

Chapter #1

The 4 pilars 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 naturel 80% of global consumers say it's quite

- important for them to feel safe in their
- 66% of them worry about the impact of pollution on their health





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)



while at home, lowering at the same time their bills. • 57% of young parents have high



• 65% of global consumers consider

sustainability (always or sometimes) when they buy electrical appliances

Connectivity Devices appliances get

more advanced and interconnected, transforming home life and facilizing 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)



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.



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



72% OF GLOBAL CONSUMERS maintain regularly their home

> with repairs, modifications and improvements.

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



think their home is a

family place where they can come together and connect.





Convenience

Chapter #3

culture Simplicity and friction-free interactions

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?**

are now expected as standard. One-

% OF GLOBAL



having assistance in case of urgent

their home (leak, locks, heating etc) already had this assistance included in their home insurance policy (no additional policy).

problems with the main installations of



2 E% OF GLOBAL having purchased home assistance services did it because they were looking for peace of mind (don't want to manage

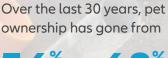
did so because they were convinced by the variety of services proposed.

Chapter #4 The potential for





HOW CONSUMERS REACT TO THIS TREND?



56⁸ to 68⁸

Wi-Fi risk report - Talkwalker

for global households



think they will do more gardening over the next 12

months



think they will clean their

home more often over the next 12 months