

2016



U.S. HOUZZ KITCHEN TRENDS STUDY



Big Ideas

- **Kitchens serve multiple purposes:** Renovating homeowners not only cook but entertain, socialize, and do work/homework there, with nearly two-thirds spending three or more hours per day
- **It's about flow:** Half report that kitchens are more open to other indoor spaces as a result of updates; 65 percent of renovated kitchens are open to outdoor spaces
- **Expanding kitchen features:** Many are adding dining tables, chandeliers, TVs and desks/workspaces, as well as wine refrigerators and built-in stations for coffee/tea
- **New kitchen, new style:** Three in four homeowners are changing the style of their kitchen during updates, with many adopting transitional or contemporary styles
- **Top project trigger — reaching the breaking point:** 43 percent of homeowners can no longer stand their old kitchen, up from just 29 percent last year
- **Hiring on the rise:** Even more homeowners hired a professional in 2015 relative to 2014

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At a Glance: Renovation

	Top Kitchen Features		
Major overhauls (among renovating homeowners)	Change in layout 48%	Open up to other rooms 48%	Increase size 37%
Top pro types (among renovating homeowners)	General contractor 54%	Cabinetmaker 54%	Kitchen designer 54%
Top upgraded features (among renovating homeowners)	Countertops 93%	Sinks and faucets 89%	Backsplash 88%
Top built-ins (among renovating homeowners)	Cabinet pantry 43%	Island 37%	Breakfast bar 22%
Top cabinet type, style and color (among those upgrading cabinets)	Type: custom 44%	Door style: Shaker 40%	Color: white 38%
Top counter materials (among those upgrading counter)	Granite 45%	Engineered quartz 26%	Quartzite 14%
Top lighting types (among those upgrading lighting)	Under-cabinet lighting 74%	Recessed lighting 72%	Pendant lighting 55%
Top flooring materials (among those upgrading flooring)	Hardwood 34%	Ceramic or porcelain tile 27%	Engineered wood 12%

At a Glance: Design & Function

	Top Kitchen Features		
Style updates (among renovating homeowners)	Change in style 76%	“Before” style: none 36%	“After” style: transitional 21%
Top colors (among renovating homeowners)	Backsplash: white 25%	Countertops: multiple 32%	Walls: gray 22%
Top decor (among renovating homeowners)	Window covering(s) 38%	Wall art/decor 37%	Plant(s)/greenery 13%
Top furniture (among renovating homeowners)	Bar stool(s) 50%	Dining table 25%	Chair(s) 22%
Top design aspects (among renovating homeowners)	Stylish and beautiful 62%	Integrates with the home 45%	Reflects who I am 37%
Top functional aspects (among renovating homeowners)	Easy to store and find things in 60%	Easy to work, play and live in 40%	Easy to entertain in 34%
Top uses (among renovating homeowners)	Cooking 98%	Eating/dining 69%	Baking 66%
Project trigger (among renovating homeowners)	Can no longer stand the old kitchen 43%	Wanted to do it all along and finally have the means 37%	Want to make a recently purchased home my own 28%

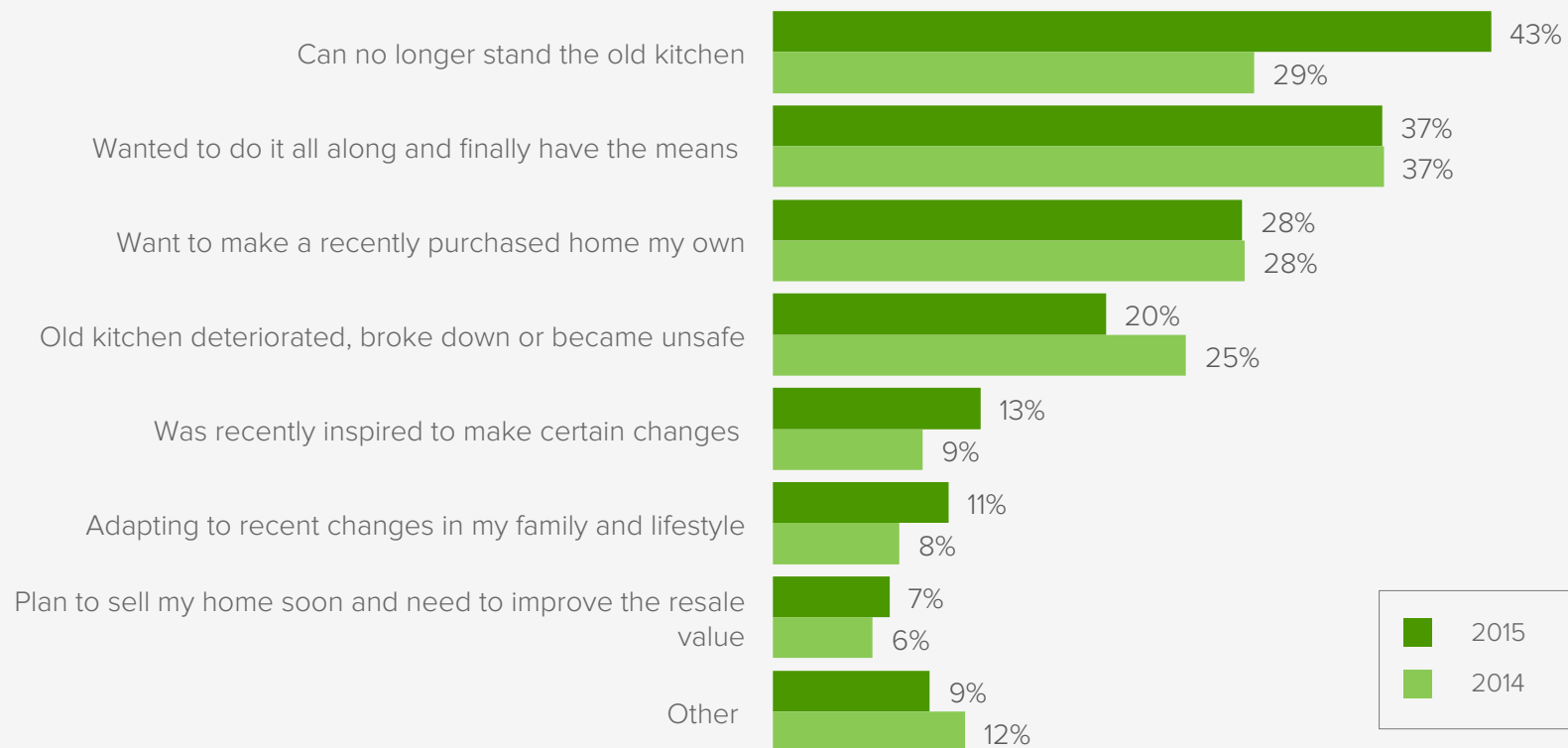
TRIGGERS & SCOPE

The Breaking Point



The top trigger for kitchen projects in 2015 was that homeowners could no longer stand their old one (43 percent), up from second place in 2014 (29 percent). Financial triggers and recent home purchases follow closely behind personal preferences.

EVENTS TRIGGERING KITCHEN PROJECTS*



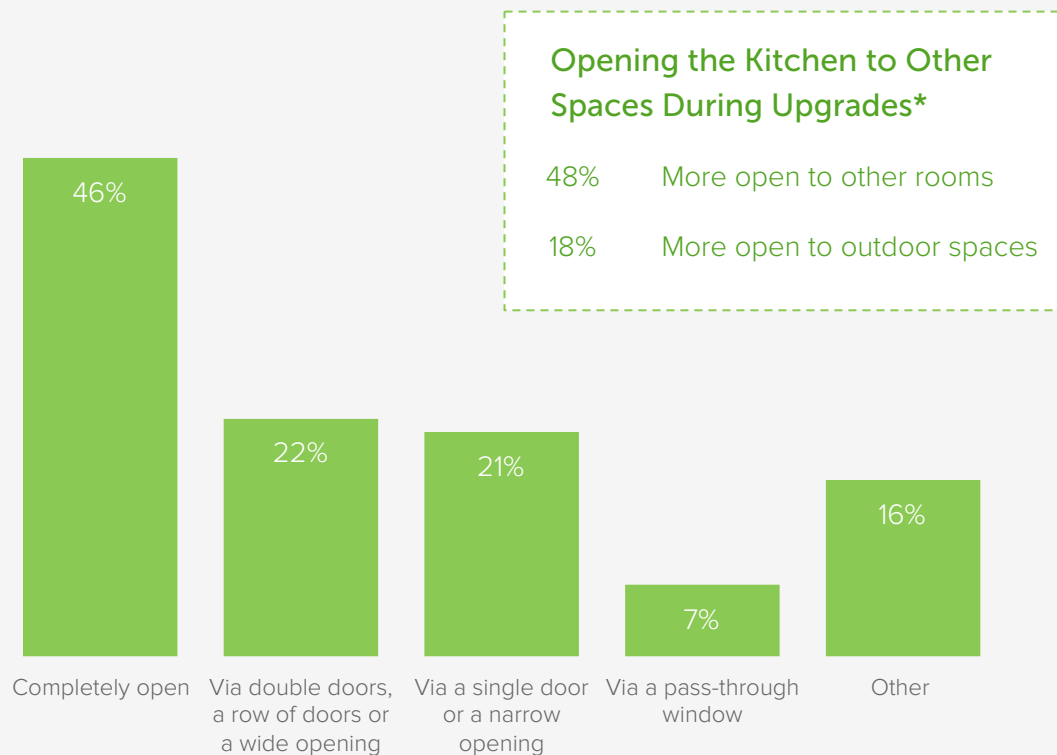
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation.

