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Coworking Post-Pandemic: **Shifts in the Future of Workspace**



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Office Evolution, a leading coworking space franchise, outlines some of the main post-pandemic trends we have witnessed in the coworking industry:

- » A greater demand for flexibility
- » The shifting nature of the way we work
- » The need for more coworking spaces closer to home
- » A need for connection and collaboration
- » How coworking operators are evolving to address demand



Trends in The Workspace Post-Pandemic

Social distancing and stay-at-home orders that came along with the 2020 COVID-19 pandemic considerably impacted coworking spaces that rely on building local communities, fostering business relationships, and nurturing human connections.

As restrictions eased across the globe, coworking spaces started to make a massive comeback, with demand for collaborative workspaces driving more coworking offices to open. Decreasing rental prices and available supply have resulted in droves of professionals seeking collaborative workspaces from which to conduct business. This has led to healthy growth and expansion of flexible workspaces worldwide.

In 2017, the number of people working from collaborative workspaces in the US was sitting at 542,000. In 2022, the number of professionals working in coworking spaces is forecasted to increase to 1.08 million.

Additionally, the global coworking space market has grown from \$13.6 billion in 2021 to \$16.17 billion in 2022 at a compound annual growth rate (CAGR) of 18.9%.

Before the pandemic, trends such as flexibility, human-centric design, and the war for talent were undoubtedly on the coworking space radar. Yet, as the pandemic slows down, these have become critical concerns for businesses seeking to engage employees and drive efficiency in the face of change and uncertainty.

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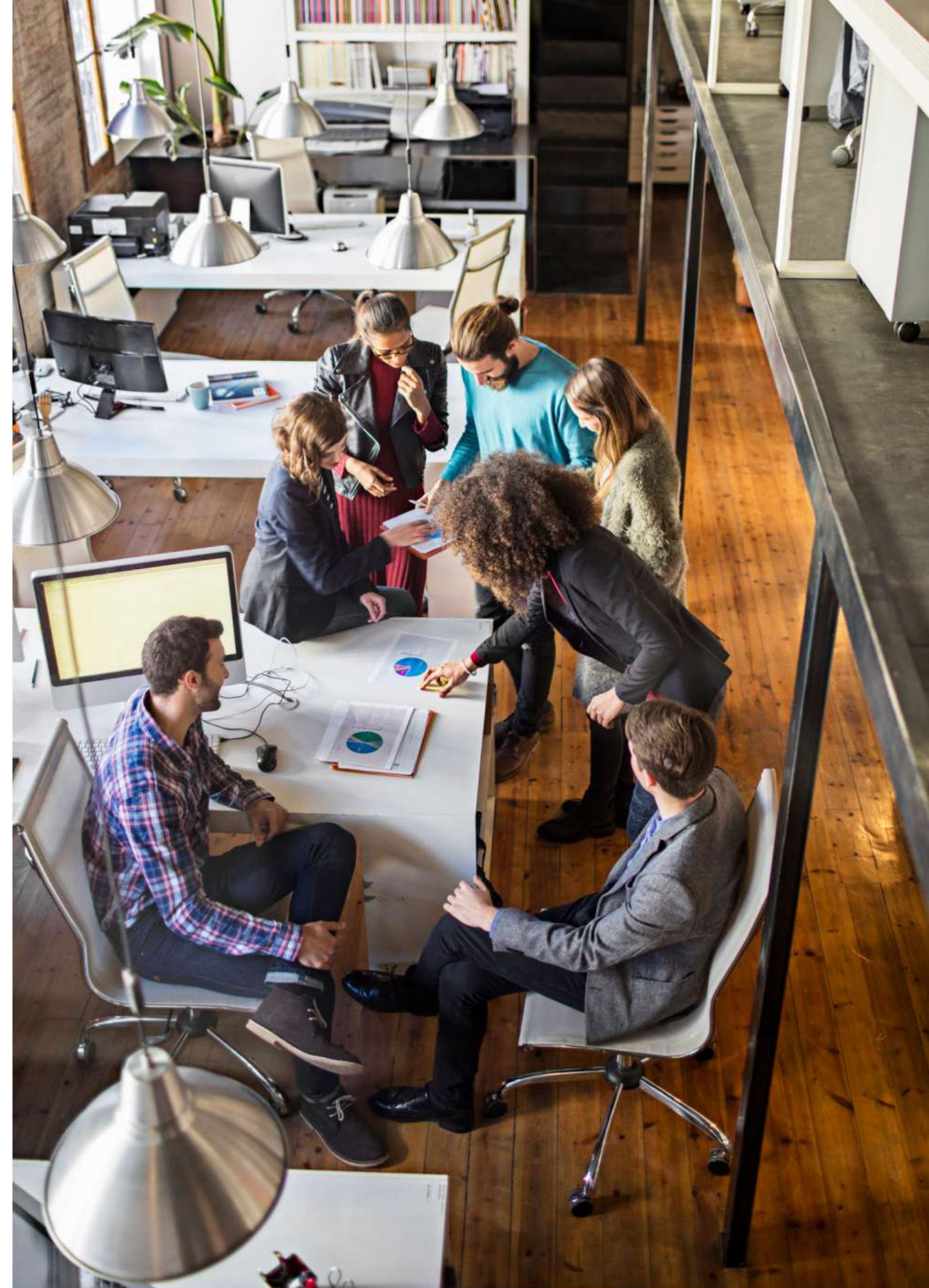
Flexibility Is in Demand

