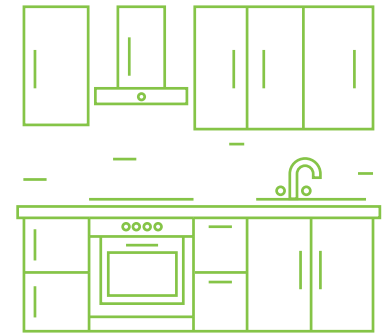


# 2017

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## U.S. HOUZZ KITCHEN TRENDS STUDY



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# Big Ideas

## NEW KITCHEN, HEALTHY LIFESTYLE

A third of homeowners report leading a healthier lifestyle after a kitchen renovation, from eating more fruits and vegetables to preparing more meals at home.

## MILLENNIALS PREFER MODERN AND FARMHOUSE KITCHENS

While contemporary is the most popular style across all age groups, millennial homeowners (25-34) are more likely to opt for modern or farmhouse kitchens than older homeowners (35+), while Baby Boomers (55+) are more likely to prefer traditional style. Millennial homeowners are also more likely to install kitchen islands.

## BEAUTY OF MARBLE, DURABILITY OF QUARTZ

The look and durability of materials are the top reasons for selecting certain countertops and flooring. Cost is third in importance for millennial homeowners, while ease of cleaning is third for older generations. Marble counters and wood flooring are rated highest for their look, and granite/quartz counters and porcelain flooring for their durability.

## AN EVEN GREATER ROOM

More than one-third of kitchen renovators are increasing the room's size. Open concepts continue to be en vogue, with 51% of new kitchens more open to other rooms and 20% more open to the outdoors.

# At a Glance: Kitchen Renovation

	Top Kitchen Features		
<b>Major overhauls</b> (among renovating homeowners)	More open to other rooms 51% ↑+3%*	More open to outdoors 20%	Increase size 36%
<b>Top pro types</b> (among renovating homeowners)	General contractor 54%	Cabinetmaker 29%	Kitchen designer 25%
<b>Top upgraded features</b> (among renovating homeowners)	Countertops 95%	Backsplash 90%	Sinks 89%
<b>Top built-in features</b> (among renovating homeowners)	Pantry (cabinets) 41%	Island 40% ↑+3%*	Breakfast bar 23%
<b>Top countertop materials</b> (among those upgrading countertops)	Granite 41% ↑+4%*	Quartz (engineered) 40%	Butcher block or wood slab 9%
<b>Top flooring materials</b> (among those upgrading flooring)	Stained or unstained hardwood 31%	Ceramic or porcelain tile 30% ↑+7%*	Engineered wood 12%
<b>Top wall finish</b> (among those upgrading wall finish)	Paint 72%	Ceramic or porcelain tile 34%	Marble 5%
<b>Top lighting types</b> (among those upgrading lighting)	Undercabinet lights 71% ↓-3%*	Recessed lights 70%	Pendant lights 58% ↑+3%*

\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# At a Glance: Kitchen Design and Function

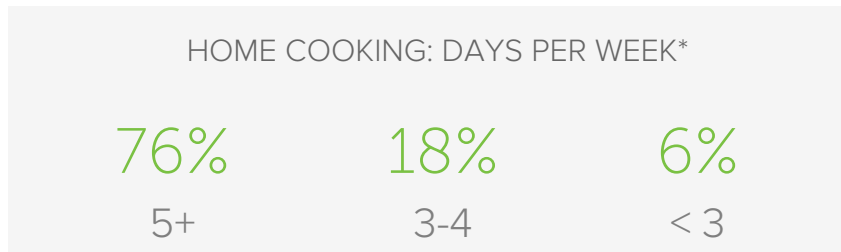
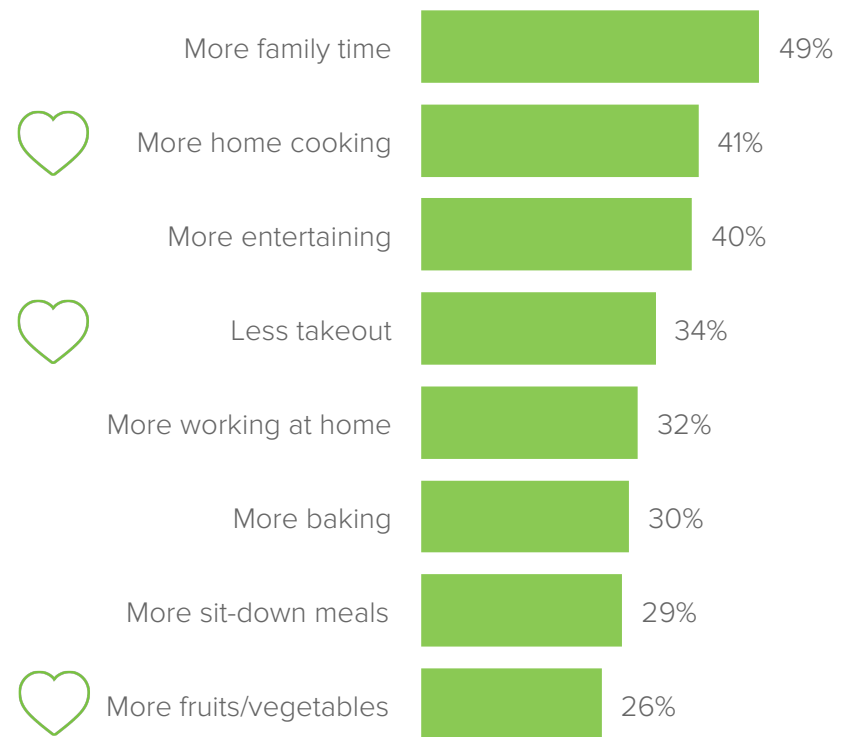
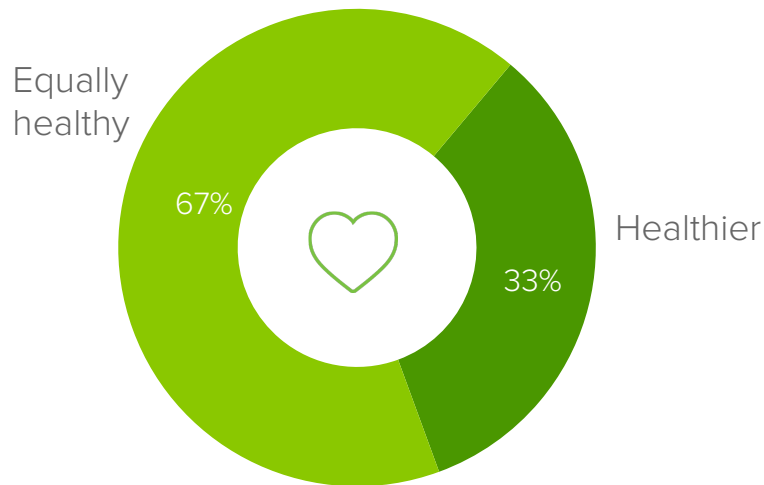
	Top Kitchen Features		
<b>Top styles</b> (among those updating kitchen style)	Contemporary 22% ↑+3%*	Transitional 16% ↓-5%*	Traditional 13%
<b>Top colors</b> (among renovating homeowners)	Walls: Gray 26% ↑+4%*	Cabinets: White 42% ↑+4%*	Countertop: Multicolored 33%
<b>Top lifestyle changes</b> (among homeowners who completed renovations)	More family time 49%	More home cooking 41%	More entertaining 40%
<b>Top project triggers</b> (among renovating homeowners)	Can no longer stand the old kitchen 43%	Wanted to do it all along and finally have the means 40% ↑+3%*	Purchased my home recently and want to make it my own 28%

\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# New Kitchen, Healthy Habits

A third of homeowners report that they are leading healthier lifestyles after their kitchen renovation. This is reflected in cooking more meals at home (41%), ordering less takeout (34%), and eating more fruits and vegetables (26%). In fact, three-quarters cook five or more meals at home each week after their renovation (76%).

## CHANGES IN LIFESTYLE AFTER KITCHEN UPDATES\*



\*Percentages reflect proportion of homeowners who completed a kitchen renovation during 2016.

