

AT HOME

BRANDKIND 2024 US REPORT

TRENDS

This report delves into the trends that shape consumer purchase decisions. At BRANDKIND, we define a trend as a societal or cultural shift that endures for a decade or a generation, in contrast to a fleeting fad. Trends influence various aspects of life, including how people spend their time and what they value, often spanning multiple geographies and adapting to local nuances. While many reports focus on consumer preferences and buying habits, few offer insights into enduring trends that help leaders pivot to create meaningful value and impact.

HELLO FROM BRANDKIND

BRANDKIND's team identifies and monitors cultural shifts affecting consumer decisions. This report highlights our top trends, supported by client insights, proprietary tools, social listening, and secondary research, providing a fresh perspective on enhancing your product or service design and planning your organization's growth roadmap.

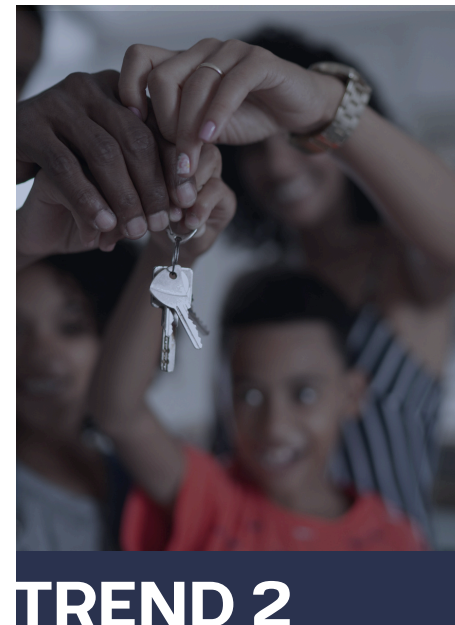
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Upskilling on the home front is surging as self-made artisans find gratifying solitude and self-soothing benefits for their mental health and well-being.

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COHABITED FLOW

As people opt for smaller living spaces and are more open to co-sharing, spatial dynamics and tech-enabled connectedness become priorities for in-home comforts.

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ECHO CHAMBERS

A varied social network, sometimes connected, sometimes not, often results in echo chambers for a way of life that people buy into and seek validation.

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The trend of self-education in home-making skills is driven by curiosity, hustle, and a desire to contribute to society. As individuals become self-made artisans, this movement counters loneliness and promotes self-sufficiency and emotional well-being.

TREND
**SELF-MADE
ARTISANS**

TREND 1

SELF-MADE ARTISANS

People are increasingly self-educating in homemaking skills such as artisan cuisine, home décor, renovations, property enhancements, landscaping, comfort, and work zones. As many as 83% of female YouTubers said, YouTube helped them to share their ideas and passions.

74% of consumers are currently concerned about mental wellbeing, according to the EY US Future Consumer Index.

This trend is growing, evidenced by the significant rise in the consumption of related content across social media, online communities, and forums. Cooking and recipe content top the charts in viewership.[1]

GENERATIONAL NUANCES

Boomers

With more free time, Boomers are motivated by learning and curiosity, seeing it as a means to grow and connect.

Millennials and Gen Z

Founders of our Creator Economy, these “side hustle” generations, bring these skills home to express themselves and figure things out independently.

This trend is not just about skills; it's also a way to meet others and grow social connections. Cuisine travel is becoming more popular, further extending opportunities for connection.

ARTISANAL SHIFTS

From Cook to Culinary Expert

From Coffee Brewer to Barista

From Gardening to Landscaping

From GRWM to Stylist

From Furniture to Décor

From Chores to Cleanfluencer

CONTENT AND CONNECTION

Being a homebody is now commonplace and no longer carries any stigma. Platforms like TikTok and YouTube have enabled people to showcase their joy in being self-reliant, sharing newfound skills in cooking, gardening, and renovating. This surge in social content production and viewership spans all rooms in the house, from the kitchen to the bathroom to the backyard, highlighting the universal appeal of self-made artisanship.

