

Life at Home Report New Zealand 2024

© Inter IKEA Systems B.V. 2024

© Inter IKEA Systems B.V. 2024



Table of contents

03 Chapter 01: Life at Home in New Zealand

05 Chapter 02: How Kiwi homes stand out

08 Chapter 03: Uniquely Kiwi quirks

09 Chapter 04: The dream home

11 Chapter 05: Biggest frustrations

13 Chapter 06: Exploring the Kiwi home

24 Conclusion

Life at Home Report New Zealand 2024

© Inter IKEA Systems B.V. 2024



Chapter 01 - Intro

Life at Home in New Zealand

With over 80 years of home furnishing expertise, IKEA understands the dreams people have for their homes. We have set out to understand the home furnishing needs, dreams and frustrations of New Zealanders ahead of the opening of our first ever IKEA store.

For the last 10 years, IKEA has published its Life at Home Report based on quantitative research, qualitative interviews, and home visits to understand how we can make life at home better, influencing everything from how we communicate and develop our range and solutions to what room sets and home furnishing inspiration looks like in-store and online. Since the report began in 2014, IKEA has spoken with over a quarter of a million people in more than 40 countries – making it one of the largest and most distinctive research projects of its kind and one of our most valuable assets.

Home visits are at the heart of everything we do, including the Life at Home Report. They enable us to meet with real people where they live, giving us a great understanding of the challenges people face by hearing about the stories and dreams they have for their home.

The first ever IKEA Life at Home Report New Zealand is based on quantitative research involving over 37,000 people across the world and a qualitative study of 500 New Zealand homes. It explores how New Zealanders live and feel about their homes, detailing everything from their unique belongings to habits that can’t be found anywhere else in the world.

It will influence how we communicate, develop and present home furnishing solutions.

© Inter IKEA Systems B.V. 2024

Life at Home in New Zealand



Our research revealed that 59% of New Zealanders say the home is their favourite place to be. Being far away from the rest of the world, New Zealanders are happy in their cosy corner, with 87% ranking comfort and enjoyment as the most important aspects of home.

Our home visits reveal that New Zealanders make the most out of their spaces at home. For instance, many rooms are multifunctional and serve more than one purpose. 93% of garages are carpeted and repurposed for activities such as hobbies, laundry and exercise. Living rooms are a place to relax, watch TV and do yoga, while spare rooms provide a space for guests to stay over, work or play games. These multifunctional rooms have created a desire to introduce even more functionality and efficient solutions.

An increasing number of activities at home has led to the need for upgrading storage across various rooms of the home. New Zealand weather also contributes to storage problems, as 88% of entryways are crowded due to shoes and other items being left at the door.

Take our dashes in ‘cost of living’. 43% claim to want their ideal home to help them save or earn money, higher than the rest of the world (32%).

Sustainability also plays an important role as 28% of New Zealanders value being more self-sufficient with food and energy, higher than the rest of the world (19%).

Homes play a significant role in expressing identity, and for almost 1 in 3 people, this is the top contributor to feeling a sense of belonging at home.



© Inter IKEA Systems B.V. 2024



Chapter 02 - How Kiwi homes stand out

93% of garages are carpeted

In New Zealand, garages aren't often used for parking cars. They're carpeted and repurposed as an extension of the home for almost anything – storage, laundry, work, exercise, hobbies or children's play and this is very different from the rest of the world. It is the most multipurpose room of the home due to its potential to accommodate so many different activities.

88% of entryways are crowded

Many of the homes we entered had cluttered entryways as New Zealanders often take their shoes and other items off at the door due to the weather. Bags, coats, hats, prams and keys have no obvious place to go and often end up on the ground or inconveniently stowed in a different room, in need of clever storage and hanging solutions.

48% experience challenges with kitchen storage

Kitchen renovations top the list of dream renovations in New Zealand. Our home visits revealed that many Kiwis prefer to and enjoy cooking at home, further adding to the desire for an upgrade. Common challenges included crowded kitchen benches with limited space for appliances and a lack of organisation within drawers and pantries.