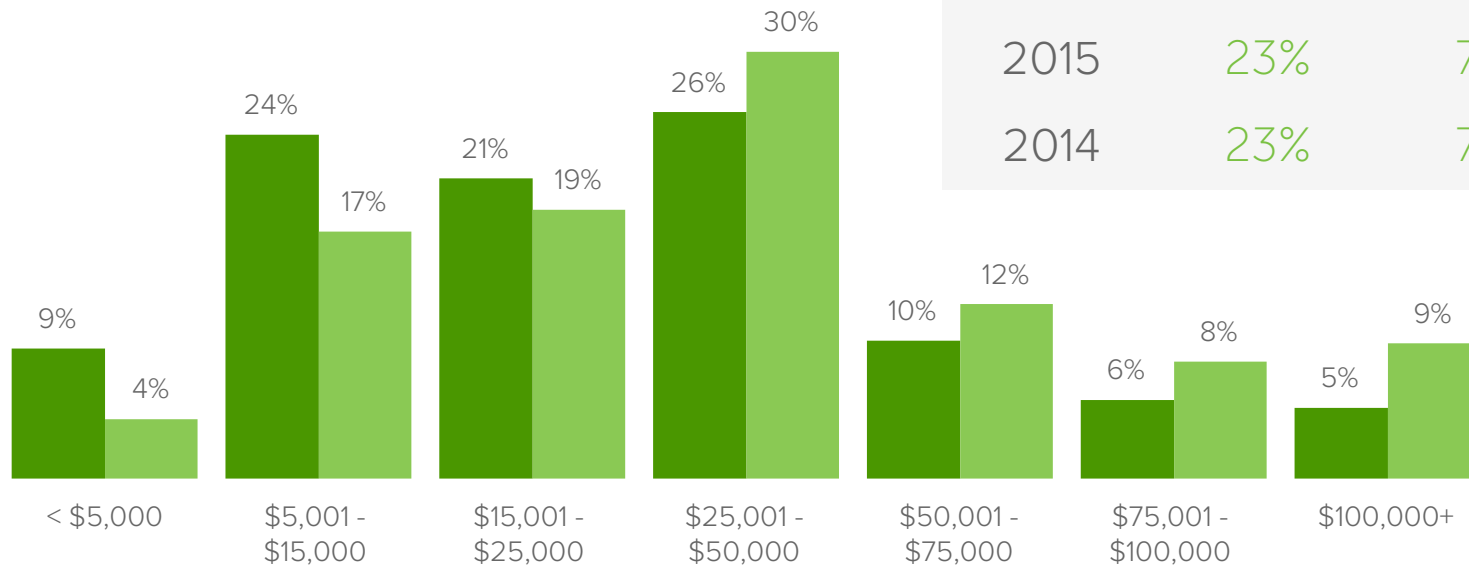
# Triggers and Scope

# More Spend on Kitchens

Spending on kitchen renovations increased again in 2016. Nearly one in 10 homeowners spent more than \$100K on a completed renovation in 2016 (9%), a shift from \$50K-\$100K kitchens (20%), as compared to \$50K-\$100K spend in 2015 and 2014 (23% and 23%, respectively).

## BUDGET VS. SPEND ON KITCHEN RENOVATIONS\*

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



YEAR-OVER-YEAR SPEND**		
	\$50K-\$100K	ABOVE \$100K
2016	20%	9%
2015	23%	7%
2014	23%	7%

\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

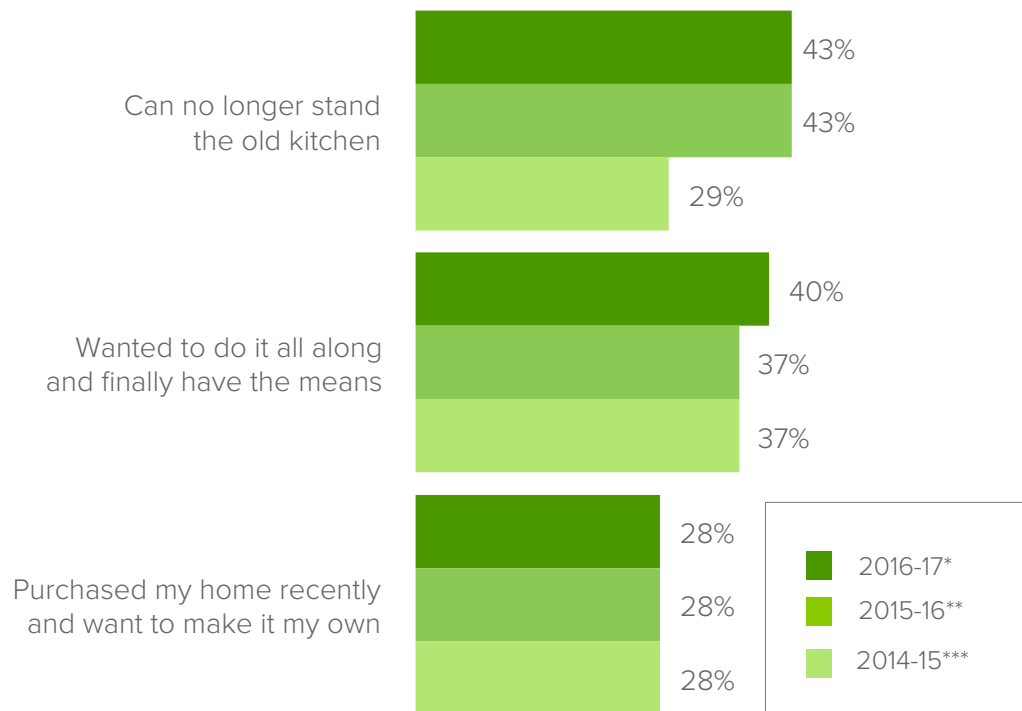
\*\*Percentages reflect proportion of homeowners who completed a kitchen renovation in 2016, 2015 (see [2016 study](#)) and 2014 (see [2015 study](#)).



# Out With the Old

While no longer being able to stand the old kitchen continues to be the top motivation for a kitchen renovation, the share of people who report finally having the financial means has increased year over year (40% for 2016-17 projects vs. 37% for 2015-16 projects). Recent home buyers continue to drive more than a quarter of kitchen renovations, consistent with the last three years (28%).

## EVENTS TRIGGERING KITCHEN RENOVATIONS – BY PROJECT YEAR



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

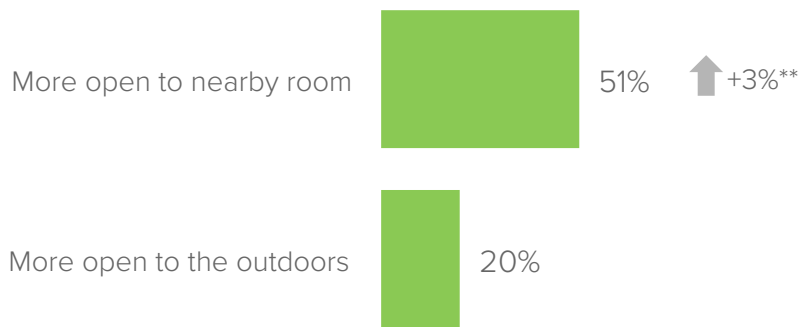
\*\*Percentages reflect proportion of homeowners who completed, were working on, or were planning a kitchen renovation during 2015-16 (see [2016 study](#)).

\*\*\*Percentages reflect proportion of homeowners who completed, were working on, or were planning a kitchen renovation during 2014-15 (see [2015 study](#)).

# Continuing to Open Up

Great rooms continue to be popular, with over half of kitchens more open to nearby rooms following renovations. Meanwhile, over a third of renovating homeowners are increasing their kitchen size and many more are replacing major kitchen elements from countertops to flooring. Even windows and/or doors are being replaced in more than a quarter of renovated kitchens.

