

2014



HOUZZ KITCHEN TRENDS STUDY



Big Ideas

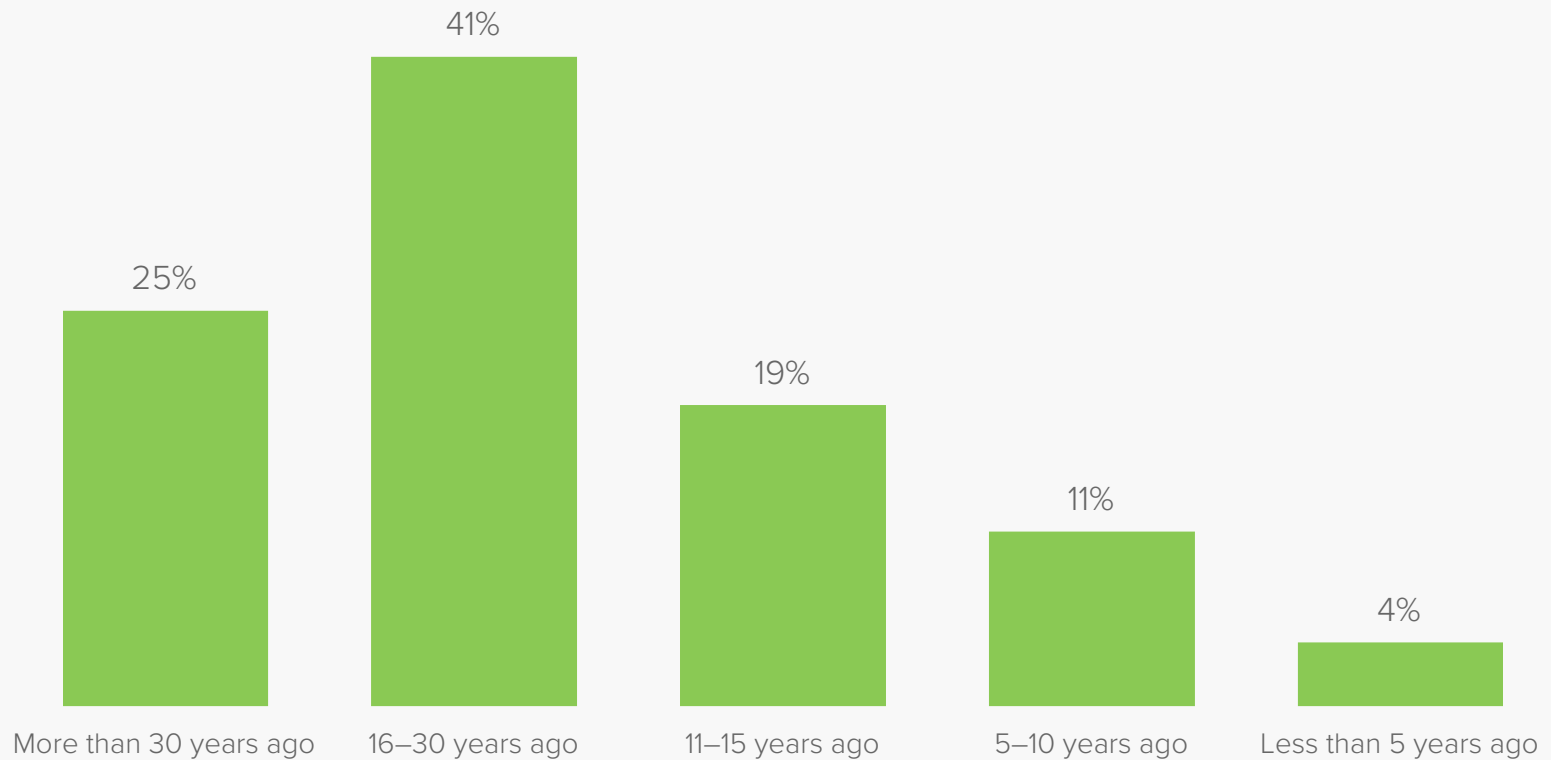
- Kitchens are a long-term commitment
- Flexibility, functionality and personality drive kitchen updates
- Remodels satisfy pent-up demand
- Spending on completed kitchens exceeds budgets on planned kitchens
- Quality and design drive product purchase decisions

Out With the '80s



A quarter of us are remodeling kitchens more than 30 years old.

TIMING OF LAST KITCHEN UPDATE

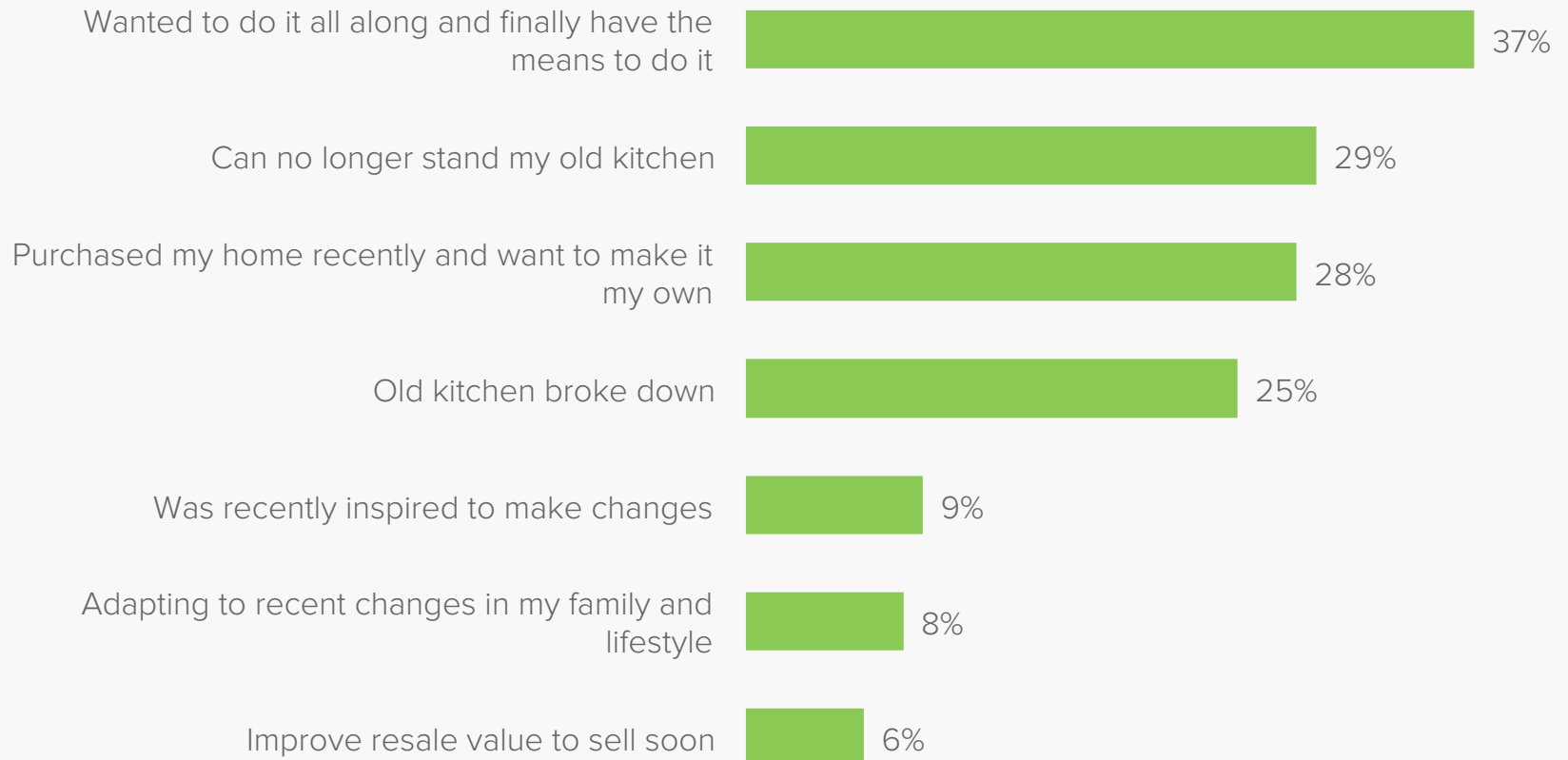


Pent-Up Demand



More than a third of us finally have the means to renovate (37%). In 2014, just 6% of us are remodeling to improve resale value.