43% want their home to help them save/earn money

Side hustles are common in New Zealand and higher here than the global average of 32%. Of those we spoke with, some were renovating rental apartments or had subdivided their land to create smaller homes; while others converted spare rooms, downstairs conversions and granny flats into Airbnbs. 16% of New Zealanders plan to renovate their own living spaces. They save money by doing it themselves, often using recycled materials within the home.

35% are growing their own fruits and veggies

28% of New Zealanders value being more self-sufficient with food and energy, higher than the 19% worldwide. Of the reasons people move homes, 9% of New Zealanders are doing so to seek a more sustainable home.

31% display their personality

31% of New Zealanders say displaying their personality is a top driver of their sense of belonging at home. Many display sentimental items like art, souvenirs and family heirlooms in areas such as the living room as a way to express their identity.

© Inter IKEA Systems B.V. 2024



Most loved spaces

Of the 500 households we spoke to, it became clear that Kiwis love the spaces in their homes that enable them to relax, enjoy themselves and spend time with loved ones. Living rooms, bedrooms and outdoor spaces were observed to be the top favourite areas of the home.

MOST IMPORTANT ROOMS

→ Living room

- Across all the homes we visited, the living room was the most frequently mentioned favourite spot, playing a central role in promoting relaxation and social activities at home. After all, for 46% of New Zealanders, being with loved ones is a main driver of comfort at home.
- The living room is a key space for relaxation, which is especially important for the 44% of New Zealanders who say relaxing is the most important factor for maintaining their sense of wellbeing.
- The living room is where many cherished and sentimental items are displayed for family and friends. 18% said they weren't sure how to personalise this space.
- The living room is a multifunctional place to gather with family, relax, eat, play, work and more. Kiwis focus on having a well-lit space and modular furniture when building or re-modelling their living rooms, desiring a warm space that mirrors their identity.

→ Bedroom

- New Zealanders told us that bedrooms were their second most loved spot, as they provide a quiet and comfortable environment to relax and be themselves.
- Generation Z were found to be the least likely to want to relax, and the most likely to want to sleep. The bedrooms plays an important role in wellbeing as 36% of New Zealanders say that a good night's sleep is the second most important factor in maintaining their wellbeing at home.
- 37% of New Zealanders say they require complete darkness to sleep, compared to the global average of 28%.
- Our home visits saw that children's bedrooms are also an important place for families to connect. 45% of those living with children said that hugs are a top driver of enjoyment at home.
- Many of the people we spoke to said that the connection to the outdoors and the view from their window were a particular source of joy.

→ Outdoors

- Across the homes we visited, outdoor spaces were cherished and claimed the third most loved spot for New Zealanders.
- Kiwis love to spend time outside engaging in activities close to nature, from reading and relaxing, to swimming, gardening, and cooking crowd-pleasers like wood fired pizzas or BBQs.
- 35% of New Zealanders prefer to grow their own vegetables and fruit, which is in line with the desire to live a more sustainable lifestyle while reducing the impact of rising grocery costs.
- Laughing with those around them is a top driver of enjoyment at home for 41% of New Zealanders, so being able to entertain guests with a BBQ or gathering outdoors is highly valued – particularly around holidays.
- Many households expressed that they wanted to maximise space in areas like the deck, porch, courtyard, backyard and outdoor dining areas to better accommodate all the activities they love to do.

© Inter IKEA Systems B.V. 2024

Dream renovations

Our home visits revealed that Kiwis have big dreams for renovating their homes. Of those we spoke to, dream renovations were often focused on open plan living, connecting to nature and adding more personalisation.



The kitchen

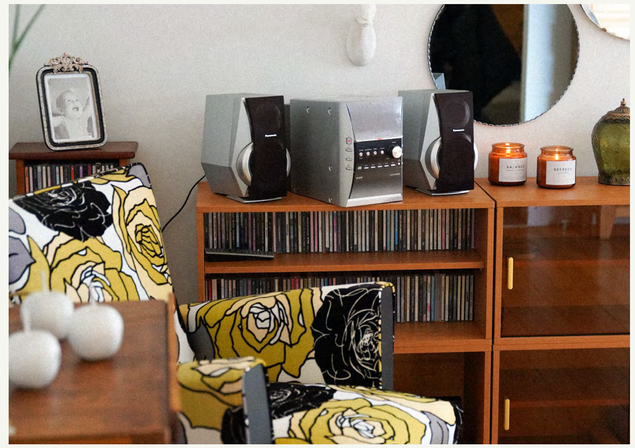
48% say they experience challenges with storage

Many people desire open plan living and connecting the kitchen to the outdoors by expanding and enhancing the layout. New Zealanders are after extra space for appliances, cooking and solutions to organise pantries to maximise space and functionality.

