IKEA Home Life Monitor 2025

What are Swiss homes like?



Housing type

The typical Swiss home varies widely depending on the way of life: Couples live in four-room rental apartments in agglomeration, families in five-room detached houses and single people in two-room city apartments.

Furnishings

Feel-good living: 83% prioritise comfort, while 62% also require their furnishings to be functional.

Making a statement: 53% want to express their tastes through their furnishings – and this figure rises to 64% for city dwellers.

Living-dining room

The living-dining room is the all rounder: It is used in the widest variety of ways – the children's room is another contender here for families.

The clear number one: For 92% the living-dining room is their favourite room.

Where conversations happen: 72% have their deepest conversations in the living-dining room.

Hotter than the hob: Arguments are twice as likely to happen in the living-dining room (66%) that in the kitchen.

Kitchen

The kitchen is for cooking: Nine out of ten (87%) clearly put function before appearance in the kitchen.

Space is in short supply: 41% complain that they do not have enough surface space, while 33% complain that they do not have enough storage space.

Storage space trumps showroom style: For 40% of people, their dream kitchen would have plenty of space – with a cooking island in second place.

Bedroom

A cool relationship with the bedroom: The bedroom is the favourite room of just under a quarter of people.

The home as a place of retreat



Feeling good

Home is the nicest place to be: Eight out of ten people really enjoy being at home – and this is more the case among people who own their homes (house 88%, apartment 87%) compared to people who are renting (69%).

Leisure time

Going out or staying at home? The majority of people (54%) like both. A third (32%) prefer to stay at home, while only 14% prefer to go out.

Often at home in the evenings: City dwellers spend 5.5 evenings a week at home, and this figure is even higher in the countryside.

Toilet

Toilet door half-open: 56% of people leave the toilet door ajar and only 6% actually lock it.

Visits

Families have more visitors: People who live alone rarely have visitors – and fewer guests are invited to visit in the countryside compared to the city.

Homes must shine for guests: More than 9 out of 10 people (91%) clean before they have visitors.

Unplanned visits are unusual: 73% of homes have people drop by unannounced once a month at the most.

Overnight guests are particularly rare: Only one in ten homes has a guest stay overnight once a month.

Slippers

Switzerland, a nation that takes-off its shoes: 98% of people take their shoes off when they come through the door. Older people (69%) wear slippers, while younger people prefer to wear socks.

Are guests welcome to keep their outdoor shoes on? 46% of older people allow this, compared to only 12% of younger people.

Living together under one roof

Tidiness in general

A love of order: Almost three quarters (72%) of people prioritise a tidy home.

Helping with cleaning

DIY cleaning: 84% do it themselves – only 16% have help.

Pre-cleaning before cleaning: 40% of people clean their home before their cleaner arrives.

Sources of quarrels

When order brings disorder: One quarter (23%) of people argue about this on a weekly basis and almost one in two people (49%) argue about it on a monthly basis.

Kitchen no-no: 7 out of 10 people have zero tolerance for dirty work surfaces.

Furnishings rarely cause quarrels: If they do, it is usually down to differing tastes (43%) or to do with money (24%).

Men vs. women

She cleans and he tidies: Women are most bothered by dirt, while men are most irritated by clutter.

Mental load caused by housework: Women (67%) see themselves as carrying the mental load, while men (60%) believe it is shared.

Laundry basket vs. toolbox: Women take care of the laundry, while men are responsible for repairs.

She says: I'll do it. He says: We'll do it. Opinions differ, especially when it comes to cleaning and shopping.

Who counts the money? 48% of men see themselves as being in charge of the finances, while 39% of women see this as a shared role.

Children

Household chores are a family affair: The kids get involved, particularly when it comes to dishwashing – 75% of 14 to 17-year-olds help with this task.

Recipes to build responsibility: Parents cook with children to encourage their independence, not just to have some help in the kitchen.

Cooking, eating and guests

Cooking

Culinary rituals: 43% cook something from scratch every day, compared to 37% on special occasions and for guests.

Home-made is best: 97% of people eat home-cooked food several times a week – 66% even eat home-made meals every day. By contrast, takeaways (21%) and ready meals (31%) are rarely consumed.

Good reasons for cooking: 50% cook their own food because it's healthier, 48% want to know what's going into their food – and 43% consider having fun and saving money important.

Ciao & Grüezi in the kitchen: Italian and Swiss cuisine dominate. The main dishes mentioned are pasta, risotto, curry and chicken.

Men vs. women

A balance between mindfulness and appetite: Women (44%) cook mindfully, while men (41%) are more focused on enjoyment.

Eating as a social occasion

Food tastes better together: For 74% of couples and families, eating together is very important – and 75% almost always sit together at the table.

Table discussions instead of small talk: Eating together gives rise to interesting discussions – for 84% of couples and 90% of families the dinner table is their favourite place to have a conversation.

Daily schedule on the menu: 45% of couples and 57% of families plan their daily schedule during meals.

Table manners

No mobile phone at the table: For 59% of people, having phones at the table is a no-go and this figure rises to three out of four for families.

Enjoyment without lots of noise: 56% of people do not want a soundtrack of people slurping and eating with their mouths open at the table.

Guests at the table

Infrequent but warm and friendly events: Almost half (49%) of people invite guests around to their homes less than once a month, but when they do, 81% of guests dine with them.

The way to the heart is through the stomach: 49% spend more time cooking when friends or family are coming over. But only 20% make an extra effort on Sundays or birthdays.