

The Young Aussie Home of 2023 Report

by Amazon Australia



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About this report

Australians' homes and living spaces have fundamentally changed.

Due to generational shifts, pandemics and macroeconomic pressures, the Young Aussie Home of 2023 is very different to the 'Great Australian Dream' of previous generations.

Amazon Australia has released 'The Young Aussie Home of 2023' Report, which dives into how Gen Z and Millennials are living, and the different ways they're making their spaces feel like a home.

All figures, unless otherwise stated, are from a study commissioned by Amazon Australia and conducted by YouGov Plc in 2023. Total sample size was 1540 Aussies aged 18 years or older, with a boost of Gen Z/ Millennials (comprising n=403 Gen Z and n=603 Millennials in total). Fieldwork was undertaken between 20th - 27th April 2023. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 18+). The survey is not drawn from Amazon customers.

About Amazon

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Mark Carter; Behavioural Expert

Mark is a Melbourne based keynote speaker, trainer, author and coach with over 25 years experience as a global learning and development professional, specialising in people and behaviour. Mark works first-hand with organisations rich in zillennials and millennial talent in the business ecosystems of startups and technology as well as through periodic collaborations and training with educational systems and specialised courses. Mark's TEDx talk was the trailer for his latest book, 'Add Value', published globally by Wiley, and is your ultimate guide to rediscovering and redefining the many facets of value in your life.



Home ownership has long been considered the 'Great Australian Dream'.

The 'Young Aussie' generation (Gen Z and Millennials) born between 1997–2009 and 1981-1996 respectively, have had to adapt when it comes to their homes and living spaces. However, external factors have resulted in the moving of goalposts for home ownership amongst Gen Zs and Millennials, with the increase in cost of living and rising property prices being the main barriers for 1.2 million 'Young Aussie' renters.



We surveyed 1540 Aussies aged 18 years or older, a boost of Gen Z/ Millennials*, to find out how 'Young Aussies' are living, and the different ways they're making their spaces feel like a home. Here's what we found....

*(comprising n=403 Gen Z and n=603 Millennials in total)

Despite 84% of 'Young Aussies' surveyed having ambitions to own/purchase a property, Aussies in these generational groups realistically estimate they'll be renting for, on average, 5 more years before entering the property market.

While the space we call home does look a little different, the Great Aussie Dream has evolved alongside it.

Young Aussies surveyed are still very home-proud (39%) and are finding ways to make their spaces work for them, to fit their personalities and needs, despite these challenges...

The majority of 'Young Aussies' surveyed are still planning to own their own homes in the future, with:

26%

saying they can't see it happening due to rising costs.

24%

are prioritising other aspects of their lives before purchasing a property, such as their work/travel/raising a family.

Mark Carter

'Traditional ideas around home ownership, or indeed living spaces, like many aspects of society and life, are viewed and appreciated very differently by Millennials and Gen Z generations. These young Aussies may think why would one sacrifice, or even trade off, the fulfilment and spontaneity that comes through life experiences for the singular aim of a sense of stability through bricks and mortar? If owning a home restricts overall life enjoyment, it's too high a price.'

With 'Young Aussies' surveyed needing longer to reach homeownership status, they're making other changes to their current living situation in order to combat rising costs (68%). For example:

43%

cutting back on groceries and toiletries



18%

downsizing, e.g. opting for a cheaper rental with fewer rooms



17%

moving in with more people to share costs



16%

living room now doubles as their dining room



15%

bedroom now doubles as their office



Young Aussies surveyed who have made a major change to their living situation in the past 12 months have seen a reduction in the size of their homes. The areas which have reduced the most are:

Living Room

49%

agree this area
has decreased
in size

Kitchen

40%

agree this area
has decreased
in size

Bedroom

47%

agree this area
has decreased
in size

One in Three

32% of 'Young Aussies' surveyed say their home working area has reduced by more than 25% in the past 12 months, resulting in Aussies looking for savvy solutions to maximise the space they have.

Despite living in smaller spaces, some Aussies aren't as willing to cut back on making their house a home through furnishing and styling.

'Young Aussies' surveyed are less willing than older generations to cut back on home décor (63% compared to 81%) and homewares/ appliances/ furniture (58% compared to 68%)

Larger households surveyed (3+ persons) cite they're less likely to cut back on spending on home decorations compared to smaller households (26% compared to 34% ranked as top item)

Mark Carter

'D.I.Y' styling is a social trending fashion all on its own and, as such, the Young Aussie generation are naturally well equipped to do more with less. They have access to a portable, personalised bank of ideas through social media that translates to confidently being very creative: including with their living space. They simultaneously retain a strong stamp of identity through items like furnishings. Furniture based around traditional living ideas, i.e three bedroom plus houses is less relevant for young people in compact, non-traditional living spaces with different needs.'

