

Bedside Lighting

Product Proposal



**Strategic system
introduction**
through consumer
bedside lighting



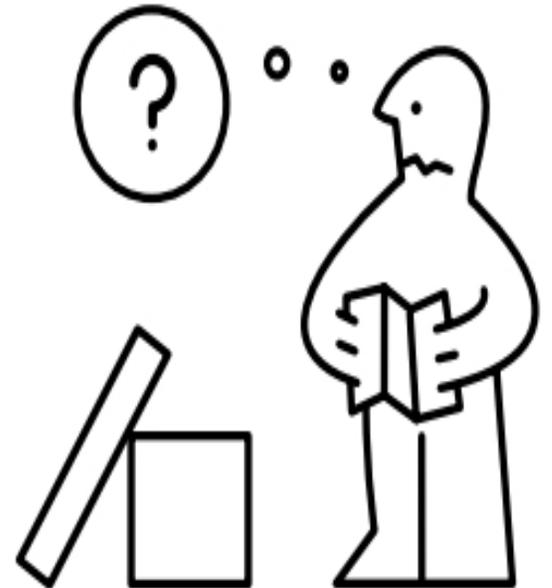
IKEA HIGHLIGHTS 2016

20% define home as a physical space

7% feel home is a geographical place

37% enjoy 'hacking' their things

1 in 4 think **Wi-Fi** is more important than social space to **nurture relationships**



The 3 H's



Home

Hotel

Hospital

Research



About the Innovation Group

The Innovation Group is J. Walter Thompson's futurism, research and innovation unit. It charts emerging and future global trends, consumer change, and innovation patterns—translating these into insight for brands. It offers a suite of consultancy services, including bespoke research, presentations, co-branded reports and workshops. It is also active in innovation, partnering with brands to activate future trends within their framework and execute new products and concepts. It is led by Lucie Greene, Worldwide Director of the Innovation Group.

About J. Walter Thompson Intelligence

The Innovation Group is part of J. Walter Thompson Intelligence, a platform for global research, innovation and data analytics at J. Walter Thompson Company, housing three key in-house practices: SONAR™, Analytics and the Innovation Group. SONAR™ is J. Walter Thompson's research unit that develops and exploits new quantitative and qualitative research techniques to understand cultures, brands and consumer motivation around the world. It is led by Mark Truss, Worldwide Director of Brand Intelligence. Analytics focuses on the innovative application of data and technology to inform and inspire new marketing solutions. It offers a suite of bespoke analytics tools and is led by Amy Avery, Head of Analytics, North America.

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Trends

'Smart Home'

Point of Sale

Family Homecare



'Smart Home'

FOOD + DRINK

THE FUTURE 100 69

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Smart kitchens

Moley has created the world's first robotic kitchen, which is set to launch for consumer purchase in 2017 and claims to include an "iTunes-style library of recipes." Kitchens and their appliances are becoming smarter, making cooking more intuitive and complex meals more accessible.

Samsung launched a collection of smart kitchen appliances in November 2016, including wall ovens and cookers, adding to its SmartThings Hub portfolio. Earlier this year, the brand launched its Family Hub refrigerator, which is integrated with a touchscreen service called Groceries by MasterCard, allowing users to shop for food directly from the fridge.

Silicon Valley-based SmartyPans launched in January 2016 and uses apps to guide the user through recipes—the smart part being that the pan also tracks the nutritional information of what it's cooking. Other smart appliances on the market include the June Intelligent Oven, with "precision sensors" that allow for controlled cooking, and the SmartHub by Oliso, a portable cooker that "brings the capabilities of the professional kitchen to the home," according to the company.

Why it's interesting: The smart appliances market is forecast to grow at a compound annual growth rate (CAGR) of 15.4% between 2015 and 2020, according to research company Research and Markets. Whether it is simply a pan or an entire robotic kitchen, companies are investing in the smart kitchen, giving consumers the tools to serve up the perfect, healthy menu.



June Intelligent Oven

'Smart Home'

LUXURY

THE FUTURE 100 137

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Invisible tech

As the home becomes increasingly high-tech, consumers are pivoting toward home products that align with their décor, rendering the technology aspect all but invisible.

At the 2016 London Design Festival, the Electro Craft exhibition showcased new products that blend craft with technology. Turkish designer Bilge Nur Saltik's Loud Object series includes marble candleholders and serving plates that also function as Bluetooth-connected speakers. Saltik aims to integrate electronics with home decoration, imagining "surround sound with your chandelier, vase and centerpiece."