KITCHEN REMODEL MOTIVATIONS



Compatibility Is King



Making the kitchen compatible with our families and lifestyles is key. Ease of storage (65%) and entertaining (46%) are top priorities.

TOP-RATED KITCHEN FUNCTIONS

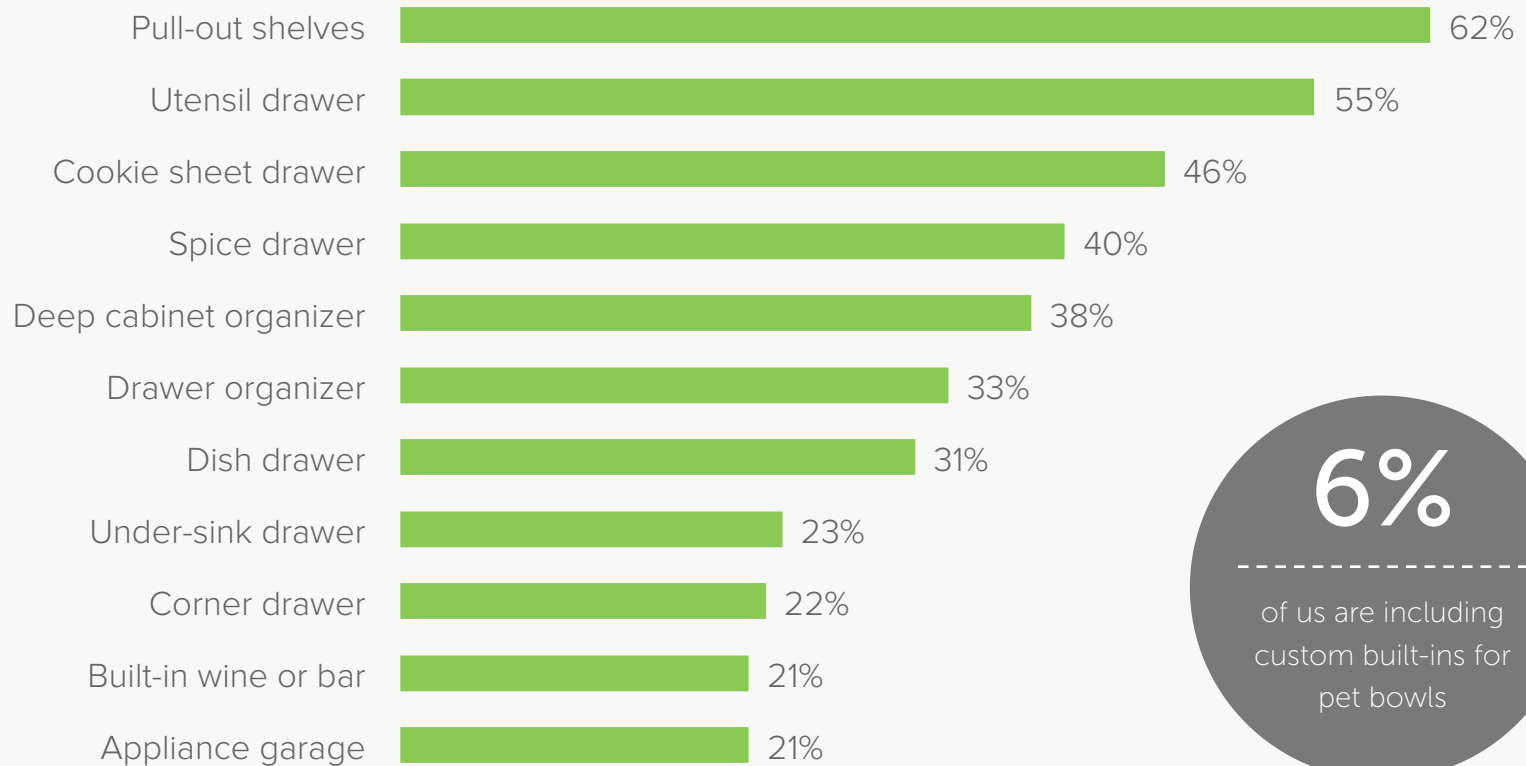


Organization Extends to the Details



We're customizing storage solutions to fit our needs, from pull-out shelves (62%) to deep cabinet organizers (38%). More than 1 in 5 of us have built-in wine or bar storage.

SPECIALTY KITCHEN STORAGE



6%

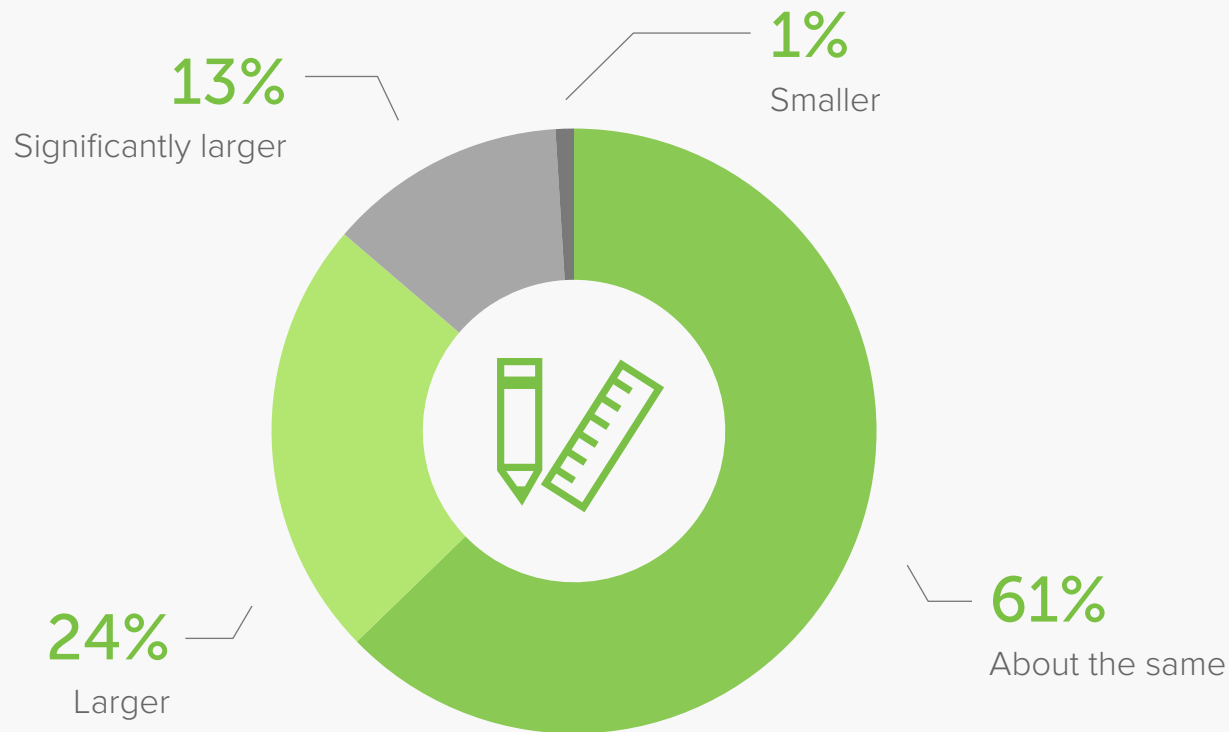
of us are including
custom built-ins for
pet bowls

Kitchens Living Large



With many of us prioritizing storage and entertainment, it follows that those who can are enlarging their kitchens.