Open Up



Nearly half are making their kitchens more open to other interior spaces, and one in five is opening the kitchen to the outdoors after upgrades, blurring the lines between the functional and living areas of their homes. Two-thirds of updated kitchens will have a connection to the outdoors, most likely through a single door.

OPENNESS OF UPDATED KITCHENS TO OTHER INTERIOR SPACES*



Openness of Updated Kitchens to the Outdoors*

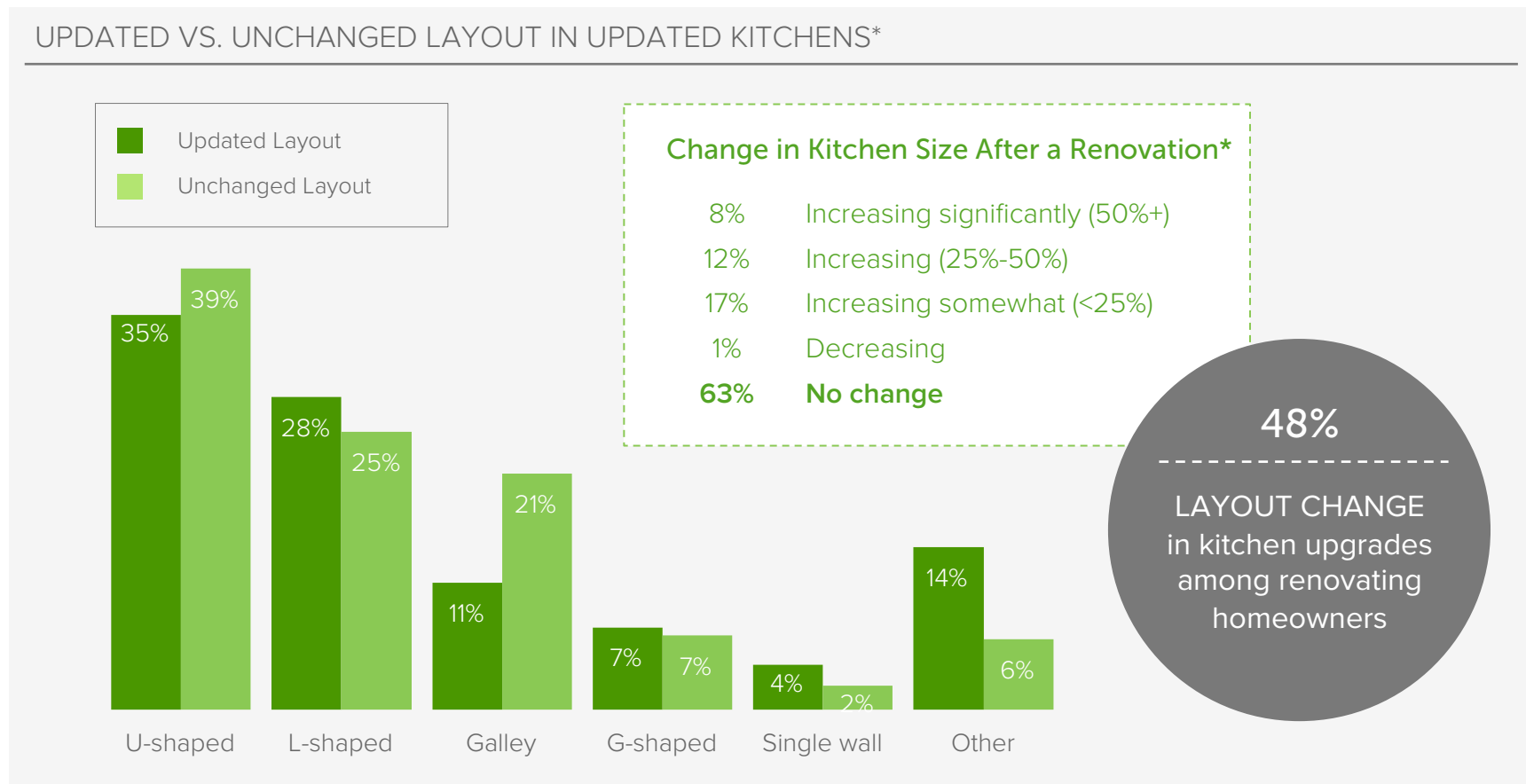
35%	Not open at all
31%	Via a single door
17%	Via double doors or a row of doors
7%	Via a pass-through window
5%	Via a sliding wall or pull-up wall
2%	Completely open (open-air kitchen)
10%	Other

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Expanding and Reconfiguring



A significant share of kitchen renovations involve an increase in size (37%) and/or a layout change (48%). U-shaped and L-shaped kitchen layouts continue to be popular among both those who are changing and not changing the layout, while galley layouts are less interesting to the upgraders.

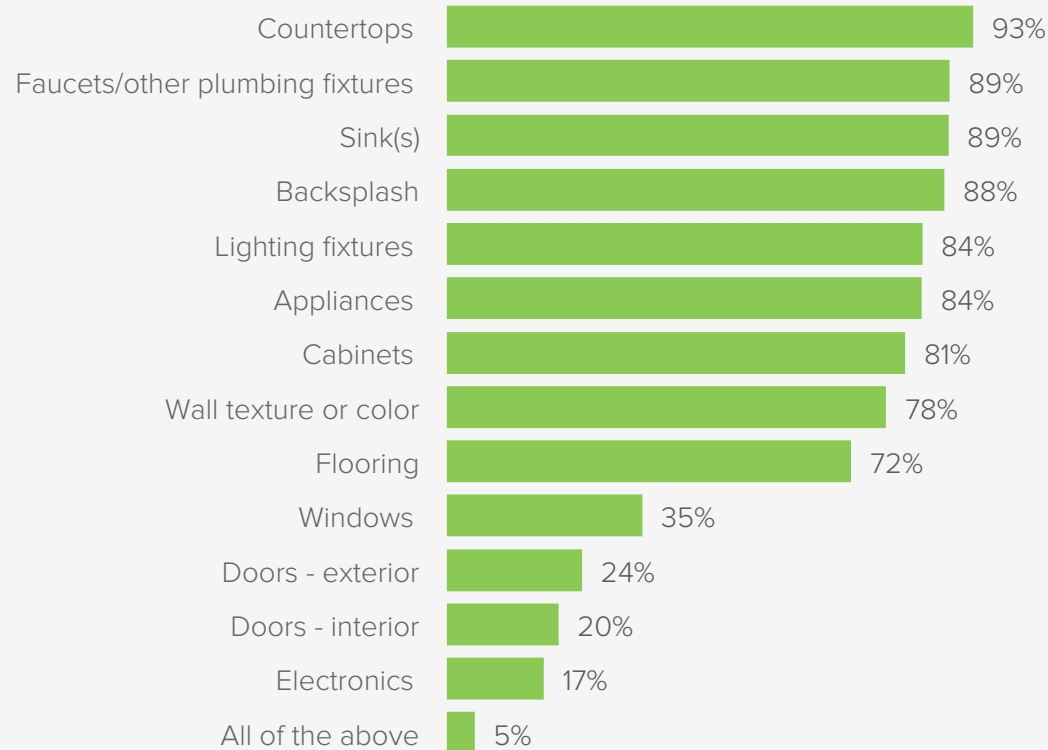


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Replacing Basics, Adding Special Features

A large majority of homeowners are upgrading many major kitchen elements and introducing new pantry storage, islands and/or peninsulas during kitchen upgrades. Many are also including special built-in features, such as beverage and baking stations.

