

INTERIOR DESIGN SEARCH & SOCIAL TRENDS 2020/21

Consumer behaviour shifts in interior design and homeware,
from lockdown DIY trends to 2021 forecasts

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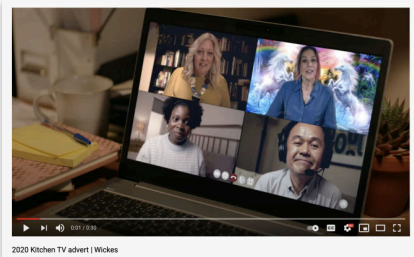
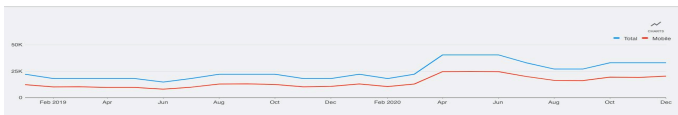
CONSUMERS ARE BECOMING INCREASINGLY MORE HOUSE-PROUD

Lockdown has made us all a little more home-conscious. Spending more time inside since March 2020, we've naturally developed a desire to improve our interiors — whether that's creating a home office fit for Zoom meetings, DIY projects to keep us occupied, or sprucing-up that blank wall you've been staring. With more free time and inspiration (thanks to the boom of TikTok), there's been a natural progression towards home improvements.

83%
search increase

So, it's no coincidence that, as searches for 'work from home' increased 509% between February and March 2020, in April 2020 'homeware' searches increased 83% year on year. Not limited to large-scale improvements, soft furnishings and accessories certainly had their part to play too.

Graph showing Google 'homeware' searches from Jan 2019 - Dec 2020



In 2021 it's clear that working from home, and our desire for home improvements, is going nowhere fast. The recent **Wickes "housebarrassment" ad**, filmed on Zoom, shows the fun, or potential embarrassment, in allowing friends and colleagues into our homes, albeit virtually.

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Word cloud for interior design themes in Jan 2021 from Sprout Social

SHIFT TOWARDS SUSTAINABILITY: CUSTOMER SENTIMENT

Lockdown also gave consumers the time to reflect on their buying habits and influenced them to alter their behaviour to have a more sustainable focus.

There was an increase in searches for secondhand and vintage homeware, as many fell in love with their stylish, yet, sustainable, potential.

Durability also became a priority, with a focus on creating comfortable, sustainable places that will stand the test of time. For instance, searches for 'rattan' furniture saw a 49% increase in searches - a more sustainable wood choice as it's extremely durable and the impact its sourcing has on the environment is minimal.

In addition, 'earthy tones' were a top colour trend — primarily autumnal shades of dark greens and browns. It's clear that incorporating natural colours within the home was a popular way to bring the serenity of nature indoors, especially when outside time is limited.

50%

increase in **'vintage furniture'** searches between 2019 and 2020, alongside a **100% increase in 'thrifty furniture'** between 2019 and 2020



174%

increase in searches for **'facebook marketplace'**. As more people cleared out their homes in need of a new aesthetic, and many wanted to focus on buying second hand and pre-loved items.



120%

increase in the searches of **'earthy tones'** between 2019 and 2020. Alongside a **125% increase in searches of 'dark green wallpaper'** and an **175% increase in 'dark green furniture'** between 2019 and 2020.



SHIFT TOWARDS SUSTAINABILITY: PRE-LOVED, VINTAGE & THRIFTED

Not limited to 2020, the beginning of 2021 has already seen an overall positive shift towards 'vintage', 'antique' and 'pre-loved' furnishings across social:

64.2k

volume of social posts including the words 'vintage' or 'antique' in a 28 day period, using Sprout Social data

80%

positive sentiment around vintage and pre-loved furniture, according to Sprout Social data

Total Volume  64.2k	Total Engagements  1.2m	Engagements Per Message  18.42
Potential Impressions  499m	Unique Authors  27.8k	Positive Sentiment  80%

"Vintage" and "antique" mentions in the UK in Jan 2021 from Sprout Social

THRIFTING + FLIPPING ~aEsThEtic~ FURNITURE FOR THE NEW HOUSE ☆

89,719 views • 22 Jan 2021

 7K  27  SHARE  SAVE ...



