

# Top Trends for 2024

As 2023 draws to a close, the American Society of Interior Designers is cataloging the latest ways we live, work, play and heal—and the corresponding trends impacting interior design. Notions of comfort, connection and blurred lines have impacted the design practice in transformative ways. Amidst the popular discourse surrounding artificial intelligence (AI), celebrity culture, identity, social media, and misinformation, consumers in 2024 will be seeking the real deal—trusted brands that offer a genuine experience. Identified by Merriam-Webster as the 2023 word of the year, “authenticity” is a common thread running through the new trends impacting design in 2024. Look with us at some of the top societal and demographic themes that are expected to impact designers in the forthcoming 2024 Trends Outlook report.

# 1

## LIVING WITH AND LEARNING FROM GEN Z

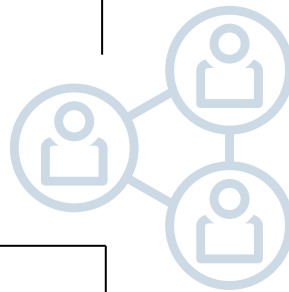
As the most racially and ethnically diverse generation, those in Gen Z have a distinctly different priorities than prior generations. Gen Z’s unique set of experiences—from negotiating a pandemic, racial, political, social and cultural upheaval, gun control and school shootings, police brutality, natural disasters and war—have heightened their awareness and impacted their priorities. Gen Z seeks genuine connections, and as this generation enters and occupies consumer culture, designers should be familiar with their evolving empathies and concerns.



# 2

## SOLO LIVING AND SEEKING CONNECTION

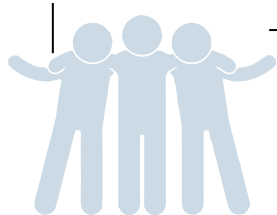
The American family has undergone significant change in recent decades, and Americans are experiencing family life in increasingly different ways. According to the U.S. Census Bureau, the percentage of one-person households has increased every decade since 1940, reaching 27.6% in 2020. With solo-living on the rise, Americans are seeking connectedness to loved ones and their communities.



# 3

## COMFORTABLE AND CONNECTED LIVING

Given their unique values, Gen Z is focused on connecting with friends in genuine and meaningful ways. But the concept of friendship is critical to the other generations as well. People of all ages are seeking camaraderie and comfort in spaces that foster a sense of community and connection.



## 3.1

### GATHERING IN THE HOME

Designers are emphasizing kitchen islands as focal points to be used as both a dining and social gathering space. In living rooms, designers are using large, glass bi-fold doors to open and extend living spaces onto patios, blending spaces and increasing the ease and flow of gathering.

## 3.2

### IN OUR PETS ERA

According to a new Pew Research Center study, 62% of Americans own a pet, and nearly all (97%) say that their pet is as much a part of the family as a human member. The prominence of pets has created increased consumer emphasis on durability and pet-friendly products.



## 3.3

### AMUSEMENT & “EATERTAINMENT”

Consumers are seeking amusement and entertainment experiences that combine high-quality comfort food with fun activities that foster connections with family and friends. Total recreation spending is expected to grow 10.2% in 2024, according to a recent market report by Jones Lang LaSalle Incorporated (JLL), a global brokerage firm.



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# 4

## HEALTH & WELLNESS

According to McKinsey & Company, wellness is now a \$1.5 trillion market globally and expected to grow 10% annually. Consumers seek more natural and “clean” products and have indicated that they will spend more on the products that improve their health, fitness, nutrition, appearance, sleep, and mindfulness.



### 4.1 SELF-CARE

With rising healthcare costs, aspects of health and wellness have increasingly shifted to self-care and prevention. With stress recognized as the root cause of many illnesses and ailments, design in residential spaces has responded with relaxation. For example, in single-family residential markets, spa-inspired bathrooms are on the rise, designed as places to de-stress and unwind.

### 4.2

## SLEEP SCIENCE AND DESIGN

In a world overtaken with environmental stress, good sleep is a luxury. Essential to overall health and wellbeing, a good night's deep rest can bring your body and mind back into balance. Stress and anxiety have impacted Americans' sleep patterns over the past couple of years, and consumer preferences have evolved. Designers who are familiar with sleep data and how environments affect sleep will be at an advantage to address this issue in 2024.



### 4.3 FILLING OUR CUPS —WITH MOCKTAILS

With an increased focus on health and wellness, more Gen Z and Millennials are “sober-conscious,” embracing alcohol-free drinks. According to Yelp, searches for “mocktails” increased by 137% in 2023, underscoring again the importance of health and wellness in popular attitudes in 2024.

