

10

Top



Insights



At its best, home is more than just a physical space.



Still, people face key tensions in their everyday life at home.



For this year's IKEA Life at Home Report, we asked more than 37,000 people around the world to tell us about their experiences.

Here, we present a one pager for each country of the top 10 data points from the Life at Home Report.

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56%

of people are either looking to move or renovate their home in the next 2 years (34% planning to move, 22% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

35%

hugs with a loved one

33%

laughing with others

72%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

31%

creating the right temperature

28%

complete darkness

28%

my favourite pillow

52%

say home is their favourite place to be and this rises to 60% of people who have pets.

40%

say that having a tidy and organised home helps them to feel most content and at ease at home.

30%

said their ideal home must help them be physically or mentally stronger.

33%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

23%

sometimes walk around naked in their home.

26%

of people feel a loss of control when we do not have enough money to take care of our home.

54%

of people are either looking to move or renovate their home in the next 2 years (37% planning to move, 17% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

33%

hugs with a loved one

33%

laughing with others

76%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

30%

creating the right temperature

29%

complete darkness

31%

my favourite pillow

54%

say home is their favourite place to be and this rises to 54% of people who have pets.

41%

say that having a tidy and organised home helps them to feel most content and at ease at home.

35%

said their ideal home must help them be physically or mentally stronger.

34%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

24%

sometimes walk around naked in their home.

24%

of people feel a loss of control when we do not have enough money to take care of our home.

53%

of people are either looking to move or renovate their home in the next 2 years (30% planning to move, 23% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

40%

hugs with a loved one

29%

laughing with others

78%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

37%

creating the right temperature

26%

complete darkness

22%

my favourite pillow

45%

say home is their favourite place to be and this rises to 45% of people who have pets.

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say that having a tidy and organised home helps them to feel most content and at ease at home.

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said their ideal home must help them be physically or mentally stronger.

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22%

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44%

of people are either looking to move or renovate their home in the next 2 years (28% planning to move, 16% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

34%

hugs with a loved one

32%

laughing with others

78%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

29%

creating the right temperature

31%

complete darkness

29%

my favourite pillow

47%

say home is their favourite place to be and this rises to 47% of people who have pets.

44%

say that having a tidy and organised home helps them to feel most content and at ease at home.

26%

said their ideal home must help them be physically or mentally stronger.

29%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

26%

sometimes walk around naked in their home.

26%

of people feel a loss of control when we do not have enough money to take care of our home.

50%

of people are either looking to move or renovate their home in the next 2 years (32% planning to move, 18% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

35%

hugs with a loved one

34%

laughing with others

74%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

36%

creating the right temperature

33%

complete darkness

31%

my favourite pillow

54%

say home is their favourite place to be and this rises to 54% of people who have pets.

40%

say that having a tidy and organised home helps them to feel most content and at ease at home.

34%

said their ideal home must help them be physically or mentally stronger.

28%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

25%

sometimes walk around naked in their home.

27%

of people feel a loss of control when we do not have enough money to take care of our home.

77%

of people are either looking to move or renovate their home in the next 2 years (47% planning to move, 30% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

45%

hugs with a loved one

41%

laughing with others

74%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

33%

creating the right temperature

36%

complete darkness

43%

my favourite pillow

60%

say home is their favourite place to be and this rises to 60% of people who have pets.

57%

say that having a tidy and organised home helps them to feel most content and at ease at home.

29%

said their ideal home must help them be physically or mentally stronger.

34%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

17%

sometimes walk around naked in their home.

39%

of people feel a loss of control when we do not have enough money to take care of our home.

68%

of people are either looking to move or renovate their home in the next 2 years (55% planning to move, 13% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

24%

hugs with a loved one

21%

laughing with others

60%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

37%

creating the right temperature

25%

complete darkness

31%

my favourite pillow

49%

say home is their favourite place to be and this rises to 49% of people who have pets.

41%

say that having a tidy and organised home helps them to feel most content and at ease at home.

29%

said their ideal home must help them be physically or mentally stronger.

