

03/2024

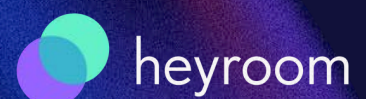
SHARED HOUSING

REPORT 23/24

Dataset:

- Exclusively Germany
- March 2023 to March 2024
- 1.130 WG's (Flatshares)
- 14.700 Users
- 800.000 Datapoints

PREPARED BY
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Housing Situation. Numbers, Data, Facts.

70% of us will be living in cities by the year 2030. As the world becomes more globalized, especially older and young people living in large cities are suffering and not able to pay rent due to an influx of others coming in and driving up prices in their once affordable neighborhoods.

4,5 Mio

WG's Germany

Students and young professionals make up a significant portion of flat-sharers.

80 Mio

WG's in the USA

It isn't just in Germany that the dynamics of co-living are kicking off.

57%

Distrust society & Individuals

People losing trust into strangers while searching for community at the same time

+15%

More People in cities by 2030

As the world becomes more globalized, people living in large cities will not be able to pay rent.

More Facts

#	"Co-living is for hipsters, not hippies." The Economist	Priority
1	Student housing in in major cities saw a 9.4% increase in average prices in 2021 compared to the previous year. Meanwhile, BAfög only went up 5,75% to max 511€ a Month.	HIGH
2	Rise of Co-Living Communities: We'll delve into the changing lifestyles, the surge in remote work, and the blossoming of co-living communities. It's about more than just sharing space.	MEDIUM
3	Socio-Economic Shifts: With soaring housing costs and inflation rates reaching unprecedented levels, flat-sharing emerges as a practical solution for all age demographics and professions.	HIGH
4	Looking towards a sustainable future: Climate change is no longer a distant threat—it's a global imperative. We'll explore how shared living not only fosters environmental stewardship but also champions sustainable consumption practices.	LOW

WE ALL SEE THE PROBLEM.

Dlf Nova

Ständig Zwischenmiete: Wenn die Wohnungssuche Alltag wird · Dlf Nova

Eine Wohnung zu finden, ist für junge Menschen schwer. Auch Clara Solche Sorgen kennt auch Klaus Wilsberg vom Kölner... wigg gesucht.

Zeit Online

Gestiegene Mieten WG-Zimmer

Dies entspricht
fünf Proz...

Der Wohnungsmarkt in Berlin ist und bleibt
angespannt

373 Bewerbungen pro
Tag für eine Wohnung

shz.de

Senioren-WG Rendsb Platz frei

Im „Haus Heimathafen“ in
leben. Das Konzept
r Stua

RP RP Online

WG-Zimmer werden Mieten kaum bez...

FAZ.NET

Wie Mitbewohner über Instagram rekrutiert

WG-Casting war gestern. Heute werden neue
sehen vor allem perfekte Bilder zu...

rbb rbb24

Mehr dubiose Angebote als freie WG-Zimmer für Berliner

In keinem anderen Bundesland gibt es prozentual so wenig Plätze in Wohnheimen für Studierende wie in Berlin. Der Senat hatte versprochen,...

*AI won't help us out of this

WHERE ARE THE SOLUTIONS?

This is heyroom. unique, special, better.

Let's get familiar with heyroom. We're not just another flat-sharing app—we're a community-driven movement redefining the way people live together. Think of us as the cooler, more accessible alternative to traditional housing platforms in Germany like wg-gesucht.de. With over 1000 flats listed in just 12 months, we're making waves and disrupting the status quo, as Airbnb did in the travel industry.

#	heyroom	Description	Improvement
1.	Human centered	Individual User profiles to express yourself & vibe based match making	+75%
2.	Usability	Airbnb-like usability combined with community features for network effects	+80%
3.	Safety	Social Media integration as well as Spotify & "Friends of Friends" verification	+60%

We started heyroom in the Spring of 2021 with the mission to change something for good.

3 years later and one year in the market we connected more than 3000 beautiful souls and created a real impact by creating a platform for +20,000 real People which is easy to use, save, and simply time efficient.