## OPENING THE KITCHEN TO OTHER SPACES\*



### INCREASE IN KITCHEN SIZE\*

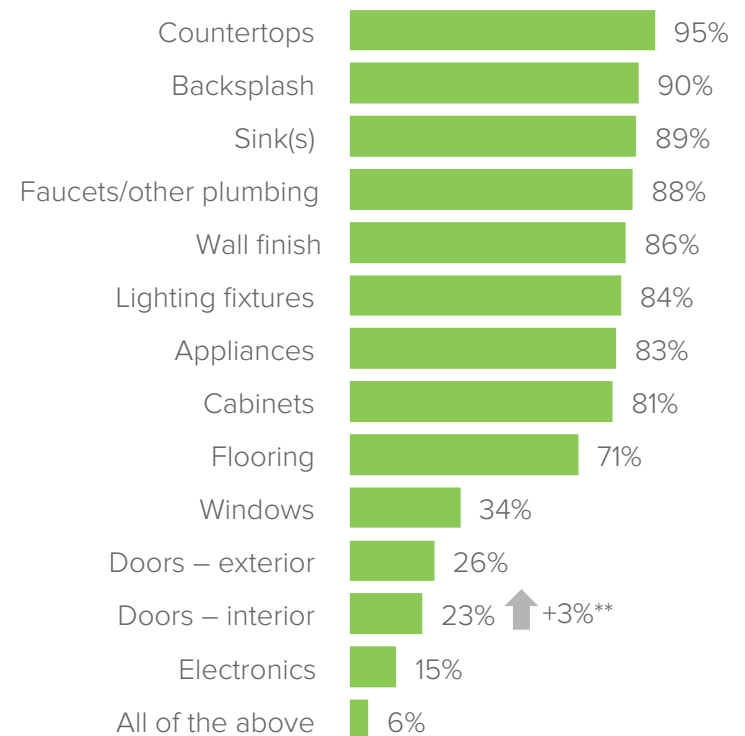
18%

INCREASED BY 25%+

18%

INCREASED BY < 25%

## MAJOR FEATURES BEING UPGRADED\*



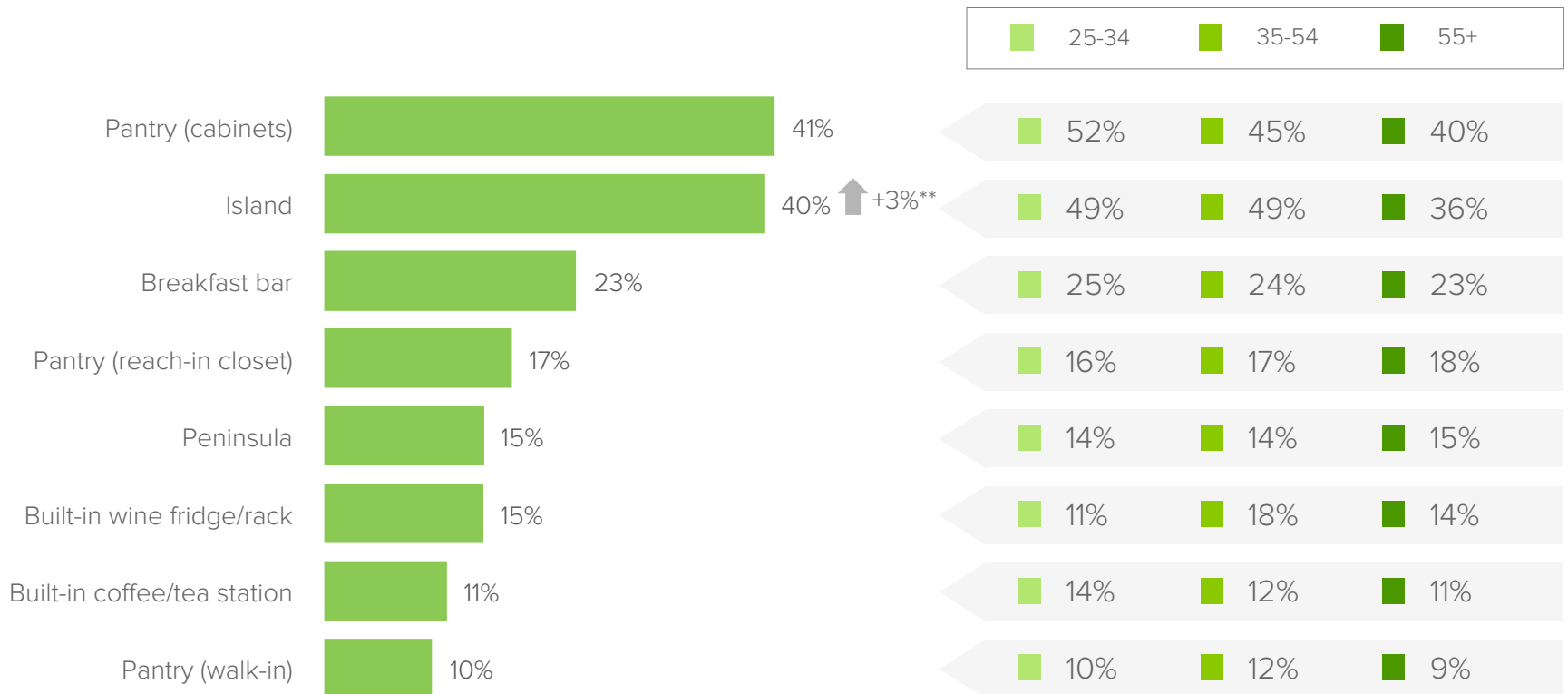
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# Island Dreams

The most popular kitchen built-ins are pantry cabinets and islands, appearing in two of five renovated kitchens (41% and 40%, respectively). Homeowners 54 and younger are significantly more likely to install an island than older homeowners (49% vs. 36%, respectively).

## TOP MAJOR BUILT-IN FEATURES – OVERALL AND BY AGE\*



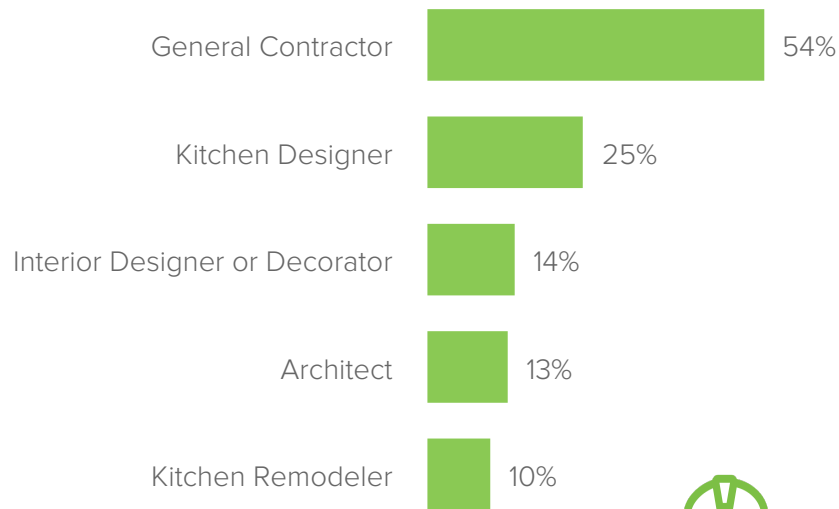
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# High Rates of Pro Hiring

Similar to last year, the majority of homeowners are hiring professionals for their kitchen renovations (88%), including general contractors (54%) and kitchen remodelers (10%). Design specialists, such as kitchen designers, interior designers, and architects, are also in very high demand.

