



MULTIFAMILY

2021

CONSUMER INSIGHTS

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POST-COVID-2019

Global ♦ Outlook

The current physical-distancing measures in place will have a lasting effect, transforming residents' mindsets and habits in relation to entertainment, telecommuting, space and design.

After the coronavirus pandemic eases, we do not expect the world to return to business as usual, accelerating a number of our 2021 Multifamily Trends, like the Niksen Effect, Health + Wellbeing and Private Gardens.

Most of the world will be virtual with market stability projected out for the next 18-24 months. We will see more leasing online, 3-D virtual tours on Matterport, hangouts on Houseparty, meetings on Zoom calls and workouts through Variis.

Buildings will look different. As more residents work from home, we will see more amenity space carved out for flex-work. Businesses will shrink their offices and more employees will remain remote. Designing call rooms + mini-offices equipped with screens, cameras, and sound will be key.

Delivery will continue to dominate (Instacart has 218% YoY growth) and while the spike in 'pandemic pantries' will level out, consumer demand for fresh food remains steady. Pathways from loading docks to elevators, and recycling for cardboard waste are becoming critical in thinking about how a building works.

Lounging Like Niksen

As we approach 2021, the next lifestyle trend is **Niksen**, a Dutch wellness concept of doing absolutely nothing.

We are finding an increase in amenity spaces that offer a softer, inviting ambiance for residents to carve out time to just be.





Health & Wellness

Management companies and multifamily developers will continue to focus on creating space for wellness experiences like meditation, yoga, and sound baths.

In 2021, communities will continue to take a more thoughtful and sincere approach to their programming, with a specific emphasis on the health of their residents while increasing sanitation and levels of cleanliness.

THE Circular Home

Today, new technology is being utilized to help foster healthier lifestyles. In 2021, using biometric data, circular living systems will be able to analyze our sleep patterns, body waste, and overall wellness. This data will generate recommendations for improvement, from fitness plans to food delivery to address nutrient deficiencies.



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DEMO

Turned Catering

Larger, demo kitchens transform into smaller event-ready catering kitchens in 2021.

As residents come together for restaurant-inspired dinner parties they bring already-prepared dishes to the amenity spaces for heating.

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Growing a Community

Nutrition is an utmost priority for residents, and multifamily communities that introduce ways to incorporate this thinking into their offering will capture attention.

Community gardens and self-contained indoor farming units — growing herbs, leafy greens, and vegetables on site without pesticides and under artificial light — provides residents with the opportunity to build friendships, grow their own food, and save money on groceries.



Botanical Apartments

Following hospitality, residential begins to embrace biophilic design by blurring the lines between indoor and outdoor.

London's The Mandrake Hotel creates an immersive green experience in the city with a courtyard filled with hanging jasmine and passion flowers, a bar that serves botanical cocktails, and a greenhouse for medicinal plants.





Pathways TO Packages

The old fashioned mailroom has transformed into a cool hangout space for residents as package deliveries continue to increase.

Buildings are expanding space for storage/ lockers for dry cleaning and even cold storage for groceries, pathways from loading docks to elevators, and recycling for cardboard waste are becoming critical in thinking about how a building works.

Communing

WITH

Micro Units

Attitudes to solo living are shifting, as single living will rise from 13.6% to 19.2% by 2030, according to Euromonitor.

The evolving nature of relationships in the modern age means that living arrangements for this cohort will change. For 2021, look for new developments offering individual micro-units complemented by shared communal facilities.



Short-Term Rentals

Current data shows growth in short-term rentals, as the demand for affordable housing continues to grow. Skift reports that short-term rentals grew from \$46 billion in sales in 2012 to \$83 billion in 2017 — an 80% increase.

Developers are getting creative with a variety of private-public partnerships designed to combat the workforce housing crisis.





Coliving

Single culture is influencing the rise of co-living.

Residents want to recreate any form of group entertainment in their private spaces — from cocktail classes to flower arranging.