Increasing urbanization, single lifestyles, aging populations, and financial constraints are driving a global focus on mental health and emotional well-being. As more people turn to screens for connection, whether through passive viewing, active video chats, or texting, there is a growing demand for content that demonstrates how products and services fit into their lives.

People seeking self-sufficiency are motivated both externally and internally, leading to a notable rise in viewership of educational content and participation in online classes. The consumption of educational content is shifting toward mobile devices, bite-sized micro-learning modules, inquiry-driven approaches, multimedia experiences, and AI-powered personalized learning — facilitated by advancing technology and evolving pedagogical research.

Interest-based communities and global travel are also on the rise, with Gen X and Boomers leading the way in culinary travel and cultural experiences. These trends further connect people through shared passions and learning opportunities.

70%

**of DIY enthusiasts
rely on online
tutorials for
guidance.***

*GlobalData: "DIY Trends and Consumer Behavior Report" (2021)

75% of millennials said they travel to learn about and enjoy food, coming home to experiment themselves or with friends. This culinary travel or food travel is inspired by social posts making this generation adventurous with global cuisine and other cultural appreciation.

Cultural Experiments

MOTIVATIONAL PROFILES

1. SELF-ACTUALIZERS

Motivation: Need to indulge, reward oneself, and grow personally.

Behavior: For those who enjoy alone time, learning a new skill or exploring a curiosity is invigorating or meditative. The high demand for online tutorials and workshops is driven by entrepreneurial-minded Millennials and Gen Z consumers influenced by social media. They invest in high-quality products and services along their learning journey to treat themselves.

2. SELF-SEEKERS

Motivation: Need to mirror, validate oneself or belong.

Behavior: For others, particularly young adults and senior singles in lower-income urban settings, indulging in oneself is a way to mirror influencers and affirm self-worth. This group often connects with the world through observing and mimicking influencers.

Both motivational profiles lead to enhanced self-esteem as individuals become artisans in new areas of their lives.

OUTLOOK

The trend of self-education in homemaking skills is driven by personal growth, entrepreneurial spirit, and the desire for social connection. As people become self-made artisans, they contribute to a movement towards self-sufficiency and emotional well-being. This trend is fueled by increased consumption of educational content, active participation in online communities, and the influence of social media, shaping a new era of at-home living choices.

Self-made artisans are explorers open to learning and willing to invest in little luxuries to support their newfound skills. Brands have the opportunity to feed this curiosity and help co-create unique home experiences by making it easy to customize and curate in-home environments.

THE PLAY



Send Special Signals: Enhance your products with premium cues like strategic pricing, exceptional craftsmanship, scientific innovations, patented technologies, heritage, special technologies, and unique rituals to emphasize value-based self-indulgence.



Structure Level-Ups: Include learning modules and training programs that affirm and reward progress through gamification. Rebrand and organize your product lines by proficiency levels (e.g. pro, master, etc.) to signify artisanal advancement.



Embrace the Exchange Economy: Implement trade-in and trade-up programs for older equipment and materials, appealing to the sustainability mindset of newer generations by offering discounts and highlighting environmental benefits.



Curate Collections: Expand your customers' learning curriculum with extensions to complementary products and services. Integrate with other smart home devices to provide a seamless and enhanced user experience.

Urbanization and downsizing are boosting demand for space-saving, adaptable living solutions where technology and design cater to shareable items as more people live in smaller spaces or with others.

TREND
**COHABITED
FLOW**



TREND 2

COHABITED FLOW

As urbanization and downsizing persist, living arrangements are evolving into new forms, from multigenerational households to communal living among friends beyond traditional dormitories.

There has been a permanent downward shift in buyer preferences for home size, according to the National Association of Home Builders' (NAHB) latest What Home Buyers Really Want study.