Haley's Corner 
729K subscribers

SUBSCRIBE

With a new house comes the need for new home finds! 🏡 So come thrift with me for vintage furniture! 🛋️ We are thrift flipping home furniture from Facebook marketplace and Kijiji too! 🙌 like if you enjoyed it & open meeee ↓↓↓

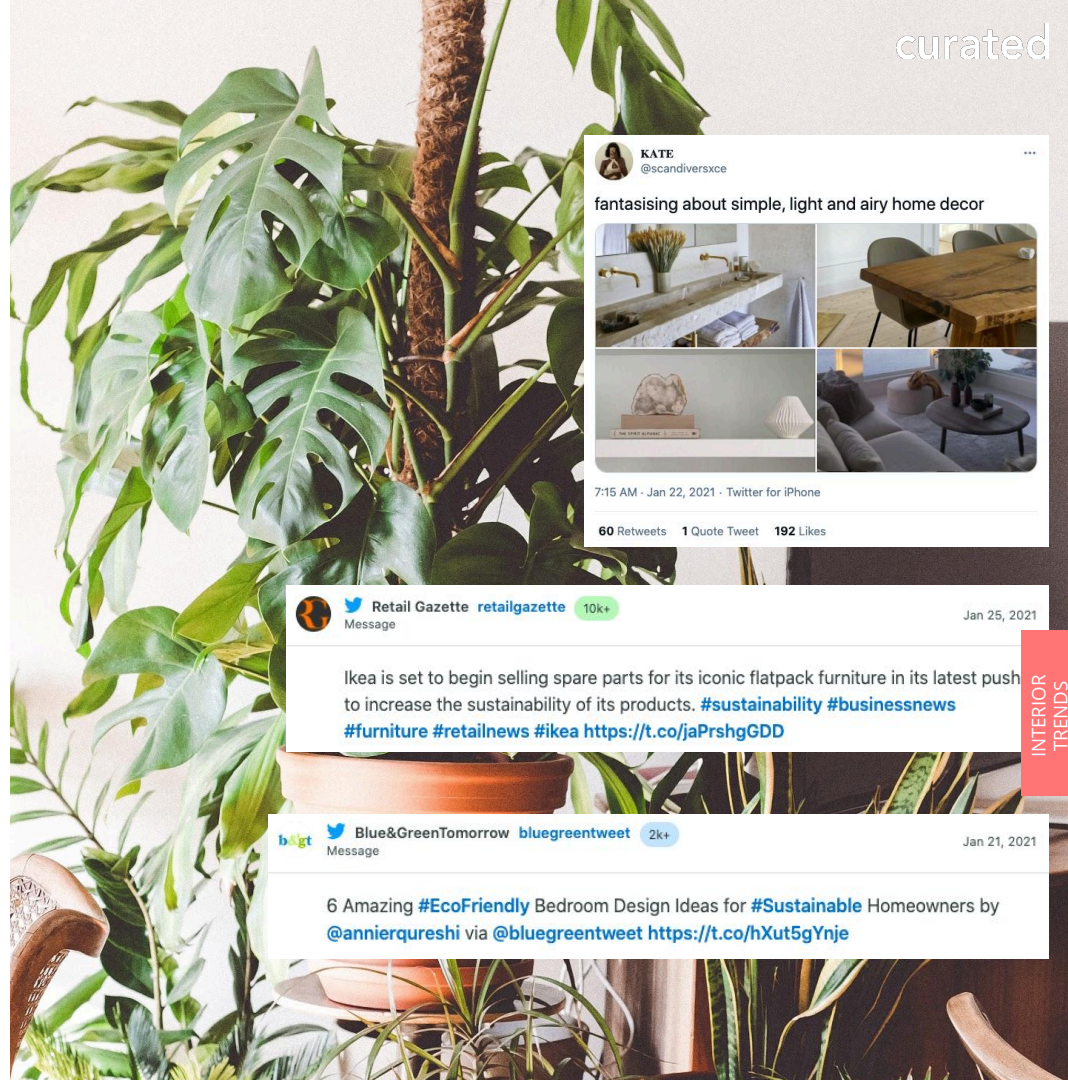


SHIFT TOWARDS SUSTAINABILITY: 'ECO' AS AN AESTHETIC

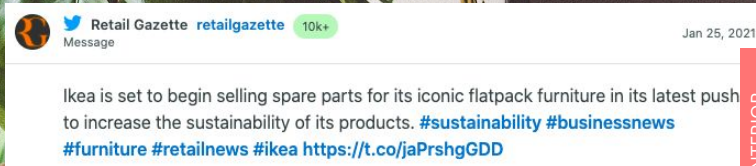
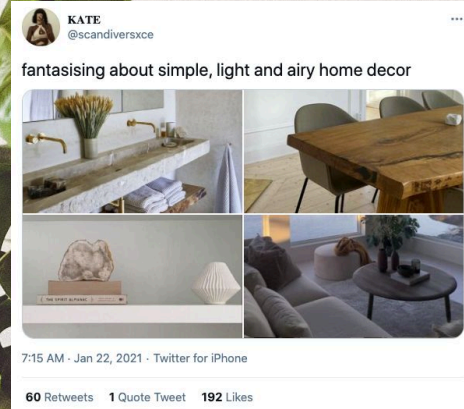
It is clear from the conversations on social platforms that people are keen to live a sustainable lifestyle, and this includes their interior design aesthetic.