Was sind deine Werte & Interessen?

PRIDE SUPPORTER KUNST
FEMINISMUS TECHNO WELTOFFEN

Entdecke WG's mit deinem Vibe.

BEWERBEN

Finde Mitbewohner*innen mit dem gleichen Vibe.

WG Bewerbung? Ohne Copy-Paste-Nachrichten!

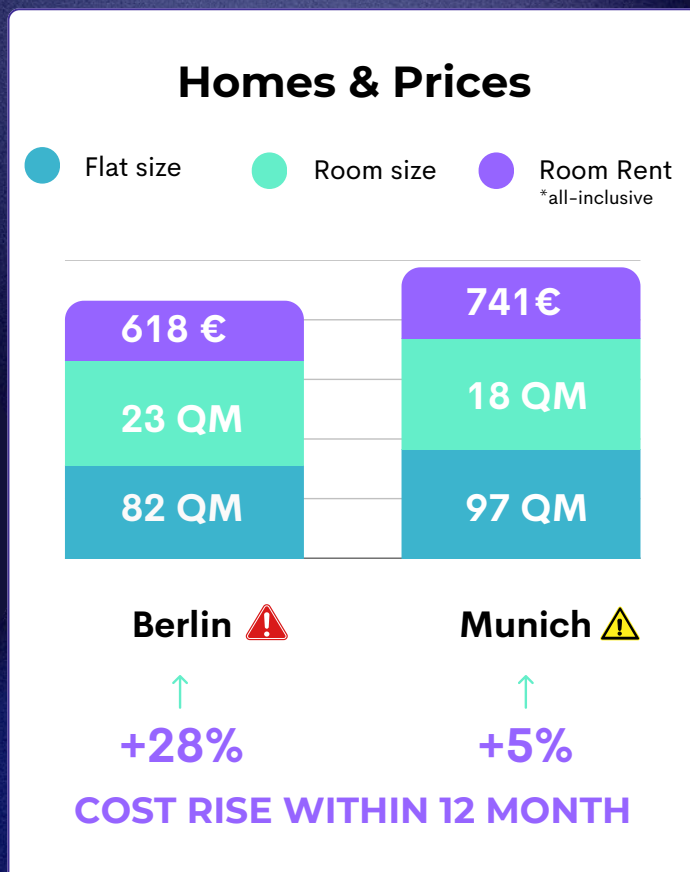
*people are lazy these days, so making heyroom as simple as possible is a USP.

Home sharing germany

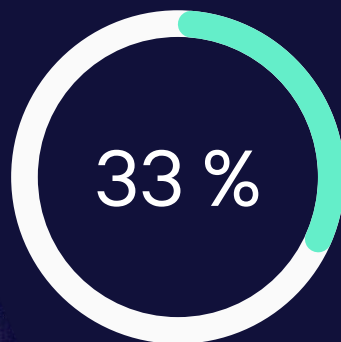
Using data from over 14,700 users mainly in Munich and Berlin between March 2023 - March 2024, we'll be unveiling groundbreaking insights into the way people live, their roommate preferences and interests.

The concept of "home" is evolving in response to changing societal norms such as delayed marriage and increasing divorce rates. Gone are the days of the white picket fence or the sterile bachelor pad; today, people seek social connections and a sense of belonging more than ever.

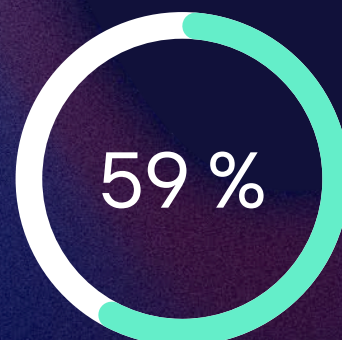
Co-living emerges as a response to this need, offering a more cost-effective alternative where residents can share living expenses and amenities while fostering a strong sense of community.



