IKEA Life at Home

How storage can enable a better life at home



Storage supports our home by fulfilling three important roles...



Improve menta well-being



Strengthen relationships



Canvas for self-expression

Improve menta well-being.

Small storage changes can have a big impact on our peace of mind.



There is a clear connection between our life at home and mental well-being.



Our home is a deeply personal space that we create for our own benefit. Only **8%** of Belgians care what other people think about how we live at home. (IKEA LAHR 2022)

But how we feel about our home is incredibly important to us. Especially because we know that the better we feel in our home, the stronger our mental health is. We saw that **40%** of Belgians who felt positive towards their home, also saw a positive impact on their mental health. (IKEA LAHR 2022) Yet clutter at home can make us feel stressed and overwhelmed.



As many as **4 in 5** Belgians regularly feel frustrated at home, often because it's untidy, or there's just too much clutter. (IKEA LAHR 2022)



Tackling clutter can unlock huge wellbeing potential. Even the smallest storage changes can make the difference, improving the way we live in our homes.

Strengthen relationships.

Different points of view car lead to tension at home when they are not aligned.



Ever had an argument about mess at home? You're not alone.

Household chores, an untidy or unclean home, and having **too many things without a designated place** are top three regular frustrations.

Home remains to be a gendered space, with most of the tidiers being **women**.

Globally, women are almost twice as likely to find household chores and having an unclean or untidy home as a cause of frustration.

(Women 62%, Men 38%)

(IKEA LAHR 2022)



BILLY, IVAR, ALEX the relationship counsellors you're more familiar with than you thought.

Although we can't promise it'll save every relationship, storage can hel reduce these tensions at home

Using storage solutions that work for everyone means less time arguing about the menial and more time to focus on what we truly value in life.



Canvas for self-expression

Home can act as a safe space to be our true selves and express our identity.



Storage isn't just about hiding clutter but a way for us to show our true selves.

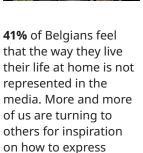


A platform for selfexpression at home, by being creative with how we celebrate the things we most treasure.

The things we put in our home are just as important as the people we live with. 50% of Belgians said that things they have bought most help reflect who they are at home. (IKEA LAHR 2022)

1 in 3 Belgians said that possessions that help them recall memories and experiences are also important to make home reflect who they are. (IKEA LAHR 2022)





ourselves at home.



Whether it's from

tidying gurus and

The majority of

on TV...

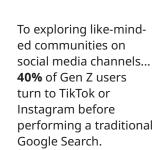
interior design experts

people said they are

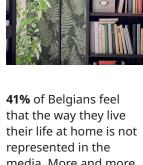
most inspired by TV

shows. (24%, IKEA LAHR 2022)

home renovation



(TikTok Creative Centre 2022)





Beyond function, the emotional impact of good storage at home has the potential to transform our mental well-being, improve our relationships and strengthen our sense of identity. Through these areas, IKEA wants to help the many people to feel like exactly that - at home.

Read more at lifeathome.ikea.com

The IKEA Life at Home Report 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 (Belgium n=1007). Data collecting July – August 2022.

