

TRENDS REPORT 2023

Australians Hosting at Home



TEMPLE &
WEBSTER
Imagine

How Australians feel about entertaining family and friends at home

A forced shift of spending more time at home during the pandemic reignited Australians' love and pride of the home as a haven, igniting home renovations, interior refreshes and inspired cooking. These pandemic shifts have forever changed how we use and view our homes.

Temple & Webster's, "Australians Hosting at Home Trends Report", a national survey representative of a broad cross-section of Australians across the country, set out to uncover how Australians are finding hope and optimism, while searching for inspiration and joy, in their homes and through home entertaining.



I am my home

During the pandemic, Australians became more emotionally and financially invested in their homes and that trend shows no signs of slowing down.

In the past 12 months, Australians are feeling a deeper connection to making the home more connected to self and being a reflection of the home owner's personality.

84% of Australians are spending more time at home than pre-pandemic.

78% are feeling more emotionally connected to their homes, with this feeling of emotional connection highest among Millennials (**84%**) and Gen X (**81%**).

65% have invested in improving their home in the past year, investing in furniture and home decor to upgrade their home, and despite the cost of living crisis, are still spending on these items.

In the last 12 months, Millennials (77%) have bought more home furnishings and decor than Boomers (52%).

84%

spending more time at home than pre-pandemic

78%

feeling more emotionally connected to their homes

Come on in

Australians are opening their homes and inviting friends and family in, because of the joy that hosting at home brings, and as a way to combat cost of living pressures.



87%

of Australians believe that hosting at home is a good way to have fun and save money.



34%

are hosting at home due to financial considerations.



53%

are choosing to host in their homes due to the joy of hosting.



53%

are hosting at home at least once a month, with families with children more likely (**60%**) than singles without kids (**51%**), and couples without kids (**54%**).



1 in 4

expect to spend significantly more time entertaining at home in the coming year.



High

This is highest among singles without children (**33%**) and families with children (**29%**).

03

Breaking bread binds

The sharing of food is seen as a way of bringing people together, deepening connections and providing a meaningful way to spend quality time together.

90% of Australians believe that sharing a meal is an important way to bring the wider family together.

Aussies prefer more laid-back and relaxed entertaining (**82%**) with **87%** encouraging guests to help themselves.

And, while Australians prefer more laid-back entertaining at home, they still prefer to provide an end-to-end hosted experience. **76%** say they never ask guests to help them prepare food.

59% think it's rude to ask guests to BYO food or drinks, but if a guest offers to bring it, then **86%** are happy to oblige.

76%

never ask guests to help them prepare food

59%

think it's rude to ask guests to BYO food or drinks



04

A place worth showing off



Hosting people at home is a motivator for updating the look of homes, making new purchases or undertaking improvements - partly because of pride in our home and, in part, because we care about what people think about our homes.

54%

of Australians have updated or made a purchase for their home in preparation for entertaining in their home.



53%

of Australians are motivated to update the look of their home or make improvements when they are about to host people at home.



49%

say they feel like guests judge their home when they have them over, with that feeling highest among Gen Z (**65%**) and Millennials (**62%**).



1 in 3

say that they feel embarrassed when guests see their home, with Gen Z more likely to feel embarrassed when guests see their home (**51%**).



23%

have made changes around their home, **20%** have purchased new homewares, **14%** have redecorated and **12%** have purchased new furniture.



05

Chill-hosting

Australians are ditching the formality of sitting indoors around a dining table to move the entertainment and hosting experience into more relaxed spaces.

When asked about where in their home Australians typically spend time with their guests when hosting, these were the results:

49%

**Indoors in the living area**

37%

**Indoors around the dining table**

28%

**Outdoors sitting around a dining table**

24%

**Outdoors standing around the BBQ**

21%

**Indoors in the kitchen/around the kitchen counter**

20%

**Outdoors sitting on a lounge**

Top 10 Hosting Events

In the past 12 months, Australians' top events to host at home have been:

1



Coffee/tea catch-ups

2



BBQ

3



Lunch

4



Informal dinners

5



Drinks with snack food/nibbles/canapés

6



Morning tea

7



TV/movie nights

8



Sports watching nights

9



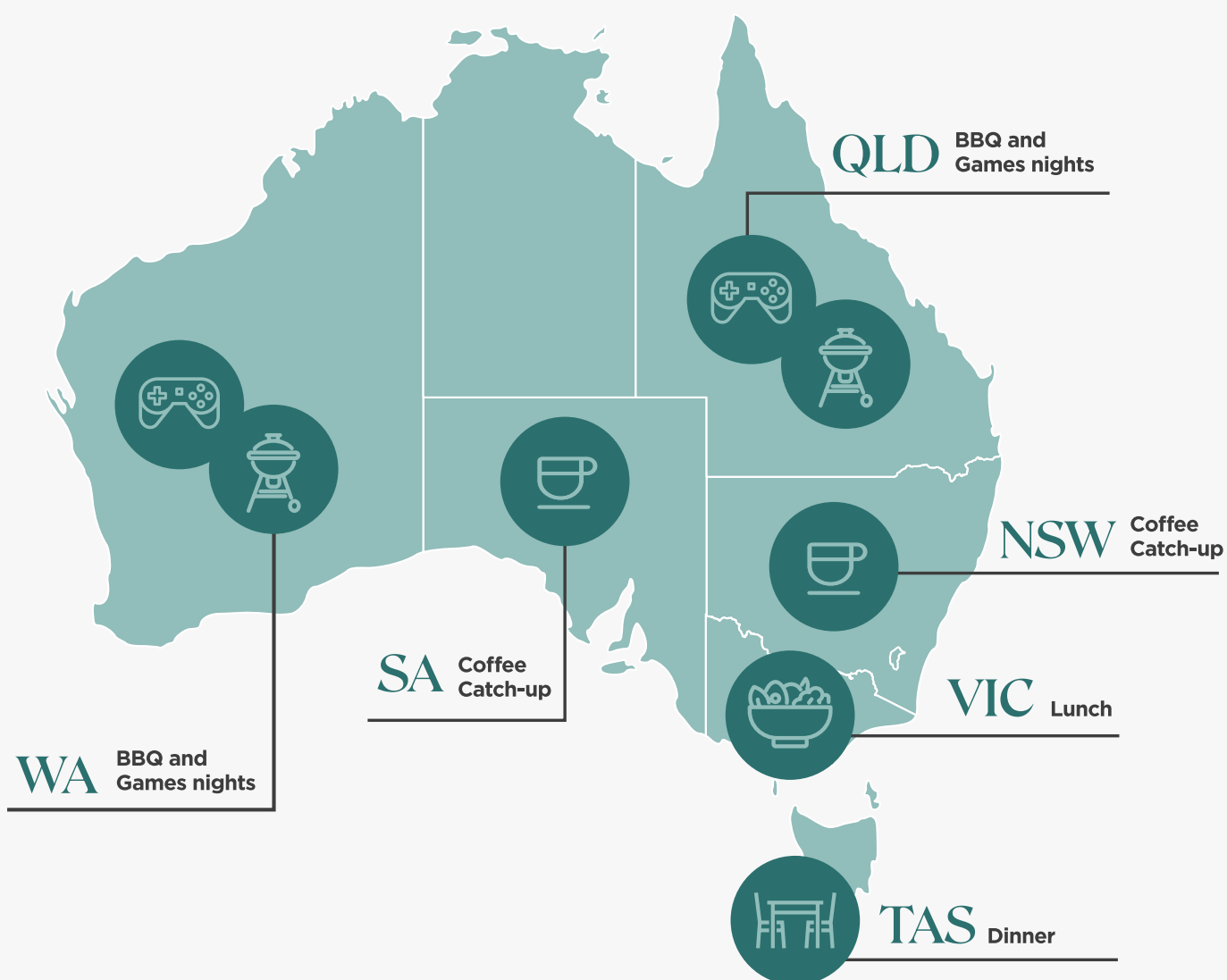
Games nights

10



Sleepovers

Top Hosting Styles by State



Key takeaways from our experts

“Australians are inviting friends and family into thoughtfully curated spaces, whether it's a cosy living room for coffee catch-ups, a stylishly set dining table for memorable meals, or outdoor areas that mirror interior comfort. It's not just about hosting; it's about sharing the beauty of our design choices. We've rediscovered the heart of our homes, and we're investing not just financially but emotionally in creating spaces that resonate with our personalities.”