Urbanization trends are not only transforming living spaces but also influencing cohabitation patterns, stimulating innovation in housing design and reshaping home dynamics, prompting a demand for smaller-scale furnishings and versatile products like multi-use kitchenware and home devices.



KEY INSIGHTS & TRENDS

30%

Cohabitation Dynamics

More than 30% of U.S. renters embrace cohabitation to manage housing costs amid urban challenges, with millennials leading at approximately 40% *

42%

Boomer Downsizing

About 42% of baby boomers are downsizing or planning to downsize homes, driven by factors like reduced maintenance costs (61%) and a desire for smaller, more walkable residences**

1 in 10

Storage Demand

Urban living and lifestyle transitions fuel demand for self-storage by 1 in 10 households, with millennials, as the primary users for temporary relocations and downsizing needs***

*Zillow

**National Association of Realtors, 2020).

***Self Storage Association

As people move into cities, they sacrifice an average of 20% of their space. This reduction makes it more challenging to choose furnishings, appliances, and other items that can fit and adapt to apartments, townhomes, and older home formats.

Smaller Spaces

*National Association of Home Builders (NAHB).

MOTIVATIONAL PROFILES

1. INVESTORS

Motivation: Need to get more value for their money.

Behavior: Prioritize performance and durability, seeking items that last longer and appeal to sustainability sensibilities. Favor products with claims of craftsmanship, premium ingredients, and design. While some categories may lean towards economical options, the focus remains on quality and long-term use.

2. PRAGMATISTS

Motivation: Need to keep things easy and safe around the house.

Behavior: Value products that are simple to use and accommodate all household members. In cohabitation scenarios, they seek versatile and safe purchases for varying levels of expertise and abilities, ensuring practicality and inclusivity in shared living spaces.

Tailoring products to meet the needs of Investors and Pragmatists involves focusing on durability and quality for value-seekers, and ensuring ease of use and safety for those prioritizing practicality in shared living environments.

OUTLOOK

As urbanization and downsizing persist, living arrangements are evolving into new forms, from multigenerational households to communal living among friends. This trend drives demand for smaller, versatile furnishings and innovative, space-saving solutions.

The future of urban living will see increased focus on practical, adaptable designs, sustainable products, and integrated AI-assisted smart home solutions, reflecting the evolving needs and preferences of urban populations. Brands that prioritize these features will better cater to the modern urban dweller, enhancing their at-home living experiences.

THE PLAY



Think Multi-Person Needs: Offer product design features to meet the adaptive everyday performance needs of communal urban dwellers.



Design for Versatility: Develop compact, durable products that serve multiple functions, akin to Swiss Army knives.



Define Sustainability Your Way: Choose a position between durable products and eco-friendly consumables to align with ethical sourcing and manufacturing consumer preferences.



Make It Portable & Storable: Enhance storage and portability features to accommodate transient living and storage unit access, if applicable.



Integrate Intelligence: Design products that seamlessly integrate with personal devices, AI-assistance, and home automation for enhanced connectivity.



Make Distribution Flexible: Explore alternative distribution channels tailored to seasonal and occasional demand fluctuations.

In today's complex social dynamics, navigating inadvertent echo chambers is crucial for both consumers and brands. These hubs significantly influence choices in home furnishings, smart technology, and beyond, as individuals turn to them for inspiration, validation, and reinforcement of their lifestyles.

TREND
**ECHO
CHAMBERS**



TREND 3

NAVIGATING ECHO CHAMBERS

The acceptance that we influence each other's energies and moods is reshaping consumer behavior. Social media has democratized influence, shifting the power base from the privileged few to a broader, more accessible sphere through the rise of micro-influencers.

This empowerment creates diverse sets of friends or interest groups where one can exist in real life or online. This connectedness enables more individuals to impact others and collaborate as agents of positive change, significantly altering our interactions and social structures.

The downside of this shift is smaller spheres of engagement, which foster "echo chambers," which reinforce preexisting beliefs and limit exposure to diverse perspectives.