Grow your own

Kiwis want to renovate their outdoor spaces to accommodate various recreational activities like entertaining, playing and gardening. Many families want to extend the deck and create warmer and more welcoming areas for entertaining friends and family.

35% of Kiwi families grow their own fruit and veggie gardens



What dreams are made of

37% want more functional and personalised wardrobe storage

Bedrooms are seen as a retreat, and many want them to be calming and relaxing. Bedrooms are where style and self are expressed through textiles and art.



© Inter IKEA Systems B.V. 2024

Chapter 03 - Kiwi Quirks

Things that make New Zealand homes uniquely Kiwi

Our home visits revealed that characteristics and habits like carpeted garages and cluttered entrances are more common among New Zealand households than those in other parts of the world.

93%

93% of Kiwi garages are carpeted in New Zealand.

36%

36% of people sometimes dance or sing when no one is around, higher than the global average of 30%.

39%

For 39% of New Zealanders, feeling welcome was a top driver for where they live at home and in the community.

34%

34% of New Zealanders say having internet access is needed to feel secure at home. Our home visits revealed that technology plays a key role in making daily life more convenient.

88%

88% of homes struggle with a lack of adequate storage in entryways as New Zealanders often take off their shoes at the door due to wet weather – along with bags, coats, hats, prams, keys and more.

46%

46% of pet owners and 21% of New Zealanders overall say their pets make them feel secure at home. 44% spend time with their pets as a main source of enjoyment and 29% of pet owners say their pets rule their homes, and even 15% enjoy watching their pets sleep.

45%

45% of Kiwis find cooking and eating homemade meals makes them feel the most content and at ease at home, and our home visits reveal this is more common than having takeout.

30%

30% of New Zealanders say having their favourite pillow is key in getting a good night's sleep and this is seen more in Baby Boomers than younger generations.

56%

Dryers are common but many choose not to use them as 56% of Kiwis prefer to air dry their clothes. However, wet weather means drying clothes outside is often not an option, so wet clothes are taken into the garage, spare room or living room – further taking over space in these areas.

30%

30% say they do more chores than those they live with, more than the 24% of people who say so globally. 25% of New Zealanders feel that never-ending chores are a top obstacle to feeling in control of life at home.

46%

46% say spending time with loved ones is a top source of comfort.

© Inter IKEA Systems B.V. 2024

Chapter 04 - The dream home

Why Kiwis love their Homes

Like the national bird, Kiwis love to retreat to their cosy and comfy homes, with 59% saying that home is their favourite place to be.

Part of the furniture



Kiwis cherish their **Furniture**

Sofas are loved the most as they’re associated with relaxation and togetherness, and at times, hold sentimental value.

Trinkets galore

31%

of New Zealanders say displaying their personality at home is a top contributor to their sense of belonging

The Kiwi home is filled with sentimental items on display



Art, family heirlooms, artefacts and collections

make a house a home

Technology taking over



Kiwis love **GAMING**, and commonly do so in spare rooms, garages, teen’s bedrooms and the living room.

From digital keyless locks to smart TVs, integrated speakers and other smart home solutions,



Technology

is at the heart of the 2024 Kiwi home

Their appliances are their prized possessions, especially



Coffee Machines

© Inter IKEA Systems B.V. 2024



Open plan kitchens connected to nature

“I love having plants hanging around the home. These ones act as a screen to divide the kitchen from the living room, while still giving it that open plan feel, and it makes the space feel bigger.”

- Justine



Bedrooms personalised from storage to self-expression

“Scarlett’s room is tidy and organised and Florence’s room has so much stuff in there. She is a hoarder. They are girly rooms and they love clothes. Their friends would come over and they would try on clothes in front of their mirrors."