Panasonic's newest TV prototype could be the tech's ultimate endgame. When not in use, the television is completely transparent. With the screen mounted on a glass panel, the TV is effectively invisible when it is switched off, allowing objects or decorations to be displayed behind it.

Another inspiring prototype is the Making Weather speaker by designer Richard Clarkson. It comes in the shape of a cloud containing a Bluetooth speaker and sound-reactive LED lights, which hovers several centimeters above its base. (An earlier version of the project sold for \$3,360.)

Although these products have yet to hit the market, today's shoppers already have a growing choice of tech that fits into the home. Google's newly launched Home speaker even offers interchangeable bases to coordinate with different color schemes. Although far from "invisible," the speaker is a design-conscious upgrade from Amazon's uniformly black and cylindrical Echo.

Why it's interesting: The novelty of having a speaker in the kitchen has worn off. Tomorrow's Internet of Things devices will need to blend in with the décor around them, not just provide the soundtrack.



Loud Objects by Bilge Nur Saltik, 2016

Point of Sale

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Homeware hospitality

Home goods chains are expanding into the hospitality sector, hoping to cash in on consumers' desires for lifestyle brands that offer more than just towels.

Restoration Hardware kicked off the trend last year by announcing plans for a hotel in New York City's meatpacking district. (The hotel has yet to set an opening date.) This fall, West Elm announced that its first hotels would open in Detroit and Savannah in 2018. All rooms will be designed and furnished entirely by West Elm. If they like the furniture, guests can purchase pieces either through the chain's app or via the West Elm website.

The extension of homeware to hospitality means hotel rooms function more like showcases. Rather than static display rooms, an overnight stay lets potential customers try the brand in real time. As consumers increasingly come to value experience over possessions, hotels are a way to offer home goods customers an experience and an ecosystem beyond just furniture. Parachute Home, the bedding retailer that's a fashion blogger favorite, opened a one-room "hotel" in Venice Beach in October. Although more of an Airbnb than a true hotel, the loft also functions as an extension of the brand, with chic, curated furniture and hip and healthy nearby surroundings. "When I think about Parachute and what that looks like, it's more than products—it's lifestyle," Parachute Home's founder Ariel Kaye told *Condé Nast Traveler*.

Boutique hotels with an established lifestyle component to their brand are also hoping the idea works in reverse. London's Artist Residence hotel recently launched an online store, where guests can purchase trendy furniture and artwork straight from the hotel's rooms.

Why it's interesting: As The Innovation Group noted in the Frontier(less) Retail report, the boundaries between retail and other sectors are breaking down. The hospitality sector is the latest industry that stands to benefit from becoming "shoppable."



West Elm Hotel concept, due to launch in the US in 2018

Family Homecare

HEALTH

THE FUTURE 100 115

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Caregiver economy

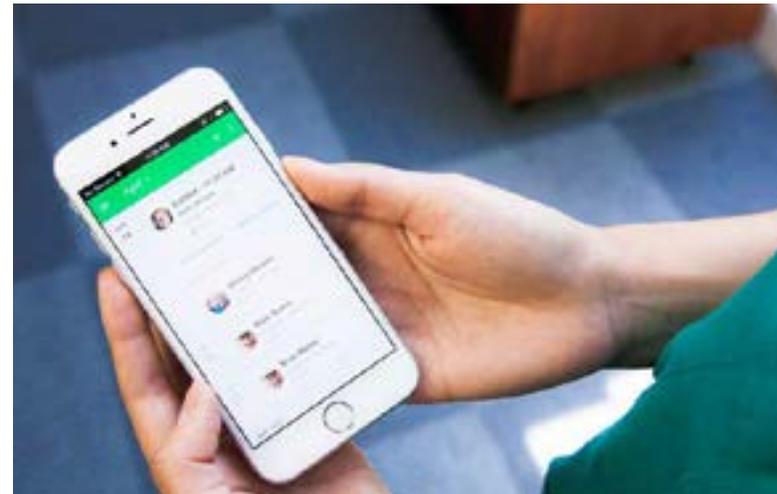
The global population is aging rapidly. By 2050, senior citizens are expected to make up 17% of the world's population, compared to just 8.5% today. The shift is revolutionizing the \$88 billion at-home healthcare market, as America's baby boomers continue to age. New platforms are springing up to address adults thrust into caring for aging family members.

