

# The Evolution of the Home

Trend Report for Little Diversified Architectural Consulting

09.28.21



Outdoor Offices

n&Dive

ie for fabric classification  
mal care recommendation

Scanned Convenience

Multifunctional Purifier

Cork Construction

Rollable Home

**LITTLE**  
ENHANCED ARCHITECTURAL CONSULTING

**Prepared for:**

Rich Glenny

**Prepared by:**

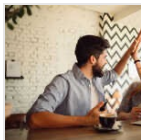
Mary

**Delivered on:** 9/28/21

**Briefing:** Exploring how people will be living and working in their post-pandemic homes, including shifts in the way people guys, decorate and remodel their homes.

**Takeaway:** For one, the wellness industry continues to be impactful on consumers' lives, including how they interact with their homes. With people being increasingly experimental in their approach to their physical and mental wellbeing, firms that offer unique wellness rituals are becoming more appealing to consumers, particularly when those rituals can be adapted to their everyday lives and routines without inconvenience. Additionally, the ongoing pandemic has changed how parents, caregivers and people who run households manage both day-to-day household tasks, as well as the recreational tasks that make a home fun for its inhabitants. Now, household management has extra layers of security attached to it as people look to stay responsible in a post-COVID world.

## Top Insights



### **Affordable Milestone** *Traditional milestones are made accessible for the post-pandemic Millennial*

**Trend** - Conventional adult milestones, such as buying a home or having children, are more difficult for the Millennial generation to achieve than ever due to the financial situation post-pandemic. Apps and services that make these milestones more accessible provide consolation and compromise. **Insight** - Even before the pandemic, the Millennial generation in North America was in a precarious financial situation due to the aftermath of the great recession and debt from post-secondary education. The pandemic exacerbated this while also causing the Millennials to rethink their priorities. As a result, the generation previously delaying adult milestones is now seeking ways to fulfill them on their own terms, more specifically, more affordably and conveniently.



### **Multifunctional Purifier** *Air purifiers for the home are made multifunctional*

**Trend** - Air purifiers have become more popular as people have become more aware of good hygiene practices over the past year, and brands are now offering purifiers that offer multiple functions. These include everything from art-like purifiers that double as decor, to lightbulb-purifier hybrids. **Insight** - When it comes to home items, multifunctionality has become increasingly popular--particularly among Millennials and older Gen Z demographics that tend to live in smaller spaces. Products that offer multiple benefits, features or functions save space, while being justifiable investments from a cost standpoint.



### **Imperfect Design** *The growing fixation on "imperfect" design pieces counter the minimalist trend*

**Trend** - Though minimalism is still a hugely popular design trend focused on clean lines and open spaces, "imperfect" design is becoming increasingly popular in the home. This involves designers intentionally using imperfections to balance out interior spaces and make them more unique. **Insight** - Younger consumers in North America are especially inclined to use design and aesthetics as a way to express themselves, a trend which is in-part influenced by their social media use. These demographics often prioritize pieces that will stand out rather than blend in.



### **Outdoor Offices** *The ongoing pandemic has made outdoor workspaces more popular*

**Trend** - Workplace flexibility has been a common topic of discussion after the ongoing pandemic resulted in professionals working from home indefinitely. Now, businesses and employees are leaning into workplace flexibility with outdoor office spaces that balance productivity and function with comfort and convenience for workers. **Insight** - The macro changes made to a range of industries in the last several months have resulted in consumers forming new habits that are likely here to stay. Whether it's how consumers shop, work, or socialize, the pandemic has brought about lifestyles that are more convenient and based on consumers' own needs and preferences, giving them more autonomy over their lives.

# Getting the Most out of Your Custom Report

**Purpose:** Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

# Consumer Insights

## Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

# Outdoor Offices

The ongoing pandemic has made outdoor workspaces more popular

**Trend** - Workplace flexibility has been a common topic of discussion after the the ongoing pandemic resulted in professionals working from home indefinitely. Now, businesses and employees are leaning into workplace flexibility with outdoor office spaces that balance productivity and function with comfort and convenience for workers.

**Insight** - The macro changes made to a range of industries in the last several months have resulted in consumers forming new habits that are likely here to stay. Whether it's how consumers shop, work, or socialize, the pandemic has brought about lifestyles that are more convenient and based on consumers' own needs and preferences, giving them more autonomy over their lives.



