

# Live well Global Wellbeing Trend Report

Home Comfort 2017



#liveWell

# Changing lives, changing homes.

With leisure time reportedly dropping by 20%\*, an emphasis has been placed on the quality of this time. The focus is not just on how we spend our free time but also how we view our homes. Therefore the home should fulfil our need for physical, emotional and sensorial wellbeing. Electrolux has solutions that can seamlessly and effortlessly transform the home into a sanctuary for you and your family.

\*Source: Harris Interactive

From surviving extreme weather to dealing with the challenges that everyday life presents, you want your home to act as a sanctuary. With Electrolux home comfort products, you don't just live, **you live well.**



# Be well. Live well.

European health expenditure has mostly consisted of curative efforts for people already affected by illness, such as heart attacks, strokes, diabetes and cancer. [According to a 2016 report by the OECD](#), preventative efforts could potentially save millions of lives every year and help countries achieve the ambitious targets in the [UN's Sustainable Development Goal 3 Good Health and Wellbeing](#). Staying hydrated and sleeping well are two simple things we can do each day to help prevent illness and improve our physical wellbeing.

Clean air is essential to our physical wellbeing and also helps to aid sleep. Pure water lubricates our joints and eyes, aids digestion, flushes out waste and toxins, and keeps skin healthy. However obvious the healthy benefits may seem, the availability of these resources is under increasing threat. The quality of air for instance, a major issue in the developing world, is also becoming more

prominent in the developed world. [Research in 2015 by Kings College London](#) has shown that nearly 9,500 people die early each year in London due to long-term exposure to air pollution. This places an even greater importance on essential solutions to make modern urban lives healthier and more enjoyable.

## Pureology

The two biggest trends in foods for 2017, according to [Innova Market Insights](#), relate to transparency in the supply chain and demand for more green products. Purified water's growth in popularity is also part of this movement as global bottled water consumption topped 282 billion litres in 2014 [International Bottled Water Association](#)



### ^ Clean eating

Increased awareness of food production techniques has seen a rise in the number of people taking ownership of what they eat. Veganism is more popular in part due to high-profile food and lifestyle bloggers, who fuel the food-health-wellness knowledge economy. Visually rich social media feeds present an aspirational vision of holistic living that empower people to be more discerning.



### < Recalibrating vitamins

US-based cleaning product company Method has launched fruity gummy vitamins for adults under the brand name Ollly. The brand proposition focuses on 'end benefits' rather than ingredients - for example, a product is marketed as creating 'restful sleep', rather than 'containing melatonin'.



### ^ Health & fitness Apps

Performing like digital personal trainers, these tools use incentives to nudge you in the right direction and provide needed motivation.



## De-toxed Living

The digitised information age has given rise to apps that provide health-related data. [AirForU](#), developed as part of a research study with the [UCLA Institute of Environment and Sustainability](#), provides air quality information at the touch of a button. Such advancements in technology not only provides knowledge but also the opportunity for greater ownership and control of one's environment.

### < AIR TRACKER

Awair is a smart device that tracks air quality to show how one's immediate indoor environment affects health. An analysis of indoor temperature, humidity, carbon dioxide, fine dust particles and organic compounds provides a recommendation for better quality air. The recommendations are made via a companion app and connected devices to help improve air quality, and reduces the potential for allergic reactions or asthma attacks.



### OptiBreeze AC

The PureO<sub>2</sub> System makes use of a combination of purifying components. Dust and fine particles are removed, with an active carbon filter taking away unpleasant odour. Health Mode uses an active plasma generator to ionize air and eliminate bugs, allergens, and bacteria to provide a clean, healthy environment. The Bio filter is made with white Electret fibres for sterilization and a green Terylene to act as an anti-bacterial barrier. And for higher comfort and reduced energy, the Sleep Mode automatically regulates temperature levels that complement human sleep patterns.



Electrolux have a variety of wellbeing products that contribute to good health, helping you to live well.

### Recommended daily intake of water



### < PureSource water dispenser

A reliable source of fresh, clean drinking water is crucial to your wellbeing. Whether you want to cool down with a refreshing ice-cold drink or enjoy a comforting hot cup of tea, you'll find the water you need on tap with the stylish Electrolux PureSource water dispenser.

### ^ Water connoisseurship and premium positioning

People are developing a greater level of appreciation of the variants and nuances of water. We see the rise of water bars with evolved water menus and the emerging 'water experience'. We also see the 'wine-ification' of water where H2O is paired with edibles based on complementary flavour profiles.

# A harmonious life begins at home

Research tells that in recent years, up to 30-45% of employees work from home\*. With the boundaries between home and workplace blurring, conducive features are a must. Both design and connectivity play a key role in supporting this transition.

\*Source: Forbes

Designers and artists are increasingly considering form, function and interactivity as key to a rewarding, emotional experience. As such, we are currently seeing a transition from an era where features meant everything to a time when feelings and emotions become more important.

This is leading to a rise of convenient solutions for a harmonious home with the optimum level of comfort and wellbeing. Balance is now the order of the day. Intuitive and time saving devices leave us more time to spend on the things that matter to us.

*Smart, intuitive features make life simpler, leaving you to enjoy it.*

## Precious Resources

Over a billion people today do not have access to clean water. And 10% of the countries on our planet share 60% of the world's natural water resources. The outlook for the future will depend on maintaining access to existing water supplies in a sustainable way. [The Growing Blue tool](#) gives up-to-date info on the global water situation, a powerful way to stay informed on global water issues.



