

THE FUTURE HOME

This document's purpose is to reflect some of the innovations and trends that are molding our future homes.

From climate change to securing our household data, our home has never been a more important place for our protection - but it can be much more than that. Starting with its design, the functions of a home are evolving to anticipate our basic needs and embrace a more sober and self-sufficient lifestyle.

Business opportunity #1

SMART ENERGY MANAGEMENT - DOMESTIC INSTALLATION

In April 2022, the EU launched a scheme to support 'prosumer' communities transitioning to green energy.

That same year, Britain saw a

114%
rise in domestic installations.

Source : Solar Power Portal, February 2023

THE PEOPLE CHOICE

The **Some Energia** non-profit consumer cooperative has blossomed into a community of **over 77,000 members by 2021**, exemplifying the growing trend towards decentralised and community-driven energy initiatives.

Swedish firm Aira is making clean energy tech available to the masses through a subscription-based model. The new venture aims to become **Europe's number one direct-to-consumer brand with a complete home energy system that revolves around an intelligent heat pump**. Customers pay a monthly fee and no upfront costs for the lease of a heat pump that enables savings on heating and cooling.

INCENTIVISING SUSTAINABLE BEHAVIOURS

Airbnb's innovative 2022 program in the UK and France offers cash rebates to hosts who embrace renewable retrofits for their rental properties.

BIOMATERIAL & TRANSPARENCY

Advocacy group, a **Plastic Planet** launched a subscriber-based online material library, called, where designers can search among more than 100 plastic alternatives to find the ones best suited for their architecture, furniture or packaging projects.

The **"Vigie eau"** platform provides a valuable resource for residents, allowing them to access water restriction information based on their location. This transparency ensures that individuals are aware of current water conservation measures in their communities, contributing to responsible water usage.

Business opportunity #2

NAVIGATING ECO-MATERIALS (THE GREEN HOUSE)

In the context of a global climate crisis, future houses will need to incorporate sustainable materials to help further the environmental transition.

"Right now, in countries such as the UK, our buildings act like greenhouses – no external protection from the sun in buildings, windows locked, no natural ventilation, and no ceiling fans. Our buildings are exclusively prepared for the cold seasons," says architect **Jesús Lizana**. Which is a risk regarding the global temperature rise and the cooling equipment demand, making people unsafe from climate change.

In detail

Business opportunity #3

THE HOME CARE

How we perceive the concept of home is rapidly evolving. Once just a house, in future, connected homes will serve as a personal healthcare assistant as well as protection from the outside world. According to a recent forecast,

the value of the AI healthcare market is set to grow from \$14.6bn in 2023 to

102.7bn
by 2028. (MarketsandMarkets, 2023)

Focus Health & Home

THE AI COMPANION

Replika: The AI companion at home who cares. Through video call, Replika helps to build better habits and reduce anxiety, access to AR feature and coaching, and building healthy habits and a lot more.

THE DOMESTIC DIAGNOSTICS

Withings U-Scan a versatile cartridge based platform able to detect, measure, and track multiple parameters founds in urine.

Get inspired with our trends report