

2016



HOUZZ KITCHEN TRENDS STUDY – CANADA

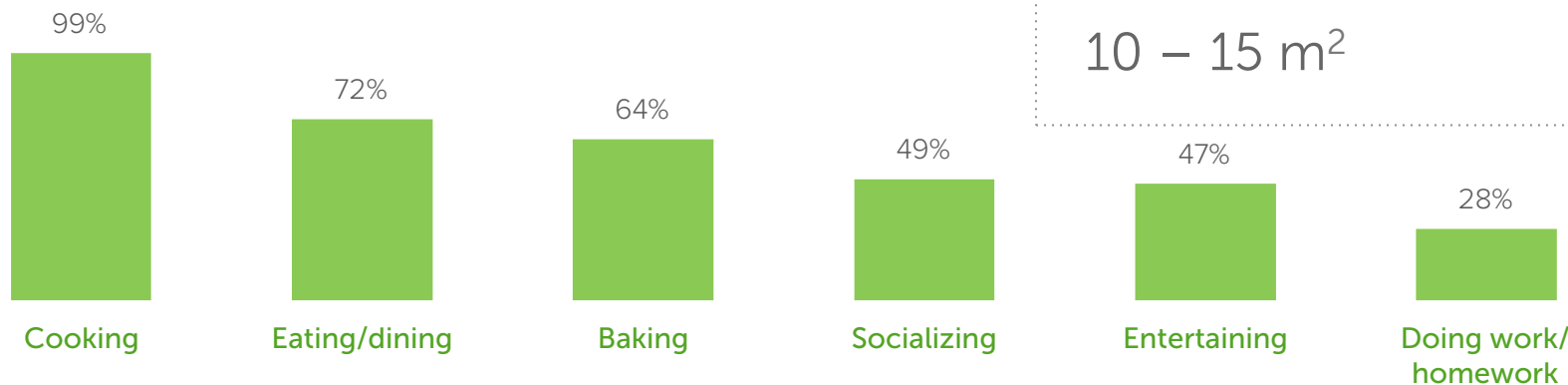


How We Use Our Kitchens



Charts below show frequency of activities among homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

TOP ACTIVITIES IN THE KITCHEN



MEDIAN UPDATED KITCHEN SIZE*

10 – 15 m²

NUMBER OF HOURS PER DAY SPENT IN THE KITCHEN

3+ HOURS/DAY
64%



TOP FUNCTIONAL PRIORITIES

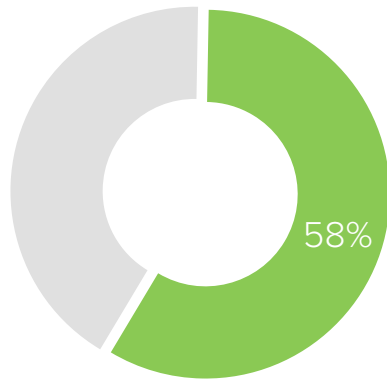


What We Are Updating in Our Kitchens

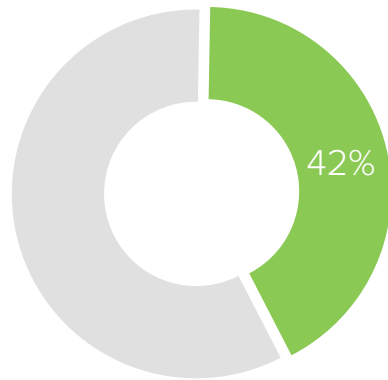


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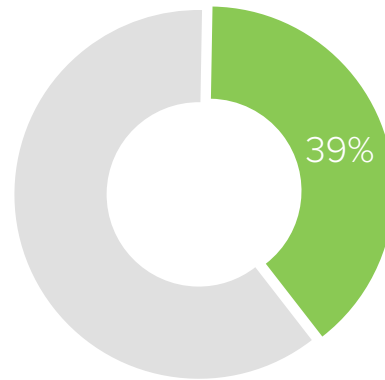
MAJOR CHANGES IN THE KITCHEN



Change in layout

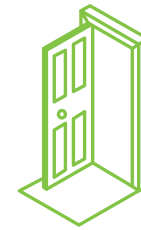


Open up to other rooms



Increase size

COVETED UPGRADES



WALK-IN PANTRY

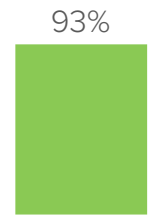
6%

OPEN UP TO THE OUTSIDE

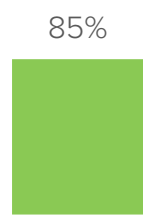
20%



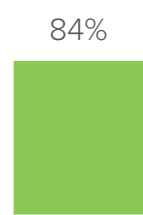
MOST POPULAR FEATURE UPGRADES



Countertops

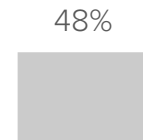


Sink(s)