32%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

17%

sometimes walk around naked in their home.

32%

of people feel a loss of control when we do not have enough money to take care of our home.

65%

of people are either looking to move or renovate their home in the next 2 years (31% planning to move, 34% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

47%

hugs with a loved one

37%

laughing with others

72%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

16%

creating the right temperature

21%

complete darkness

26%

my favourite pillow

51%

say home is their favourite place to be and this rises to 51% of people who have pets.

44%

say that having a tidy and organised home helps them to feel most content and at ease at home.

35%

said their ideal home must help them be physically or mentally stronger.

36%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

22%

sometimes walk around naked in their home.

22%

of people feel a loss of control when we do not have enough money to take care of our home.

52%

of people are either looking to move or renovate their home in the next 2 years (27% planning to move, 25% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

40%

hugs with a loved one

40%

laughing with others

62%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

26%

creating the right temperature

31%

complete darkness

31%

my favourite pillow

68%

say home is their favourite place to be and this rises to 68% of people who have pets.

41%

say that having a tidy and organised home helps them to feel most content and at ease at home.

33%

said their ideal home must help them be physically or mentally stronger.

28%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

27%

sometimes walk around naked in their home.

34%

of people feel a loss of control when we do not have enough money to take care of our home.

45%

of people are either looking to move or renovate their home in the next 2 years (26% planning to move, 19% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

42%

hugs with a loved one

42%

laughing with others

86%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

30%

creating the right temperature

26%

complete darkness

18%

my favourite pillow

61%

say home is their favourite place to be and this rises to 61% of people who have pets.

41%

say that having a tidy and organised home helps them to feel most content and at ease at home.

26%

said their ideal home must help them be physically or mentally stronger.

33%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

34%

sometimes walk around naked in their home.

14%

of people feel a loss of control when we do not have enough money to take care of our home.

55%

of people are either looking to move or renovate their home in the next 2 years (23% planning to move, 32% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

24%

hugs with a loved one

26%

laughing with others

80%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

35%

creating the right temperature

26%

complete darkness

23%

my favourite pillow

60%

say home is their favourite place to be and this rises to 60% of people who have pets.

38%

say that having a tidy and organised home helps them to feel most content and at ease at home.

33%

said their ideal home must help them be physically or mentally stronger.

43%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

28%

sometimes walk around naked in their home.

24%

of people feel a loss of control when we do not have enough money to take care of our home.

53%

of people are either looking to move or renovate their home in the next 2 years (35% planning to move, 18% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

35%

hugs with a loved one

30%

laughing with others

80%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

41%

creating the right temperature

29%

complete darkness

24%

my favourite pillow

67%

say home is their favourite place to be and this rises to 67% of people who have pets.

47%

say that having a tidy and organised home helps them to feel most content and at ease at home.

28%

said their ideal home must help them be physically or mentally stronger.

48%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

35%

sometimes walk around naked in their home.

21%

of people feel a loss of control when we do not have enough money to take care of our home.

55%

of people are either looking to move or renovate their home in the next 2 years (35% planning to move, 20% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

30%

hugs with a loved one

29%

laughing with others

71%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

37%

creating the right temperature

29%

complete darkness

26%

my favourite pillow

36%

say home is their favourite place to be and this rises to 36% of people who have pets.

36%

say that having a tidy and organised home helps them to feel most content and at ease at home.

26%

said their ideal home must help them be physically or mentally stronger.

25%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

25%

sometimes walk around naked in their home.

24%

of people feel a loss of control when we do not have enough money to take care of our home.

52%

of people are either looking to move or renovate their home in the next 2 years (30% planning to move, 22% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

34%

hugs with a loved one

28%

laughing with others

77%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

33%

creating the right temperature

23%

complete darkness

18%

my favourite pillow

49%

say home is their favourite place to be and this rises to 49% of people who have pets.

34%

say that having a tidy and organised home helps them to feel most content and at ease at home.

17%

said their ideal home must help them be physically or mentally stronger.