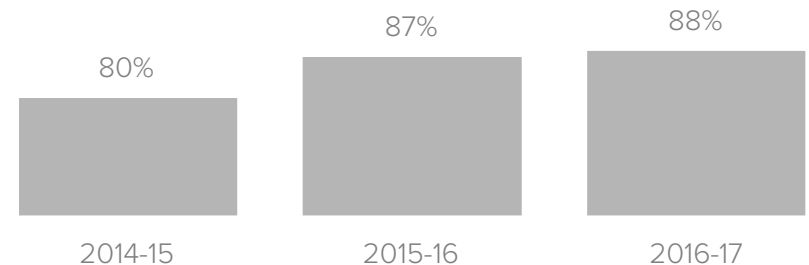
## TOP HIRED PROFESSIONALS\*



## TOP HIRED SPECIALISTS\*



## OVERALL PRO HIRING – BY PROJECT YEAR\*\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

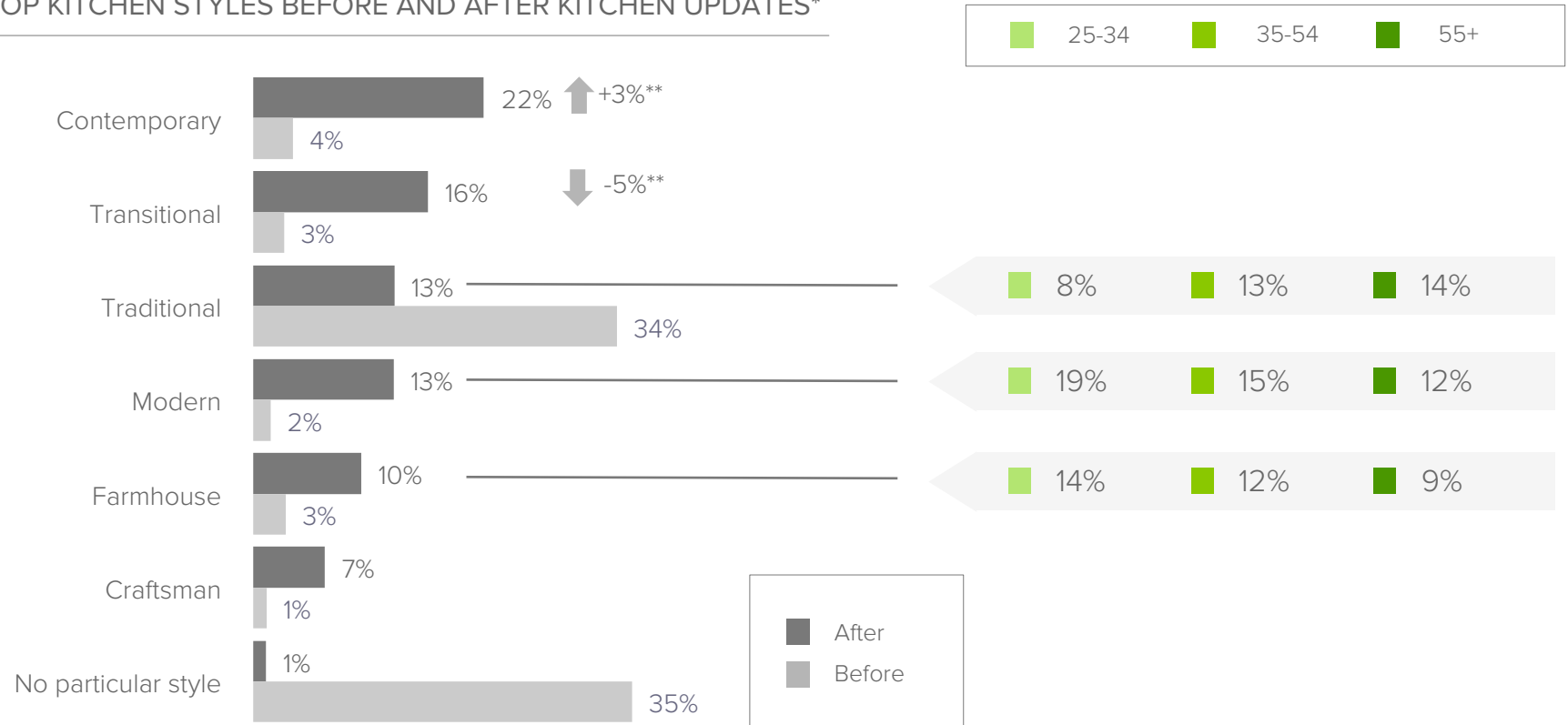
\*\*Percentages reflect proportion of homeowners who completed a kitchen renovation in 2016, 2015 (see [2016 study](#)), and 2014 (see [2015 study](#)).

# Look and Feel

# Contemporary Style Takes Charge

When it comes to kitchen style, contemporary has usurped transitional (22% and 19% in 2016-17 vs. 19% and 21% in 2015-16), among those who changed their kitchen style during a renovation (76%). Traditional is nearly twice as popular among Baby Boomers (55+), while millennial homeowners (25-34) are more likely to opt for modern or farmhouse styles.

## TOP KITCHEN STYLES BEFORE AND AFTER KITCHEN UPDATES\*



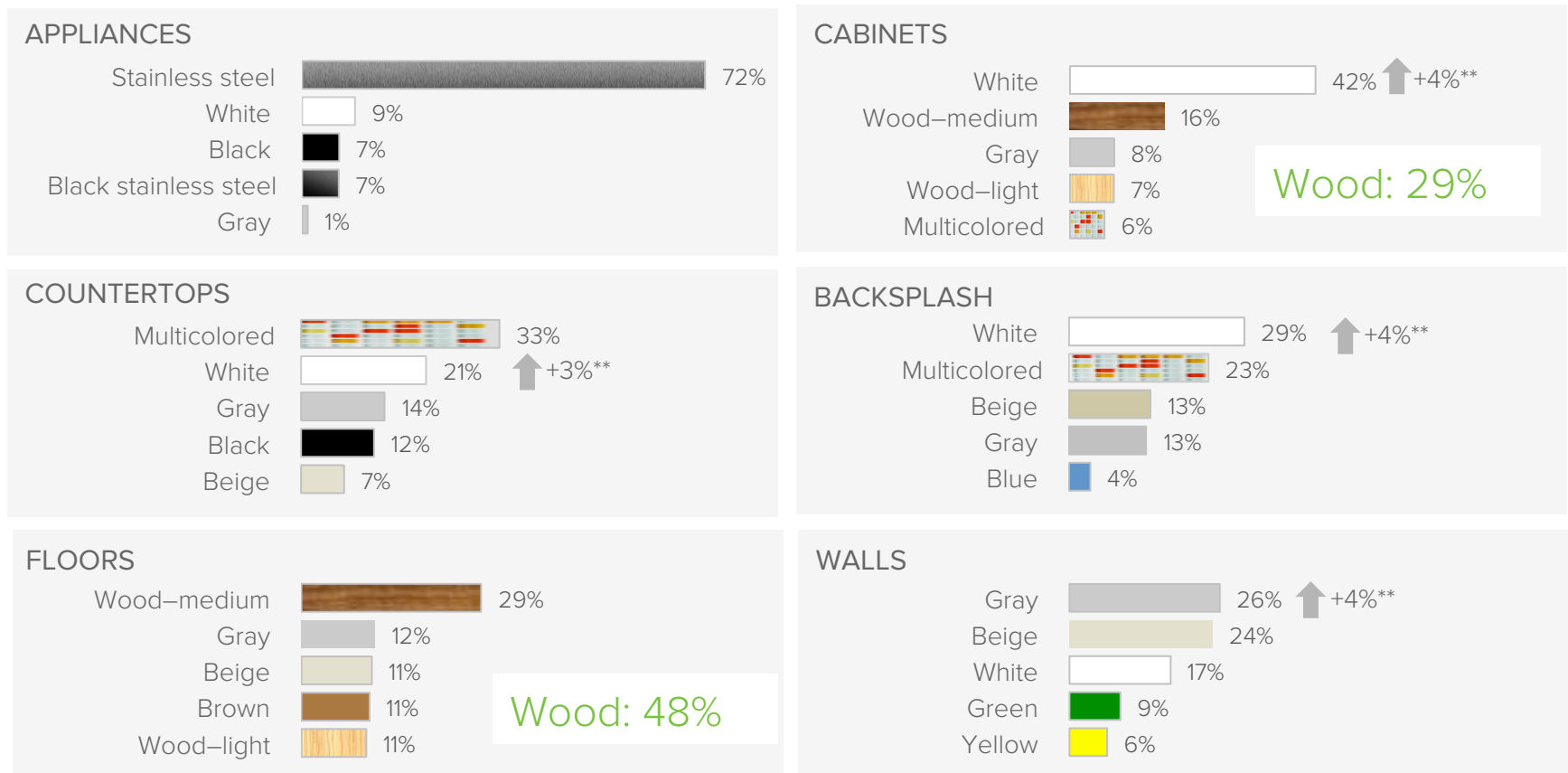
\*Percentages reflect proportion of homeowners who are *changing the kitchen style* as part of their completed, current, or planned kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# In White Contrast

White continues to gain popularity in updated kitchens, with two in five cabinets (42%) and/or roughly a fifth of backsplashes, countertops, and/or walls being white (17%-23%). Yet, many updated kitchens are taking a different approach, with a third of countertops and a quarter of backsplashes having multiple colors, and half of new flooring and over a quarter of cabinets in a dark, medium, or light wood finish.

## TOP PRIMARY COLORS IN KITCHEN UPDATES\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# White and Gray Keep Millennials Cool

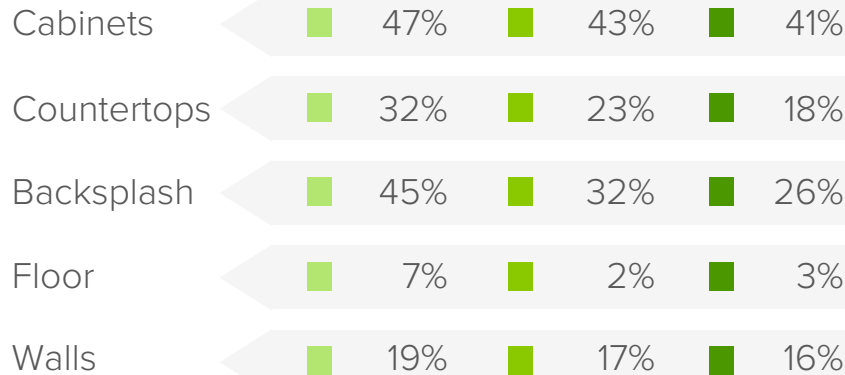
White countertops and backsplashes and gray flooring and walls are nearly twice as likely to appear in renovated kitchens of millennial homeowners (25-34) than in those of Baby Boomers (55+). After white cabinetry, younger homeowners favor gray and dark wood, while older homeowners opt for medium wood. Black stainless steel appliances have a surprisingly high penetration across generations.