UPGRADED MAJOR FEATURES IN KITCHEN PROJECTS*



Major New Built-Ins

43%	Cabinet pantry
37%	Island
22%	Breakfast bar
16%	Reach-in closet pantry
14%	Peninsula
10%	Walk-in pantry
10%	Built-in coffee/tea station
9%	Built-in desk/buffet
8%	Built-in seating/banquette
8%	Built-in beverage station
7%	Built-in baking station
2%	Fireplace
1%	Wine cellar (walk-in)

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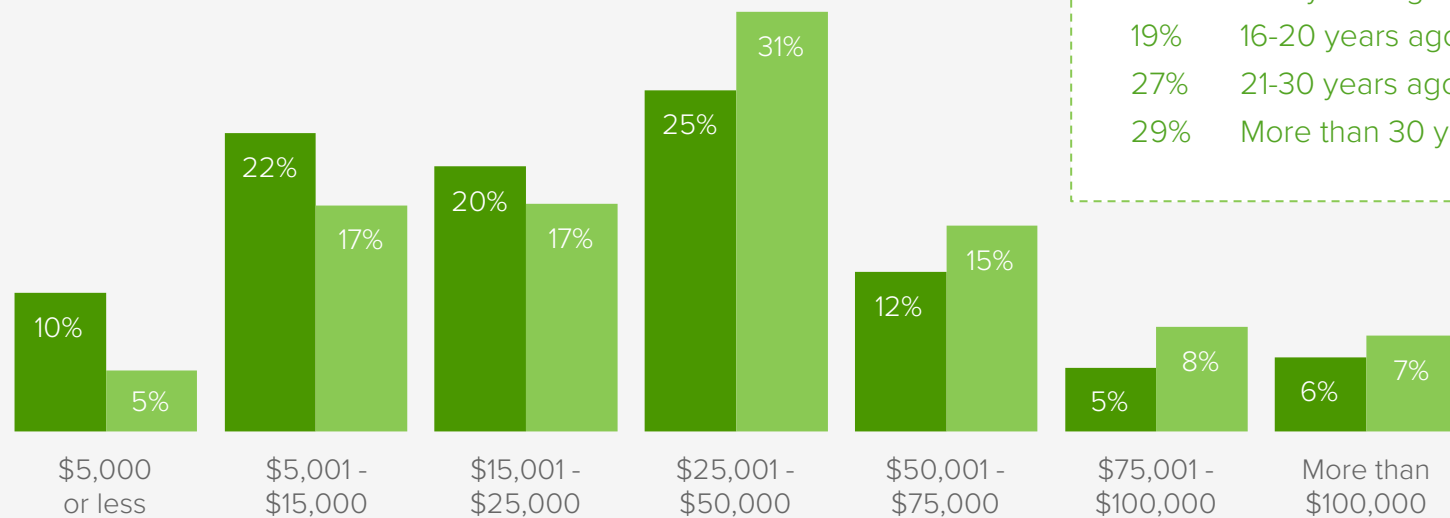
A Lasting Investment



Nearly identical to last year's findings, a third of renovating homeowners are spending \$25K-\$50K on kitchen renovations (31%), and another third spend above \$50K (30%). Over half of homeowners are upgrading kitchens that were last worked on 21 years ago or more (56%).

BUDGET VS. SPEND IN KITCHEN RENOVATIONS*

- Budgets for current/planned renovations
- Spend on completed renovations



Timing of Last Kitchen Update*

- 3% Less than 5 years ago
- 8% 5-10 years ago
- 15% 11-15 years ago
- 19% 16-20 years ago
- 27% 21-30 years ago
- 29% More than 30 years ago

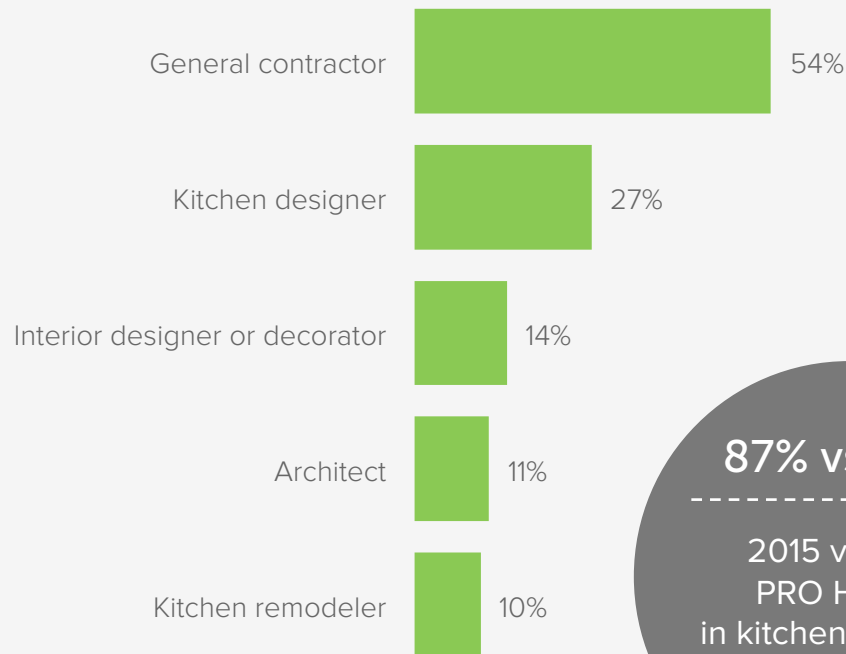
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More Turn to Pro Help



More homeowners are enlisting the help of a professional during their 2015 kitchen project relative to 2014 (87% in 2015 vs. 80% in 2014). Over half are hiring a general contractor and two in five are choosing one or more design professionals, such as a kitchen designer, an interior designer and/or an architect.

TOP HIRED PROFESSIONALS FOR KITCHEN PROJECTS*



Specialist Hiring*

54%	Building specialist (e.g., electrician)
36%	Cabinetmaker
6%	Window coverings specialist
5%	Lighting designer
7%	Other

87% vs. 80%

2015 vs. 2014
PRO HIRING
in kitchen upgrades
among renovating
homeowners



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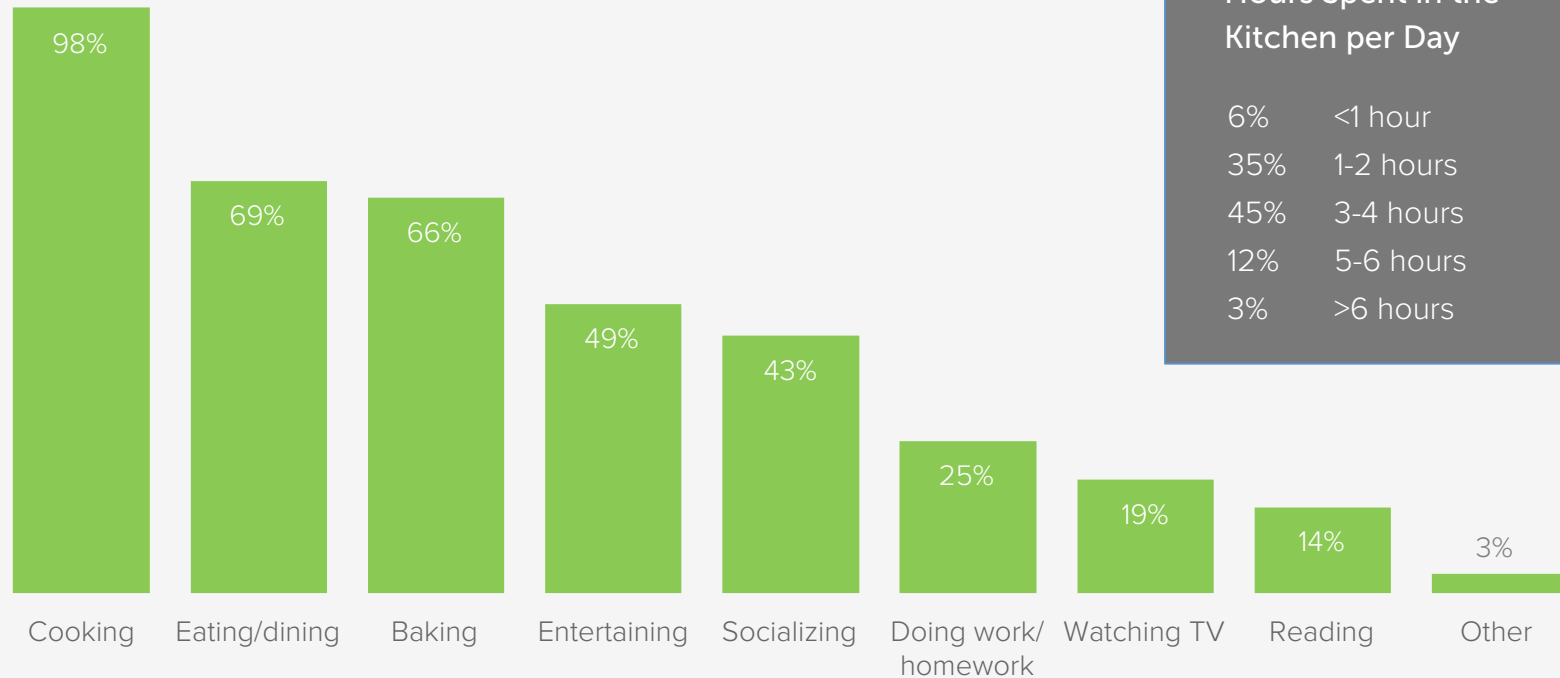
SENTIMENT & STYLE

