

# In-home Lifestyles - US - 2022

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## This report looks at the following areas:

- Consumer sentiments toward their in-home lifestyles
- Expected changes in in-home activities as a result of COVID-19
- The emotional value of home and its impact on wellbeing
- Areas of the home prioritized for improvement
- Influences on in-home lifestyle
- Generational differences surrounding life at home.

Home is directly integrated with consumers' wellbeing and emotional needs, and the pandemic heightened the perspective of home being a sanctuary and safe space against COVID-19. Home as a space has demonstrated an immense amount of flexibility over the past two years to adapt to various needs, and brands have played a critical role in supporting consumers through new home-based routines. Consumers are entering a post-pandemic mindset with a renewed appreciation for home.



"The mentality of having a home base epitomized life at home throughout the pandemic, and consumers embraced gratitude for everything their abodes allowed them to accomplish. Brand support has been critical to helping consumers embrace life by bringing a variety of comforts directly into the home."

– Carol Wong-Li, Director – Consumers and Cultures

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- **Abbreviations and terms**
- **Abbreviations**
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