From the practical to the pretty, people are seeking solutions to incorporate sustainable elements into their designs. In this way, 'eco', botanical-esque interiors have become a trend within themselves, from the growth of 'plant-parenting' during lockdowns (when outside time was limited) to airy light decor achieved using reclaimed or sustainable organic materials.

Consideration: What solutions can you offer to customers to help them in their pursuit of eco-friendly products? Are you shouting about your sustainable products enough? What content can you create to guide customers on their journey to sustainable living?



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A "DO-IT-YOURSELF" APPROACH



Many have used the extra time over lockdown to begin creating and curating their own furniture, aesthetic and interior designs. From makeshift wall panelling to sprucing up the home office, 2020/21 has seen a huge uptick in DIY trends across search and social platforms. Here's just a few examples:

GENERAL DIY

62.5 million

impressions of social posts mentioning 'DIY' in January 2021

With the world working from home, people have had more time than ever to take on all those DIY jobs they've been putting off. Whether they're looking for advice, or showing off their accomplishments, DIY is a big topic in the social space.

Total Volume 4,466	Total Engagements 21.7k	Engagements Per Message 4.86
Potential Impressions 62.5m	Unique Authors 3,454	Positive Sentiment 71%

'DIY' mentions in the UK in Jan 2021 from Sprout Social

PANELLING & STICK-ON TILES

630%

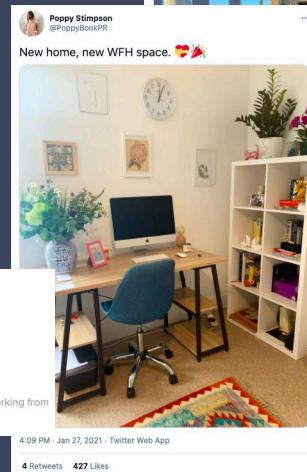
increase in searches for 'DIY panelling', and 200,000 monthly searches for 'stick on tiles' as people were looking for projects to fill their downtime during lockdown, and or change-up their interiors with ease



WORK FROM HOME PROJECTS

Closely related to the DIY theme, people have been creating their own work from home spaces.

With the view of WFH being far from a temporary phase, people are investing the time, energy, and money in creating a functional space to work from — that's not just the dining room table!



Whether you're organizing your workspace or sharing tips for working from home, we're here for everything #HomeOffice.

4:09 PM · Jan 27, 2021 · Twitter Web App

4 Retweets 427 Likes

"COTTAGECORE": THE RETURN OF NOSTALGIA

"Cottagecore" is the trend focusing on the nostalgic aesthetic of the traditional countryside and simplistic living. In pop-culture, its influence can be seen in everything from Taylor Swift's Folklore album to the wider appreciation of outdoor spaces for walking during lockdown. It looks to the outdoors and the creation of a space that brings people back to tradition and of an idyllic time. Whether that is through an embroidered cushion cover, country-cottage wooden beams and finishings, or a bunch of dried flowers. This shift was most prominent during lockdown periods, as many reflected upon cooped-up city living and sought out the serenity of rural, countryside spaces.

5510%

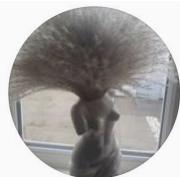
increase in 'cottagecore' searches between 2019//20, with the greatest peak noted in July. This month brought the beauty of the UK summer to the fore, which explains why so many were encouraged to take this aesthetic inside the home.

On social, its popularity soared. Take Tumblr, where the hashtag **#cottagecore saw a 153% jump in 2020** while the number of likes for cottagecore posts rose by a staggering 500%.

235%

increase in 'dried flowers' in 2020.

233% increase in 'pampas grass', the large clumps of lush, grass-like foliage and creamy white feathery plumes which took over instagram autumn/winter 2020. The aesthetic draws inspiration from elevated agriculture — a key cottagecore trait.