## SELECT COLORS\*

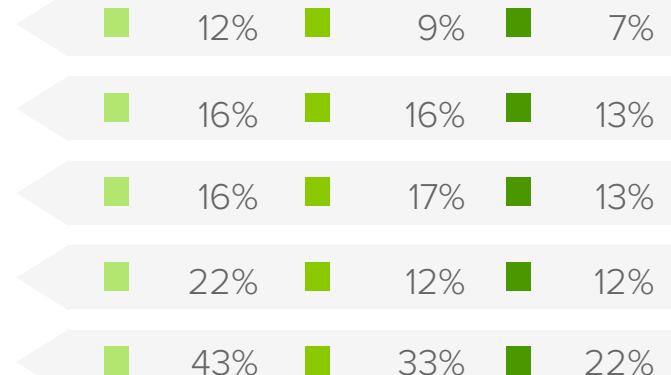
25-34 35-54 55+

25-34 35-54 55+

### White



### Gray



### Medium Wood



### Dark Wood



### Stainless Steel—Standard



### Stainless Steel—Black



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation during 2016-17.

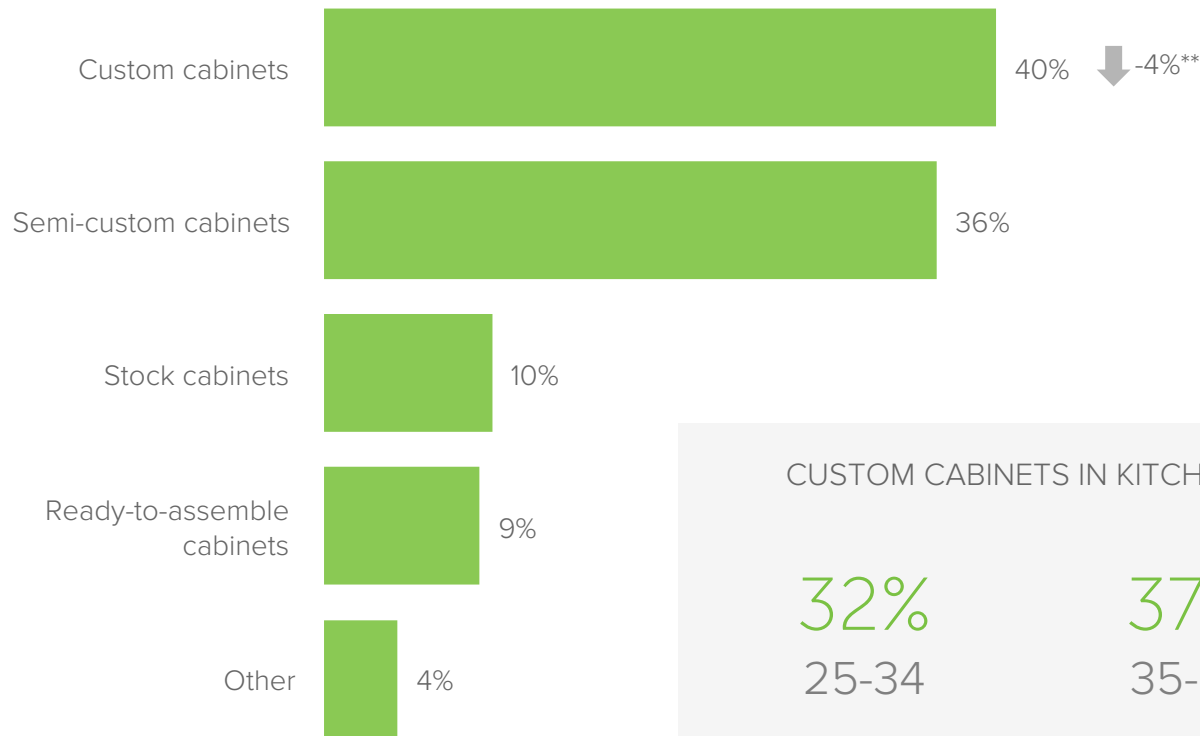


# Products and Finishes

# Custom Remains King

Two in five updated kitchens include custom cabinets (40%), a slight decrease from last year (44%) in favor of stock and ready-to-assemble cabinets. Older homeowners are more likely to install custom cabinetry, although a whopping third of millennial homeowners go custom.

## NEW CABINETRY TYPE IN KITCHEN CABINET UPGRADES\*



### CUSTOM CABINETS IN KITCHEN RENOVATION BY AGE\*



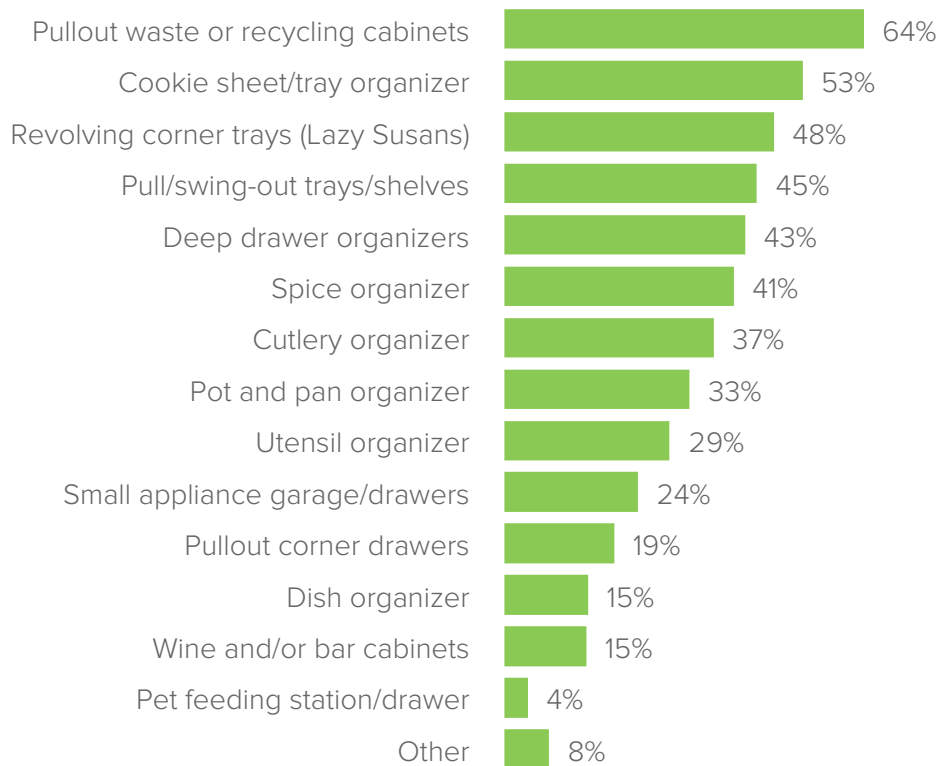
\*Percentages reflect proportion of homeowners who are *updating cabinets* as part of their completed, current or planned kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

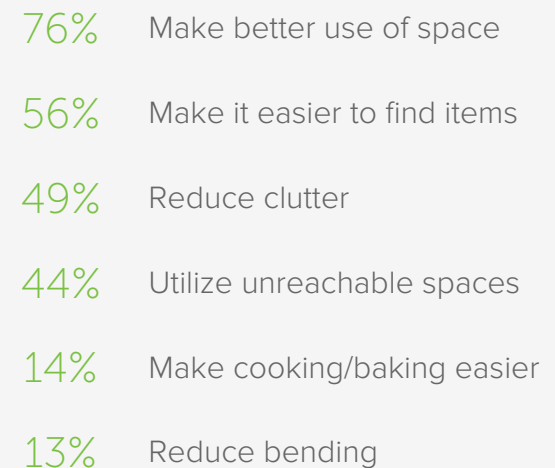
# Optimizing Storage

Among renovating homeowners who are upgrading their cabinets (81%), many opt for built-in organizers to maximize the use of space (76%), make finding things easier (56%), and/or reduce clutter (49%). Pot and pan organizers and deep drawer organizers are gaining in popularity.

