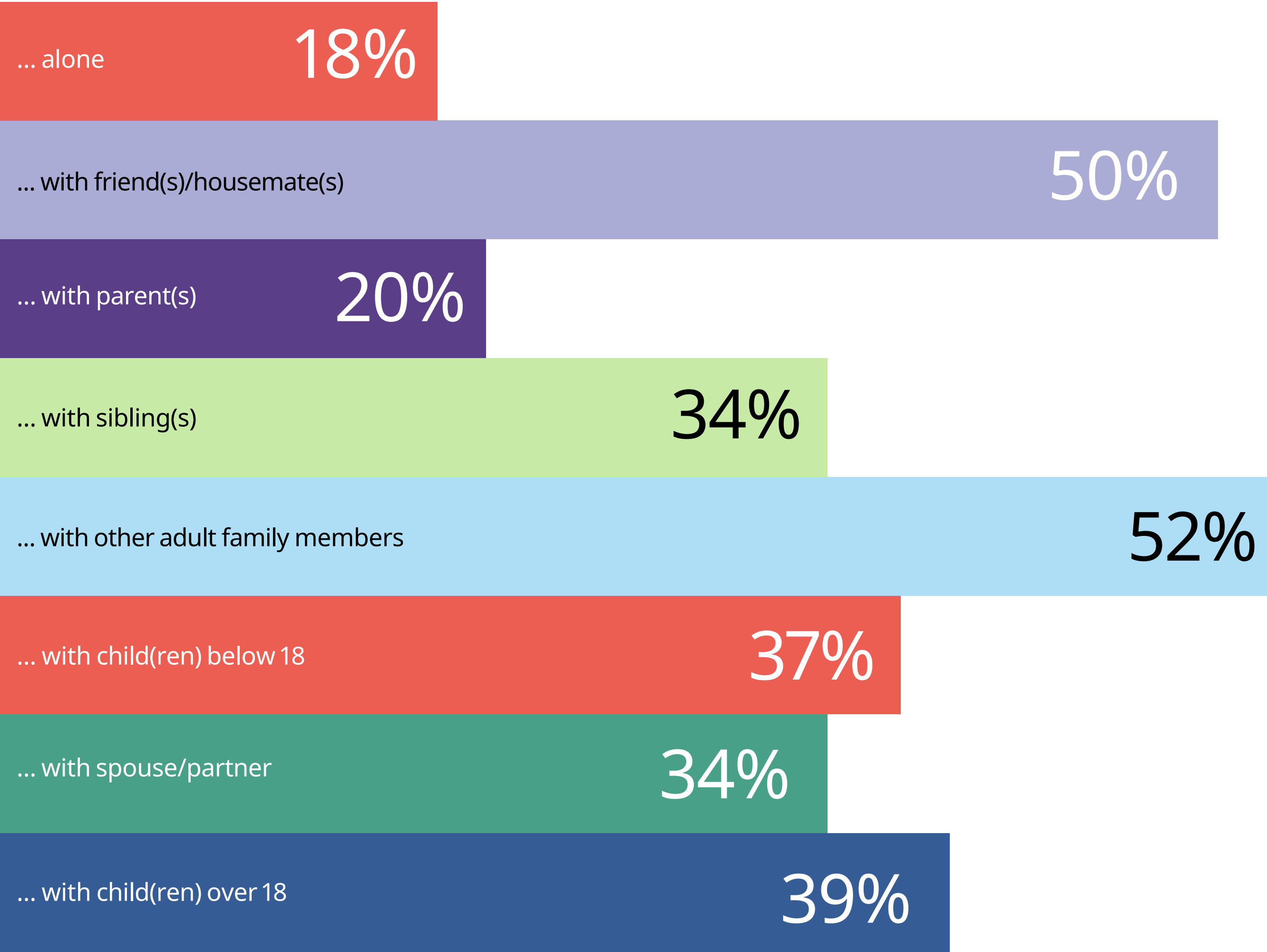
Of those who enjoy hugs with a loved one, 56% (vs 47% total average) feel positive about the future, while 74% (vs 63%) feel positive about their current life at home.