Not Just for Cooking



The majority of renovating homeowners report that they use their kitchens for a variety of uses. Beyond cooking, baking and eating, many entertain, socialize and do work or homework in their kitchens. Given all of this activity, it is not surprising that nearly two-thirds spend over three hours a day in their kitchen.

REPORTED USE OF KITCHENS*



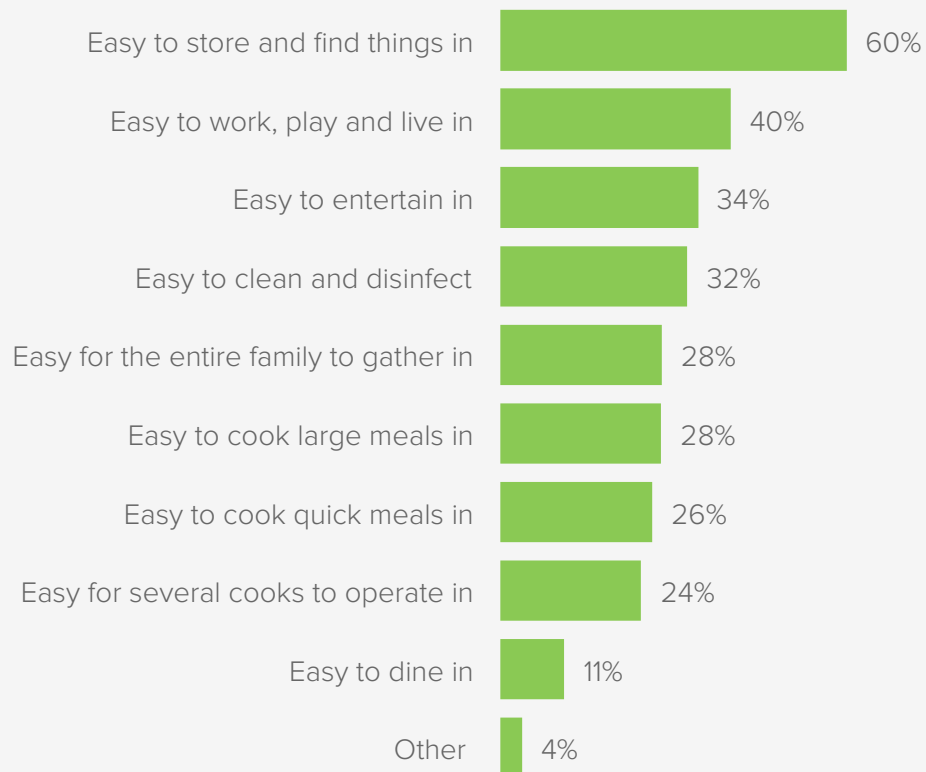
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Optimizing Kitchen Design



Similar to last year's findings, the majority of homeowners prioritize storage over all other functions of their kitchens, with ease of working, playing, living and entertaining not far behind. Function aside, well-designed kitchens are stylish and beautiful most of all, but also integrate well with the rest of the home.

MOST VALUED FUNCTIONAL ASPECTS OF KITCHENS*



Most Valued Design Aspects of Kitchens*

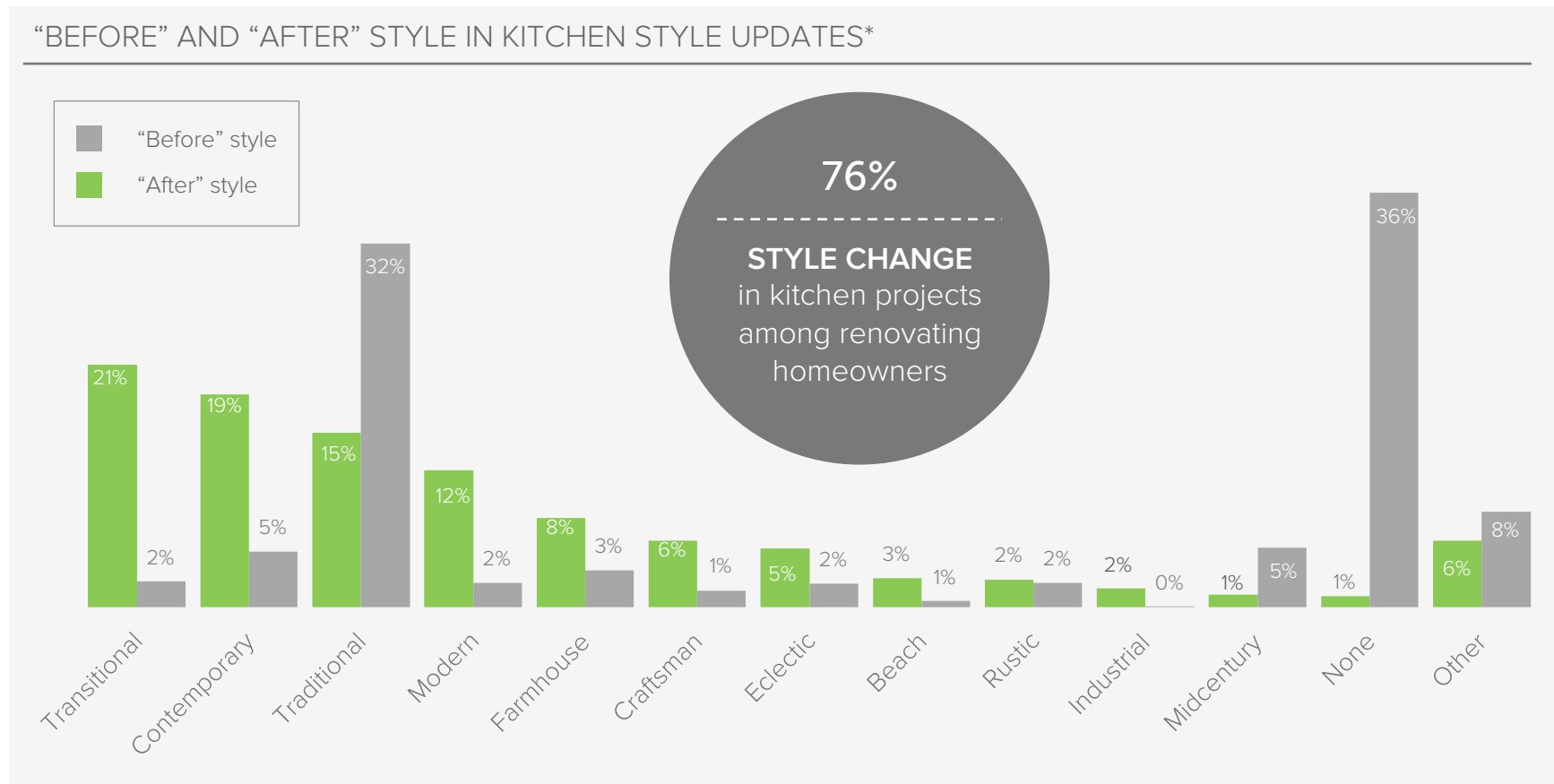


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Time for Change



Three-quarters of homeowners change the style of their kitchen during their project (76%). While traditional or no-style rooms were most common prior to updates (32% and 36%), few favor them in updated kitchens. Instead, kitchens gain a transitional, contemporary or modern look, among others, as a result of a renovation.



