

The Home Hub

Over the past five years, the home has evolved substantially, and consumers are inhabiting and buying for this space in completely new ways.

From social media's role in opening up the home, to co-living and the need to feel 'at home everywhere', to the impact of the pandemic on how we live at home, WGSN has tracked the steady rise of the home hub and pinpointed each shift along the way.



2015

In 2015, we published Housewarming: "Houses are turned into safe havens; comforting and cosy, but also welcoming to others." That same year, Snapchat is on the rise, and vloggers begin hosting house tours that open up their bedrooms, bathrooms and even fridges for the world to see.

2015 is also the year of the rise of co-working spaces. WeWork is expanding globally, and co-working spaces begin to pop up inside stores and hotels, with a need for these spaces to feel more homely and welcoming.

2017

In 2017, we explore the emotional landscape of home, and how the meaning of home is deepening and evolving for consumers: "Home means sanctuary: time to go home."

Ikea makes waves at Milan Design Week 2017 with its biggest ever presence – taking over a 3,500sq m warehouse for six days of home-focused hangouts and workshops.

2018 sees D2C start-ups converge on the home: new brands including Feather, Harth, Buffy, Inside Weather, Made In and Year & Day all gain buzz for selling cosiness and encouraging JOMO.

2018

In 2019, we confirm the home hub trend as long-term research shows we're gradually spending more time at home, with 18 to 24-year-olds spending 70% more time there. Enabled by technology, consumers are increasingly bringing out-of-home activities into the home.

We forecast the home hub as one of our Big Ideas for 2021, advising brands to "move into this fast-growing area of lifestyle spending, and seize the opportunity to extend ranges and expand offerings intelligently".

At the end of 2019, Pinterest includes the home hub as a key trend in the Pinterest 100 for 2020, highlighting increased pins and searches around home and nesting.

2019

In 2020, the home hub accelerates as the pandemic hits lifestyles worldwide and people are forced to spend most of their time at home. In May, we highlight the rise of Domestic Cosy, a comforting and relaxed home and lifestyle direction that points to the future of the trend.

As lockdowns lift, these new habits stay in place, and in late 2020, Accenture declares the 2020s "the decade of the home".

2020