SQUARE FOOTAGE CHANGES IN KITCHENS

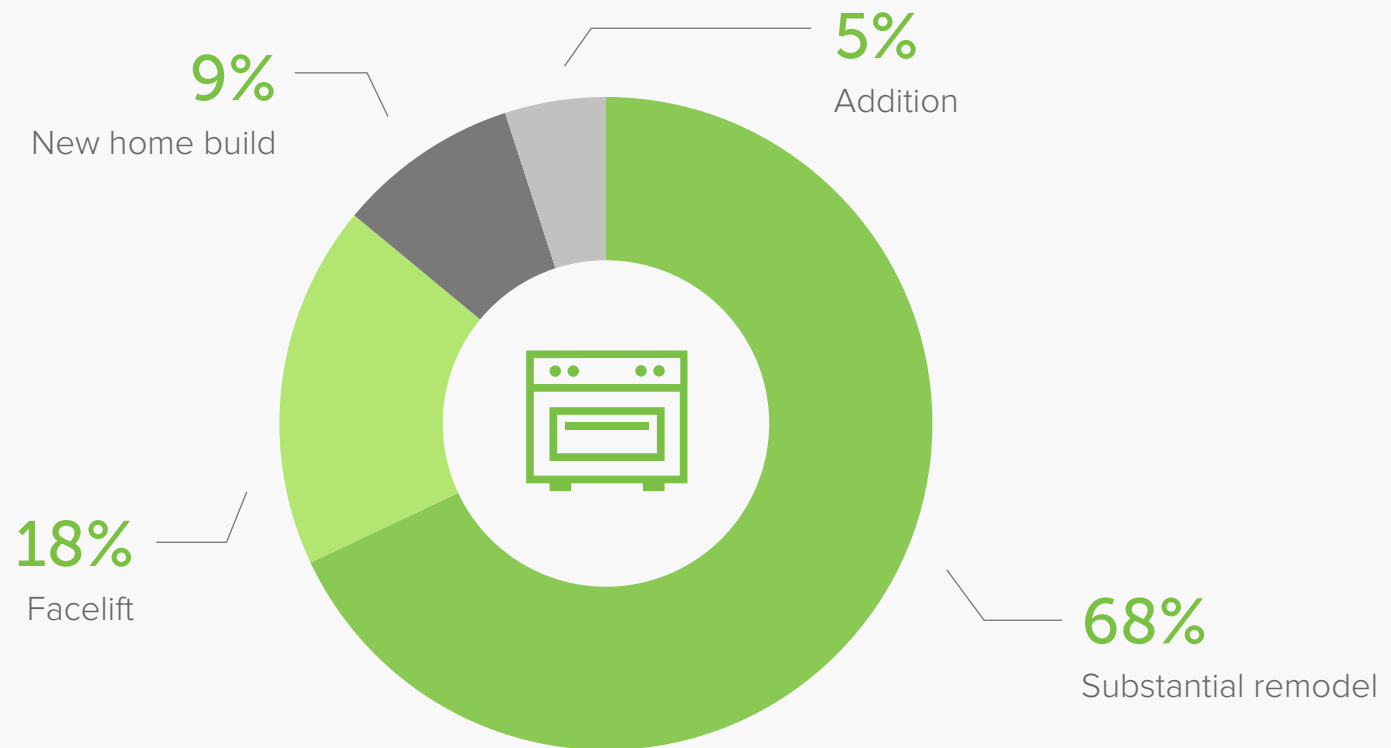


Kitchens Go Big With Construction



Whether or not we're adding square footage, the majority of us are opting for a new kitchen or major overhaul (82%).

KITCHEN REMODEL SCOPE

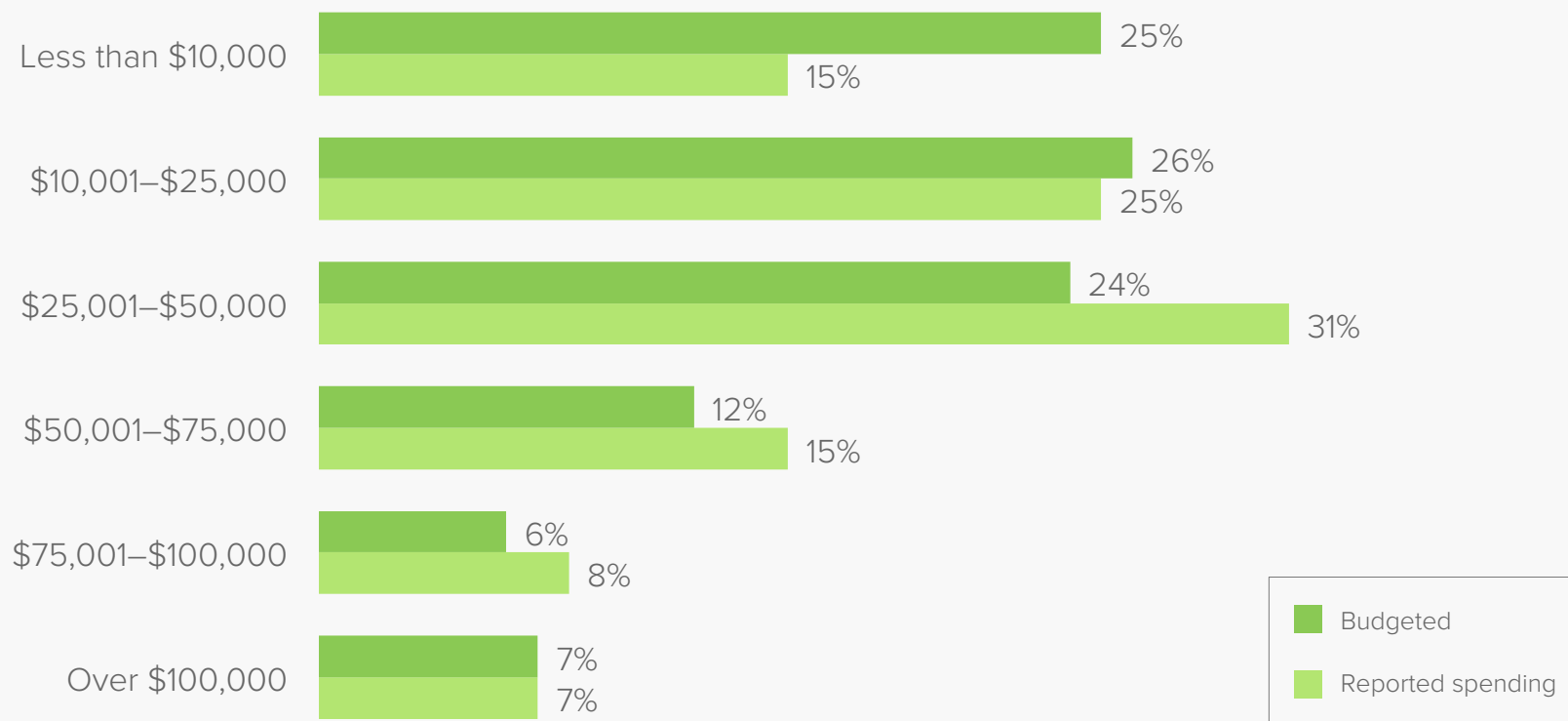


Budgets Don't Add Up



More than half of us are budgeting \$25K or less for our upcoming kitchen remodels (51%), yet only 40% of us spent less than \$25K on recent remodels. Similarly, 42% of us plan to spend \$25K–\$100K, yet in the past 12 months, 54% of kitchen remodels fell in this range.