When it comes to purchasing home decor and homewares, 'Young Aussies' surveyed are looking for:

Low Prices

46%

Aesthetics

31%

Products that will boost the style of their homes (vs 24% for older generations - Gen X and Baby Boomers)

Trends

16%

vs 3% for older generations

Looking at Aussies across all age groups, their top three priorities for homewares products are:

Functionality
62%

Quality for longevity
57%

Lowest Price
53%

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'Young Aussies' surveyed are leading the charge with applying space saving methods, buying and using items compared to the older generation such as:

Storage within pantries and cupboards storage
32% compared to **27%**

Furniture with built-in storage
30% compared to **16%**

Smaller laundry items
21% compared to **14%**

Gen Z are investing in:

Shelving
35%

Furniture with built-in storage
34%

Millennials are choosing:

Stable tables
20% (over traditional dining tables)

**Space-saving/
Dual-purpose Items**
19% (such as fold out tables/desks)

Butchers blocks
18%

With increases in the number of shared homes, comes increases in shared homewares and thus sadly the age-old struggle of the mysteriously misplaced or broken utensils, crockery and food containers.

High on the list of most commonly missing items are:

Food storage containers **32%**

Food clips **24%**

Coffee/tea mugs **20%**

When it comes to products that often go missing within the 'Young Aussies' home, top items named by those surveyed are:

Food Clips

24%

TV Remotes

26%

Water Glasses

24%

Mark Carter

"Some people may recall growing up being schooled that certain home items were to remain under lock and key. You know, dusted off, white glove treatment style, for special use only. I quite appreciate the perspective of later generations reminding us that living spaces are not museums. Whilst it might be nice to 'peacock' personal belongings to a point, homewares and personal items are ultimately for the purpose of enjoyment over exhibition. Wear, tear and breakage are just a part of life!"

Young people think about environmental legacy so they have a preference for less items, made well. The scenario of grandma's silverware set, perhaps once locked in the cupboard, is now reversed. Whatever is special use is their daily use'.

Aussies are actively searching for products that best align with their style and personality, with 36% of 'Young Aussies' surveyed strongly agreeing that the space in which they live reflects who they are. Aussies' style and personalities are reflected in their homes and fall into the below six archetypes:

Minimalist

"I believe less is more and like to highlight uncomplicated forms, clean lines and simple finishes"

Maximalist

"I believe the art of more-is-more. I like layered patterning and lots of colour, ample accessories and art"

No reasonable rhythm

"I have no chosen home aesthetic"

Impulse buyer or trender

"I purchase something as soon as I see it feature on TikTok"

Forager or thrifter

"I enjoy scouring second hand/ antique stores/ Marketplace"

Practical

"I purchase products based on how they work"

Minimalist

is the most popular archetype for 'Young Aussies', with **37%** of those surveyed agreeing this is the option that best describes them (vs 29% of older generations).

They are also **three times** more likely than older generations to identify as '**Maximalists**' (19% vs 6%)



Living situations appear to impact purchasing styles, with Aussies in shared households more likely to identify as 'Foragers' / 'Thrifiers' (24%), whilst only 11% say they are 'Maximalists', allowing for shared environments and limited opportunities for personalisation.

The ease and influence of digital plays an important role for 'Young Aussies' when purchasing homewares:

63% say they've received styling inspiration for their home from social media

62% say they have purchased something on Amazon Australia as a result of social media

'Young Aussies' surveyed cite they're more likely to buy homewares from online sites than older generations

73%
compared to
46%

Having pride in their home is important to Aussies, with 39% of 'Young Aussies' surveyed saying that they are very house proud, and Millennials being more house proud than all other generations (86%).

However, Aussies' living situation does impact their sense of pride when it comes to the home and, in turn, how much they are willing to spend on homewares and styling.

1 in 10

renters in shared accommodation we surveyed (10%) say that they only purchase homewares for their bedroom, not wanting to invest in homewares in the rest of their house due to risk of damage.

48%

Despite this, almost half of Aussies in share houses we surveyed say they care about how their home looks

23%

saying they really care and look out for affordable and unique items.

For all Aussies, the home is a haven, offering a range of emotional and functional benefits. However, the importance of these differs between generations. For 'Young Aussies' we surveyed, the most vital elements are:

Relaxation

50%

vs 44% of
older generations

Wellness

39%

vs 22% of
older generations

Organisation &
Structure

36%

vs 23% of
older generations

Creativity

34%

vs 20% of
older generations

Mark Carter

'The optimistic, bold wishful thinking Young Aussies exude is admirable. Their purchasing habits mirror these, looking for outstanding quality speedily delivered at an awesome, affordable price! However, it's not necessarily easily realistic or sustainable. If brands can come somewhat close, you've a good chance of picking up avid fans who serendipitously double as social ambassadors.'

Amazon Australia offers a huge range of home products, for any home, at great prices with convenient delivery options. For every personality, and use-case; from a rented sharehouse, to a studio apartment aka the room of requirement (office/bedroom/pilates studio/study). Just because you're renting or looking to save doesn't mean you need to 'make do'. Amazon Australia offers customers value beyond price when it comes to making Aussie houses, homes.

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