### ^ Elevating tap water

As environmental concerns about bottled water increase, new designs for carafes, water filters, bottles, and drinking fountains seek to upgrade tap water. One example is [Maud van Deursen's Chateau d'Eau glass decanters](#). They offer various ways to pour and also experience the movement of water. With shapes reminiscent of Dutch water towers, the designer turns a commonplace activity into a slow and reverential process. [Studio WM's Irescent Crystal Water Carafe](#) was designed to celebrate the beauty of water, by adding a magical glowing effect. The bottom of the jug holds a filter that adds iridescence to the water's surface. When the carafe is filled, light is emitted, refracting into various colours at the top.



### < Sustainability Nudging

The [Hydrao](#) is a smart shower head that helps to conserve water. It contains coloured LED lights, powered by the motion of water through the device, which alert users as they approach water usage targets.



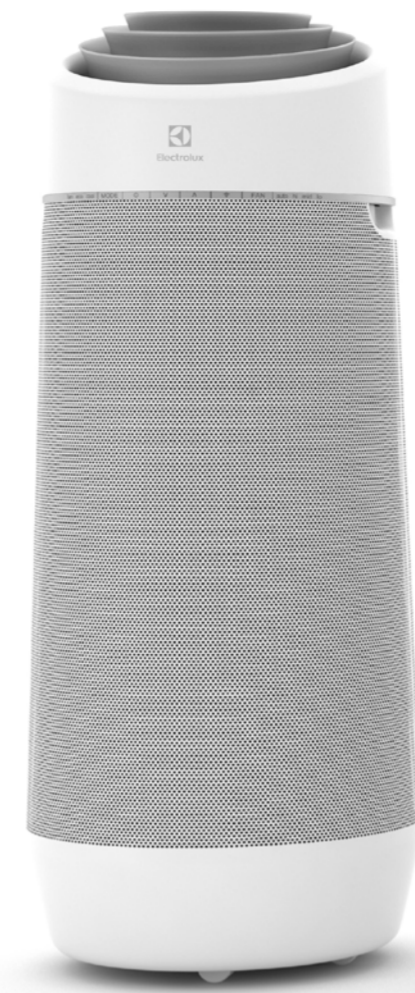
### ^ QuickComfort Flow Instant Water Heater

Every home needs instant warm water for washing, rinsing, and cleaning. And that's what the [Electrolux QuickComfort Flow](#) instant water heater provides: reliable, unlimited warm water from a compact source whenever you need it. Without wasting energy, water, or your time.



### ^ QuickSource Boiling Water Tap

The [Electrolux QuickSource](#) is a stylish, 3-in-1 kitchen tap that provides great-tasting, cold, purified water as well as warm or instant boiling water anytime you need it.



### ^ AirFlower Portable AirConditioner

The [Electrolux AirFlower](#) is like no other portable air conditioner, with its cylindrical shape and circular, rose-petal design. As efficient as it is elegant, the floral top distributes airflow more effectively and evenly than conventional portable conditioners. This ensures spaces are kept consistently comfortable, either cool in the summer or cosy in the winter. And with the WiFi app, it can be controlled remotely through a smartphone.

## Compressed Calm

Urbanization, the dissolution of work/life separation, and constant digital connection are creating a generation of time-pressed, multitasking individuals. Mental space has become a luxury. As our lifestyles become ever more dominated by devices and notifications, the need for quiet spaces & recuperative experiences is becoming more vital. On a global scale we see an upsurge of bite-size wellness solutions offering short bursts of relaxation.



### ^ Digital Meditation

The [Pause](#) app is designed to help the user focus one's attention on the present. Users touch an amorphous blob on their mobile phone and gently move it around in circular motions until it fills the screen. Move it too abruptly or too slowly and the circle fades. As users zone in on the cathartic movements, soothing colour gradients and calming music complement the immersive experience.

# Simplify and de-stress.

[A recent article by Forbes](#), shows that increasing numbers of companies are seeing the benefits of mindfulness practices, including reduced anxiety, treating depression, and improving concentration. Since these are shown to be beneficial in the workplace, the necessity of also creating a pleasurable home cannot be underestimated. Electrolux's range of Home Comfort products help you create a calm, relaxing sanctuary within the home.

A 2014 report from [JWT Intelligence](#) on consumer insights also listed Mindful Living as a key trend. No longer exclusive to the spiritual set, mindful living is becoming mainstream. And our homes reflect this, more and more.

Apps that offer remote control give the ability to pre-program the ideal home environment. These technological advances help us to maintain optimal conditions such as temperature and air quality.



### WiFi ControlBox

The [Electrolux WiFi ControlBox](#) lets you connect to and control your home's air conditioning system remotely, no matter where you are. So you can create the ideal indoor environment.



### ^ Pollution-busting beauty

[Intel reports](#) that at the beginning of 2016, 79% of all global skincare launches carried an anti-pollution claim, reflecting a key consumer demand within the beauty industry. This also highlights a growing market for products to combat pollution, and provide better quality of air within our homes.

### ^ Design Lab concept: Air Shield

The theme for the [Electrolux 2015 design competition](#) was 'Healthy Happy Kids' with designs and concepts to improve the everyday lives of families with kids. [Air Shield](#), by [Dominykas Budinas of Lithuania](#), won the competition with a baby stroller concept with its own controllable micro-climate. This innovative revision to a practical daily product was considered a smart response to the challenge of managing daily life within polluted spaces.

### OptiBreeze Air-to-Air Heat-pump

From the cold bite of winter to the warmth of summer, the [Electrolux OptiBreeze X5 Air-to-Air Heat-Pump](#) uses [Electrolux's](#) knowledge of the seasons to deliver year-round comfort with consistently low bills. With an A++ energy rating, great function is married with Scandinavian design. This keeps your home harmonious, whatever the weather, from cosy to cool. A seasonal sanctuary, every day.



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