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PRODUCTS, FINISHES & DECOR

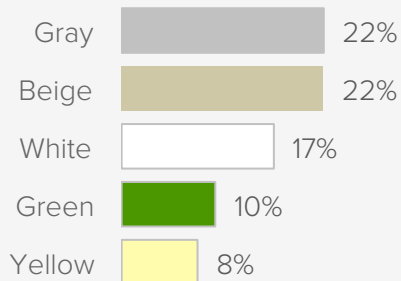
Colors That Stand the Test of Time



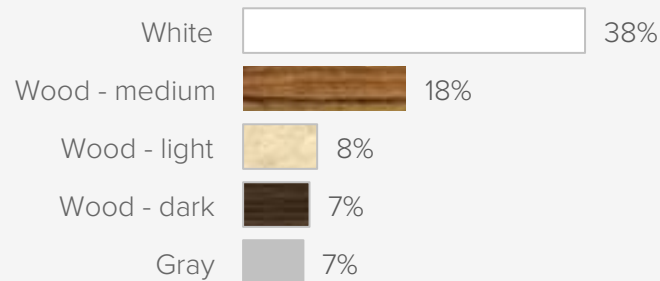
Similar to last year's findings, neutral colors continue to reign in updated kitchens. Since the majority of kitchens are updated every 16 years or more, it is not surprising that homeowners opt for timeless white, beige, gray and natural wood finishes. The majority of appliances are stainless steel, although some homeowners choose black or white.

TOP DOMINANT COLORS IN UPDATED KITCHENS*

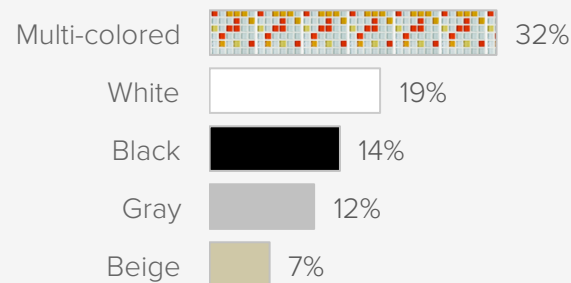
Walls



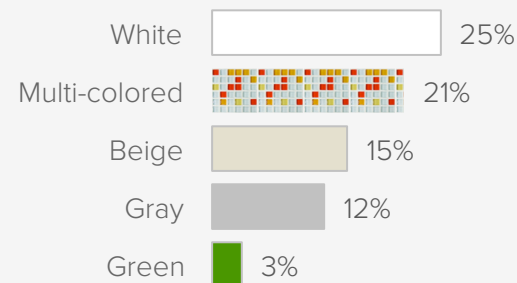
Cabinets



Countertops



Backsplashes



Color of Appliances

75%	Stainless steel
10%	White
8%	Black
7%	Other

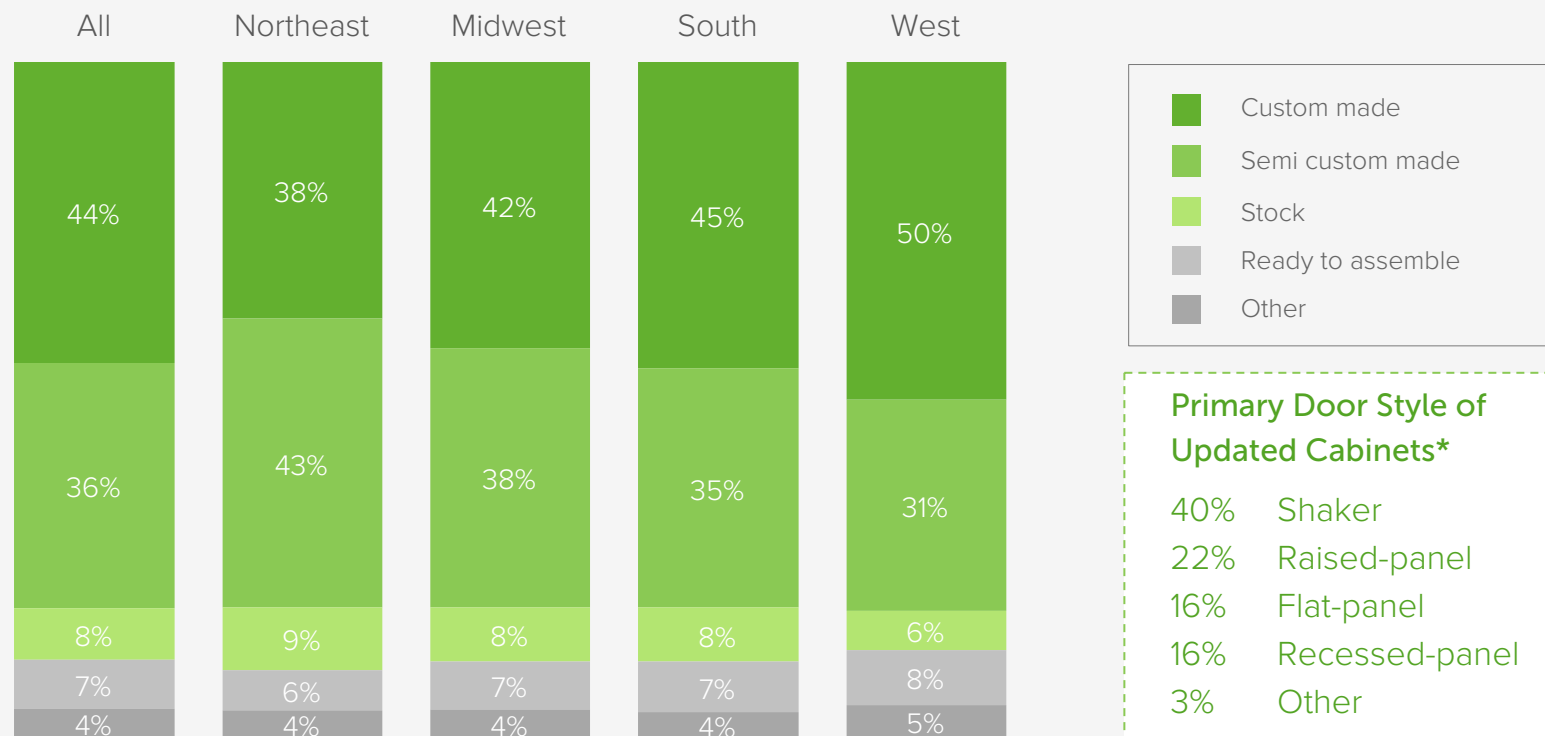
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Custom-Made and Shaker Style



Among the 81% of kitchen renovators updating their cabinets, the majority are opting for custom-made or semi-custom cabinets. Those in the West are most likely to have their new cabinets made custom, while those in the Northeast are least likely. Similar to last year's findings, a Shaker-style look is still the top choice.