# 5

## QUIET LUXURY

With increased (albeit disparate) wealth and a desire for exclusivity, the global luxury hospitality industry has expanded, and consumers are increasingly prioritizing immersive experiences. Consumers seek a more low-key approach to luxury – one that's more personalized and suggests meaningful experiences that result in emotional connections.

### 5.1

## A CAPSULE COLLECTION APPROACH TO FASHION AND DESIGN



Given recent economic uncertainty, many consumers are hesitant to purchase trendy items in clothing and furnishings. Instead, as a personal sustainability strategy, buyers are opting to invest in items expected to have more longevity and relevance.

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# 6

## BLURRED LINES IN TRAVEL

According to JLL, alternative accommodations (think nontraditional lodging, like AirBnB) attracted nearly \$20 billion in investment in 2023 and contributed to 18% of the demand for lodging, globally. This growth is attributed to recent changes in the post-pandemic workplace, which “blurred the lines of living, working, staying and playing,” and guests’ preferences for “unique and authentic travel experiences.”



## 6.1

### CROSS-SPECIALTY 2.0

As the lines between work and play blur, designers need to be multi-faceted too, as functional spaces are increasingly blending and crossing design specialties. Residences are incorporating “eatertainment” spaces, corporate offices are introducing informal living rooms, cafes and rooftop bars, and hotels are offering team workspace and conferencing.



## 6.2

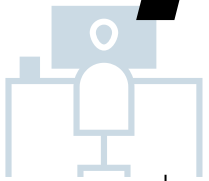
### BRAND IDENTITIES EXPRESSED IN CURATED EXPERIENCES

If you’ve ever been to Hershey Park, you probably recall the olfactory delight as the aromas of chocolate wafted with you throughout your trip. A powerful marketing technique, “experiential design”—or designing a space that interacts with all senses and enriches all aspects of the experience—is on the rise. This design strategy is being utilized for brand development across all market sectors—beyond retail and extending into commercial workplace spaces as well.

# 7

## A CUSTOM APPROACH TO TODAY’S WORKPLACE

Hybrid work is the new normal for many employees in 2024—but it doesn’t work for everyone. Leading companies understand how physical space affects employee productivity, and they are actively analyzing their employees’ work habits and preferences to maximize team efficiencies and rethinking their space to create an optimal work experience, finding the right balance of collaboration and focus space for their needs. Designers have the opportunity to help organizations create a more personalized approach to their hybrid work strategy.



## 7.1

### AGE IS INFLUENCING WORK PREFERENCES

Millennials are embracing the flexibility of hybrid schedules, as many in this demographic are often parents of very young and school-age children. But Gen Z and Baby Boomers prefer to work often in the office, looking for professional mentoring and social interaction.

# 8

## AI TECHNOLOGY

AI is revolutionizing the design industry, offering companies an opportunity to generate personalized consumer experiences. Generative AI applications are being used in a variety of applications: organizations are using AI to generate floor plans, design iterations, occupancy, and energy models, coordinated sets of construction documents, specifications, and reports; while others are using it to increase autonomy, create experience-driven design and deliver environmental settings that occupants can customize.

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## DIGITAL MARKETING IN DESIGN

Advertising on mobile devices has created growth in digital advertising—an area that is estimated to capture 72% of all advertising revenue in 2022, according to eMarketer. Thought leadership is integral to digital marketing, and social media influencers continue to impact business. Employers can look to their own workers for advertising, as many employees are communicating and advocating for their company brand on social platforms, like LinkedIn.



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## EXTREME WEATHER EVENTS AND CLIMATE IMPACT

A 2023 Pew Research Center survey found that most Americans think climate change is causing harm to people in the U.S. and that things are likely to get worse. When asked about their own experiences, two-thirds of Americans say they've experienced at least one of the five types of extreme weather – heat wave, flood, drought, wildfire and/or rising sea level, in the past year. The Pew Research Center found that many Americans support making changes to address global climate change and prioritizing renewable sources like solar and wind, but not at the expense of significantly altering American life.



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## SUSTAINABILITY RULES

As companies seek to attract new talent and become resilient to changing regulations, all while keeping an eye towards 2030 sustainability targets, many are demanding high-quality, low-carbon workspace. Heavy investment in sustainability tech, which manages, improves and reports on sustainability metrics, is expected to increase. Designers who can help clients meet their sustainability targets will likely have a competitive advantage.



11.1

## SUSTAINABILITY AND WELLNESS ARE INTERCONNECTED

As companies and designers think holistically about creating environments that support better human health, many are increasingly recognizing the interconnectedness of individual health, community health and environmental stewardship. Subsequently, many firms are synthesizing sustainability and wellness programs— examples include an array of tactics in both buildings and employee programs (think better indoor air quality for building health and offering employees more natural light; and healthy food choices and time for meditation for employees' personal wellness).