- Brianna





Outdoor spaces to relax, entertain, play and grow food

“I want to properly redo the backyard, put in a big meat smoker and get my friends around. But until that happens, we’re limited in who we can invite and when.”

- Josh

© Inter IKEA Systems B.V. 2024

Chapter 05 - Biggest Frustrations

New Zealand families have big dreams for their homes, but many are holding back on large expenses as 48% say their household finances and disposable income are a top concern. Renovations are seen as lengthy and expensive, but are needed to update common obstacles like outdated layouts. All of this makes it difficult for Kiwis to create their dream home.



“We don’t have enough wardrobe space for our clothes! My clothes are in our main bedroom, and my partner’s clothes are in the spare room closet.”

- Olivia



© Inter IKEA Systems B.V. 2024

Biggest Frustrations in Kiwi Homes

Every New Zealander’s household reflects their individual selves, but as we’ve seen, many encounter the same frustrations and share the same dreams.

A shortage of storage

Storage creates the most frustration across all rooms in the Kiwi home



The drive for more personality

Kiwis want to better personalise their space, but don’t always know how



Functionality fallout



- Most Kiwi homes have many multipurpose rooms, especially for growing families and smaller homes
- Spare rooms double as spaces for hobbies, work and for guests to stay
- There is often a lack of appropriate storage and organisation solutions for all the needs across the different spaces at home.

“I won’t call a tradie until I need to. In the meanwhile, I’m pretty good at building things. I’ve fixed up the lights in the house, and the backyard is my next big project.”

- Josh

© Inter IKEA Systems B.V. 2024

Chapter 06 - Exploring the Kiwi Home

Every New Zealander’s household reflects their individual selves, but as we’ve seen, many share the same dreams and yet may also encounter the same frustrations.

- It is common in New Zealand homes to have a dedicated entrance area.
- Taking shoes off in the entrance is common due to New Zealand’s wet weather.
- Kiwis want their entryways to create a warm and welcoming impression for people entering the home.

88%
of people struggle with how to manage the storage of these items at the entrance.



“There’s never enough space to hang our coats and bags or keep our shoes. We have to hide the rest away in the garage”