Wellthy provides access to care coordinators who can tackle everything from insurance paperwork to locating support groups, while Kindly Care matches families to professionals through a sleek mobile interface.

In another sign of the changing times, paid leave for caregivers is becoming the newest corporate perk. At Deloitte, a policy launched in September 2016 gives the company's 78,000 employees access to 16 weeks of paid "family leave" per year, which covers anything from elder care to paternity leave. By placing caregiving in the same bucket as other family responsibilities, the policy also stands to normalize caregiver leave.

Other companies introduced similar benefits this year, though none quite as comprehensive. Nike employees now receive eight weeks of paid family care leave, while Vanguard Group offers two.

Why it's interesting: In recent years, companies have expanded maternity and parental leave to woo candidates. But the needs of an aging population are set to play a pressing role in society. In 2015, 43 million American adults provided unpaid care for an aging family member, a figure that is only set to increase.



Kindly Care

By strategically integrating 'smart home' technology into current product offerings, IKEA can utilize findings for future product development geared towards familial homecare.



IFTTT is a free service (web, iOS and Android compatible) that allows users to independently connect services (pre-existing apps) through generated 'applets'. Applets are a chain of conditional statements triggered through actions. (ie. An Instagram post is automatically saved in the user's 'Dropbox')

IFTTT is a free platform that helps you do more with all your apps and devices

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WHAT ARE

Applets?

Applets bring your services together to create new experiences.



WHAT ARE

Services?

Services are the apps and devices you use every day. Each service has useful Applets you can turn on.

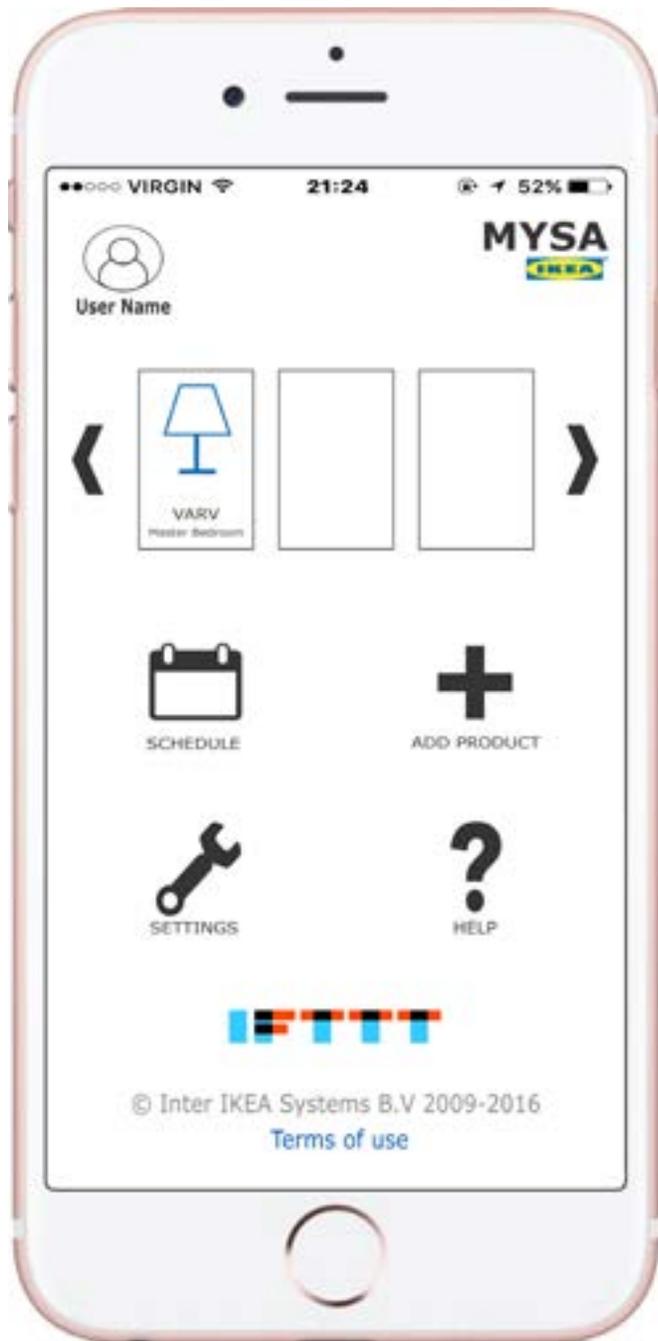


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I appreciate the Klippan's simplicity and capacity for customization'

Marcus Engman

Head of Design, IKEA