BUDGET AND SPENDING ON KITCHENS

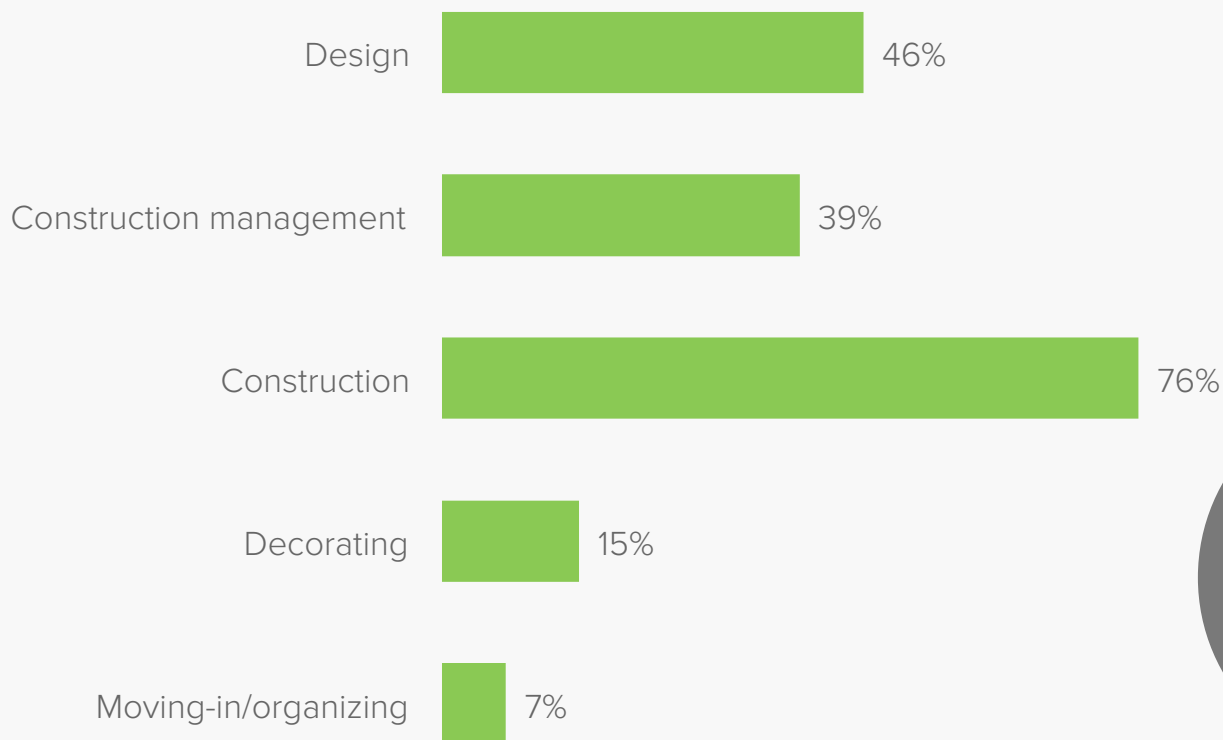


It Takes Professional Help



Four out of 5 of us hired, or plan to hire, a pro for our kitchen remodel, from designing the space to doing construction work.

PROFESSIONALS HIRED TO HELP WITH KITCHEN REMODELS



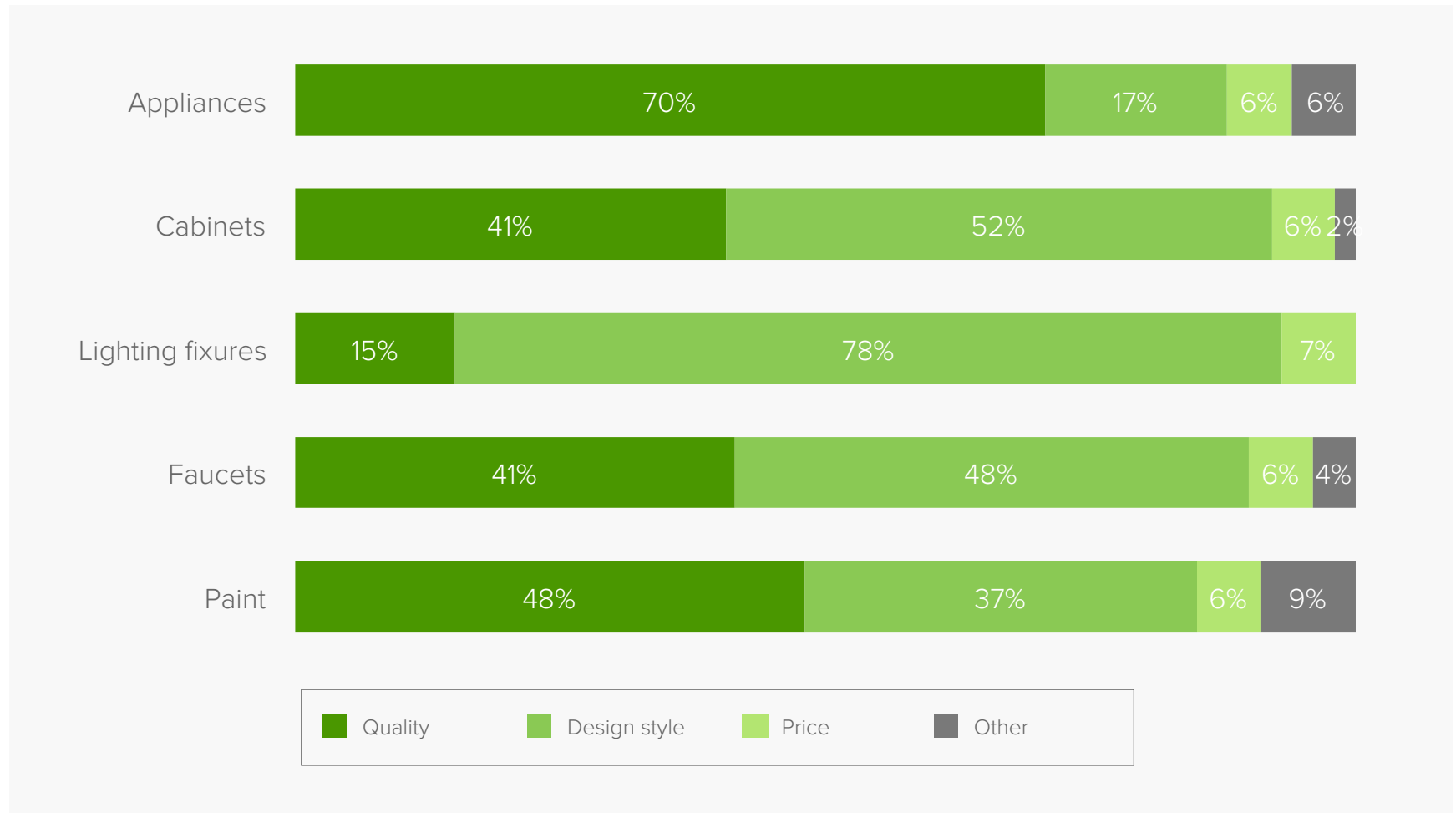
80%

of us are hiring pros
for our project

Quality Drives Product Decisions



In keeping with creating kitchens with staying power, quality and design style top lists when it comes to decision making for key purchases. Price is the main driver for just 6% of us.