- Brianna

Entrance

© Inter IKEA Systems B.V. 2024



Living Room

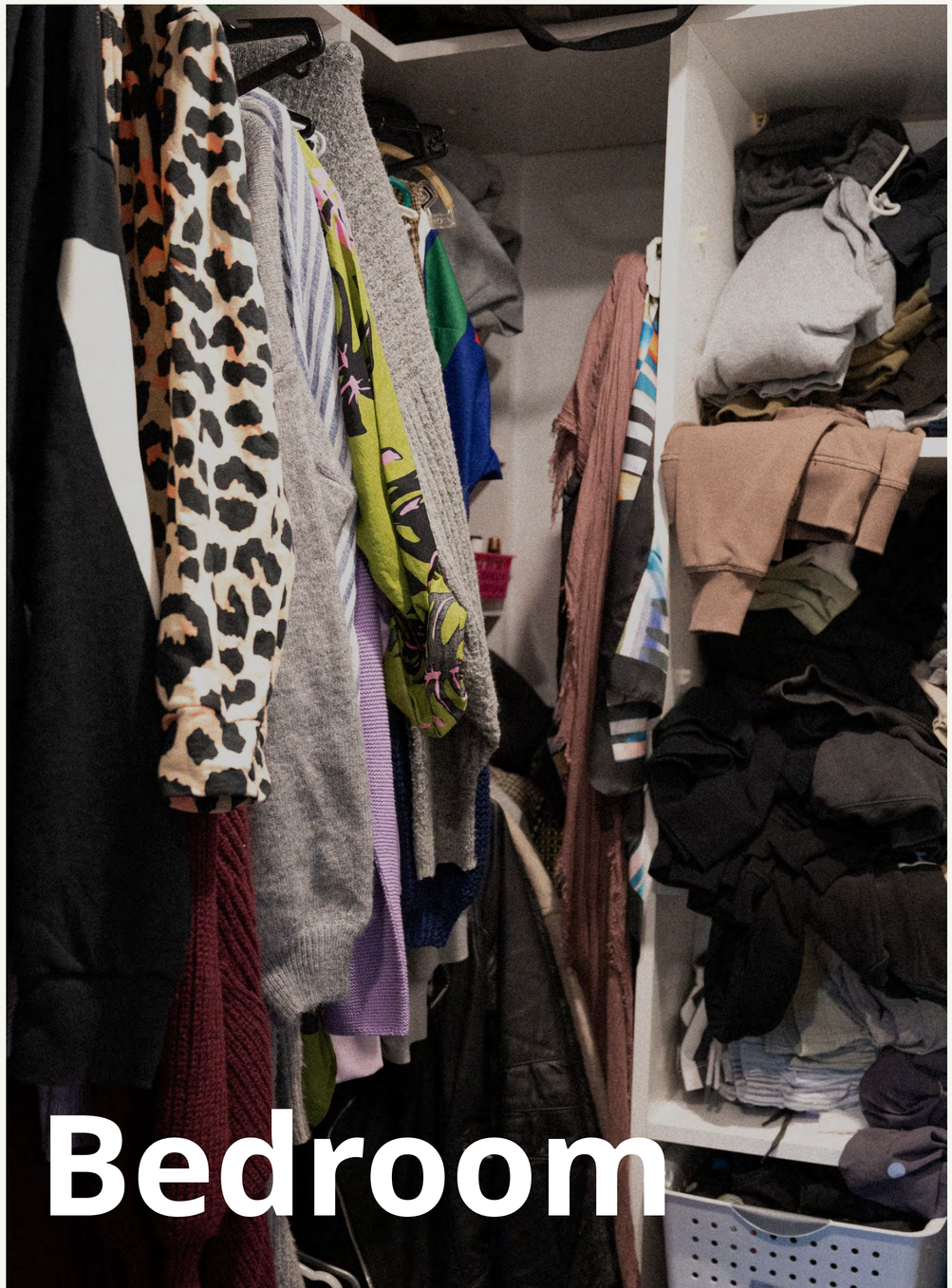
- Many Kiwis feel the living room is the centre of the home as it is most used for gathering and relaxing with family and friends. The living room is also the place for activities like reading, yoga, gaming, children's play and watching TV.
- With many different activities occurring in this space, Kiwis want storage and organisation solutions for the whole family.
- Kiwi families desire a space that mirrors their identity and embodies warmth for family and friends but...
- Most homes lacked functional and mood lighting to support different activities and create atmosphere.

"Photos are very important to me. I've always had a gallery wall, as you can see around the living room. We just like looking at the things we display."

- Justine

18%
find it challenging to create this.

© Inter IKEA Systems B.V. 2024



Bedroom

- A common problem was insufficient and inflexible window treatments that let light and noise into the bedroom.
- Bedrooms are a space to unwind at the end of the day, and so there is a desire for appropriate lighting to create the right mood for activities like reading and relaxing.
- 30% say having their favourite pillow is key to getting a good night's sleep.
- 11% of New Zealanders say heavy covers or duvets are needed for a good night's sleep.
- 37% of families claim to face challenges with clothing storage in the bedroom, particularly expressing frustration with the inflexibility of their built-in wardrobes.
- New Zealanders face challenges with how to utilise the space they have available effectively, resulting in awkward layouts and wasted space.

"The wardrobe in the master bedroom is tiny and we've had to build in a second wardrobe, and put in a chest of drawers – which means we've lost some bedroom space."

- Brianna

© Inter IKEA Systems B.V. 2024

Children’s & Teens’ Bedroom



- 52% of parents say they face challenges in finding solutions for personalisation and furnishings in their children's bedrooms.
- 31% of parents express frustration with the internal storage in their children's rooms, citing a lack of smart storage solutions needed to maximise space for different types of clothing.
- Parents expressed a desire for functionality and to achieve a clean and tidy look. They also want to consider how rooms can adapt as children grow.
- Bunk beds and single beds were parents’ favourite choices for optimising spaces with shared sleeping arrangements.
- Many teens have a desk in their bedroom which is mainly used for gaming as well as personal care, make up and hobbies.
- Some bedrooms we visited had block-out blinds which teens noted were essential for creating an optimal gaming environment.