Pets make a home

Of those who have pets, 56% (vs 50% total average) experience enjoyment frequently, and 69% (vs 57%) say home is their favourite place to be.



Living and laughing...



→ **Laughter is the best medicine**

It’s not a myth! 74% of people who laugh with those around them are happy with life at home (vs 63% total average).

As this breakdown by living situation shows, people living with children are among those who enjoy it the most.

Breakdown by living situation for those who selected “laughing with people around me” in response to the question “Which of these bring you the most joy in your life at home?”.

→ Those who eat together, stick together

We probably suspected it all along, but our research confirms it: people love coming together over food. In fact, the data shows that those who view eating as a social activity are more likely than average to experience a sense of belonging (+6% points) and enjoyment (+9% points) at home.



“Mental health researches have highlighted the importance of shared time and rituals, such as eating together as a family. The sense of belonging experienced provides psychological support.”

**Psychologist
Rita Rätsepp**

Connection comes in many forms

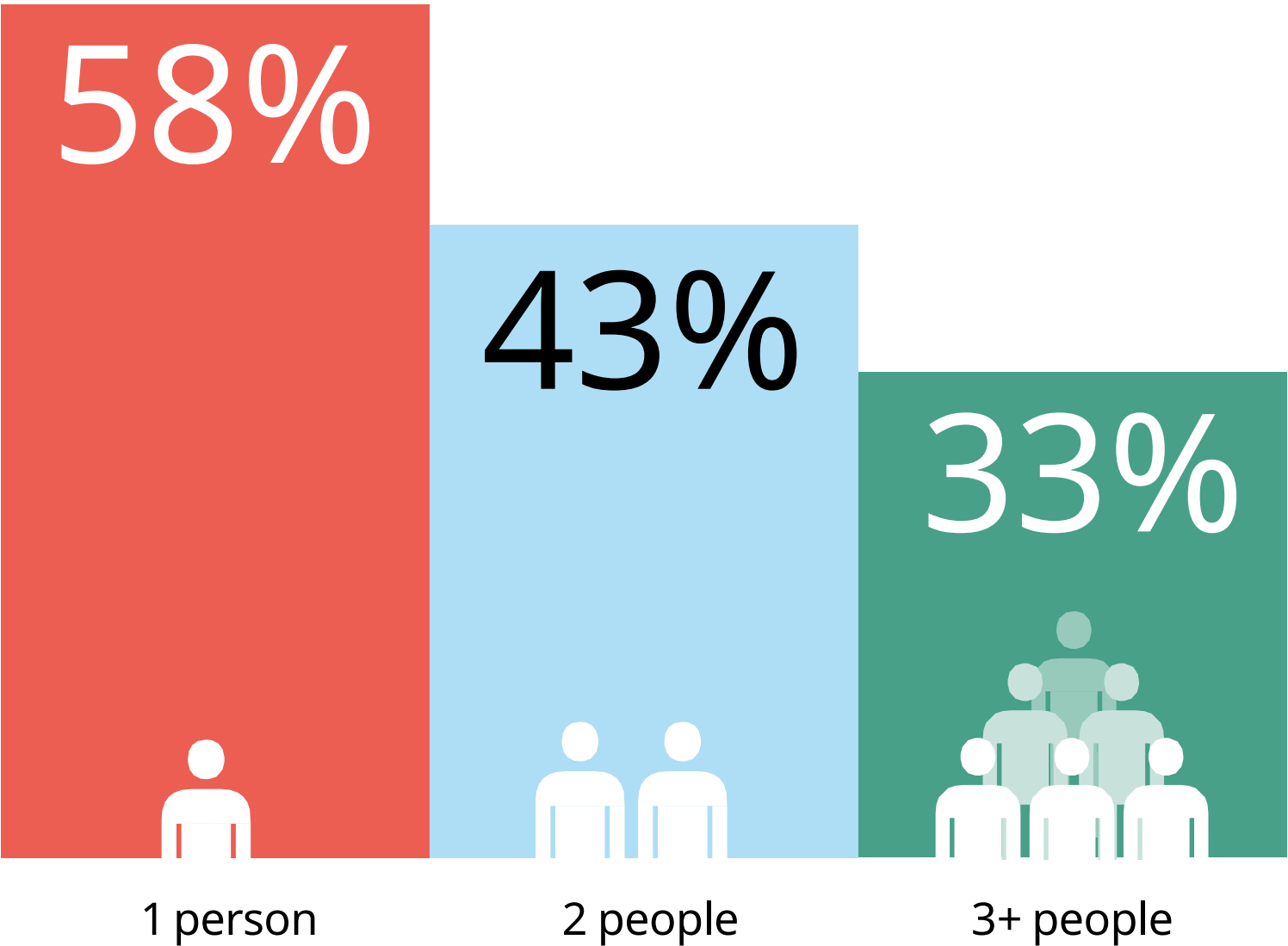
We don't need to live with others to enjoy life at home. We can embrace solitude and value our own space, while also using technology and other tools to connect and nurture relationships – even from a distance. It's all about discovering our own recipe for building and maintaining the connections that give us energy.

