

SUPER HOSTERS

Homemakers are upgrading their personal spaces to suit post-pandemic needs and to live - and host - better.

GATHER AROUND

Misette hopes to reignite the art of table setting with themed dinnerware kits that include plates, glasses and linen, and can be built up over time.



We are a cultural intelligence platform. Get in touch at info@codec.ai



In 2020 most **people were forced to think about and use their homes differently**. From office and classroom, to entertainment hub and personal space to relax and recharge.

Our homes became versatile safe shelters. According to Ikea, **78% of people viewed their homes as sanctuaries during global lockdowns**; transforming the homespace to suit ever-changing demands became a necessity.

We've seen this play out over time on the CodeC platform. Engagement with topics like **renovation and home improvement, homestyle and gardening and landscaping** has greatly increased across a wide range of communities.

This is echoed in retail data. **B&Q reported sales of 361,000 metres of artificial grass**, 1.6m deck boards and 3,000 sheds in the first quarter of 2021 alone. John Lewis reported **glassware as the most popular category** once physical shops reopened in the UK in April, and sales of outdoor heaters went through the roof.

Elsewhere, companies like Social Studies are **reinventing 'tablescaping'**, and allowing consumers to replicate restaurant experiences at home with 'party in a box' kits that include plates, linen, candles, flowers and assembly instructions on a specific theme, such as Moroccan Nights or Color Block.

Ikea called **2020 the year of the big home reboot**, and we're spotting opportunities for brands to become a part of this major lifestyle upgrade.

From home improvement through to FMCG and wellness, **brands have an opportunity to help consumers build future-fit home environments**. Partners that can help people elevate in-home experiences will be valued and rewarded.