## Post-Pandemic Work Spaces

Google's 'Camp Charleston' is an Outdoor COVID-Safe Work Environment



## 5G Beach Workspaces

Three's Fully Connected Setup on Margate Beach Supports Remote Work



## Rentable Backyard Offices

Nooka Provides Shed-Like Offices for Working or Renting Out



## Eco-Friendly Outdoor Meeting Pods

The 'Minka Solar Pod' Has a Solar-Powered Design

9.2  
Score

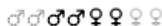
Popularity



Activity



Freshness



Experience

4 Featured, 34 Examples

154,290 Total Clicks

URL: [Hunt.to/458968](https://Hunt.to/458968)

# Affordable Milestone

## Traditional milestones are made accessible for the post-pandemic Millennial

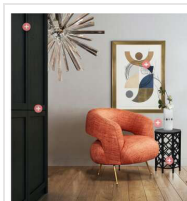
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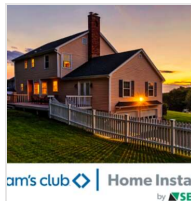
### Baby Equipment Rental Services

Babonbo Was Designed to Make the Lives of Parents Easier



### Rentable Furniture Marketplaces

1RentPlace Supports Residents, Stagers and the TV/Film Industry



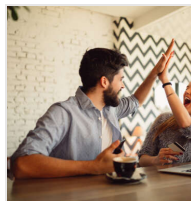
### Home Refurbishment Services

Sam's Club and Service Finance Company Team Up to Offer Refurbishing



### Convenient Baby Rental Services

BabyQuip Offers Rental Gear & Cleaning Services to Ease Parenting



### Used Car Delivery Apps

Clutch Lets You Buy A Car Online and Have it Delivered to Your Door

6.6  
Score

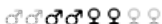
Popularity



Activity



Freshness



Target Curation

Cloud Simplicity

Personalization

5 Featured, 45 Examples

54,173 Total Clicks

URL: [Hunt.to/457488](https://Hunt.to/457488)

★ Advisor Pick

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# Multifunctional Purifier

Air purifiers for the home are made multifunctional

**Trend** - Air purifiers have become more popular as people have become more aware of good hygiene practices over the past year, and brands are now offering purifiers that offer multiple functions. These include everything from art-like purifiers that double as decor, to lightbulb-purifier hybrids.

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**Air-Sterilizing Hanging Lights**

The OLEV 'Pure BioAir' Lamp Kills Germs with UV-C Light



**Air Purification Lightbulbs**

The Qivation Smart LED Lightbulb Uses TiO2 Photocatalysis Technology



**Wall-Mounted Air Purifiers**

The Sauberair 'FLAT' Hides in Plain Sight as a Piece of Art



**Four-in-One Home Comfort Appliances**

The Quilo Aviance Air Purifier Humidifies, Cools and More

8.4  
Score



Hybridization

4 Featured, 28 Examples

54,690 Total Clicks

URL: [Hunt.to/452728](https://Hunt.to/452728)

★ Advisor Pick

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# Cork Construction

Cork is increasingly used as an eco-friendly construction material

**Trend** - Cork is an increasingly popular material as its known for being renewable and biodegradable. Thus, the durable material is now being used in construction projects that are aiming to be sustainable.

**Insight** - Consumers are increasingly expecting that brands and institutions prioritize sustainability as the impending consequences of climate change make themselves known. These expectations go past brand values, with consumers expecting everything from production to brands' charitable initiatives going towards reducing environmental harm.