Darren Palmer, Interior Designer

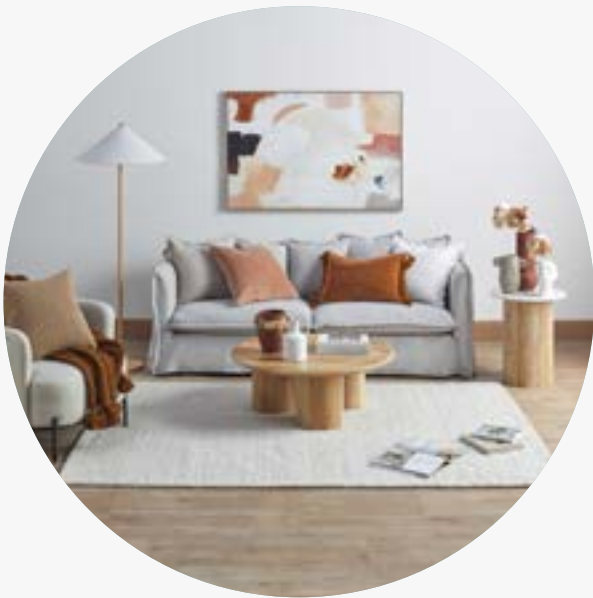
“Australians are placing higher importance on how we can make our homes more beautiful, comfortable and well-equipped for our lifestyles. Hosting at home has now taken prevalence as a financially conscious way that allows us to spend quality time with friends and family. Embrace outdoor entertaining by choosing outdoor furniture that effortlessly extends your hosting capabilities. Comfortable seating and a beautiful dining set can transform your balcony or backyard into a welcoming entertaining haven for both you and your guests.”

Lucy Sutherland, Temple & Webster

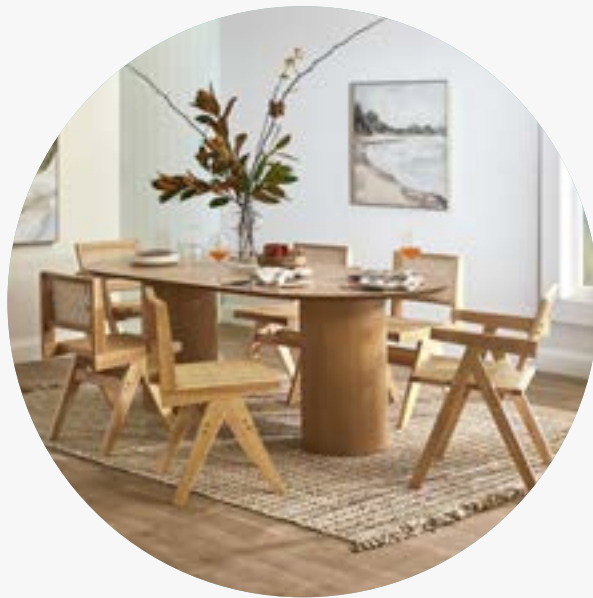
“The survey is telling us that “relaxed hosting” is on the increase. When fitting out your space, consider pieces that can serve many functions. A hall bench that doubles as extra seating in the living room? A side table that nests with the coffee table to provide more surfaces for drinks and dip? Or even a sofa with a pullout bed for when the party runs over and your guests need a place to stay. That kind of preparedness keeps it casual and builds the confidence to say, “I can do this!”

Roger Wei, Temple & Webster

Shop our hosting at home solutions



Living Room Furniture



Dining Room Furniture



Outdoor Dining Furniture



Outdoor Living Furniture

For further information, please contact:
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Methodology

An online research survey was conducted among 1000 Australians aged 18yrs+ in October 2023. The sample is nationally representative based on age, gender and state and has been independently sourced via an online research panel and independently analysed.

Source

N.B As the survey is based on those over the age of 18yrs, Gen Z only includes those over the age of 18.



The background of the advertisement is a photograph of a modern living room. It features a light-colored sofa with several pillows, a low wooden coffee table, and a side table with a lamp. A framed picture of a coastal town hangs on the wall. The entire image is overlaid with a semi-transparent teal filter.

TEMPLE & WEBSTER

Imagine

Whatever you're imagining,
you can find it at Temple & Webster.