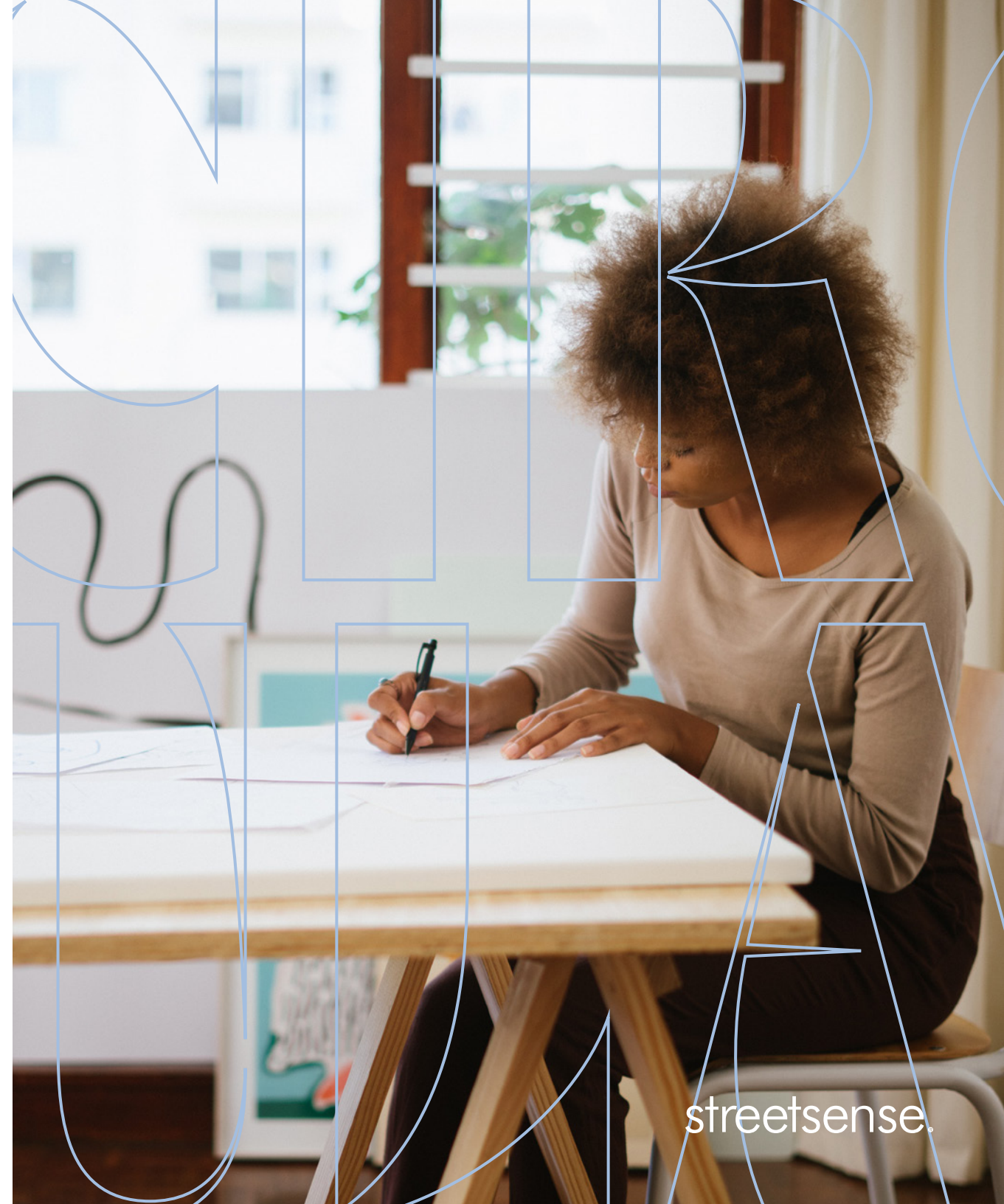
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Flex- Work

Bridging the gap between multi-family and co-working, buildings are beginning to include rentable work spaces for residents.



Multi-family is being designed around full-service work, play, live environments and residents will have access to tech-enabled private spaces for zoom calls for work and homeschooling.



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Live Broadcast

The quip “everybody has a podcast” has become less of a joke and more of a reality these days.

As developers continue to introduce amenities as a major attraction for potential residents, the next hot spot for creators to record may be in multifamily buildings.

The Silver Tsunami

As Americans continue to live longer, intergenerational living and “active adult” communities are becoming increasingly popular.

According to Harvard’s Joint Center for Housing Studies, the number of Americans over 80 years old will double from 6 million to 12 million in the next two decades and by 2035, one of three US households will be headed by someone over 65.



Hipsterbia

Millennials keep their cool factor as they become parents of school-age kids and move out of cities.

Developers are applying the same live, work, play formula that helped revive struggling downtowns out to the 'burbs with great success.



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Playdates

Communities with outdoor playgrounds have become the norm — but when it's chilly outside an indoor play area could be the answer to your prayers.

By 2025, 83% of parents in the U.S. will be Millennials and they look for a cool factor in play spaces. These amenities will help to establish a social network among parents in the building.



Thank You

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