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# BUILDING THE HOUSING OF THE FUTURE

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## EXHIBIT 1 | Ten Trends Are Shaping What Future Types of Housing Will Look Like

### DEMAND SIDE



#### Urbanization

- Migration to urban centers
- 41 megacities by 2030



#### Demographic changes

- Shrinking households
- Aging population
- Multiple generations living together



#### Sustainability

- Increased regulation
- Voluntary initiatives
- Public interest in green living



#### Affordability

- Widespread housing shortages
- Lower property ownership
- Increased income gaps



#### Digital economy

- Online-centric work, play, life
- Growth of sharing economy
- Popularity of remote work

### SUPPLY SIDE



#### Construction technology

- Digital collaboration tools
- Construction 4.0
- Drones and other onsite devices



#### Construction methods

- Modular construction
- Prefabrication
- Integrated systems



#### Building technology

- Smart buildings
- Connected homes
- Product innovations



#### Access and distribution

- Growth of direct sales
- Online marketplaces
- New financing sources



#### Supplier landscape

- Stagnant productivity
- Labor shortages
- Value chain integration

## EXHIBIT 2 | Six New Dwelling Types Have Emerged to Meet Demand



### Affordable

- Compact layout
- Taller buildings to minimize base-level footprint
- Low-cost, inexpensive materials
- Fast, cost-effective construction
- Limited use of technology to minimize costs



### Shared

- Small individual units
- 24/7 access to shared multipurpose facilities, such as kitchens, dining rooms, and gyms
- Community events
- Potential for subscription-based or short-term rentals
- Possible consolidated billing for rent and other services



### Ecofriendly

- Zero-waste design
- Carbon neutral
- Bioengineered and other innovative materials
- Extensive use of new technologies to enhance sustainability



### Flexible

- Adjustable building design and functions
- Different unit shapes and sizes
- Prefabricated construction and modular units
- Sometimes sold with near-raw interiors to maximize customization



### Stylish

- Futuristic, aesthetically pleasing design
- Unique features created with state-of-the-art construction methods



### Healthy

- Built-in wellness amenities, such as air filtration and purification systems
- Sensors to track air, water, and lighting
- Multi-unit dwellings may include communal wellness centers

Source: BCG analysis.