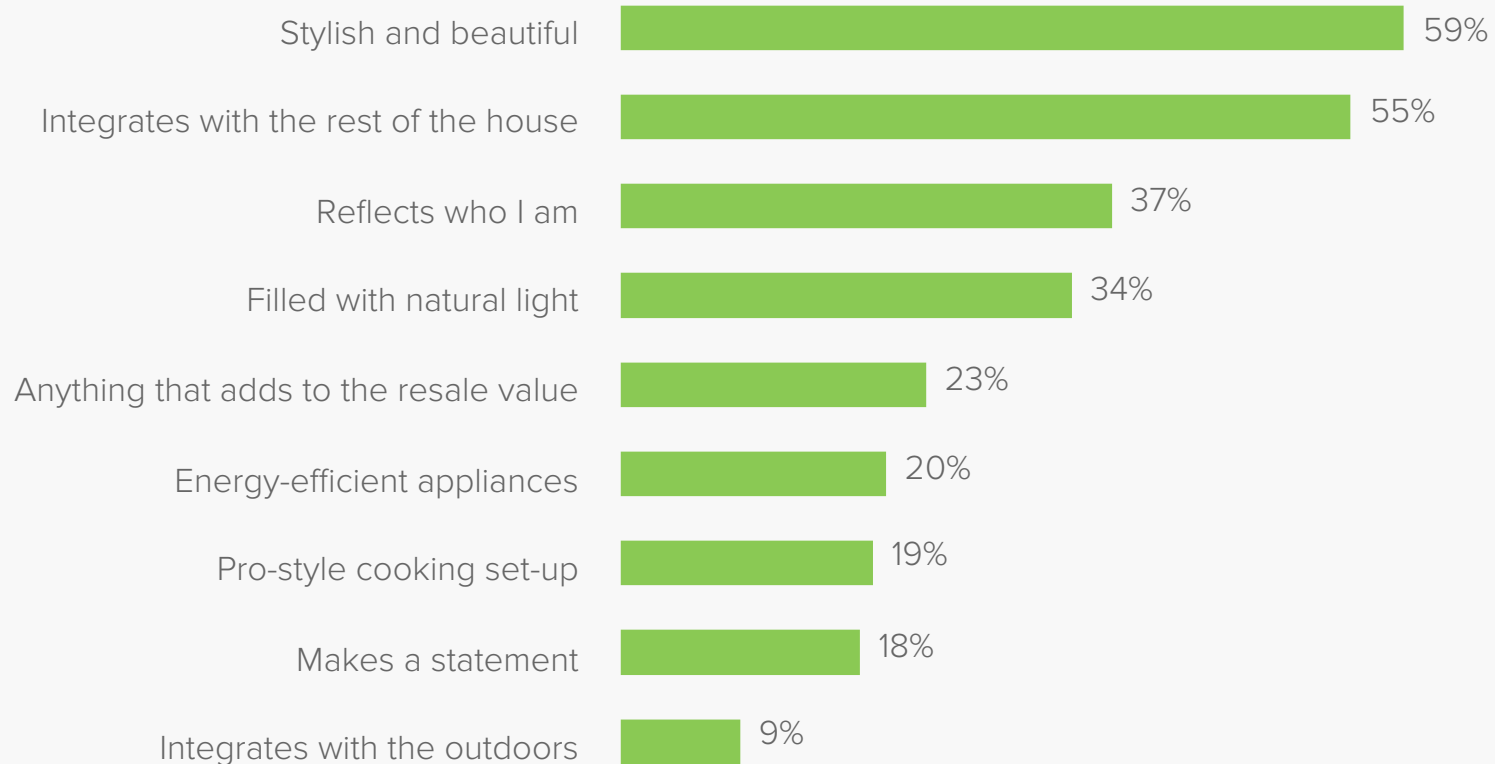


Aesthetics Drive Design Choices



When it comes to the most important design aspects in our kitchens, style and beauty top the list (59%), followed closely by integrating with the rest of our home (55%).

DESIGN KITCHEN DRIVERS

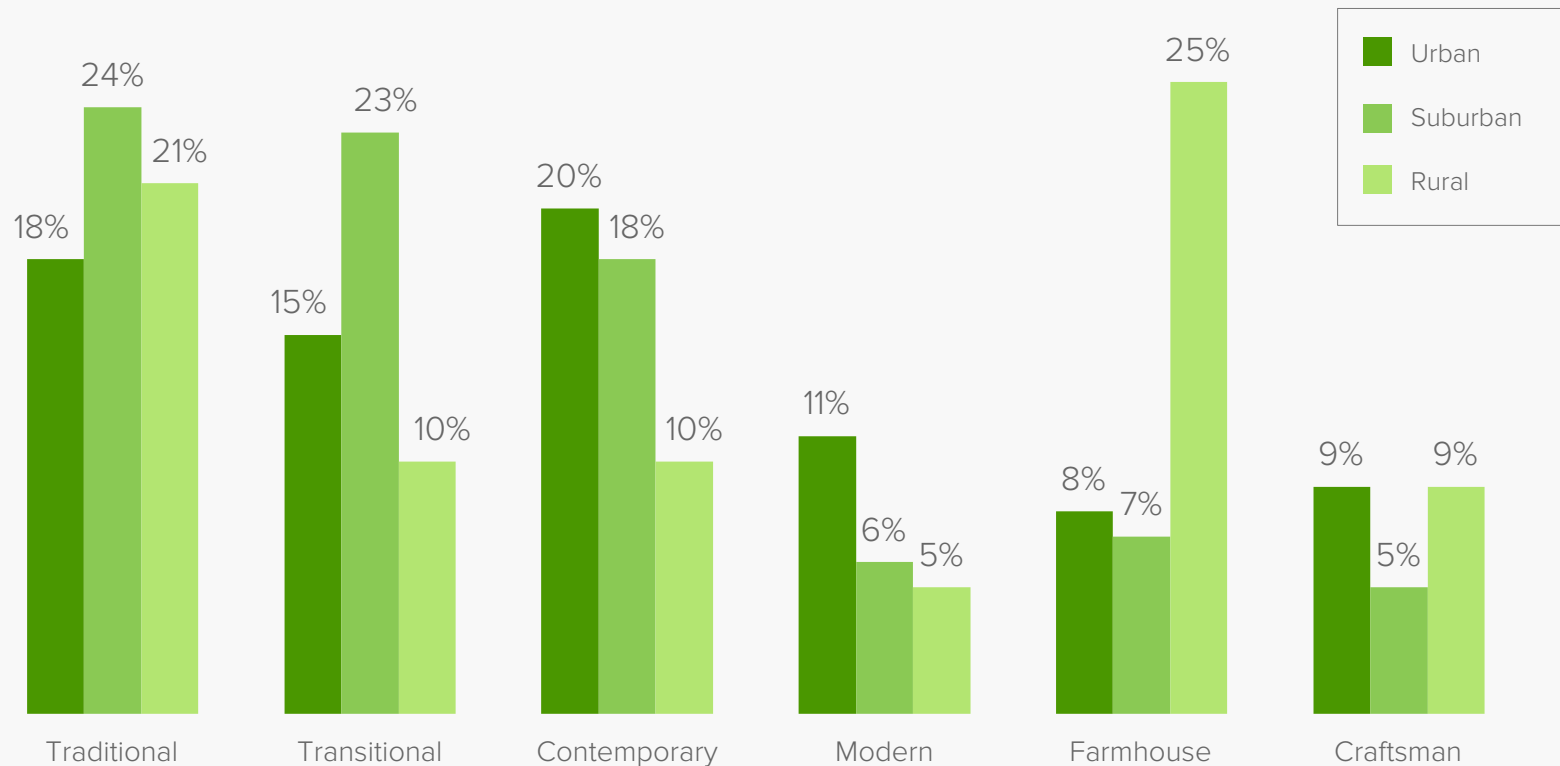


Styles Vary by Neighborhood



Farmhouse kitchens are more than three times more popular in rural neighborhoods. Those of us in suburban neighborhoods are split between traditional and transitional styles, while urban dwellers prefer contemporary and traditional.