## Sustainable Self-Powered Homes

'The House of Wood, Straw, and Cork' is Modern Yet Cozy



## Recycled Annual Pavilions

The 2020 Serpentine Pavilions Will Be Designed by Counterspace



## Eco-Friendly Tech Shops

The Google Store NYC Features Cork & Recycled Materials



## Sustainable Cork Houses

This Cork House Project is on the Shortlist for the 2019 Stirling Prize

**8.5**  
Score

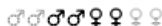
Popularity



Activity



Freshness



Naturality



Authenticity

4 Featured, 43 Examples

171,905 Total Clicks

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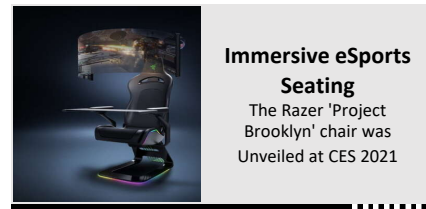
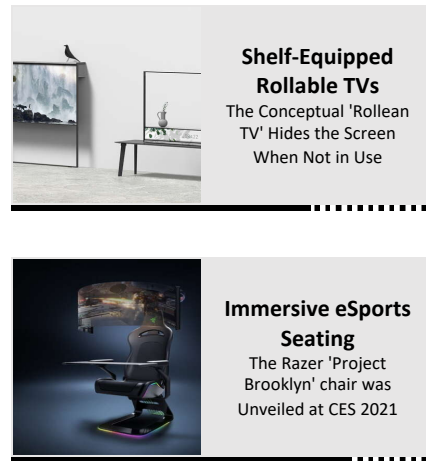
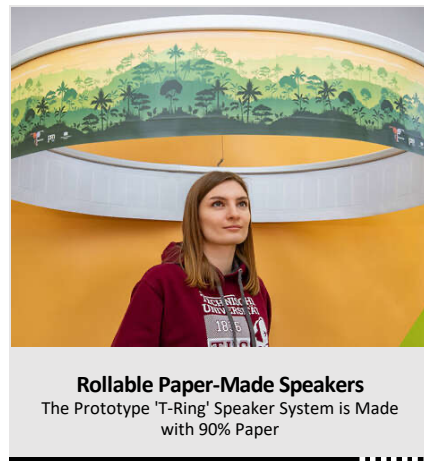
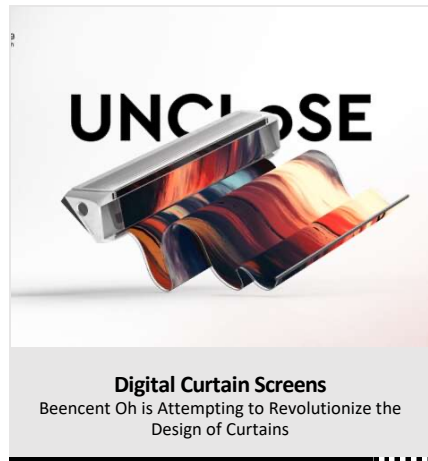


# Rollable Home

## Furniture & tech are adapted to offer a higher degree of convenience & compactness

**Trend** - Brands are optimizing smart home products to better serve the needs of consumers who live in smaller spaces or those who frequently change abodes. The designs of these objects allow for ease of storage and use thanks to compactness and minimalism.

**Insight** - Many consumers who live in urban environments—especially Millennials and Gen Z—are conscious of space as they often find themselves occupying small apartments and/or shared living situations. As a result, individuals are prioritizing compactness and convenience when making decisions about interior design and technology for the home. Functional features such as these enable consumers to be more comfortable and even productive in a clutter-free space.



8.2  
Score



Simplicity  
Experience  
Catalyzation

5 Featured, 45 Examples  
108,137 Total Clicks  
URL: [Hunt.to/446636](https://Hunt.to/446636)

# Imperfect Design

The growing fixation on "imperfect" design pieces counter the minimalist trend

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**Insight** - Younger consumers in North America are especially inclined to use design and aesthetics as a way to express themselves, a trend which is in-part influenced by their social media use. These demographics often prioritize pieces that will stand out rather than blend in.



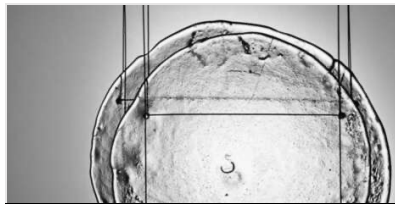
## Aged Wood Furniture Pieces

The Odywood 'KOVUK' Coffee Table Has a Naturally Rustic Design



## Eastern Philosophy-Inspired Abodes

NC Design & Architecture Work on The Imperfect Residence



## Sculptural Modular Lighting Collections

LOREKFORM Boasts Its Inaugural Capsule of Lighting Designs



## Dinnerware Ceramic Sales

Haands is Retailing Its 'Perfectly Imperfect' Dinnerware

6.5  
Score

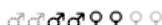
Popularity



Activity



Freshness



Simplicity

4 Featured, 36 Examples

107,217 Total Clicks

URL: [Hunt.to/445207](https://hunt.to/445207)

★ Advisor Pick

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# Scanned Convenience

Scanning devices are improving consumer lifestyles by taking out the guesswork

**Trend** - Tech brands are launching scanning devices for the home, allowing consumers to complete chores in an efficient and informed manner. Deployed either as hand-held devices or as a built-in feature in appliances, these products deliver assistance and support to those using them.

**Insight** - Contemporary consumers in urban environments are faced with a technologically enhanced, fast-paced environment that demands the efficient and simultaneous balance of work and personal life. In this space, many are looking to lessen the workload in order to have more time for rest and relaxation. As a result, individuals are prioritizing convenience and efficiency when making purchasing decisions.