SOCIAL NETWORKS

We build and navigate life through various types of relationships, ranging from deep connections to more superficial interactions. This reflects the complex and multifaceted nature of modern social dynamics.



IRL Circle

Our family, friends, peers, and other people we interact with in real life form our primary social circle. According to a Pew Research Center survey, 79% of adults in the U.S. report maintaining strong personal connections with their immediate social circles.

Online Circle

These include people we influence or are influenced by online but never meet in person, such as through reviews or online communities. A report by GlobalWebIndex shows that 57% of internet users aged 16 to 64 have made a friend online, and 23% have met their significant other online.

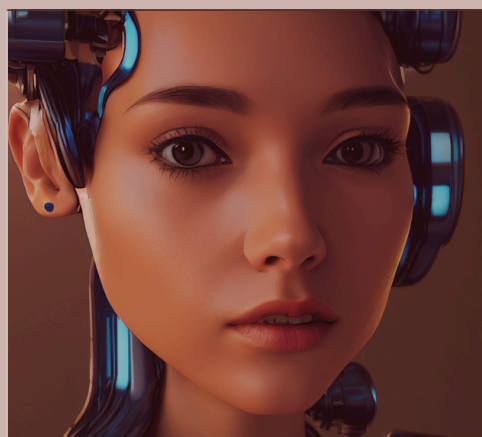


Overlapping Circle

Individuals we engage with both in real life and online, like alumni groups or former colleagues, form these blended circles. LinkedIn data reveals that 35% of professionals stay connected with former colleagues online and offline, fostering long-term professional relationships.

AI Circle

Though still in the early stages, our interactions with chatbots and virtual assistants are evolving, heralding a future where AI co-workers and relationship partners play significant roles in our lives. Gartner predicts that by 2025, AI-driven technology will influence 10% of all personal interactions.



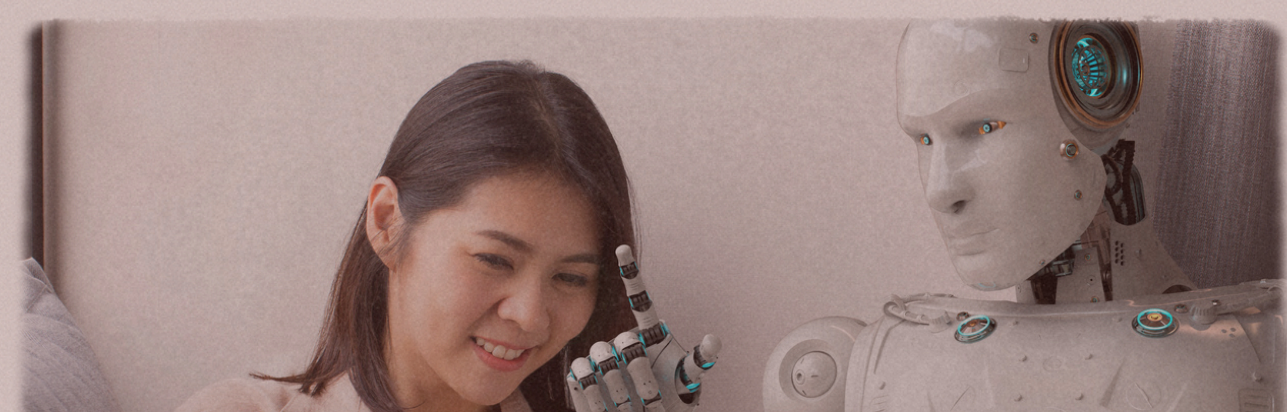


3. Navigating Echo Chambers



Follow my lead

"Today's consumers are more fragmented across a variety of digital and social channels, making it imperative for brands to engage with diverse communities to break through echo chambers and foster authentic connections." - Marketing Dive



WHO INFLUENCES OUR CHOICES

92%

In today's interconnected world, 92% of consumers trust word-of-mouth recommendations from family and friends above all other forms of advertising (Nielsen, 2021), significantly influencing purchase decisions within IRL Circles.