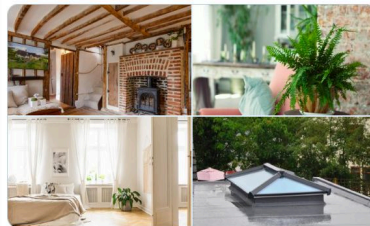
#pampasgrass

322,773 posts

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With both DIY and professional renovations gaining traction, from Cottagecore to Roof lanterns and windows, we're taking a look at some of the interior design trends you're sure to see more of in 2021 😊 Find it here: bit.ly/2LlMpo



dalia **ACNH youtuber** @daliacrossing · Jan 21
what would y'all say is the main difference between cottagecore and forestcore?

5



17



madi **XIAO HAVER** @kkjopping

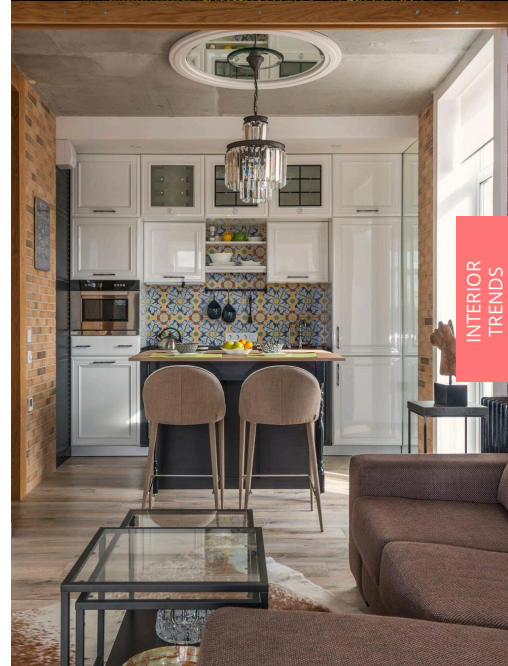
Replying to @daliacrossing

i see cottagecore as more like antiques, cozy stuff and "grandma-like" whereas forestcore is more "natural" in terms of layout/decor :)

10:14 PM · Jan 21, 2021 · Twitter Web App



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INFLUENCED BY CULTURES: SCANDI DESIGN AND DANISH CONCEPTS

THE SCANDINAVIAN INFLUENCE

82%

increase in 'Scandinavian interior design' searches in 2020

The past year has seen an increase in 'scandi design' searches as it focuses on clean lines and functionality; features that have come to the fore as our home spaces take on even more roles during lockdowns — for work, relaxation and leisure.

This saw a 69% increase in 'Scandinavian style' in 2020 as the aesthetic is also adopted in fashion — TikTok has certainly helped this growth.

THE HYGGE REVIVAL

129%

increase in 'hygge decor' between 2019 and 2020

The Danish concept of Hygge, focuses on decor that creates a warming and cozy atmosphere in the home. While this term trended back in 2017, 2020 saw its revival, as the nation spent more time indoors over the last year, and looked for respite from the tumultuous outside world.

GALLERY WALLS

179%

increase in searches for 'gallery wall'

This saw the rise of white walls and an eclectic mix of framed prints from line drawings to pops of colour.

This includes an 83% increase in searches for 'Matisse'. This artist is commonly featured on gallery walls for his bright, vibrant and intriguing designs. Through the help of Pinterest, his prints are popular.

PLANTING MAKES PERFECT

124%

increase in searches for 'hanging plants'

Greenery is a key feature of the Scandinavian interior design as it offers a pop of colour against the white wallpaper and focuses on bringing in natural life into the home.

TRADITIONAL INFLUENCE: THE “BRIDGERTON EFFECT”

Influential Netflix TV shows *Bridgerton* and *The Crown* have encouraged enthusiasts towards a regency revival — swapping the minimal aspects of ‘hygge’ and the back-to-basics ‘cottagecore’ aesthetics for something a little more *decadent*.

86%

increase in searches for ‘traditional interior design’ in 2020, including a 23% increase in searches of ‘antique furniture’

83%

increase in searches for ‘wisteria’, as many look to incorporate the style of the climbing plant in their wallpaper and on their house, as seen in *Bridgerton*, reminiscent of the ‘Chinoiserie’ decorative style

90%

increase in searches of ‘statement bed’, as many look towards the luxurious neo-classical, regency style for bedroom inspiration. Also, in a bid to recreate outlandish headboards of quaint and boutique hotels that have been sorely missed.



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