

IKEA

Life at Home

How storage can enable
a better life at home



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



1
Improve mental
well-being



2
Strengthen
relationships



3
Canvas for
self-expression

Improve mental
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 can
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 help
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 self-expression 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)



41% of Belgians feel that the way they live their life at home is not represented in the media. More and more of us are turning to others for inspiration on how to express ourselves at home.



Whether it's from tidying gurus and interior design experts on TV... The majority of people said they are most inspired by TV home renovation shows. (24%, IKEA LAHR 2022)



To exploring like-minded communities on social media channels... **40%** of Gen Z users turn to TikTok or Instagram before performing a traditional Google Search. (TikTok Creative Centre 2022)

Helping to improve life at home, one storage solution at a time.

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.