**IoT Fabric Care Devices**

Scan&Dive is a Fabric Care Solution That's Coming to CES 2021



**Home Improvement Wall Scanners**

The Walabot DIY Plus Detects for Pipes, Studs and More



**Minimal Contact Thermal Scanners**

The Conceptual 'Jverywhere Thermometer' is Easy to Use



**Swiveling Display Washing Machines**

The Conceptual 'Flexbar' Washing Machine Adjusts to Preferences

7.1  
Score



Simplicity

Experience

Catalyzation

4 Featured, 45 Examples

86,146 Total Clicks

URL: [Hunt.to/444340](https://Hunt.to/444340)

# Appendix

## Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

# Your Contacts & Additional Services



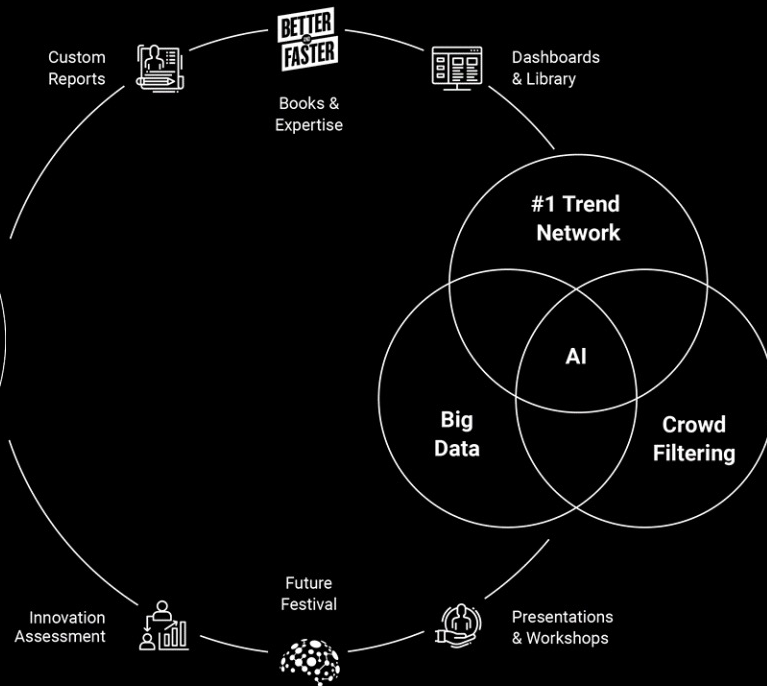
**YOUR SUCCESS  
STRATEGIST**

**Alisha Ellis**  
alisha@trendhunter.com



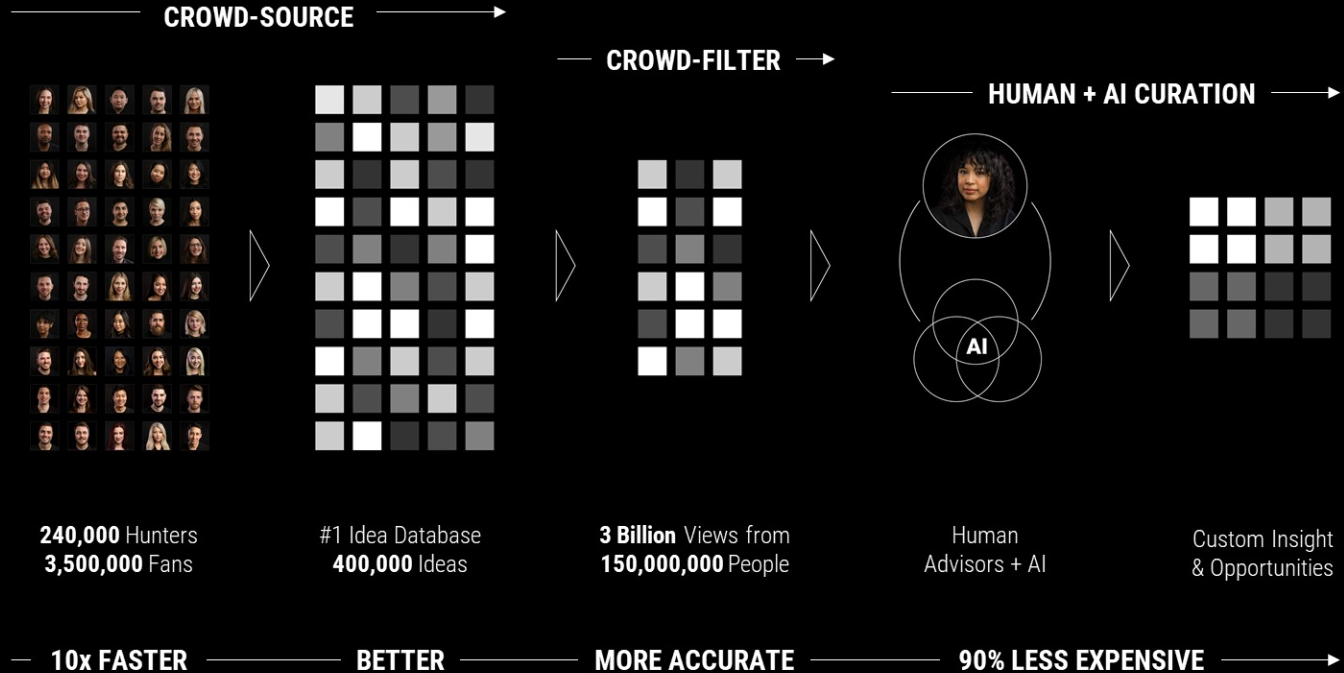
**YOUR DEDICATED  
ADVISOR**

**Mary Van Puymbroeck**  
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

# Our Process





# Megatrend Matrix

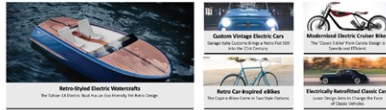
 <b>Acceleration</b> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	 <b>Prosumerism</b> From user-generated content to maker culture, today's consumers are content creators and experts.	 <b>Cyclicity</b> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles	 <b>Nostalgia</b> Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.
 <b>Catalyzation</b> Brands have taken a role of accelerating the personal development of consumers.	 <b>AI</b> We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.	 <b>Naturality</b> The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.	 <b>Youthfulness</b> The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.
 <b>Reduction</b> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription	 <b>Instant Entrepreneurship</b> New services make it easier than ever to conceptualize, fund, launch and companies.	 <b>Redirection</b> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	 <b>Tribalism</b> Allegiant groups are more readily formed around specific interests, causes and even brands.
 <b>Curation</b> Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.	 <b>Simplicity</b> In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.	 <b>Gamification</b> The application of game dynamics to real-world problems results in a world that's more competitive and engaging.	 <b>Experience</b> In a world abundant with 'stuff', experience becomes a more important currency and life priority.
 <b>Convergence</b> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical+ Digital	 <b>Multisensation</b> Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.	 <b>Divergence</b> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion	 <b>Authenticity</b> Social media and a resistance to traditional advertising have created a desire for authenticity and reality.