“Because they’re kids, they have so much stuff. We’ve gotten creative with storage – I decided to make a hammock to hang their soft toys, that they no longer play with, but want to keep. We’ve put in big wardrobes in their rooms, which will keep growing as they grow.”

- Brianna

© Inter IKEA Systems B.V. 2024

Spare Room

- 29% of New Zealanders who work from home are doing so in spare rooms. The challenge lies in trying to keep the space tidy while it serves multiple functions.
- A significant number of individuals have a bed or sofa bed in the spare room ready for when guests come to stay over, or for sleepovers.
- Along with downstairs conversions, granny flats and garages, the spare room was one area that those running side hustles chose to transform into Airbnbs.
- Home visits revealed that the spare room was also a typical location for gaming, hobbies and for showing off personal collections.

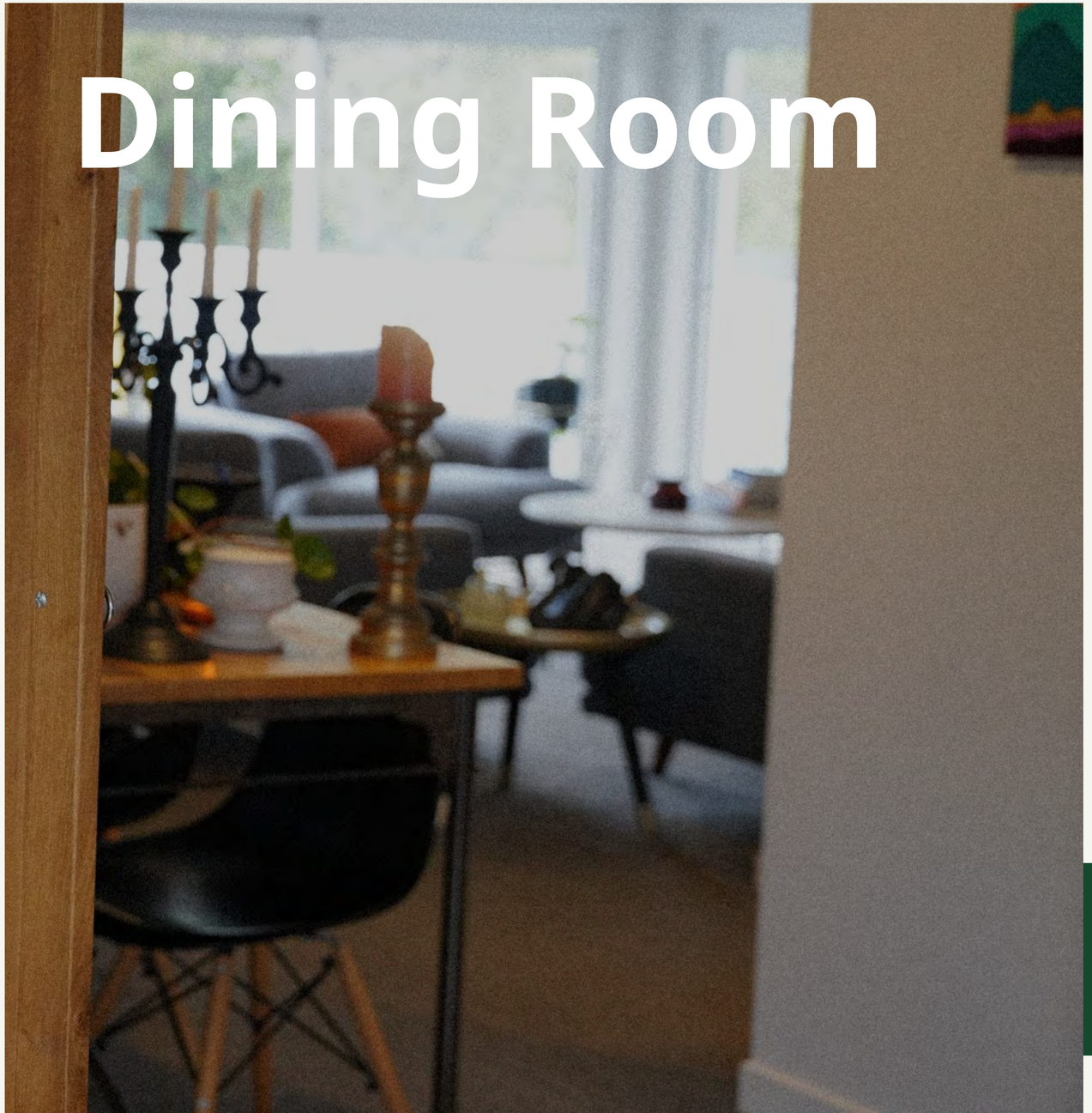


“This spare room is also my dog Winnie’s bedroom. But we do keep a desk here with a work from home set up, so that we can work here if we need to.”