The real estate industry is constantly evolving and adapting to the changing needs of businesses and professionals. The days of long-term leases and drab office buildings are long gone, as enterprises seek flexibility in leasing terms and modern, human-centric design.

As a result, the demand for flexible workspaces has increased far beyond pre-pandemic levels as the need for flexibility extends beyond the lifespan of the pandemic. This comes as business owners come to terms with the fact that in times of uncertainty, flexibility is ideal, with 41% of workspace users expecting to increase their use of flexible workspaces as part of their post-pandemic work strategy.

The Way We Work Is Shifting

The pandemic taught us that we could work whenever we want and wherever we want. While many still choose to work from home, this isn't a viable long-term solution. Here at Office Evolution, we believe that your home should not be your workspace; it should be your haven.



A growing trend in the coworking industry that we are witnessing is the use of coworking spaces as the main drivers of networking, collaboration, and learning. The spaces are not viewed as standalone destinations for work to take place but rather as part of a network that includes office and remote working.

After spending a year or more working from home, professionals are beginning to become weary of the isolation that comes with remote work, not to mention the lack of distinction between work and home life. This brings us to the next trend we are witnessing in the industry: by offering professionals workplaces that are closer to home, the expansion of coworking spaces into the suburbs and smaller towns is gaining momentum.

Coworking in the Suburbs

Business people don't want to waste their time commuting. Since COVID has taught us that we can work anywhere, it's vital that coworking spaces start to expand their reach outside big city centers.

In 2022, it is expected that coworking offices will begin to expand to service suburbs and smaller cities so that business professionals have a physical workplace to connect with others, all the while benefiting from being able to work close to home.

A Need for Connection and Collaboration

Coworking spaces understand that community is crucial to the success of businesses. Perhaps one of the most significant benefits of current efforts to encourage employees back into the office is that they focus on workplace culture and the importance of connection and networking. As a result, businesses and coworking communities are actively committing to understanding how to create workplace cultures that are inclusive and accessible.

One of the top benefits that members of coworking communities receive is the opportunity to connect, collaborate and network with other members of their community. This is such a valuable aspect of coworking spaces, in fact, research has shown that 89% of coworking space members have reported feeling happier working in a collaborative workspace.



Coworking Operators Are Evolving with the Workforce

As the needs of businesses and independent professionals shift alongside the changing nature of the workspace, coworking operators steadily realize that they ought to evolve with the workforce to meet demands. We expect that coworking spaces will be critical to how companies operate in the future. Still, operators themselves will need to undergo changes to meet the shifting needs of today's growing population of hybrid workers.

The coming years will mark a time when coworking operators will scramble to improve their current offerings to meet demand. One of the main ways we see this happening is through the growth of amenity-rich coworking spaces. Coworking spaces are steadily seeking to incorporate modern tools and amenities in their workspaces to ensure that workers can connect with and access their space seamlessly. Research indicates that amenity-rich spaces deliver the highest occupancy rates compared to traditional office spaces.

Invest in a Franchise Opportunity with Office Evolution

One of the best ways to tap into this unique and growing market is through a franchise agreement with a leading coworking franchise such as Office Evolution.

As the #1 and fastest-growing coworking franchise, Office Evolution has been perfecting its coworking concept since 2003. The Office Evolution franchise opportunity is unmatched and benefits our franchisees exceptionally. Some of the many benefits of our business model include recurring revenue, business-to-business (B2B) clients, low employee requirements, recession resistance, and a semi-absentee model.



Recurring revenue

Our subscription-based revenue model means that over 93% of your income is recurring.



B2B clients

Your clients will be like-minded business professionals who understand the ins and outs of conducting business.



Recession resistance

Coworking spaces like Office Evolution are deemed an essential service, as people still need a place to work in times of recession.



Semi-absentee model

With low employee requirements, you'll only need to hire one salaried employee for your Office Evolution location.

Our goal is to provide our members with flexible coworking solutions that work for them while franchise owners can build their wealth.

Are you interested in an Office Evolution franchise opportunity? Contact us today to start your journey.



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