KITCHEN STYLE BY NEIGHBORHOOD

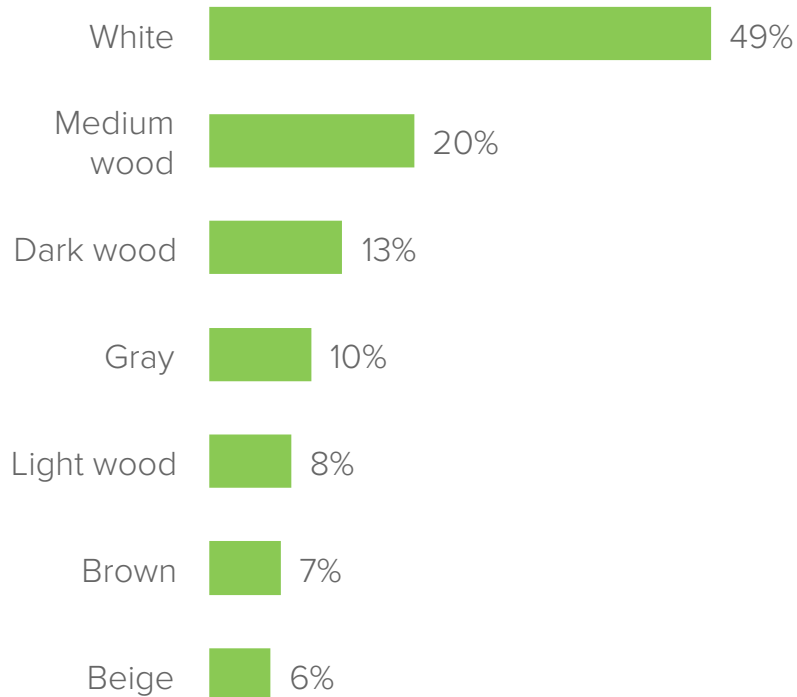


Classic White for Cabinets

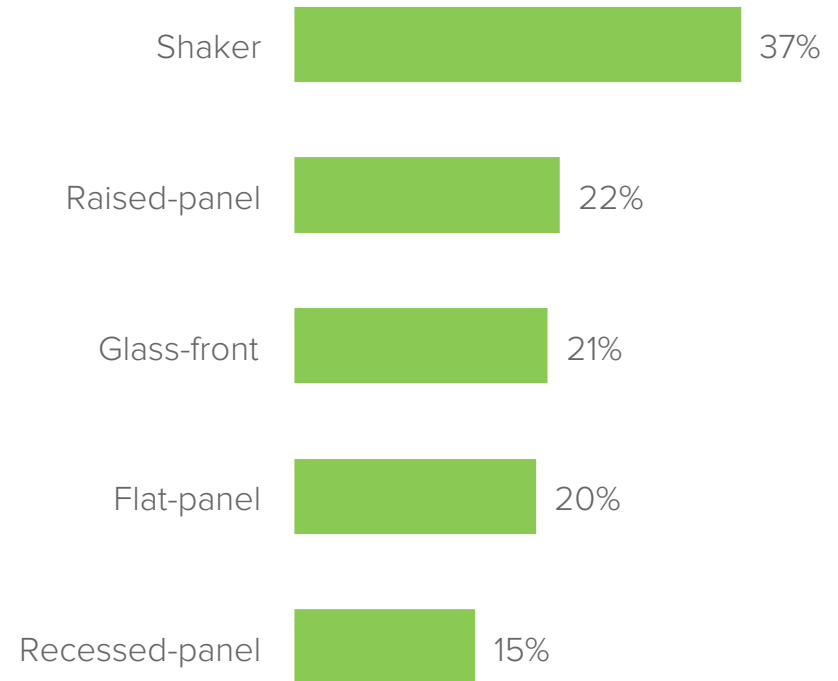


Nearly half of us are choosing white cabinets (49%), and 20% are opting for medium-toned wood. This is consistent with last year's finding that 75% of new kitchens have "soft and neutral" color palettes. When it comes to style, our choices are more varied, with Shaker (37%), raised-panel (22%) and glass-front (21%) topping lists.

CABINET COLOR



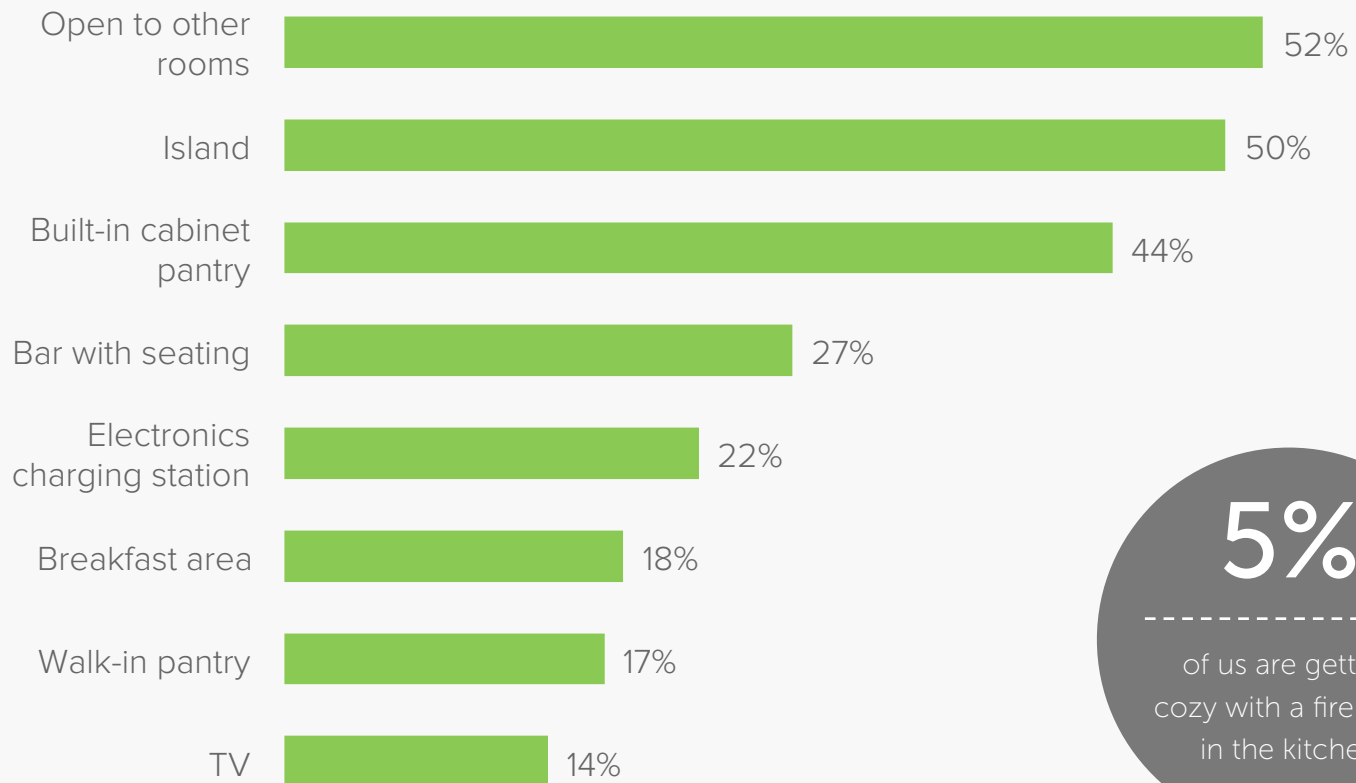
CABINET STYLE



New Kitchen Features



While kitchens remain beautiful, classic and open to other rooms of the house, many of us are also accommodating the digital age with electronics charging stations (22%).