→ Key insights

- Gardening to connect**
People who garden as a hobby are more likely to find belonging important at home (78% vs 65% total average), and to experience it often or sometimes (86% vs 79%).
- The joy of gardening**
67% of people who garden say that home is their favourite place to be (vs 57% total average).

→ The joy of single living

When it comes to enjoying time alone, people living in single-person households come out on top.



Community counts

The concept of ‘household’ goes beyond the four walls of our home, with community connections offering a sense of safety, visibility and belonging. Our research highlights the importance of coming together in communities – whether to share experiences, tackle challenges, or simply hang out.

→ Key insights

Helping helps

62% of those who help their community often experience enjoyment at home (vs 50% total average).

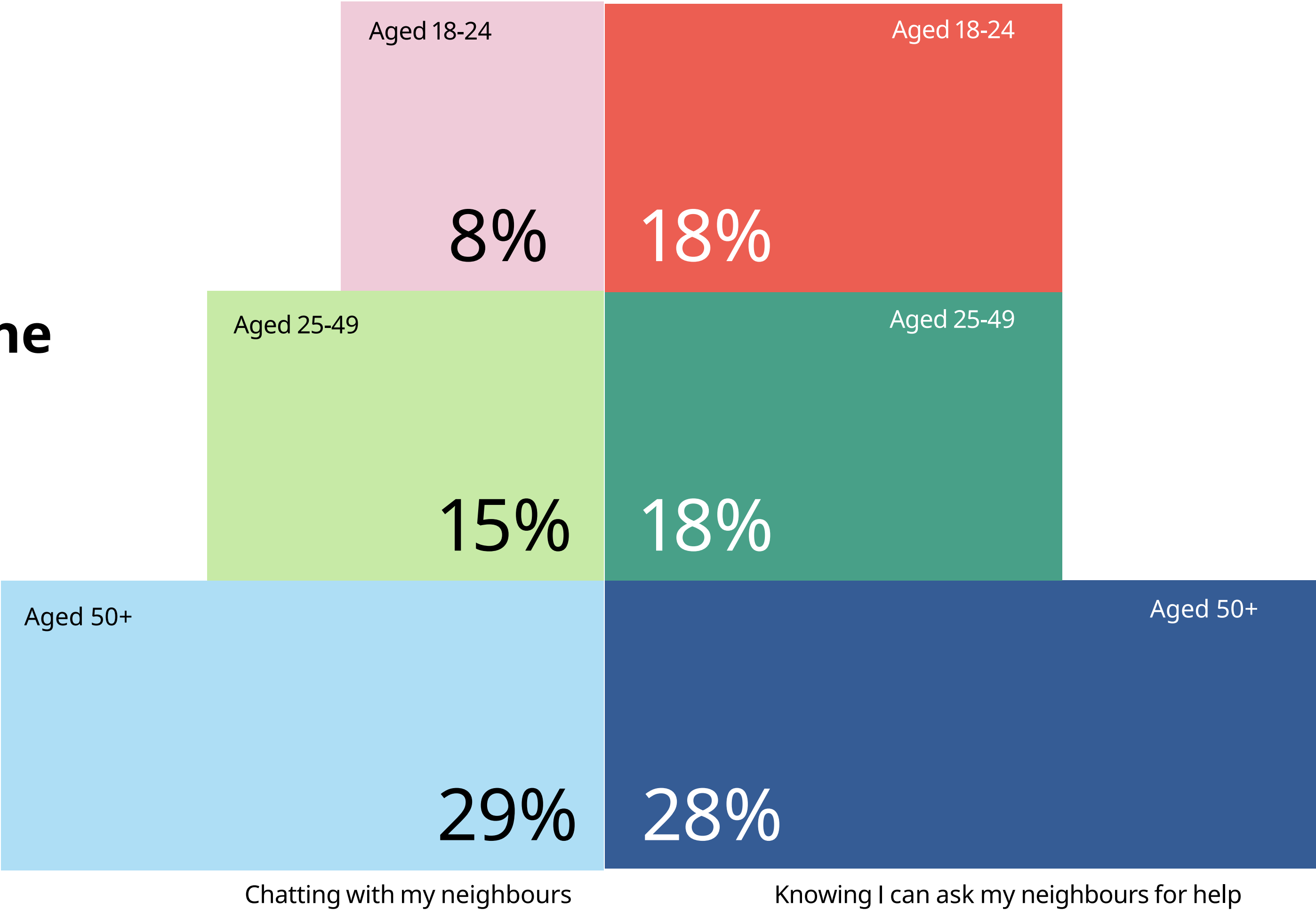
Identifying with yourself – and others

People who feel a greater sense of belonging where they live by expressing their identity in the community are happier with life at home (69%). As are those who spend time with others who share their values and views (71%). Both compared to a 63% total average.



→ **On speaking terms with the neighbours**

As we get older, we are more likely to find connections through our neighbours – something that is important for our sense of belonging in the place we call home.



New ways to connect

Despite concerns about an increasingly fragmented society, we find ourselves hyper-connected on an unprecedented scale. This is thanks not only to technology, but also to the creativity, initiative, passion and drive of real people. Regardless of your living situation, it's about choosing who you want to connect with – and deciding how, where and when to do so.

→ 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 in the bedroom, it's a global movement aimed at bypassing small talk and engaging in meaningful dialogue with anyone.

GRWM (get ready with me) is a popular social media trend where young (or young-at-heart) people share a tutorial for followers while applying make-up or getting dressed. Some also do it together with friends on video calls.

Single-serve leisure is designed to support single people who wish to enjoy a leisure activity alone but may face obstacles such as social stigma or the 'singles tax', as many leisure activities are designed for groups. Single meal kits are just one example of the solutions available.