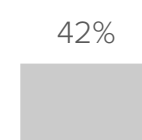


Faucets and other plumbing fixtures

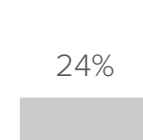
TOP NEW BUILT-INS



Pantry (cabinets)



Island



Pantry (reach-in closet)

How & Why We Are Updating Our Kitchens



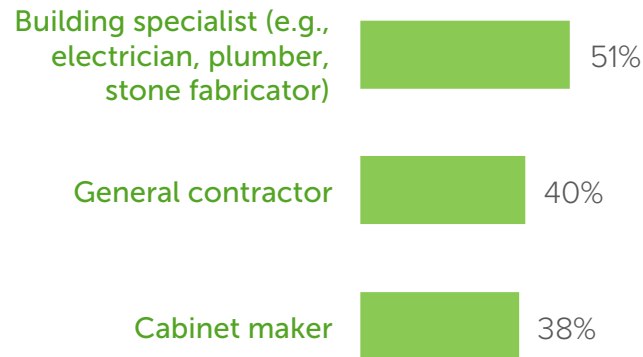
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HIRING HELP

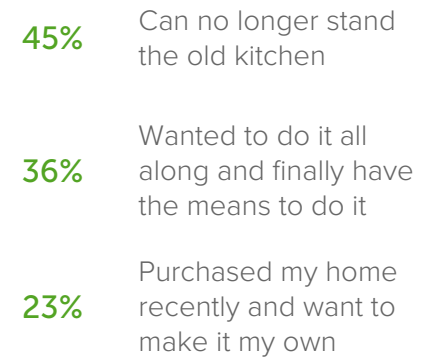
83%
Hired a Pro



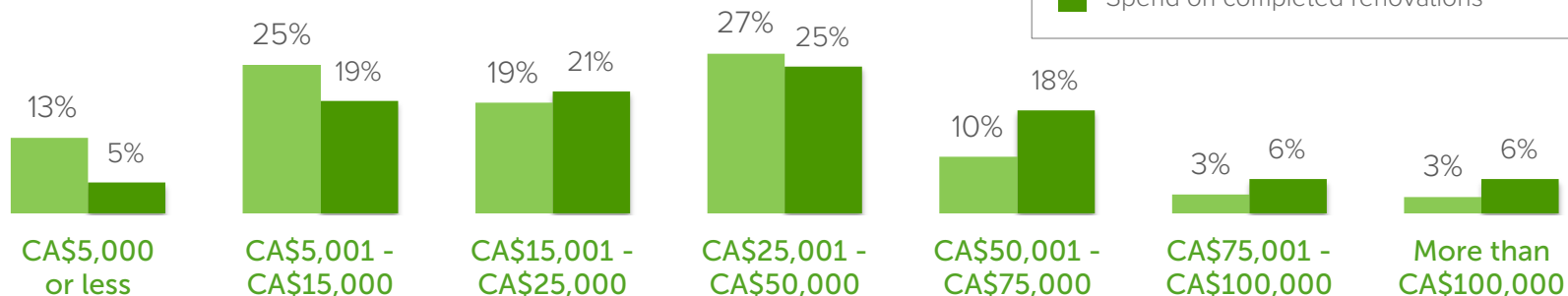
TOP PROS HIRED



TOP REASONS FOR RENOVATING NOW



BUDGET VS. SPEND



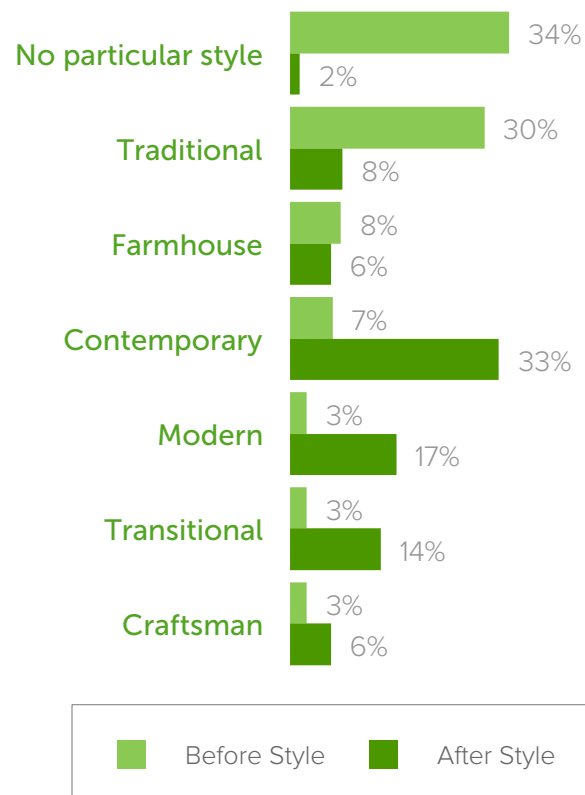
The Designs of Our Updated Kitchens



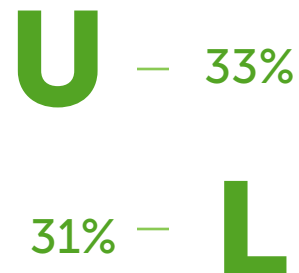
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BEFORE VS. AFTER STYLE

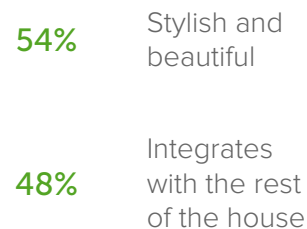
Among the 75% of homeowners who are changing the style of their kitchen during upgrades



TOP KITCHEN LAYOUTS



TOP DESIGN PRIORITIES

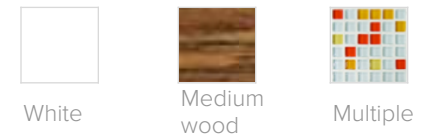


TOP KITCHEN COLORS

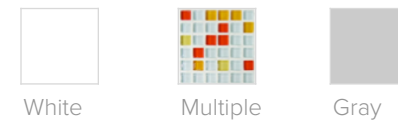
WALL