Timeboxed sub-rentals

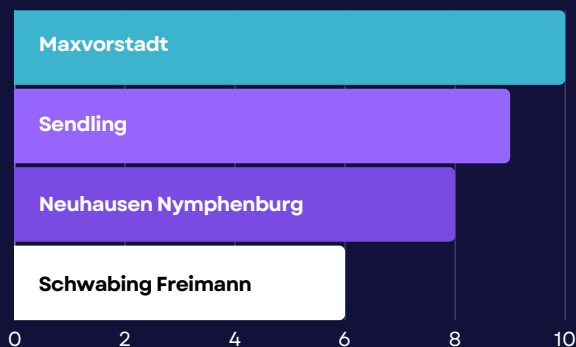


Furnished rooms

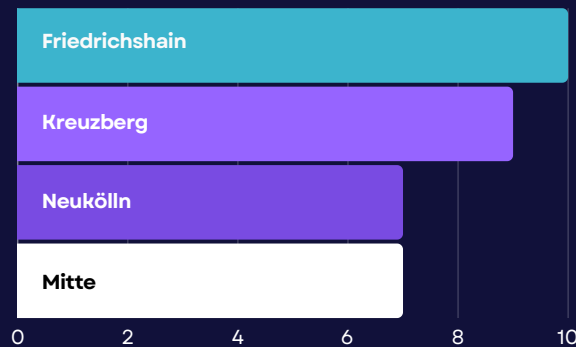


Heyroom is revolutionizing the flat-sharing scene, and we're thrilled to unveil our first "Future of Living" report for 2024! In this market report, we've honed in on key trends poised to shape the future of the shared living market.

Munich's most popular neighborhoods for WG's



Berlin's most popular neighborhoods for WG's



Socio-economic trends

There's a distinct socio-economic trend pushing people towards flat-sharing, particularly amongst the challenges of soaring housing costs and inflation rates. For anyone familiar with the Berlin housing scene, the fierce competition is palpable—sometimes with as many as 100 applicants vying for a single room. It's a saturated and cutthroat market, and we're on a mission to streamline the shared apartment search for greater efficiency.

According to a report by the financial group MLP and the German Economic Institute, apartments in major cities saw a 5.9% increase in average prices in 2021 compared to the previous year.