TYPE OF UPGRADED KITCHEN CABINETS BY REGION*



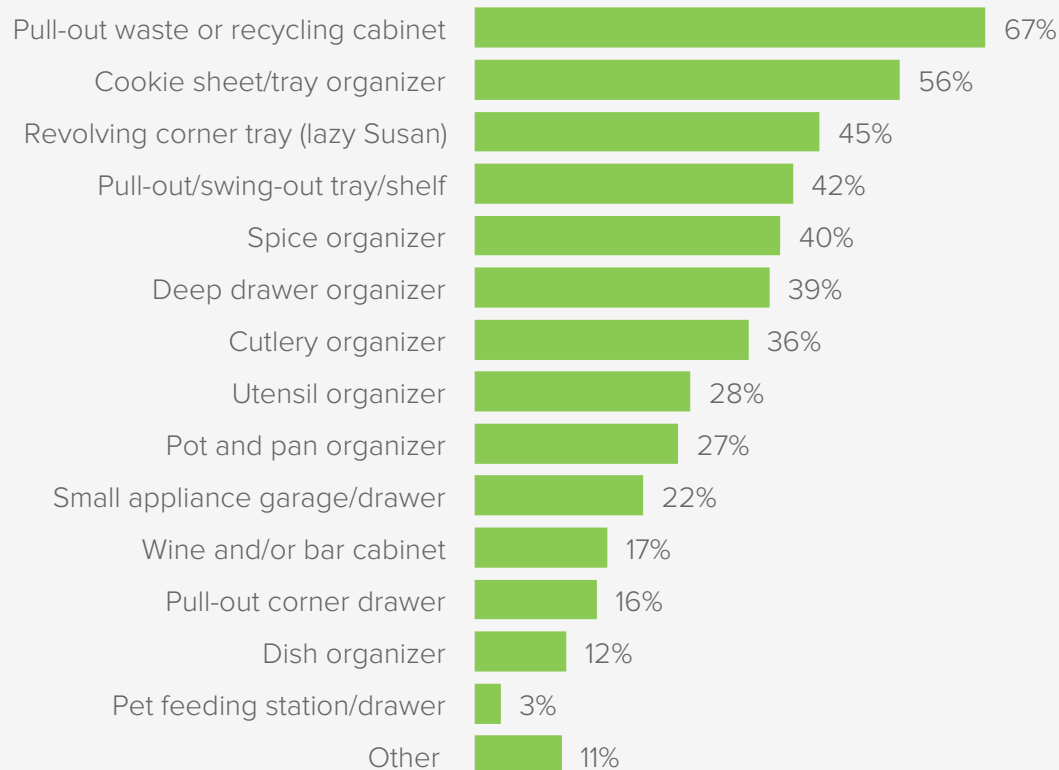
*Percentages reflect proportion of homeowners *who are updating cabinets* as part of their completed, current or planned kitchen renovation.

Specialty Storage Is Supreme



The majority of homeowners who are updating their kitchen cabinets are incorporating specialty storage. From pull-out wastebins to wine and bar cabinets, the popularity of individual built-in storage features has remained relatively similar to 2014.

BUILT-IN STORAGE IN UPGRADED KITCHEN CABINETS*



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Range or Cooktop?



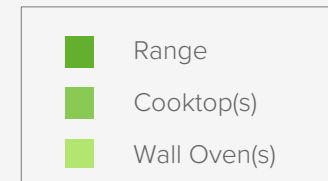
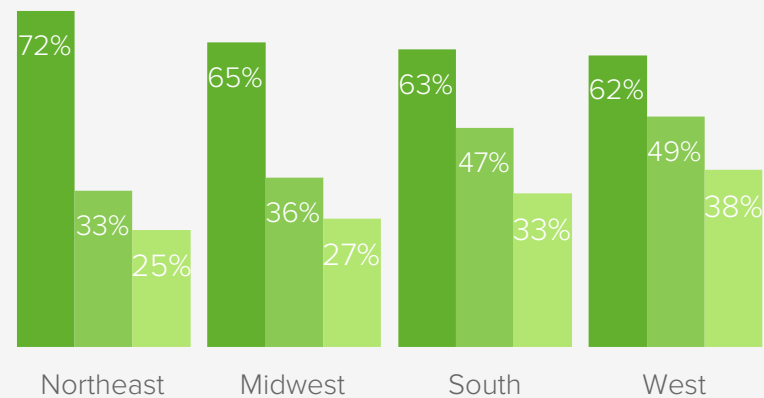
New appliances appear in four in five kitchen upgrades, with dishwashers, fridges and microwaves being the most likely to be replaced. Cooktops and wall ovens are most common in the West and least common in the Northeast.

NEW APPLIANCES IN KITCHEN APPLIANCE UPGRADES*

New Appliance Choices*

80%	Dishwasher
77%	Microwave
77%	Refrigerator
65%	Range
57%	Range hood
56%	Garbage disposal
42%	Cooktop(s)
35%	Ice maker
31%	Wall oven(s)
14%	Warming drawer
14%	Beverage refrigerator
13%	Washer/dryer
11%	Wine refrigerator
3%	Trash compactor
2%	Built-in coffee machine
1%	Pizza oven
4%	Other

Range, Cooktops vs. Wall Ovens by Region*



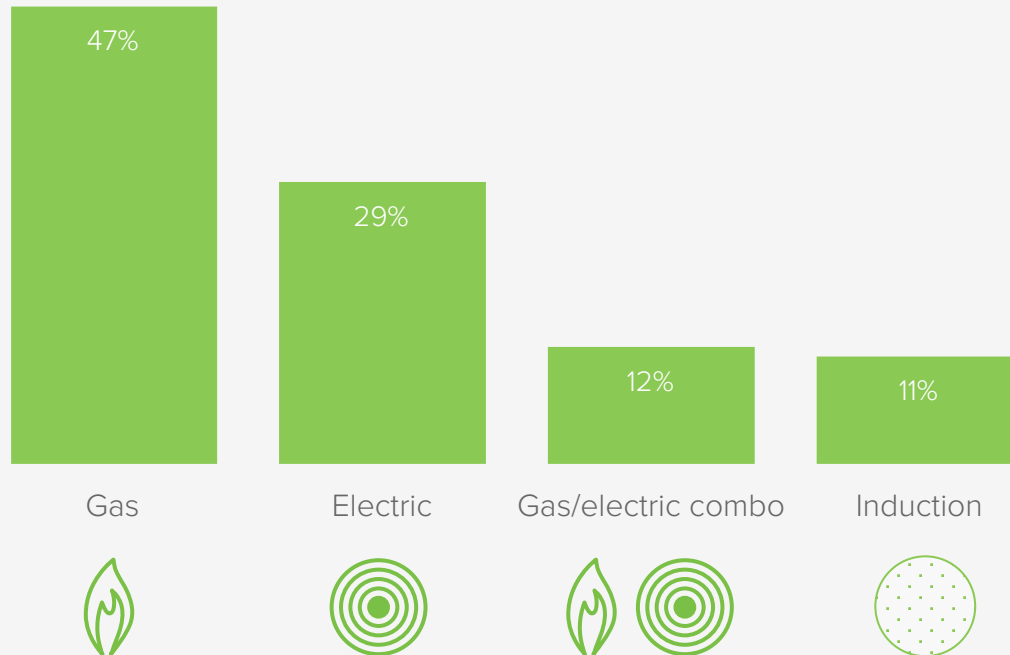
*Percentages reflect proportion of homeowners who are updating appliances as part of their completed, current or planned kitchen renovation.

Yet to Be Voice-Activated



Voice-activated appliances have not caught on just yet. However, a third of new-appliance buyers report one or more other high-tech features. Induction cooktops or ranges are surprisingly popular.