## NEW BUILT-IN STORAGE IN KITCHEN CABINETS UPGRADES\*



### TOP REASONS FOR INSTALLING NEW BUILT-IN STORAGE\*

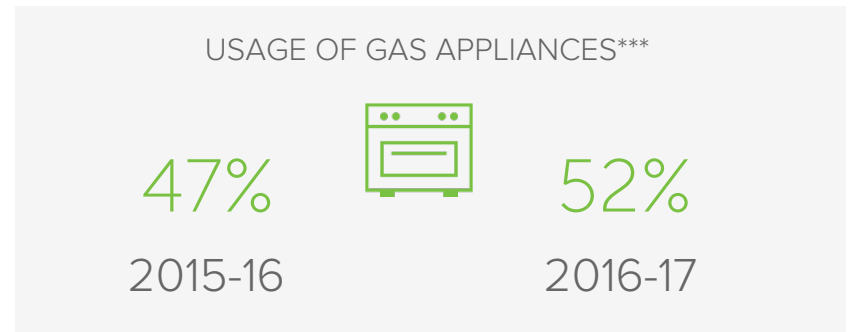
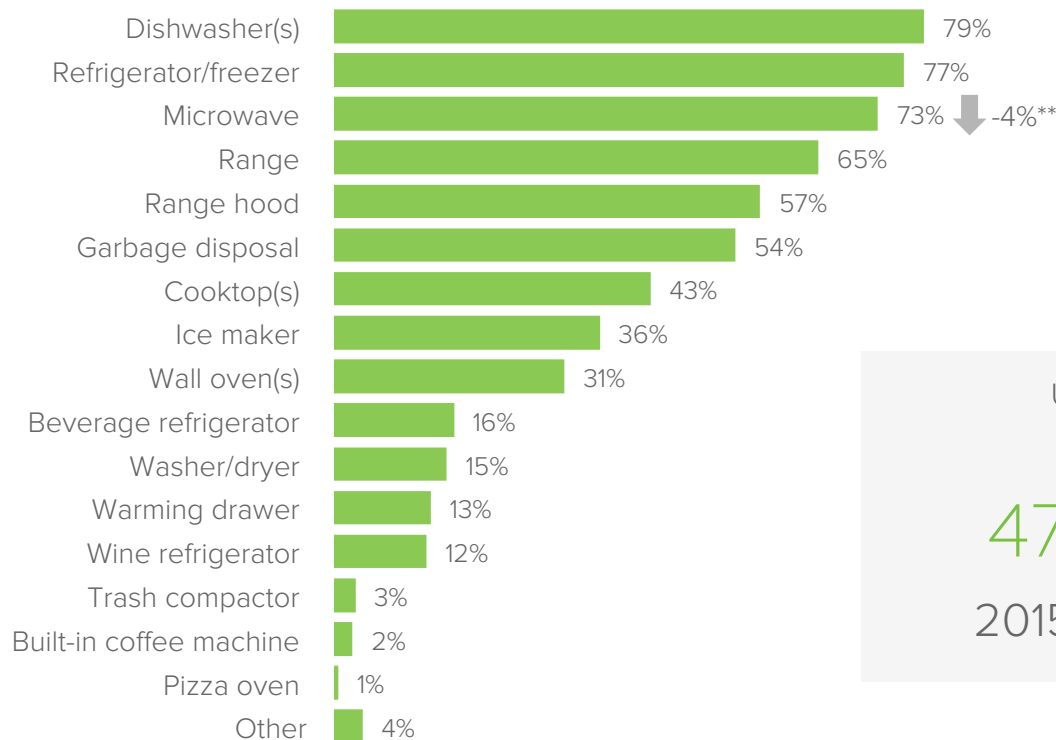


\*Percentages reflect proportion of homeowners who are *updating cabinets* as part of their completed, current or planned kitchen renovation during 2016-17.

# Have a Gas

More than four in five homeowners replace at least one appliance during kitchen renovations (83%). Gas range and cooktop installations are on the rise (up 5% from last year). More seasoned homeowners (35+) install cooktops, wall ovens and dedicated beverage fridges than millennial homeowners (see Appendix A).

## NEW APPLIANCES IN KITCHEN APPLIANCE UPGRADES\*



\*Percentages reflect proportion of homeowners who are *updating appliances* as part of their completed, current or planned kitchen renovation during 2016-17.

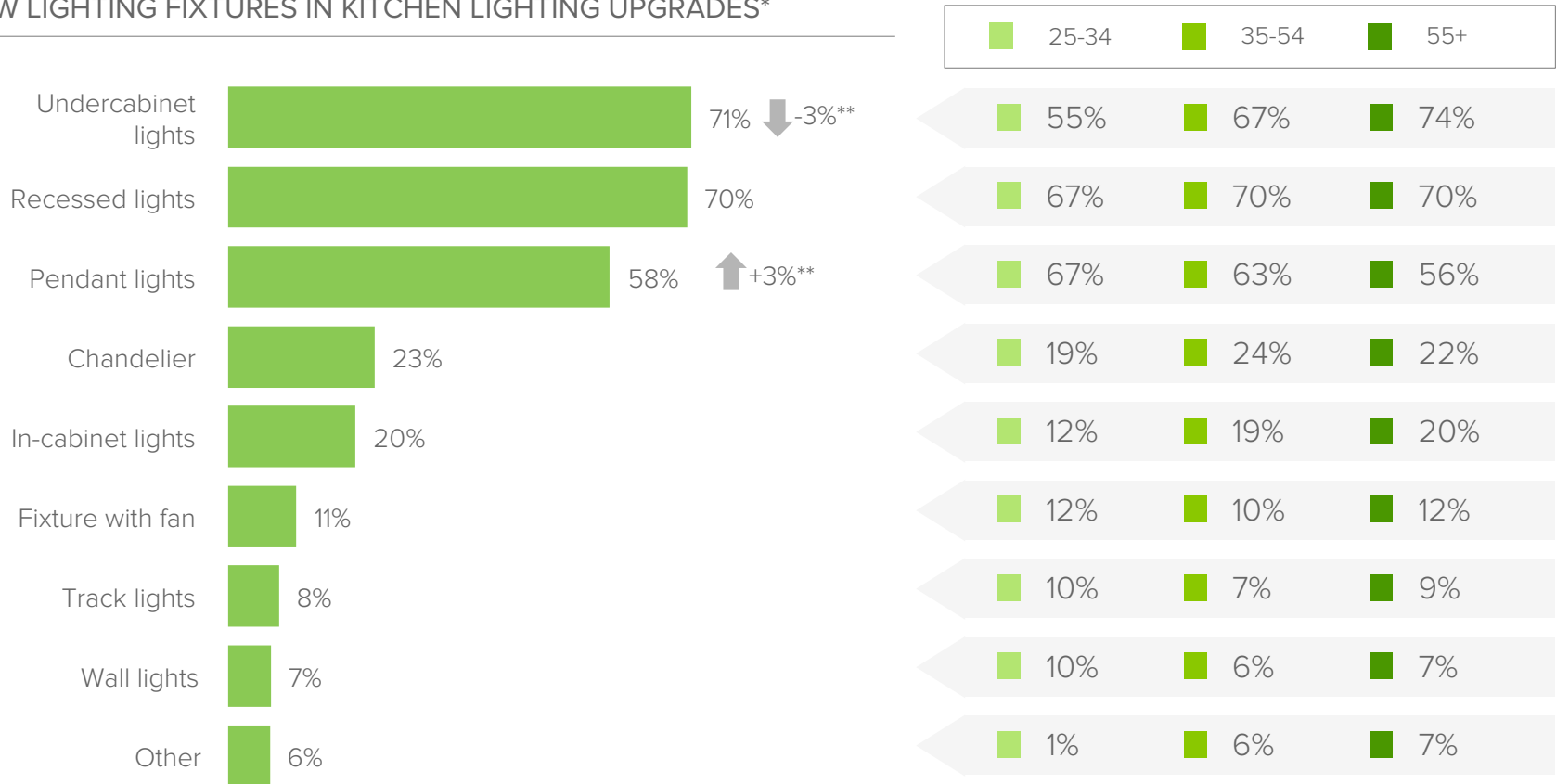
\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016 study](#)).

\*\*\*Percentages reflect proportion of homeowners *who are updating ranges/cooktops* as part of their completed, current or planned kitchen renovation during 2016-17 or who did the same in 2015-16 (see [2016 study](#)).

# Lights for Beauty and Function

Among the majority that update lighting during kitchen renovations (84%), most choose functional lighting such as under-cabinet and recessed lights (71% and 70%, respectively). Pendant lights and chandeliers follow as more decorative options (58% and 23%, respectively). Older homeowners are more likely to focus on function with under- or in-cabinet lighting, while younger renovators are more likely to opt for decorative pendant lights. Yet, one in four homeowners chooses a chandelier irrespective of age.