5%

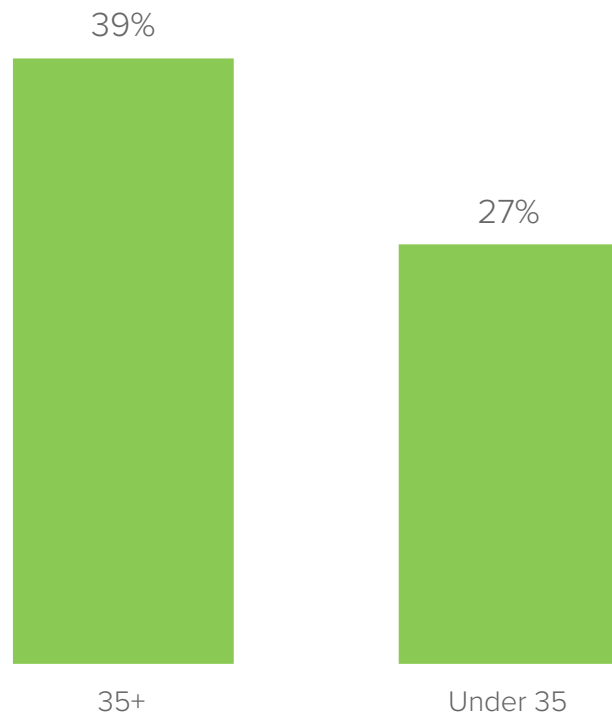
of us are getting cozy with a fireplace in the kitchen

Seasoned Homeowners Make a (Back)splash

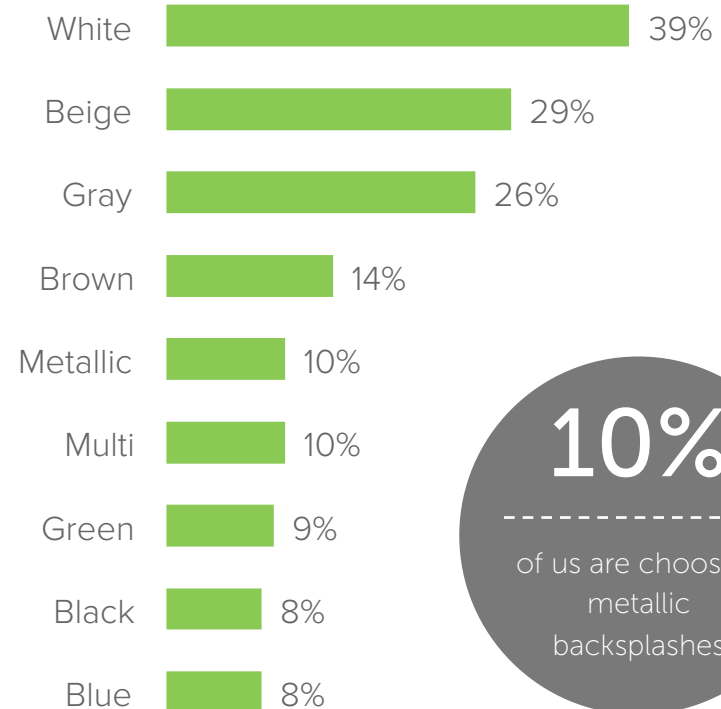


While most of us opt for subtle backsplashes, homeowners ages 35+ are more likely to choose a backsplash that makes a statement. This is in keeping with our 2014 Houzz and Home Survey finding that homeowners under 35 are more likely to renovate for resale.

STATEMENT BACKSPLASHES BY AGE



BACKSPLASH COLOR

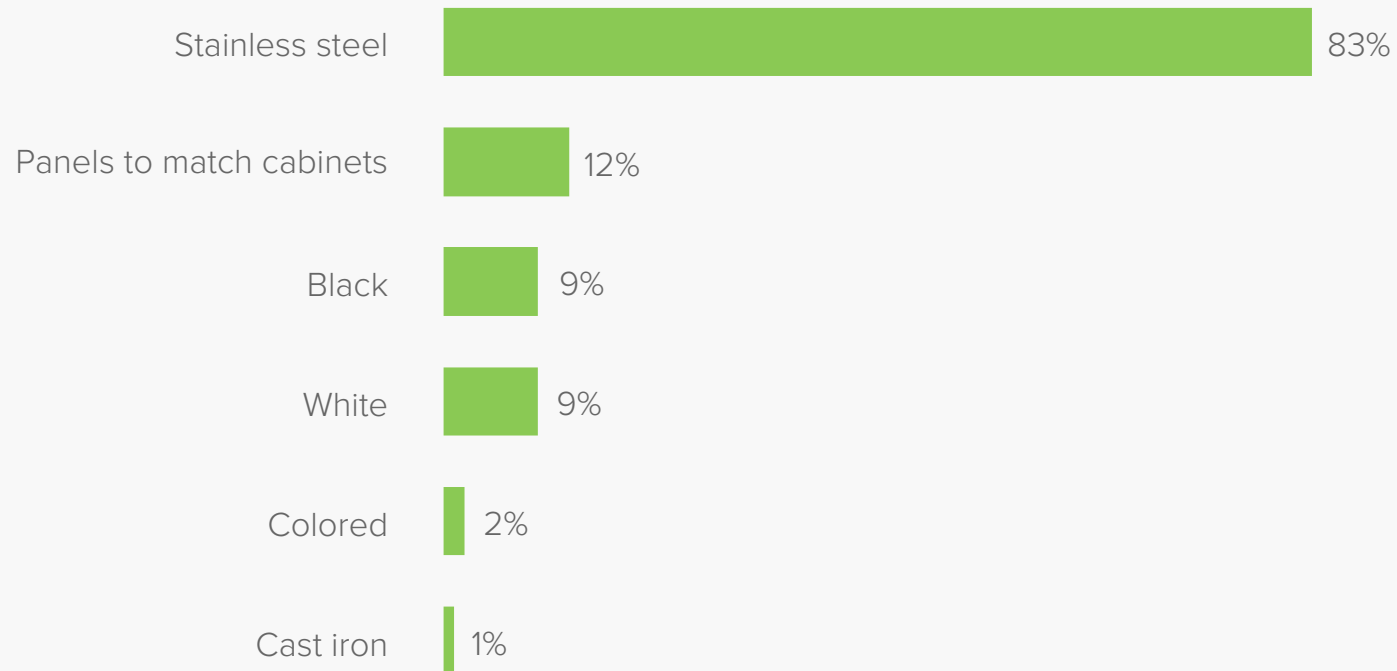


Stainless on the Rise



Stainless steel appliances will make appearances in 83% of our kitchens, up from 65% last year.