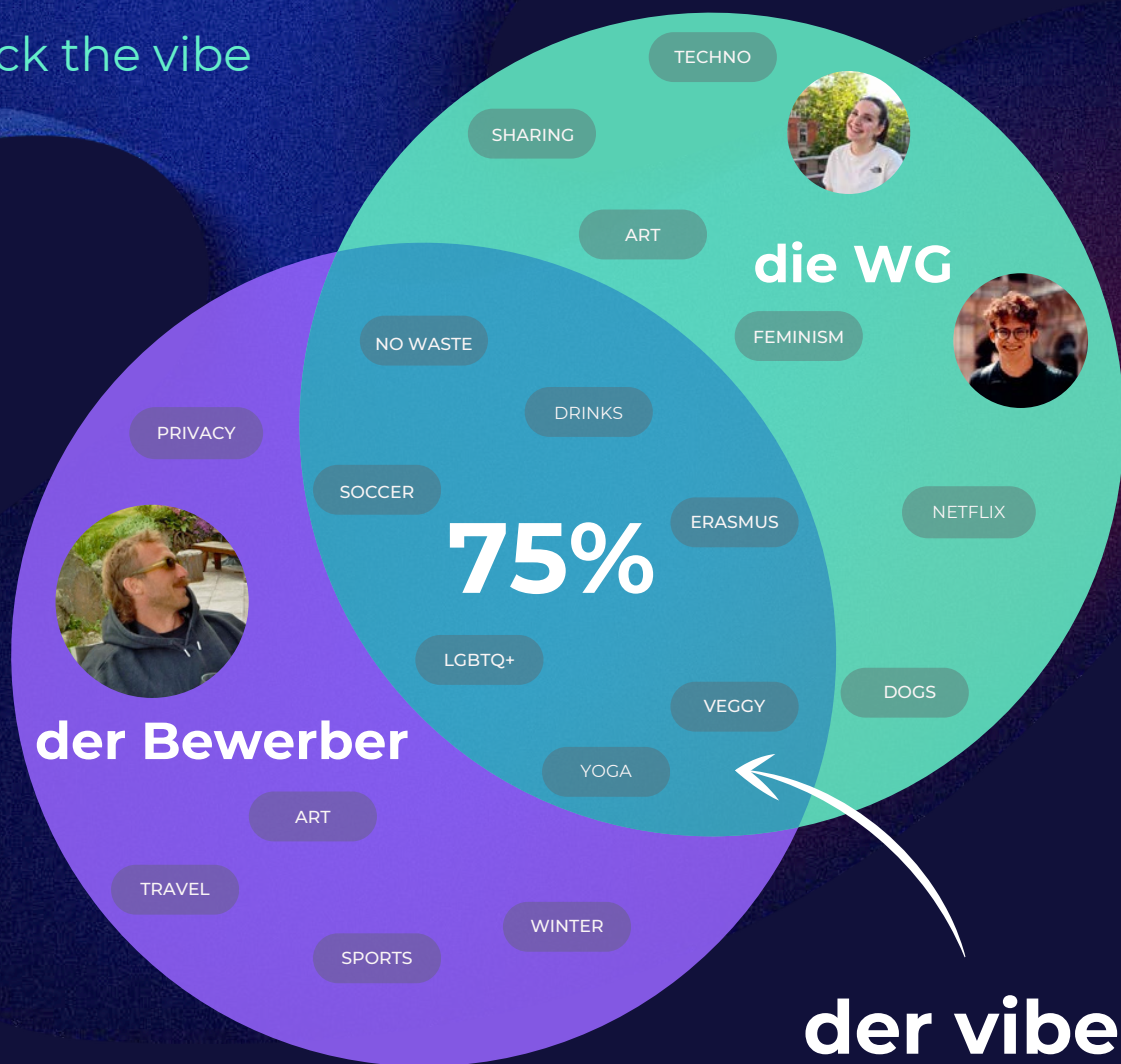
This hike extends to student housing, where shared rooms saw a whopping 9.4% surge in costs. The German Student Union (DSW) has labeled the situation as "extremely tense," citing a severe shortage of affordable living spaces for students.

Beyond Students

Flat-sharing isn't just a hit among the under-35 crowd. While students and young professionals make up a significant portion of flat-sharers, there's been a noticeable shift towards older demographics embracing the trend. In fact, the average age of flat-sharers has been steadily rising, with a significant uptick in the 35-45 age group. The Economist also suggests the mismatch between stagnating wages and high rents has also opened a gap in the housing market for alternative housing options.

It's easier than you think.

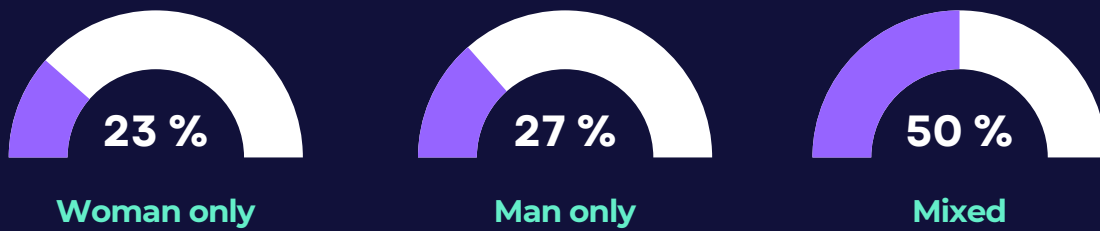
- select your values
- choose your interests
- check the vibe



“Family's have a own ministry. WG's have no one. Besides us”

Shared living isn't just a passing trend; it's deeply ingrained in our societal fabric. With nearly four million hits on Google, it's clear that the topic resonates with individuals across all age groups. As we navigate the complexities of modern living, shared spaces offer a beacon of hope—a reminder that, in a world filled with uncertainty, we're stronger together.