## NEW LIGHTING FIXTURES IN KITCHEN LIGHTING UPGRADES\*



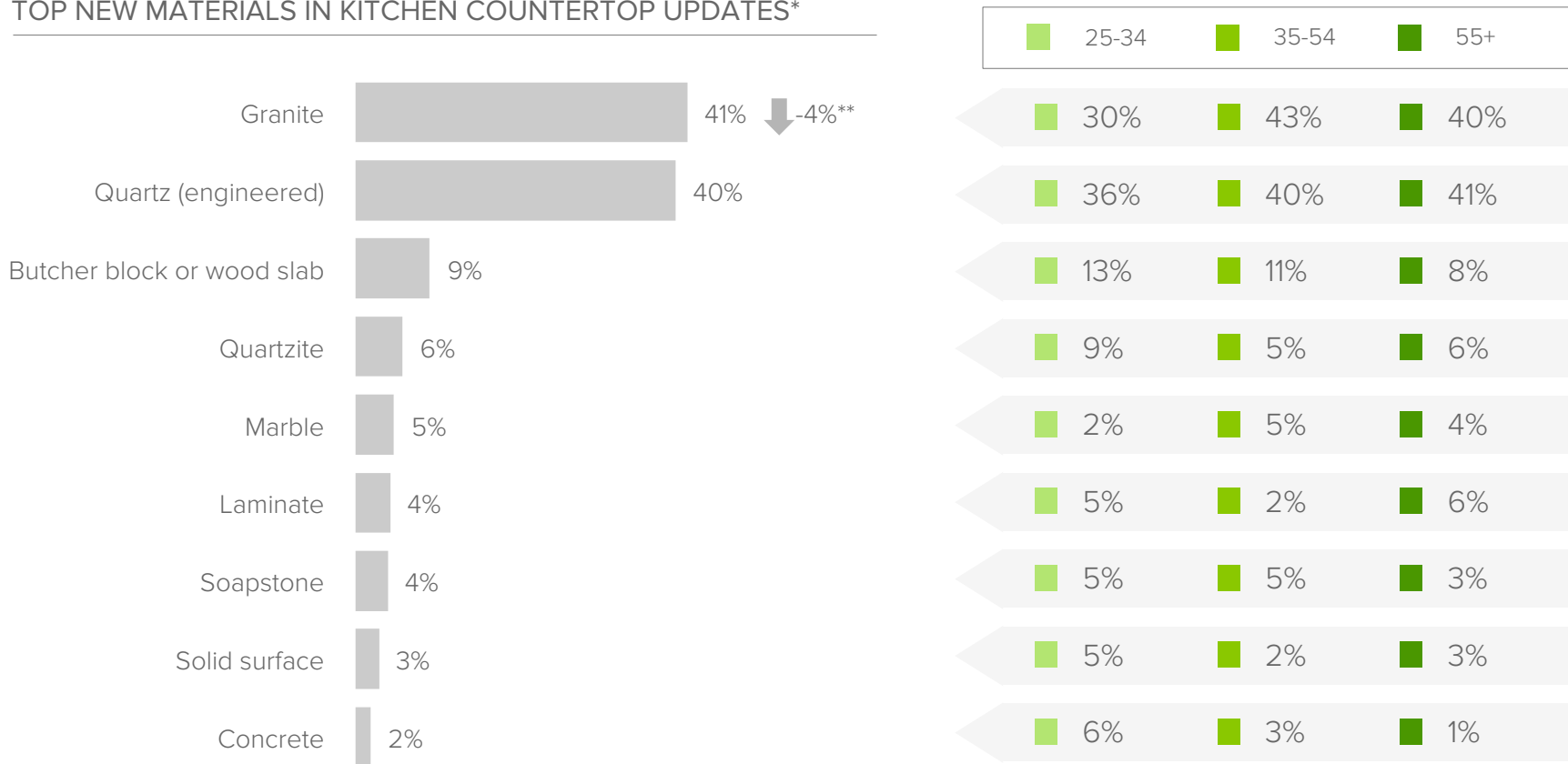
\*Percentages reflect proportion of homeowners who are *updating lighting* as part of their completed, current, or planned kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

# Not Just Granite and Quartz for Millennials

Among homeowners updating their kitchen countertops (71%), two in five choose granite or engineered quartz (41% and 40%, respectively). Younger homeowners are more likely than those over 55 years old to opt for alternative countertop materials, such as wood, solid surface, or concrete.

## TOP NEW MATERIALS IN KITCHEN COUNTERTOP UPDATES\*



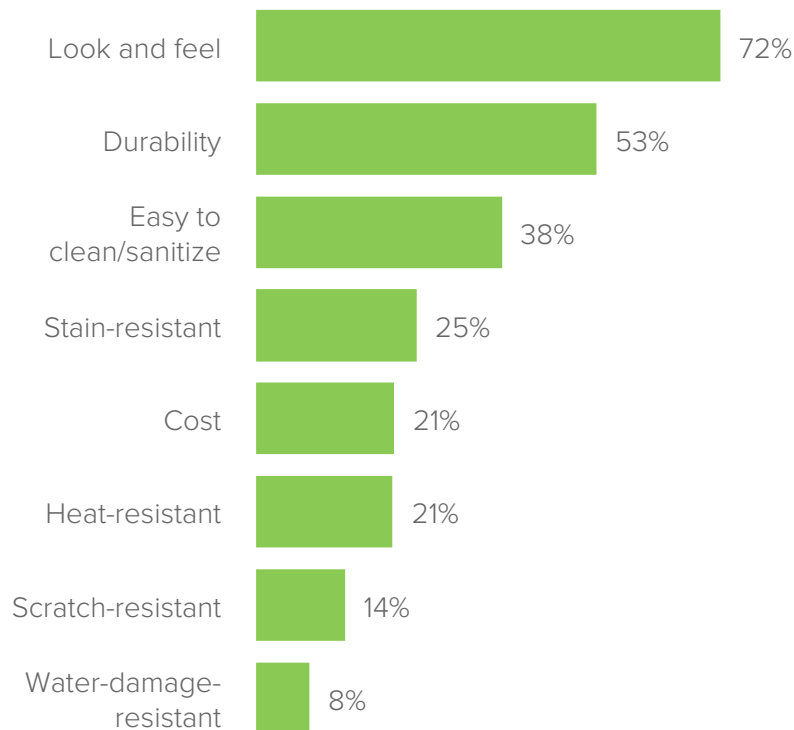
\*Percentages reflect proportion of homeowners who are *updating countertops* as part of their completed, current, or planned kitchen renovation during 2016-17.

\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).

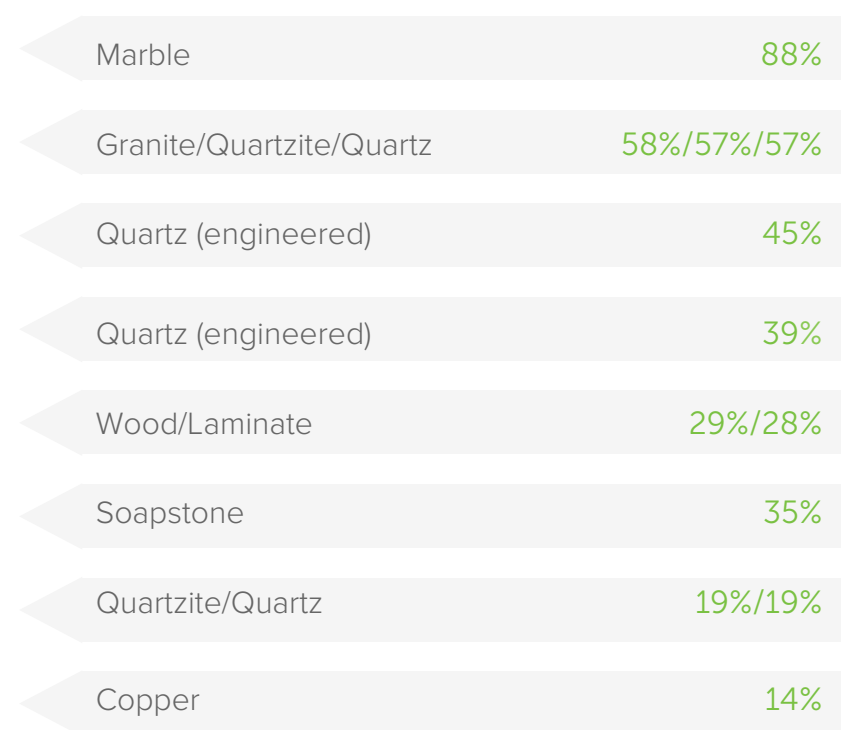
# Marble Countertop a Decorative Choice

Look and feel (72%) and durability (53%) are the most common motivations for choosing a countertop material, far ahead of cost (21%). Yet, certain materials are preferred for their specific qualities. Look and feel is most frequently cited for marble, while durability is cited for granite and quartz/quartzite. In contrast, laminate and wood countertops are most popular for those on a budget.