KITCHEN APPLIANCE FINISH

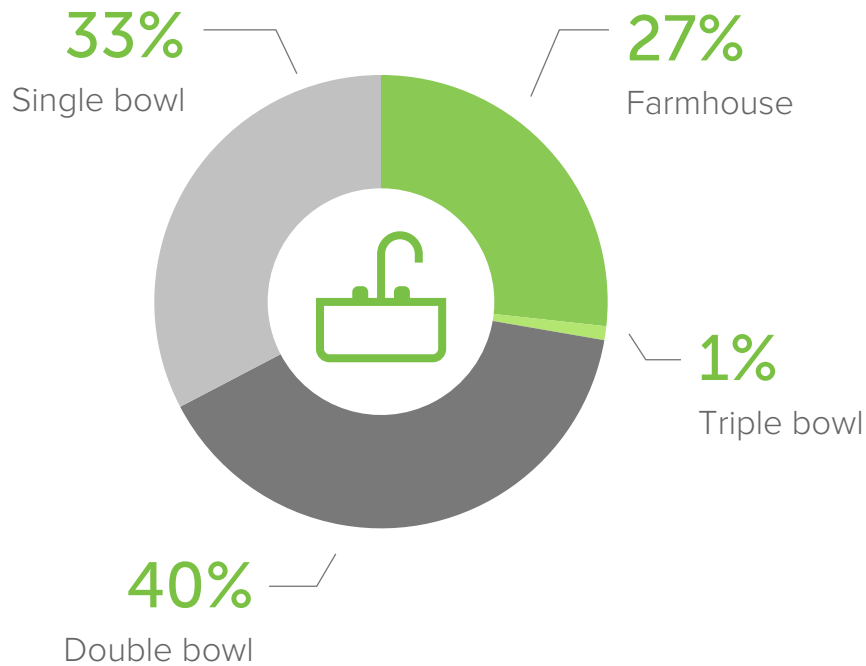


Industrial Sinks

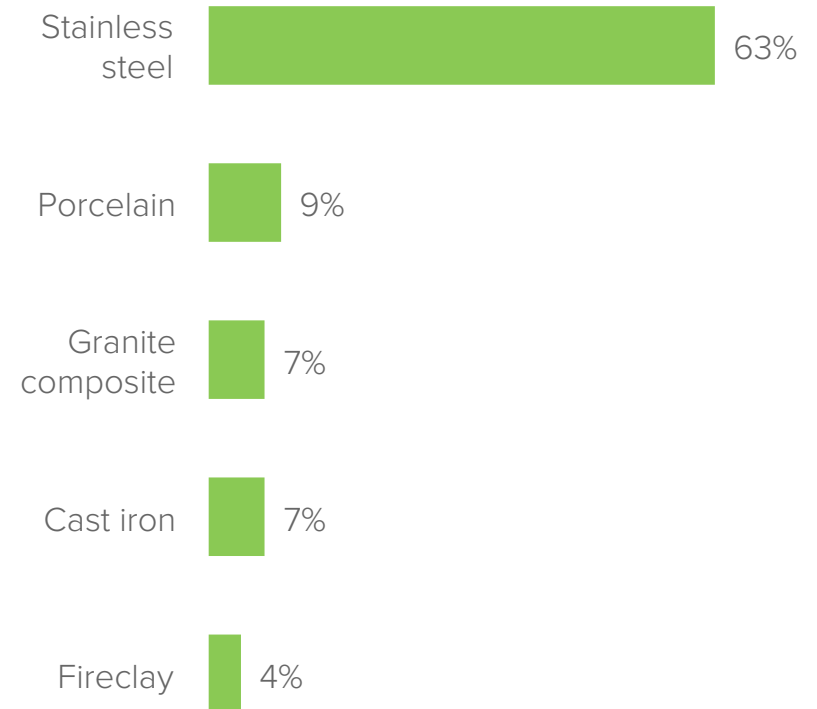


Eighty-five percent of us are replacing our kitchen sinks, and the majority are opting for stainless steel (63%). Double bowl is somewhat more popular (40%) than single (33%) and farmhouse (27%).

SINK TYPE



SINK MATERIAL

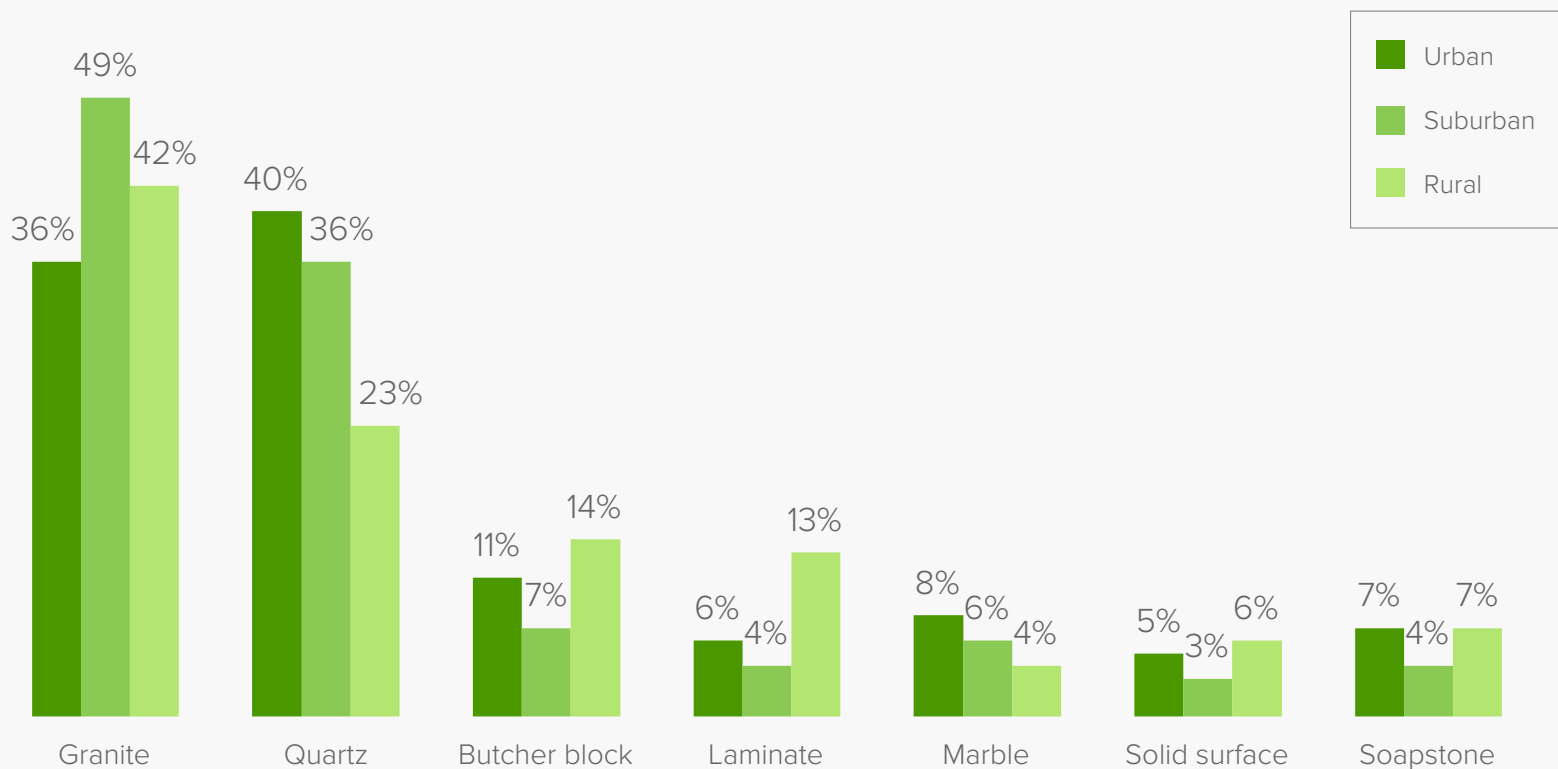


Rock Solid Counters



While granite remains most popular among those of us in suburban and rural neighborhoods, the urbanites among us prefer quartz. Rural dwellers are twice as likely to install butcher block and/or laminate as those in the suburbs.

COUNTERTOP MATERIALS BY NEIGHBORHOOD



Cooking With Gas



While gas ranges and cooktops dominate overall, those of us in rural neighborhoods are significantly more likely to go electric than those in urban and suburban neighborhoods.

GAS



= 10%



ELECTRIC



= 10%



Methodology



3,571 homeowners who completed a kitchen project in 2014, are working on one or plan to start one in the next three months shared their kitchen remodeling plans and progress in our online survey sent to registered Houzz users in the U.S.

OVERALL REMODEL SCOPE

57%
Part of a larger
remodel/addition/
facelift



43%
Stand-alone

Does not include new builds.