TYPES OF NEW COOKTOPS OR RANGES*



High-Tech Features in New Appliances*

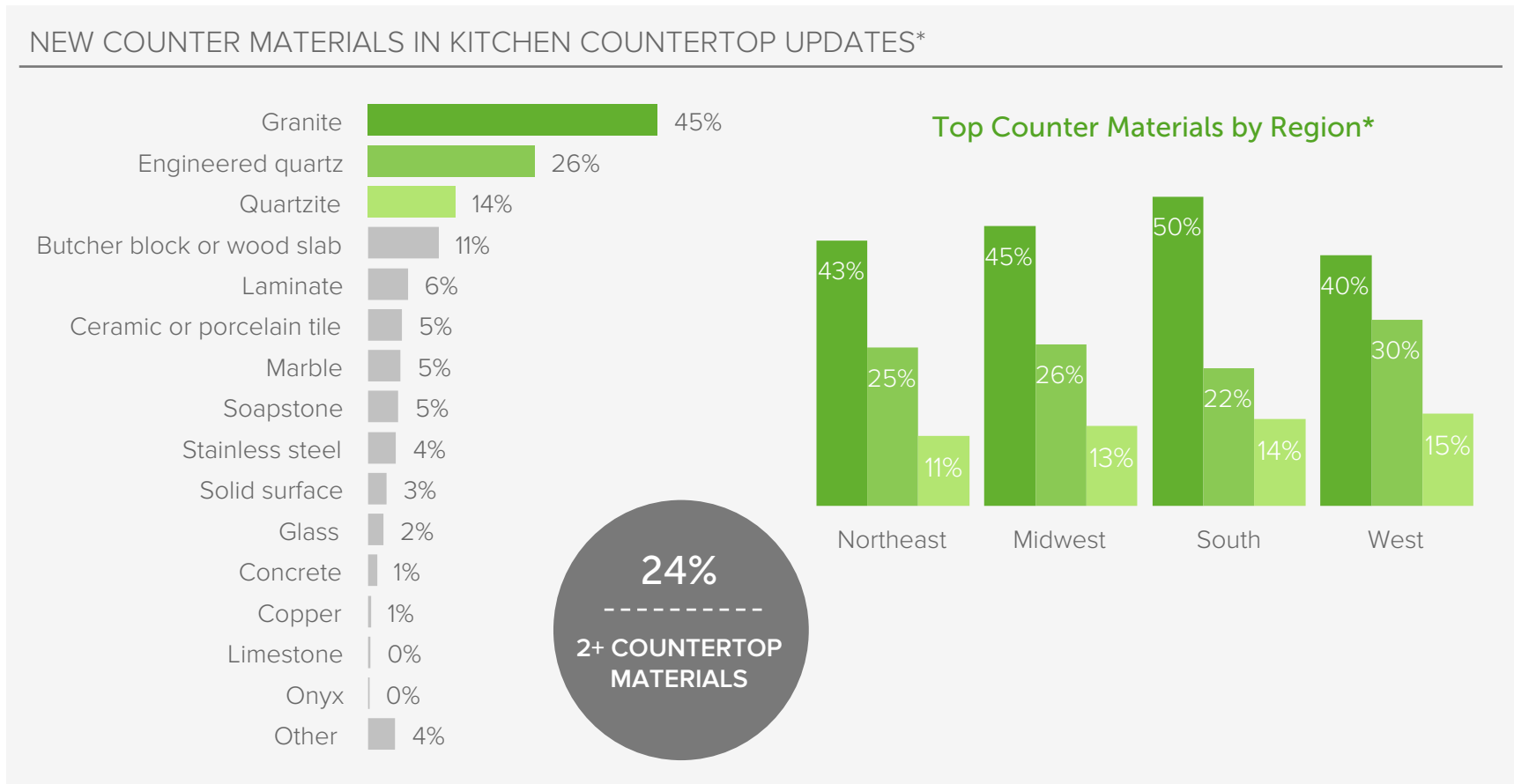
20%	Color touchscreen display
6%	Built-in apps with recipes, cooking tips, etc.
5%	Wireless controls via smartphone or tablet
4%	Built-in speakers
2%	Connected to home's smart meter to optimize energy use
1%	Connected to the smart energy grid to optimize energy costs
0.4%	Voice-activated controls
4%	Other high-tech features
69%	None of the above

*Percentages reflect proportion of homeowners *who are updating appliances* as part of their completed, current or planned kitchen renovation.

Durability Is Top Priority



Among the 93% of homeowners who are updating countertops during their kitchen renovation, the majority are prioritizing the lasting qualities of natural stone materials. Similar to last year's findings, granite competes with engineered quartz and quartzite, especially in the West. One in four is combining two or more materials in their kitchen countertops.



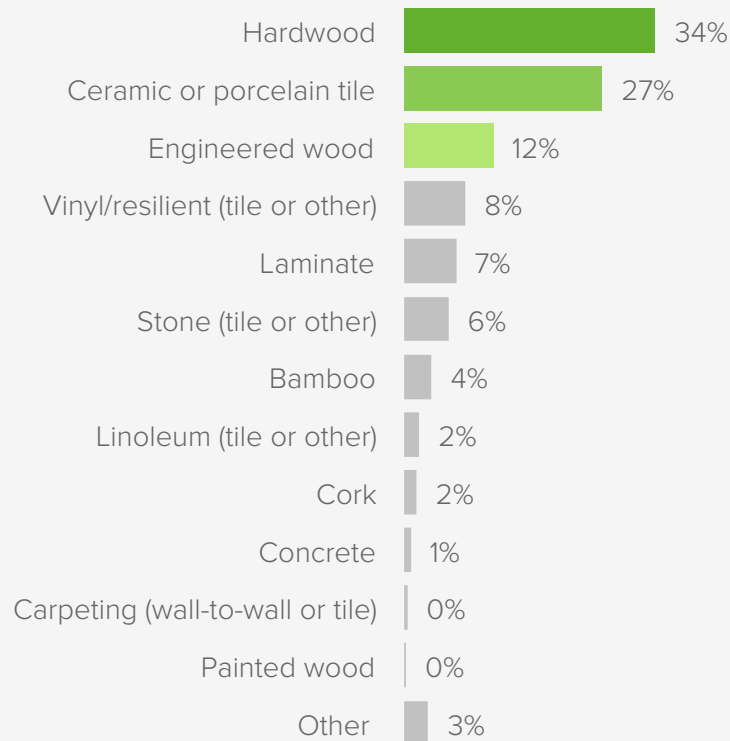
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Hardwood in the Kitchen

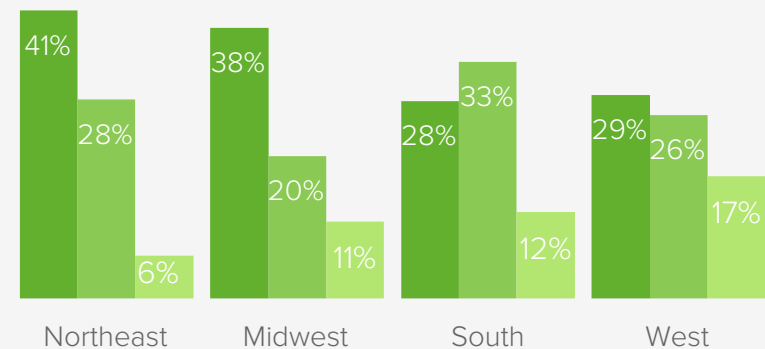


Among the 72% of homeowners who are updating flooring during their kitchen renovation, hardwood is most popular in all regions, with the exception of the South, where ceramic or porcelain tile is the top choice. More of the renovating homeowners in the West are opting for engineered wood than anywhere else in the country.

NEW FLOORING MATERIALS IN KITCHEN FLOORING UPDATES*



Top Flooring Materials by Region*



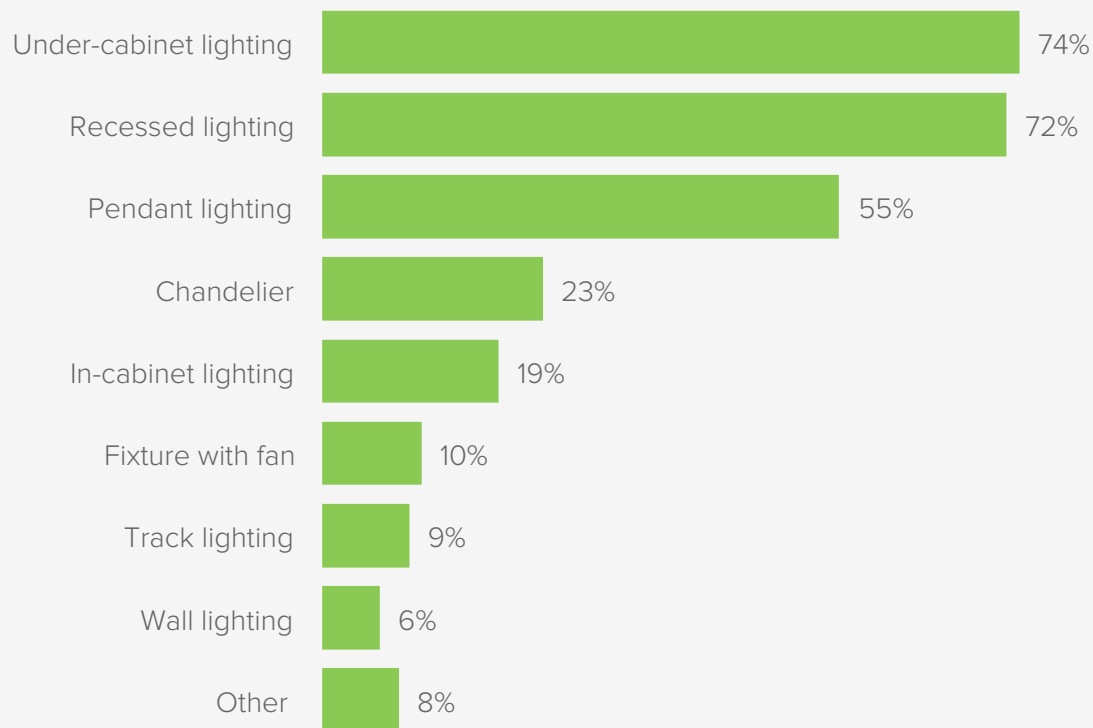
*Percentages reflect proportion of homeowners who are updating flooring as part of their completed, current or planned kitchen renovation.