- Olivia

© Inter IKEA Systems B.V. 2024

Dining Room



- The dining area serves as a central space for the family to connect, with many families cherishing the tradition of dining together at the table.
- The dining table often serves as a versatile and communal space for leisure activities within the home, including entertaining, board games and hobbies.
- Many New Zealanders aspire to have an open plan layout that offers a view of the outdoors to connect with nature.
- People aspire to have an open plan layout that offers a view of the outdoors, preferring to connect with nature in this area rather than focusing on the TV.

“Our fold-down dining table is bought second-hand from IKEA. We open it up when our neighbour or my family comes around. Sometimes I use it to work on my DIY craft projects.”

- Justine

© Inter IKEA Systems B.V. 2024

Kitchen



- Home visits revealed that meal prep and bulk buying is common, but lack of storage space in the kitchen means that additional fridges and freezers are often stored in the garage.

- **48%** of New Zealanders encounter challenges with kitchen storage and many homes have limited bench and pantry space. That, coupled with small appliances occupying valuable surface area, contributes to excessive clutter.

- **45%** of Kiwis prefer cooking and eating homemade meals over having takeout.

- Kitchens top the dream renovation list but were often cited to be too expensive.

“I cook a lot. All my food is handmade. I like making pastas from scratch, so for me especially, the kitchen had to have enough storage and be functional to use. We’ve worked hard to get it to this point. We have old crates we installed on the kitchen wall for extra shelving.”

- Josh

© Inter IKEA Systems B.V. 2024

Laundry



56%

of individuals prefer drying clothes inside on a clothesline due to unpredictable weather. Many dry clothes in the spare room, garage or living room, often taking over valuable space.

- Top items stored in the laundry are laundry detergents, pet food and accessories, bulk food, waste management and small appliances.
- A lack of bench space to fold clothes on can lead to clothes being visibly piled in many rooms of the home waiting for folding.
- Laundries are often in shared spaces like the garage, rather than within a dedicated room.

“We use the washing machine here at home but removed the dryer to build our custom shelf. We rely on the laundromat across the road to dry our clothes in winter, but in summer we like to hang them here.”

- Justine

© Inter IKEA Systems B.V. 2024

Bathroom



- There was a lack of storage for shampoo, conditioner and soap bottles in and around the shower – instead, they are often stored on the shower floor.
- Bathroom renovation was also often mentioned as a dream, but renovations are expensive and lengthy.

“It’s a very awkward layout with wasted space. I could do with more organisation options for under the sink. And if there was something to help fill that wasted space in a functional way, that would be ideal.”

- Olivia

37%

of New Zealanders find their bathrooms are overcrowded with items such as bath toys, hair care products, toiletries, cosmetics, linen and toilet rolls.

© Inter IKEA Systems B.V. 2024

Outside the Home



Garage

- The garage is the most multifunctional and versatile room in the home, accommodating a high number of different activities such as storage, laundry, work, exercise, hobbies and children's playtime.
- New Zealanders expressed they wanted to make the garage more stylish, while keeping it efficient for daily use.

"My husband carpeted the garage and every birthday party we have there, we can just hose out the mess afterwards, it's super easy to clean up."

- Brianna

93%

of Kiwi garages visited were carpeted, with the most common carpet being the DIY peel and stick version.

© Inter IKEA Systems B.V. 2024



Outdoor Area

“My green-thumbed father-in-law and builder dad are helping me with the veggie patch. My dad recently helped his neighbours build a deck, and he saved the surplus decking planks for me to build my veggie patch.”

