What is happening in the world?
How are people affected?
What that might mean to furniture?
Who might be consumers next 10 years?
We will be many more; By 2050 the world population will be 9 - 10 billion.
The world will be more aged, the age group 60+ is growing faster than younger age groups. China, USA, Brazil, Russia, Japan, Germany have more old than young.
Many parts of the world are still young. Three regions are home to 1.8 billion children and 1.1 billion young persons in 2017.
New rising markets with the BRIC as the first wave. More than half of the world’s population growth will be in Africa by 2050.
People are also getting bigger, sizes of clothes are changing. In some countries being overweight is the new normal.
In western societies around 50% of marriages break up, creating new family constellations. Multi generational family is coming back. Many are single parents, with small wallets and big needs.
Singles are soaring and will become a major consumption group. Over 2016–2030, this type will grow with around 120 million new single person homes.
Asian women in their 20s and 30s are often single, most by choice. They do not live in dual-income households, but they have the freedom to spend as they wish.
More people on this planet means we need to make more furniture from less material.

Older don’t want to be considered as old, so furniture will only be more ergonomic.

New markets will grow and with new dreams and aspirations.

Households will have more different needs, from many small single households to bigger families. Smaller as well as bigger people.
What will economic conditions be like?
In mature markets middle class is shrinking. Millions today are just not making ends meet. The “trickle down” effect of market economy is not working.
Economic power shift from west to east.

Notes: GDP is measured at purchasing power parity. GDP and population figures are 2015 forecasts.
Sources: Global Policy (Vol. 2, Issue 1), IMF World Economic Outlook, UN Population Division; A.T. Kearney analysis
Many in emerging markets, as family Prasad Singh, still has very limited assets.
Conditions are different. Family Liu, China, has entered middle class.
Emerging markets middle class is slowly growing, becoming an increasingly demanding and sophisticated consumer base.
One of the key outcomes of the recession for advanced economies is the lack of prospects for young people.
More and more jobs are automated and people risk to lose their jobs.
Even in healthcare robots are developed.
Shrinking middle class in mature, and slowly rising in emerging markets. Most will have limited assets.

Probably, less people will work and more people will have less money.

Furniture possible to afford and accessible to all will be key.
Where will people live?
Many people are migrating from war, poverty and famine. Or to find a job.
Now, 100 and 70 years ago.

EVERY FACE HAS A NAME
Biggest migration is to cities, 1,5 million people are added to the global urban population every week. By 2030 70% of all people will live in cities.
In less than 100 years from rural to urban populations.
Cities where people will live their lives, stimulating, as well as crowded and stressful.
Mega cities has high population density, Dhaka, is the most crowded city on the planet with 43,500 people per square kilometre.
Guangzhou 6000, Kolkata 12,200 people per square kilometre.
Space will be even more expensive. For most people, it’s difficult to find a home.
Space will be smaller.
Solutions must be smarter.
Furniture making space flexible.
Transforming the rooms from one activity to the other, from day to night, Ori robotic smart home system.
People will be cityzens, city growth will continue.

Space will be small and furniture must be smart.

Furniture that can grow and shrink, making space flexible. Robotic and transforming.
What will they like?
What will people’s preferences be?
A longing for nature and nature materials, or
... will the fourth and fifth urban generations ties to nature be weak, due to lack of nature memories?
Wood interiors for nature lovers.
Urban influenced style.
Cities are diverse. Tolerance and understanding are basic to enjoy life in places you have to share with millions of others.
New cultural and style influences are, as they always have, a source of inspiration.
Mix of east and west, ornamentation and simplicity.
African designs are on the rise.
China recognizes the potential of their own contemporary Chinese culture.
Home furnishing and fashion are means to be creative, to make the best of one own space.

Styles will be both local and global, mix of cultures will influence styles.

Taste will be different and change often.
How will technology influence?
A connected world. 5.6 billion smartphone subscriptions by the end of 2019, according to Ericsson.
We have entered the internet of furniture.
Home, a high tech hub for entertainment energy control, communication, health and more.
Smart glass, tables and surfaces that interact with you.
From wall screens to interactive mirrors, to virtual interaction.
Smart slab table, cooking surface and dining table at the same time.
IKEA future kitchen a technology hub. Pantry with induction cooling and a disposal system that automatically packs your recyclables. Table that tells you how to cook.
In a post-materialistic society 2030, experiences play a far greater role in peoples lives than material goods.

Probably less willing to invest in furniture, as other sectors will be expensive and perceived as more important.

New materials will be more interesting as they are allowing for seamless experiences.
What are people most worried about?
The climate is changing. Weather patterns and rising sea levels will be one of the largest threats to populations over the next five years and beyond.
Floods are an effect of humans challenge of nature. We have built cities with too few trees and green areas.
Lack of water is a fast increasing challenge.
Health is affected. 1.2 million deaths take place every year in India due to air pollution, and 3% of the GDP is lost due to air pollution.
Hormone-disrupting chemicals in everyday things like water bottles DO cause cancer, diabetes, ADHD and autism – it has a high cost.
8 million tons plastic in the oceans every year.
100 years since plastic was invented. Time to end the era?
If we keep current production and consumption patterns, two planets will be needed by 2050.
People are beginning to realise that we have turned a corner as a species. As we alter the biosphere at a planetary level, people are starting to understand that, to survive, things will have to change.
People don´t want to be or feel wasteful, but don´t know what to do.

People are worried, they need hope and trust, for guidance and solutions for life.

Brands and NGO´s are stepping in where governments are failing and need to position themselves as trusted partners in uncertain times. People trust companies more than politicians
Hope and trust!
More brands are assigning economic value to aspects of the natural world that formerly were not quantified.
The advocacy for natural rights has higher chance than ever before. The UN Agenda 2030 giving a great base.
New economic models are here to stay, giving ecological stability, not only economic growth.
Customers will rate furniture on how sustainable they are, but worried of deforestation and believe all cutting of trees are bad.
The rate of deforestation equals the loss of 20 football fields every minute. Almost half of world’s timber and up to 70% of paper is consumed by Europe, United States and Japan alone.
THE OPEN BRAND: BEYOND GREEN WASHING
Sustainability Messaging in a World of Radical Transparency
Wood is a good material! Maybe the only one with the opportunities of making a positive impact of the planet.
Working together for the future of forests

We have clear standards for all wood used in IKEA products, which include a focus on responsibly managed forests. We partner with organisations like the WWF and the Forest Stewardship Council (FSC) so that more wood can come from well-managed forests. IKEA is one of the largest users of FSC-certified wood in the world. By 2022, we aim to ensure that all of our wood is possible from FSC-certified or recycled sources.

Based on current availability, that will account for nearly all of our wood.

People & Planet
www.IKEA.com

Furniture brands and organisations working together for sustainable forestry.
A doubling of trees in megacities could save about $505 million each year. Due to removed air, Co2 absorbed, stormwater runoff avoided.
Forestry, and wood has an important role to play to save the planet.
As humans we have an inherent connection to the natural world, our health is improved by exposure to nature.
“What if wood was invented today.” Paola Deda
I am honoured to be here and hope I have inspired you in your very important mission.
Thank you!