36%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

29%

sometimes walk around naked in their home.

22%

of people feel a loss of control when we do not have enough money to take care of our home.

65%

of people are either looking to move or renovate their home in the next 2 years (31% planning to move, 34% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

40%

hugs with a loved one

35%

laughing with others

66%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

25%

creating the right temperature

25%

complete darkness

28%

my favourite pillow

42%

say home is their favourite place to be and this rises to 42% of people who have pets.

35%

say that having a tidy and organised home helps them to feel most content and at ease at home.

34%

said their ideal home must help them be physically or mentally stronger.

29%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

20%

sometimes walk around naked in their home.

24%

of people feel a loss of control when we do not have enough money to take care of our home.

74%

of people are either looking to move or renovate their home in the next 2 years (56% planning to move, 18% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

29%

hugs with a loved one

32%

laughing with others

75%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

23%

creating the right temperature

26%

complete darkness

31%

my favourite pillow

50%

say home is their favourite place to be and this rises to 50% of people who have pets.

22%

say that having a tidy and organised home helps them to feel most content and at ease at home.

34%

said their ideal home must help them be physically or mentally stronger.

25%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

13%

sometimes walk around naked in their home.

21%

of people feel a loss of control when we do not have enough money to take care of our home.

50%

of people are either looking to move or renovate their home in the next 2 years (30% planning to move, 20% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

39%

hugs with a loved one

43%

laughing with others

76%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

24%

creating the right temperature

37%

complete darkness

27%

my favourite pillow

45%

say home is their favourite place to be and this rises to 45% of people who have pets.

44%

say that having a tidy and organised home helps them to feel most content and at ease at home.

36%

said their ideal home must help them be physically or mentally stronger.

33%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

22%

sometimes walk around naked in their home.

31%

of people feel a loss of control when we do not have enough money to take care of our home.

51%

of people are either looking to move or renovate their home in the next 2 years (32% planning to move, 19% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

37%

hugs with a loved one

37%

laughing with others

60%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

20%

creating the right temperature

23%

complete darkness

29%

my favourite pillow

53%

say home is their favourite place to be and this rises to 53% of people who have pets.

41%

say that having a tidy and organised home helps them to feel most content and at ease at home.

25%

said their ideal home must help them be physically or mentally stronger.

26%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

19%

sometimes walk around naked in their home.

27%

of people feel a loss of control when we do not have enough money to take care of our home.

29%

of people are either looking to move or renovate their home in the next 2 years (21% planning to move, 8% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

8%

hugs with a loved one

21%

laughing with others

66%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

33%

creating the right temperature

21%

complete darkness

18%

my favourite pillow

35%

say home is their favourite place to be and this rises to 35% of people who have pets.

24%

say that having a tidy and organised home helps them to feel most content and at ease at home.

21%

said their ideal home must help them be physically or mentally stronger.

29%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

9%

sometimes walk around naked in their home.

13%

of people feel a loss of control when we do not have enough money to take care of our home.

49%

of people are either looking to move or renovate their home in the next 2 years (25% planning to move, 24% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

29%

hugs with a loved one

19%

laughing with others

68%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

33%

creating the right temperature

30%

complete darkness

30%

my favourite pillow

53%

say home is their favourite place to be and this rises to 53% of people who have pets.

46%

say that having a tidy and organised home helps them to feel most content and at ease at home.

33%

said their ideal home must help them be physically or mentally stronger.

41%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

24%

sometimes walk around naked in their home.

31%

of people feel a loss of control when we do not have enough money to take care of our home.

60%

of people are either looking to move or renovate their home in the next 2 years (25% planning to move, 35% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

28%

hugs with a loved one

24%

laughing with others

72%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

34%

creating the right temperature

27%

complete darkness

31%

my favourite pillow

54%

say home is their favourite place to be and this rises to 54% of people who have pets.

40%

say that having a tidy and organised home helps them to feel most content and at ease at home.

27%

said their ideal home must help them be physically or mentally stronger.