Food-based community volunteering is increasingly seen in charity-run community kitchens. These initiatives help reduce loneliness and food poverty through their work with community connections, thousands of volunteers, and surplus food.

*While more than twice as many Gen Zers as Baby Boomers describe online entertainment as a hobby (50% vs 24%), 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 bring joy into the home. And although many of us may 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 – helping to make life feel that little bit better.

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

Outro

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

Inga Filipova,
IKEA Baltics Retail Manager





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. However, 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 in making things better in the world we share – starting at home. Together, we can help people better fulfil the eight needs, giving more of the many the chance to be happier – at home and in life.

With enjoyment being particularly hard to achieve and deeply influencing the other needs, we encourage you to put it front and centre. By working together, we can enable more happiness in the homes we create, empowering people to make that all-important mindset shift and embrace joy.

The way we see it, those small everyday rays of sunshine can be a powerful antidote to whatever life throws our way.

So, let's start working and bring 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 those 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 level 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 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 refers to the mean response to a specific question from all respondents across the countries surveyed. When describing a particular insight in relation to the global average, ‘more likely’ indicates above average, while ‘less likely’ signifies below average.
Percentage points (% points) represent the absolute difference between two percentages (e.g. a 1% point difference between 2% and 3%).
Percent (%) refers to a change expressed as a percentage of the original value (e.g. a 50% increase from 2% to 3%).

Tack! Aitäh!