- Olivia

- The New Zealanders we spoke with said they want to make their outdoor areas more functional and inviting to entertain guests, relax and play.

- **35%** of households would like to grow fruit and veggie gardens, influenced by the rising cost of grocery bills and by a growing shift towards more sustainable living.

- **28%** of New Zealanders value being more self-sufficient with food and energy, whether that means having a compost, bulk buying food or lowering the use of heaters where possible.

© Inter IKEA Systems B.V. 2024

Conclusion

Life at Home in New Zealand is influenced by external factors such as weather, history and the rising cost of living as well as local values and behaviours such as the traditional idea of family and togetherness, the desire for homes to embody personal identity and the strong desire for comfort and relaxation.

Together, our quantitative research of over 37,000 global participants and qualitative study of 500 New Zealand homes has revealed **New Zealanders value comfort, enjoyment and making the most out of their homes**, whether they're creating multifunctional spaces, renovating or venturing into side hustles.

While everyone seeks relaxation, comfort and enjoyment in a home, this is particularly significant to New Zealanders. and can be attributed to the strong tie to family life. It is clear Kiwis know how to find joy at home as they **laugh with others, spend time with their pets and sing when no one is around more** than the rest of the world.



New Zealand homes share many similarities to other countries when it comes to challenges with storage. Kiwis are **seeking to maximise functionality and storage** to accommodate a growing number of activities across different multifunctional rooms in the home. When it comes to tidiness, New Zealanders are in line with the rest of the world in believing that this is key to maintaining comfort and wellbeing at home.

As it is for many people across the world, home reflects Kiwi identity. This is the top contributor to creating a sense of belonging at home while sentimental items play a central role in expressing identity. Kiwis are therefore looking for ways to personalise spaces to better enable this.

Kiwis have shown themselves to be resourceful, using what they have at home to venture into side hustles such as Airbnbs. New Zealanders may be more concerned about their finances than their global counterparts, but they also have a higher tendency to view home as having the potential to save and earn money.

While many people across the world feel they experience barriers to living sustainably, Kiwis succeed in this, as **sustainable habits are already a part of life at home** and many still desire to live more sustainably than they do now.

© Inter IKEA Systems B.V. 2024



The IKEA Life at Home Report New Zealand 2024 provides a fascinating look into the Kiwi way of living. Insights from the report will serve as a foundation for how IKEA will develop home furnishing solutions and inspiration tailored to New Zealanders. The IKEA store and online website will reflect the Kiwi way of living and showcase solutions relevant to the needs and dreams of New Zealanders Our ambition is to solve the home furnishing challenges that New Zealanders face every day and to help them create homes that enable a better everyday life.

© Inter IKEA Systems B.V. 2024

Methodology

A Year in Understanding New Zealand

The New Zealand edition of the IKEA Life at Home Report has revealed some fascinating insights into what home life is like in New Zealand.

The IKEA Life at Home Report is one of the largest and most distinctive research projects of its kind in the world. You can read about our life at home research on our dedicated website: **https://lifeathome.ikea.com/.**

The IKEA Life at Home Report New Zealand 2024 is based on qualitative insights gathered from 500 homes visits conducted across the country and a 2023 quantitative study on life at home in New Zealand.

To conduct home visits, a team of **47 IKEA co-workers journeyed over 20,000km across Auckland, Christchurch and Wellington to individually explore 500 homes.**

The study covers households of various demographics, from large families to couples with pets and shared houses. Participants were interviewed about what they do at home and their biggest dreams and frustrations. Teams looked into every room, down to each cupboard and drawer to document findings and learn about life at home in New Zealand.

For the quantitative study, a total of **37,428 interviews people over 18, across 38 countries** were collected through YouGov. Of those interviewed, **506 were from New Zealand** and all other countries had on average 1,000 participants.

Countries included: Australia, Austria, Belgium, Canada, Chile, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, the Netherlands, New Zealand, Norway, the Philippines, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, the United Kingdom, and the United States of America.

Data from each country has been weighed according to the dimensions of gender, age, geography and based on an ideal weighting, so that results are representative of the population in the target group. Groups represented include Gen Z, Millennials, Generation X, Baby Boomers, those with and without children at home as well as homeowners or renters.