34%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

21%

sometimes walk around naked in their home.

23%

of people feel a loss of control when we do not have enough money to take care of our home.

71%

of people are either looking to move or renovate their home in the next 2 years (51% planning to move, 20% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

32%

hugs with a loved one

32%

laughing with others

70%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

32%

creating the right temperature

35%

complete darkness

38%

my favourite pillow

56%

say home is their favourite place to be and this rises to 56% of people who have pets.

39%

say that having a tidy and organised home helps them to feel most content and at ease at home.

31%

said their ideal home must help them be physically or mentally stronger.

39%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

13%

sometimes walk around naked in their home.

31%

of people feel a loss of control when we do not have enough money to take care of our home.

41%

of people are either looking to move or renovate their home in the next 2 years (27% planning to move, 14% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

37%

hugs with a loved one

41%

laughing with others

80%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

25%

creating the right temperature

28%

complete darkness

25%

my favourite pillow

48%

say home is their favourite place to be and this rises to 48% of people who have pets.

45%

say that having a tidy and organised home helps them to feel most content and at ease at home.

25%

said their ideal home must help them be physically or mentally stronger.

33%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

24%

sometimes walk around naked in their home.

17%

of people feel a loss of control when we do not have enough money to take care of our home.

52%

of people are either looking to move or renovate their home in the next 2 years (36% planning to move, 16% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

38%

hugs with a loved one

41%

laughing with others

73%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

27%

creating the right temperature

37%

complete darkness

36%

my favourite pillow

59%

say home is their favourite place to be and this rises to 59% of people who have pets.

47%

say that having a tidy and organised home helps them to feel most content and at ease at home.

32%

said their ideal home must help them be physically or mentally stronger.

36%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

22%

sometimes walk around naked in their home.

30%

of people feel a loss of control when we do not have enough money to take care of our home.

52%

of people are either looking to move or renovate their home in the next 2 years (37% planning to move, 15% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

35%

hugs with a loved one

26%

laughing with others

71%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

43%

creating the right temperature

33%

complete darkness

15%

my favourite pillow

50%

say home is their favourite place to be and this rises to 50% of people who have pets.

34%

say that having a tidy and organised home helps them to feel most content and at ease at home.

28%

said their ideal home must help them be physically or mentally stronger.

34%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

22%

sometimes walk around naked in their home.

16%

of people feel a loss of control when we do not have enough money to take care of our home.

79%

of people are either looking to move or renovate their home in the next 2 years (56% planning to move, 23% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

35%

hugs with a loved one

36%

laughing with others

67%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

28%

creating the right temperature

35%

complete darkness

36%

my favourite pillow

51%

say home is their favourite place to be and this rises to 51% of people who have pets.

35%

say that having a tidy and organised home helps them to feel most content and at ease at home.

42%

said their ideal home must help them be physically or mentally stronger.

40%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

16%

sometimes walk around naked in their home.

38%

of people feel a loss of control when we do not have enough money to take care of our home.

64%

of people are either looking to move or renovate their home in the next 2 years (28% planning to move, 36% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

31%

hugs with a loved one

28%

laughing with others

73%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

25%

creating the right temperature

25%

complete darkness

34%

my favourite pillow

52%

say home is their favourite place to be and this rises to 52% of people who have pets.

27%

say that having a tidy and organised home helps them to feel most content and at ease at home.

26%

said their ideal home must help them be physically or mentally stronger.

29%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

18%

sometimes walk around naked in their home.

19%

of people feel a loss of control when we do not have enough money to take care of our home.

55%

of people are either looking to move or renovate their home in the next 2 years (32% planning to move, 23% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

42%

hugs with a loved one

40%

laughing with others

69%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

22%

creating the right temperature

31%

complete darkness

32%

my favourite pillow

59%

say home is their favourite place to be and this rises to 59% of people who have pets.

53%

say that having a tidy and organised home helps them to feel most content and at ease at home.

31%

said their ideal home must help them be physically or mentally stronger.

32%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

28%

sometimes walk around naked in their home.