 <b>Co-Creation</b> Brands, products, services and consumers are increasingly co-creating an interdependent world.	 <b>Hybridization</b> Lines are blurring as business models, products and services merge to create unique concepts and experiences	 <b>Personalization</b> Small batch production technologies and more personalized media are creating an expectation for personalization.	 <b>Many-to-Many</b> A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

**Retro Electric**  
Manufacturers are updating vintage vehicles to have electric capabilities.

**8.8**  
Popularity  
Activity  
Freshness



**Consumer Insights:**  
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

**Expedition Camper Vehicles**  
The Camperino C11 has a double Cabriolet Camper from Italy.

**9.2**  
Popularity  
Activity  
Freshness



**Specific Examples:**  
Carefully selected individual innovations to provide more in-depth analysis.

**Top Lists**

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at TrendHunter.com/toplists.html.

**Top 100 Travel Trends in 2019**  
The Top 100 Travel Trends in 2019 are:

- Instagram-Themed Vacation Rentals
- Cocktail-Themed Hotel Rooms
- Cocoon-Like Elegant Hotel Beds
- Movie Library Rentals

**Top 100 Food Trends in December**  
The Top 100 Food Trends in December are:

- Vegetarian Chef's Table Dinners
- Vegetarian Chef's Table Dinners
- Vegetarian Chef's Table Dinners
- Vegetarian Chef's Table Dinners

**Top 30 Pet Innovations**  
The Top 30 Pet Innovations are:

- Instagrammable Pet Products
- Instagrammable Pet Products
- Instagrammable Pet Products
- Instagrammable Pet Products

**Clustered Lists:**  
Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

**8.8**  
Score



**Overall Score:**  
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

## How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

**Retro Electric**  
Manufacturers are updating vintage vehicles to have electric capabilities.

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

**All-in-One Litter Boxes**  
The Tuff & Purr Co. Litter Box Streamlines Cleaning and Maintenance

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

**All-in-One Litter Boxes**  
The Tuff & Purr Co. Litter Box Streamlines Cleaning and Maintenance

### Trend:

This section identifies a new opportunity in a given industry.

### Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

### Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

### Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

### Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

### Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

## Want More?

Gain access to additional Consumer Insights  
and Custom Research by contacting your  
advisor or **[TrendReports@TrendHunter.com](mailto:TrendReports@TrendHunter.com)**