

General context in

# Home & Easy Living

sector

The Home is the new sanctuary, where security and wellbeing have become key fundamentals (especially after Covid-19), highly supported by connectivity and eco-values.

As a result, people are investigating much more in their home with renovations, to match new lifestyles and life stages.

As Home is the new invested place, Daily Life services have also an important role to play to bring comfort and peace of mind.

Chapter #1

## The 4 pillars of Home

Security, well-being, ecology and connectivity are key elements inside the home, all 4 of them being intimately interconnected.



### Security & safety

The home is perceived as a sanctuary, protecting not only against theft and diseases (aftermath of Covid-19), but also new risks such as climate change (wildfires) and natural disasters.

- 80% of global consumers say it's quite important for them to feel safe in their home
- 66% of them worry about the impact of pollution on their health



### Well-being

Home is cementing its role as a space to boost mental well-being, physical fitness, sleep quality and air purity.

- 65% of young students expect to do more or, at least, the same amount of on-line exercise classes at home in the next 12 months
- 29% of them monitor by themselves their sleep patterns at home via their smartphone or any other device
- 76% of global consumers have already used an appliance to help purify air in their home (or are interested in doing so)



### Connectivity

Devices appliances get more advanced and interconnected, transforming home life and facilitating consumer's everyday life.

- 56% of young parents think it's amazing to have a home that is monitored and controlled by smart devices
- 67% of global consumers already own (or would be very interested in owning) a smart home assistant (connected to the internet that they can speak commands to)



### Ecology & Economy

Consumers are trying to be as green as possible while at home, lowering at the same time their bills.

- 57% of young parents have high interest in home energy consumption assistance, 44% in assistance dedicated to solar energy systems
- 65% of global consumers consider sustainability (always or sometimes) when they buy electrical appliances



Chapter #2

## The need for renovation

Home renovation has several causes : home spaces are expected to adapt to different lifestyles and life stages.

Moreover, as the climate crisis grows more urgent, consumers are driven to change more drastically their home space to make it more energy efficient.

### HOW CONSUMERS REACT TO THIS TREND?

What does consumers mention on social media? @Talkwalker Renovation is an emotional journey where people feel gratified but often lost, and need practical advice and reassurance, with specific focus/products for 'Do It Yourself' renovators.



72% OF GLOBAL CONSUMERS

maintain regularly their home with repairs, modifications and improvements.

26% of them intend to do major home improvements in the next 12 months.



42% OF GLOBAL CONSUMERS

think their home is a family place where they can come together and connect.



53% OF GLOBAL CONSUMERS

are willing to pay more for a more sustainable repair (use of sustainable construction materials).

Chapter #3

## Convenience culture

Simplicity and friction-free interactions are now expected as standard. One-click purchase options and shoppable content allow consumers to instantaneously satisfy their impulses. Convenience services become valuable for the freedom it creates.

### HOW CONSUMERS REACT TO THIS TREND?



54% OF GLOBAL CONSUMERS

having assistance in case of urgent problems with the main installations of their home (leak, locks, heating etc) already had this assistance included in their home insurance policy (no additional policy).



35% OF GLOBAL CONSUMERS

having purchased home assistance services did it because they were looking for peace of mind (don't want to manage by themselves the consequences of the sinister).

28% did so because they were convinced by the variety of services proposed.



Chapter #4

## The potential for Daily Life services

As Home is becoming the new sanctuary with high requirements on many features, convenient and on-demand services are expected as standard to answer consumers' everyday needs.

### HOW CONSUMERS REACT TO THIS TREND?



Over the last 30 years, pet ownership has gone from

56% to 68%

for global households



24% OF GLOBAL CONSUMERS

think they will do more gardening over the next 12 months



38% OF GLOBAL CONSUMERS

think they will clean their home more often over the next 12 months