34%

of people feel a loss of control when we do not have enough money to take care of our home.

69%

of people are either looking to move or renovate their home in the next 2 years (35% planning to move, 34% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

37%

hugs with a loved one

34%

laughing with others

76%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

25%

creating the right temperature

21%

complete darkness

25%

my favourite pillow

49%

say home is their favourite place to be and this rises to 49% of people who have pets.

45%

say that having a tidy and organised home helps them to feel most content and at ease at home.

30%

said their ideal home must help them be physically or mentally stronger.

29%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

20%

sometimes walk around naked in their home.

28%

of people feel a loss of control when we do not have enough money to take care of our home.

64%

of people are either looking to move or renovate their home in the next 2 years (27% planning to move, 37% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

45%

hugs with a loved one

40%

laughing with others

72%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

18%

creating the right temperature

23%

complete darkness

39%

my favourite pillow

59%

say home is their favourite place to be and this rises to 59% of people who have pets.

43%

say that having a tidy and organised home helps them to feel most content and at ease at home.

37%

said their ideal home must help them be physically or mentally stronger.

38%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

21%

sometimes walk around naked in their home.

38%

of people feel a loss of control when we do not have enough money to take care of our home.

48%

of people are either looking to move or renovate their home in the next 2 years (35% planning to move, 13% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

25%

hugs with a loved one

33%

laughing with others

62%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

41%

creating the right temperature

33%

complete darkness

33%

my favourite pillow

56%

say home is their favourite place to be and this rises to 56% of people who have pets.

51%

say that having a tidy and organised home helps them to feel most content and at ease at home.

43%

said their ideal home must help them be physically or mentally stronger.

41%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

11%

sometimes walk around naked in their home.

33%

of people feel a loss of control when we do not have enough money to take care of our home.

55%

of people are either looking to move or renovate their home in the next 2 years (29% planning to move, 26% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

46%

hugs with a loved one

32%

laughing with others

64%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

18%

creating the right temperature

30%

complete darkness

32%

my favourite pillow

57%

say home is their favourite place to be and this rises to 57% of people who have pets.

39%

say that having a tidy and organised home helps them to feel most content and at ease at home.

33%

said their ideal home must help them be physically or mentally stronger.

32%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

20%

sometimes walk around naked in their home.

26%

of people feel a loss of control when we do not have enough money to take care of our home.

60%

of people are either looking to move or renovate their home in the next 2 years (28% planning to move, 32% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

40%

hugs with a loved one

41%

laughing with others

81%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

39%

creating the right temperature

27%

complete darkness

27%

my favourite pillow

56%

say home is their favourite place to be and this rises to 56% of people who have pets.

44%

say that having a tidy and organised home helps them to feel most content and at ease at home.

27%

said their ideal home must help them be physically or mentally stronger.

39%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

27%

sometimes walk around naked in their home.

26%

of people feel a loss of control when we do not have enough money to take care of our home.

55%

of people are either looking to move or renovate their home in the next 2 years (45% planning to move, 10% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

20%

hugs with a loved one

14%

laughing with others

60%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

37%

creating the right temperature

33%

complete darkness

29%

my favourite pillow

60%

say home is their favourite place to be and this rises to 60% of people who have pets.

45%

say that having a tidy and organised home helps them to feel most content and at ease at home.

33%

said their ideal home must help them be physically or mentally stronger.

36%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

17%

sometimes walk around naked in their home.

22%

of people feel a loss of control when we do not have enough money to take care of our home.

56%

of people are either looking to move or renovate their home in the next 2 years (31% planning to move, 25% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

42%

hugs with a loved one

40%

laughing with others

75%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

30%

creating the right temperature

26%

complete darkness

27%

my favourite pillow

47%

say home is their favourite place to be and this rises to 47% of people who have pets.

49%

say that having a tidy and organised home helps them to feel most content and at ease at home.

25%

said their ideal home must help them be physically or mentally stronger.

30%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

23%

sometimes walk around naked in their home.