Lighting Galore



Four in five renovating homeowners are updating lighting in their kitchen renovation, including under-cabinet, recessed and pendant lighting. Over half of the lighting updates include three or more lighting types.

NEW LIGHTING FIXTURES IN KITCHEN LIGHTING UPGRADES*



Number of Different Lighting Types*

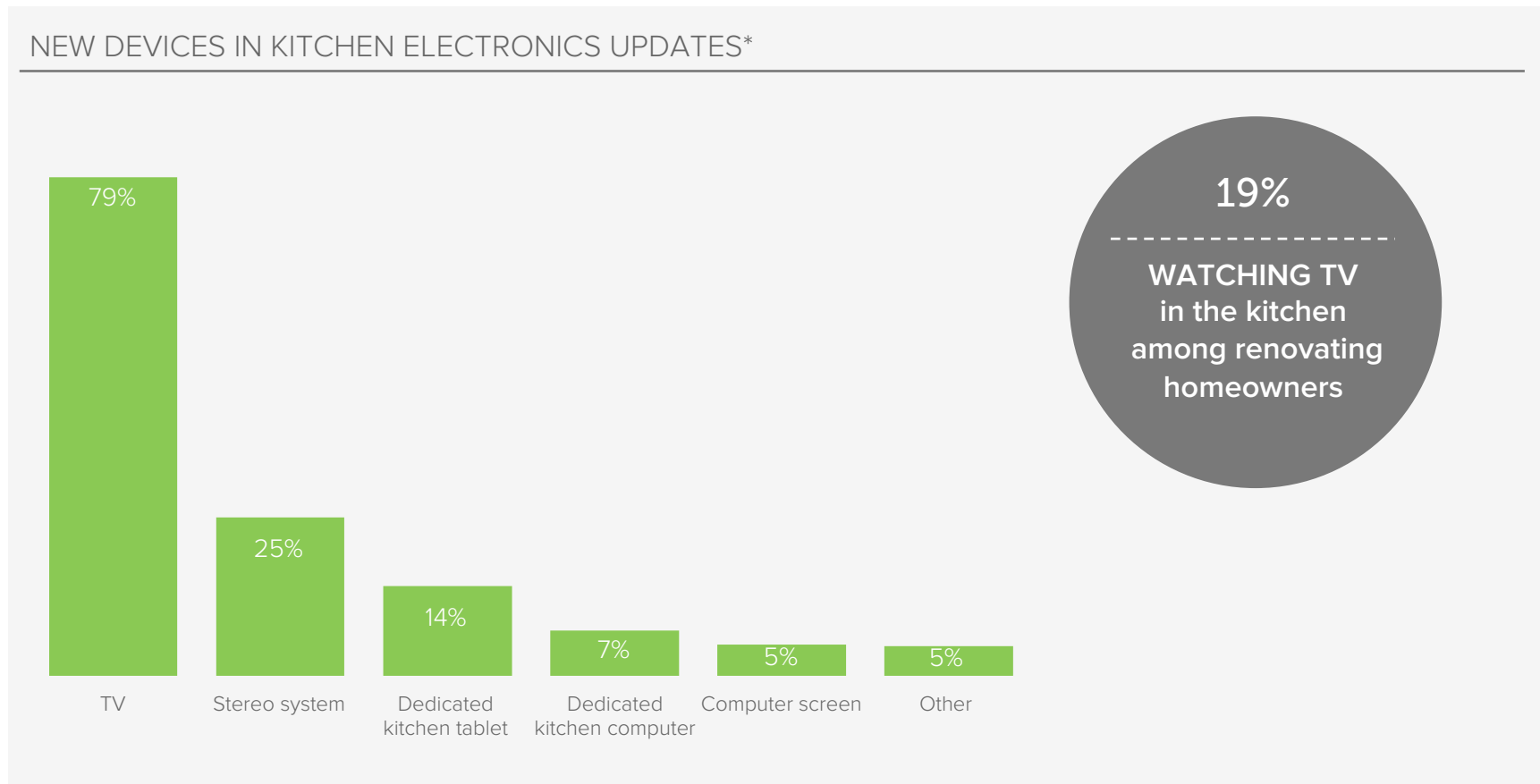
13%	1
31%	2
33%	3
16%	4
7%	5+

*Percentages reflect proportion of homeowners *who are updating lighting* as part of their completed, current or planned kitchen renovation.

TV in the Kitchen



With one in five kitchen renovators planning to watch TV in the updated kitchen (19%), it is not surprising that 14% are installing a new TV in their kitchen (79% of the 17% who are updating electronics).



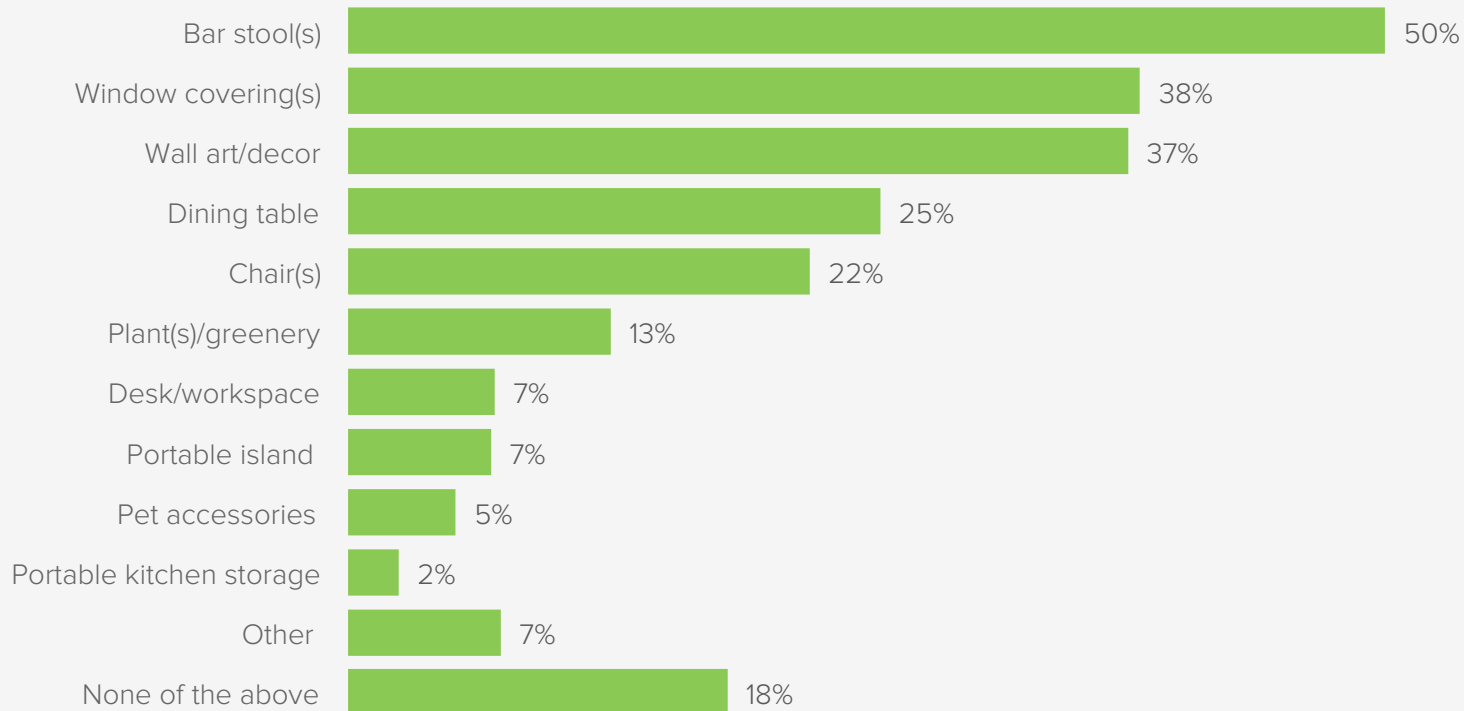
*Percentages reflect proportion of homeowners *who are updating electronics* as part of their completed, current or planned kitchen renovation.

Furnishing the “Super Kitchen”



Four in five renovating homeowners are adding furnishings and decor to the kitchen that support the “super kitchen.” Half are purchasing new bar stools, a quarter are bringing in a new dining table and chairs, and many are decorating with wall art and greenery.

NEW DECORATING ELEMENTS ADDED IN UPDATED KITCHENS*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation.

Methodology

The survey was sent to registered Houzz users in the U.S., and fielded in October-November 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=2,430.