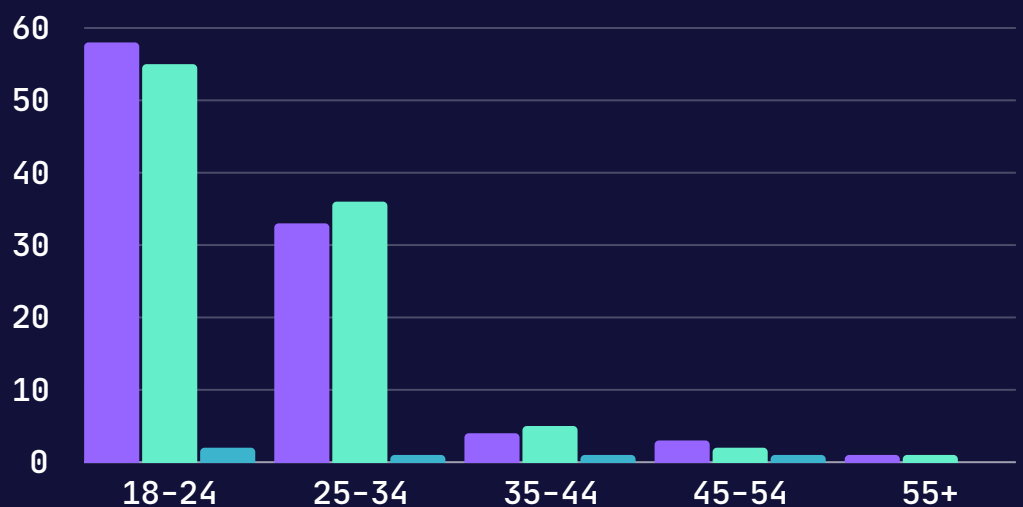
Ø 2,9 PEOPLE PER SHARED FLAT



All we need is a solution that works.

The report highlights the increasing population density in cities like Berlin and the rising demand for housing. Despite Berlin itself projecting a need for over 100,000 new housing units, the targeted construction goals are often missed. It is noted that focusing solely on construction may not suffice, as it often does not align with the actual needs of the population. The conversion of existing apartments into shared living spaces is proposed as a cost-effective and quickly implementable solution to address the growing housing demand. This is also seen as a response to the social issue of loneliness in major cities. It is emphasized that this solution is not merely a stopgap measure but can also promote well-being if residents are compatible with each other.

Ø AGE: 23,8



Top level interests and values

People in shared flats love to connect with others. We see that overall the top Interests are Cooking & Coffee and Tea which means roommates will spend a lot of time together in the kitchen, this is a good example of why living with the right person is so important. You simply don't want the vibe to avoid shared spaces if someone is using them at the same moment.

42%

Open Minded

People in shared flats love to connect to others and spent time together.

48%

Students between 16-24 years

Overall, 2/3 of people in WG's are not students but working or having other professions.

36%

Clean and Tidy

Vulnerable group's prior safety and mindset over habits and interests, like LGBTQ+ friendly

55%

Cooking

Roommates love spending time in the kitchen, that's why sharing vibes and interests are so important..!

Student or not, here we come.

Living with roommates isn't just about sharing the rent —it's also about finding your tribe. Heyroom understands that not everyone is a student and has the flexibility to work and travel, which is why we're committed to catering to all lifestyles, including healthcare workers and shift workers. Whether you're a doctor or a digital nomad, looking for a vegan household, LGBTQ+ friendly roommates, or fellow dog lovers, we've got you covered. Our mission is to match individuals based on their unique interests, professions, and working patterns, ensuring harmonious living environments where creativity flourishes and skills are shared.

Highlights

Social Media



Travel (relation to timeboxed rentals)



RAP & RnB



LGBTQ Friendly (top vibe by diverse users)



* Thank you!

Our aim is to create stimulating and stress-free living environments where individuals can thrive and grow. After all, every flatmate brings something special to the table, and there's always something new to learn from each other.