54%

Virtual Circles have gained considerable ground; a study by GlobalWebIndex found that 54% of social media users are influenced by online reviews and discussions when making purchase decisions.

82%

Overlapping Circles, like alumni groups and past coworkers, blend personal trust with broad influence, with 82% of consumers likely to follow recommendations from micro-influencers (Social Media Today).

95%

As AI Relationships continue to evolve, their role in influencing purchases is expected to grow, with virtual assistants and AI recommendations increasingly shaping consumer choices. According to Gartner, by 2025, AI-driven automation will influence 95% of all customer interactions.

37%

Comparatively, traditional sources of influence like television and print media have seen declining trust, with only 37% of consumers finding TV ads trustworthy and just 25% trusting print ads (Gallup, 2021).

“

Brands need to be in multiple places to engage different circles, because if you're not where your customers are, you won't reach them.

Scott Monty,
Ford Motor Company

OUTLOOK

Social networks play a crucial role in shaping at-home purchase decisions, serving as echo chambers where individuals seek affirmation of their choices. In areas like home furnishings and smart home technology, consumers rely on recommendations and reviews within these networks.

The influence varies across different circles—IRL (family, friends), Virtual (online communities), Overlapping (both real-life and online), and emerging AI Relationships. Brands must strategically position themselves within these circles, leveraging AI, influencers and online communities to engage authentically with consumers.

This ensures brands are present where decisions are made and resonate deeply within influential consumer circles, driving meaningful interactions and purchases.

THE PLAY



Show Up: Conduct a deep dive into your target segments to join relevant circles of influence to build trust and reciprocal relationships. Know the occasions where your business can bring value.



Let Loose: Engage authentically and organically, with AI assistance, to provide expert advice with the appropriate brand tone of voice for the conversation. Brand strategy helps you know what to say, how to say it, and when to keep quiet.



Invite Back Home: Like other human interactions, develop avenues for consumers and their influencers to get to know your business better – on your turf. Never underestimate the power of exclusive events, insider scoops, and early access.



Co-steward: From ideation to feedback, build in ways to listen and partner with clients to grow your business - and what matters to them. Draw on successful B2B strategies to enhance industry engagement and growth.



In the evolving landscape of consumer behavior, three key trends are shaping the future of at-home living: Self-Made Artisans, Cohabited Flow, and Navigating Echo Chambers.

Self-Made Artisans, as a trend, is driven by personal growth and the desire for social connection, are fostering a movement towards self-sufficiency and emotional well-being. This trend, fueled by educational content and online communities, offers brands the chance to support these individuals with products that cater to their curiosity and customization needs. **HOW WILL YOU EVOLVE YOUR VALUE PROPOSITION AND PRODUCTS TO THIS?**

Cohabited Flow, as a second trend, reflects changing urban dynamics, leading to diverse living arrangements like multigenerational households and communal living. This trend increases demand for versatile furnishings and space-saving solutions. The future of urban living will prioritize adaptable designs, sustainable products, and integrated

LAST THOUGHTS FOR LEADERS

AI-assisted smart home solutions, providing opportunities for brands to enhance modern urban lifestyles. **IS YOUR BUSINESS LEADING ON DIGITAL AND DESIGN CHANGES?**

Navigating Echo Chambers, our last trend, highlights the role of social networks in shaping purchase decisions. These networks serve as echo chambers where consumers seek validation of their choices. Brands must strategically position themselves within various circles of influence—IRL, Virtual, Overlapping, and AI Relationships—leveraging influencers and online communities to engage authentically and resonate within these consumer circles. **IS YOUR COMPANY IN CONSUMERS' CIRCLES OF INFLUENCE?**

To succeed, businesses must align with these trends in their offerings.

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TREND 3: NAVIGATING ECHO CHAMBERS

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