CABINETRY



COUNTERS



BACKSPLASH



APPLIANCES



Products & Materials in Our Updated Kitchens



Charts below show frequency of activities among homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

#1 NEW COUNTER

Among the 93% of homeowners who update their kitchen counters



32% | Quartz (engineered)

#1 NEW FLOORING

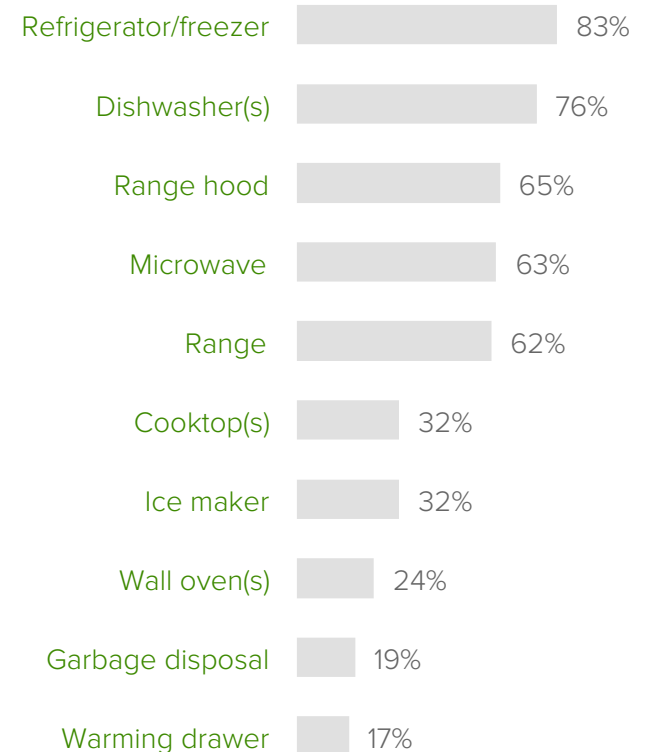
Among the 74% of homeowners who update their kitchen floors



31% | Ceramic or porcelain tile

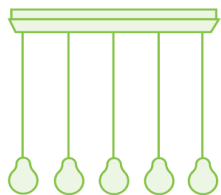
TOP NEW APPLIANCES

Among the 73% of homeowners who update their kitchen appliances



#1 NEW LIGHTING

Among the 80% of homeowners who update their kitchen lighting



68% | Under-cabinet lights

#1 NEW CABINET DOORS

Among the 78% of homeowners who update their kitchen cabinets



49% | Shaker

Methodology

The survey was sent to registered Houzz users in Canada, and fielded in October-December 2015. Homeowners who completed a kitchen renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=476.