30%

of people feel a loss of control when we do not have enough money to take care of our home.

51%

of people are either looking to move or renovate their home in the next 2 years (32% planning to move, 19% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

39%

hugs with a loved one

40%

laughing with others

73%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

46%

creating the right temperature

25%

complete darkness

27%

my favourite pillow

55%

say home is their favourite place to be and this rises to 55% of people who have pets.

36%

say that having a tidy and organised home helps them to feel most content and at ease at home.

28%

said their ideal home must help them be physically or mentally stronger.

24%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

27%

sometimes walk around naked in their home.

21%

of people feel a loss of control when we do not have enough money to take care of our home.

48%

of people are either looking to move or renovate their home in the next 2 years (37% planning to move, 11% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

30%

hugs with a loved one

31%

laughing with others

82%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

28%

creating the right temperature

25%

complete darkness

22%

my favourite pillow

44%

say home is their favourite place to be and this rises to 44% of people who have pets.

32%

say that having a tidy and organised home helps them to feel most content and at ease at home.

21%

said their ideal home must help them be physically or mentally stronger.

31%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

30%

sometimes walk around naked in their home.

21%

of people feel a loss of control when we do not have enough money to take care of our home.

47%

of people are either looking to move or renovate their home in the next 2 years (29% planning to move, 18% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

40%

hugs with a loved one

38%

laughing with others

72%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

26%

creating the right temperature

31%

complete darkness

22%

my favourite pillow

45%

say home is their favourite place to be and this rises to 45% of people who have pets.

41%

say that having a tidy and organised home helps them to feel most content and at ease at home.

29%

said their ideal home must help them be physically or mentally stronger.

33%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

26%

sometimes walk around naked in their home.

26%

of people feel a loss of control when we do not have enough money to take care of our home.

53%

of people are either looking to move or renovate their home in the next 2 years (37% planning to move, 16% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

32%

hugs with a loved one

35%

laughing with others

75%

of people who think their home helps them live sustainably, feel positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

40%

creating the right temperature

26%

complete darkness

29%

my favourite pillow

51%

say home is their favourite place to be and this rises to 51% of people who have pets.

34%

say that having a tidy and organised home helps them to feel most content and at ease at home.

29%

said their ideal home must help them be physically or mentally stronger.

31%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

22%

sometimes walk around naked in their home.

25%

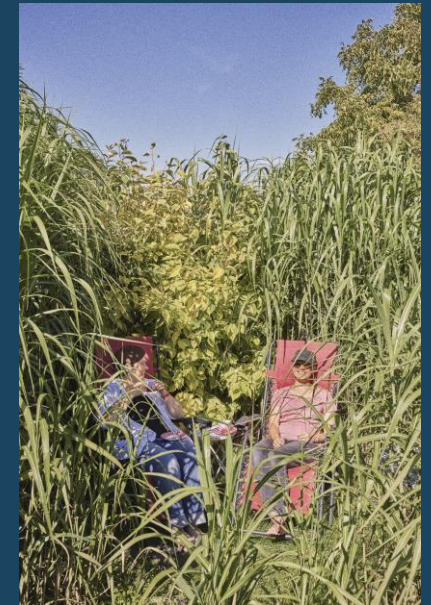
of people feel a loss of control when we do not have enough money to take care of our home.



Thank you

The quantitative research was carried out by YouGov on behalf of Ingka Holding B.V. – IKEA Group. YouGov is an international research and data analytics group. The quantitative Life at Home study was conducted as an online survey among a national representative sample of people aged 18+ in 37 countries, where a total of 37,405 interviews were collected. The following countries were included: Australia, Austria, Belgium, Canada, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Netherlands, Norway, Philippines, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Thailand, United Kingdom, United States.

The data collection was completed in the period from April to July 2023. Quotas have been applied on gender, age and region, and data was weighted according to the dimensions of gender, age and region on the basis of an ideal weighting from statistics in each country, so that the results are representative of the population in regard to the target group.



Bases:
All adults = 37,428