## MOTIVATIONS FOR CHOOSING COUNTER MATERIALS\*



## MATERIAL WITH THIS MOTIVATION AS HIGHEST\*

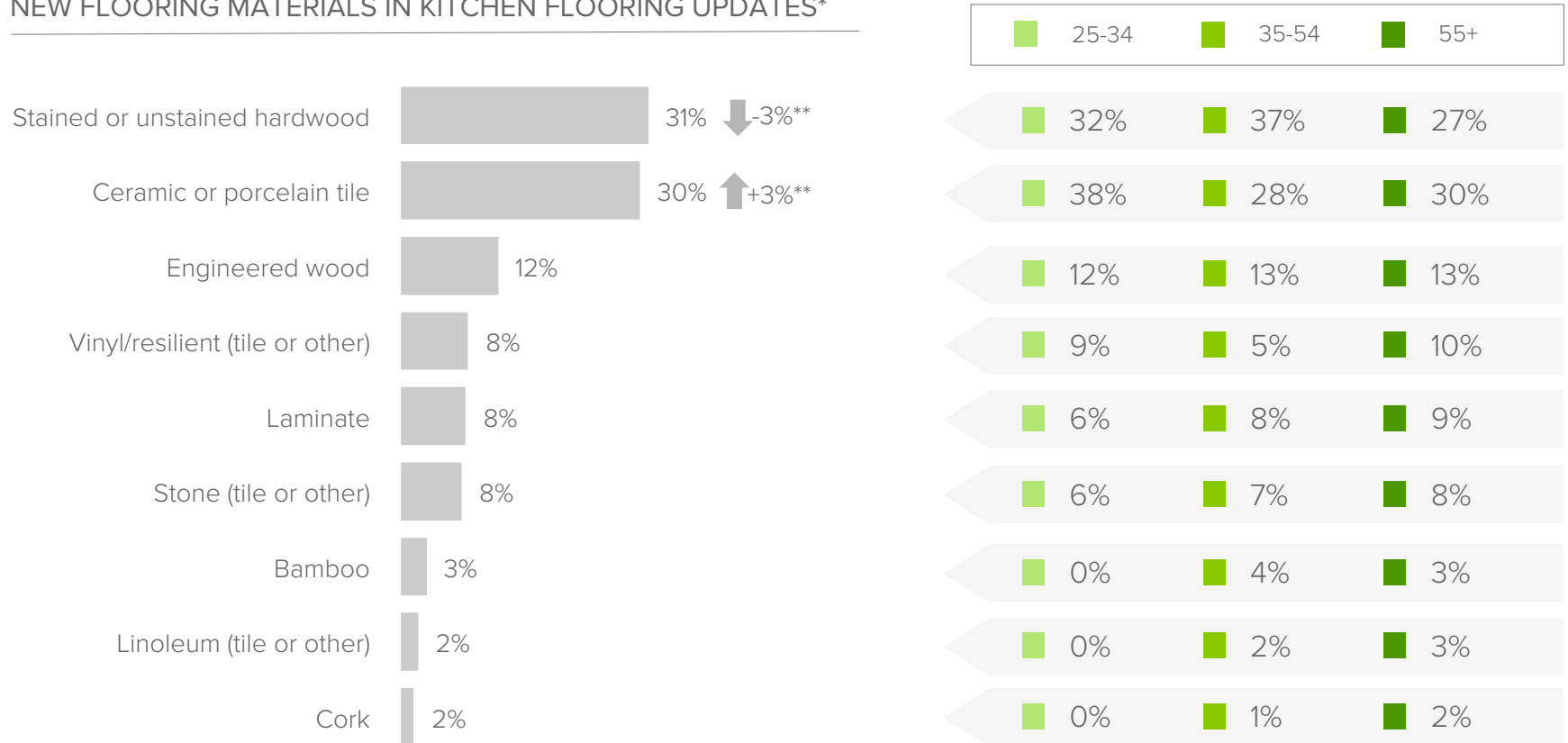


\*Percentages reflect proportion of homeowners who are updating countertops as part of their completed, current or planned kitchen renovation during 2016-17.

# Variety in Flooring Choices

Among homeowners updating their kitchen flooring (95%), hardwood and ceramic or porcelain tile are most popular (61% in total). These materials are particularly most popular among younger homeowners (70% for 25-34 vs. 57% for 55+).

## NEW FLOORING MATERIALS IN KITCHEN FLOORING UPDATES\*



\*Percentages reflect proportion of homeowners who are updating flooring as part of their completed, current, or planned kitchen renovation during 2016-17.

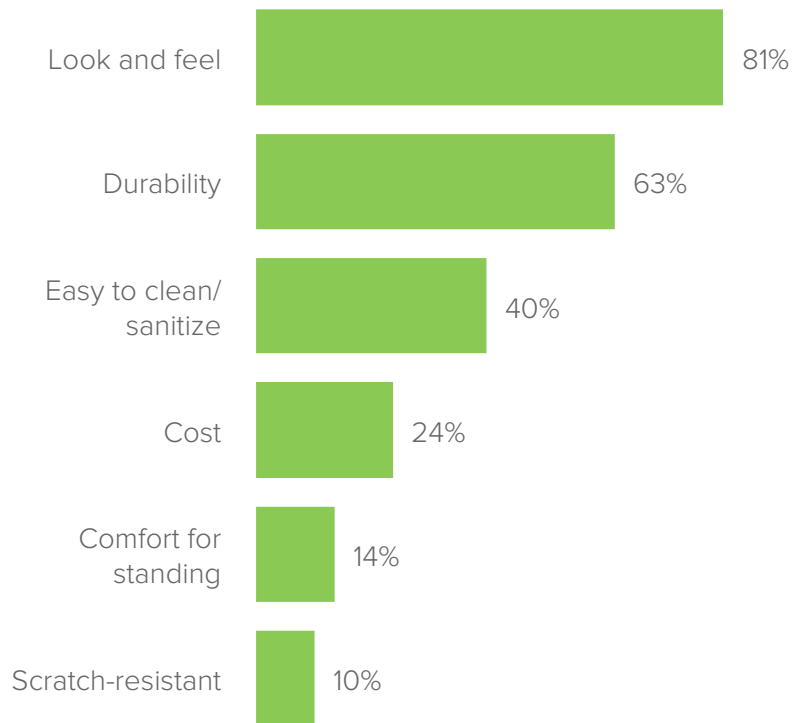
\*\*Percentages reflect at least a 3 percentage point increase or decrease relative to last year's study (see [2016](#) study).



# The Looks of Wood

Similar to countertops, look and feel (81%) and durability (63%) are the top motivations in flooring choice, far ahead of cost (24%). Wood, either real or engineered, is preferred for its look and feel (about 90%), while ceramic or porcelain tile is preferred for its durability (78%).

## MOTIVATIONS FOR CHOOSING FLOORING MATERIALS\*



## MATERIAL WITH THIS MOTIVATION AS HIGHEST\*



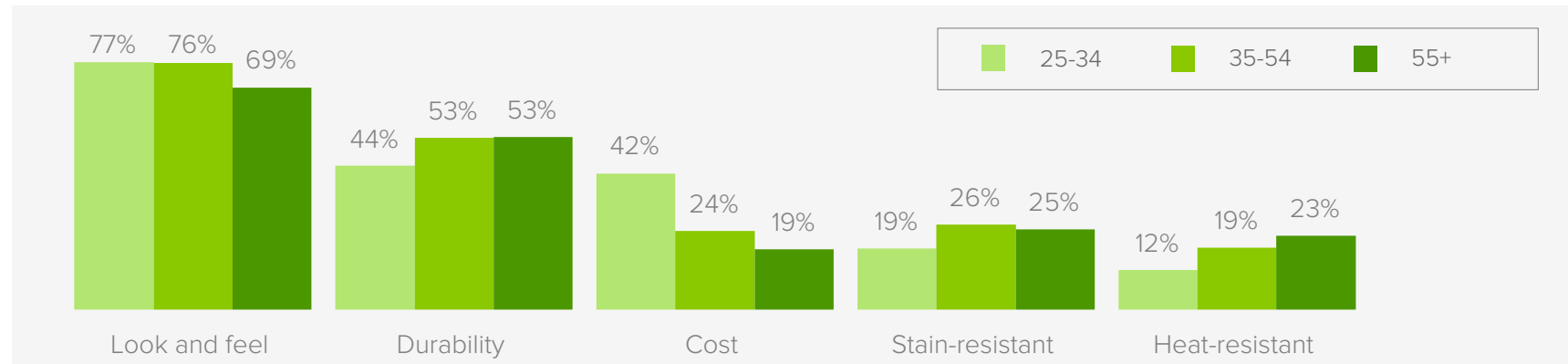
\*Percentages reflect proportion of homeowners *who are updating flooring* as part of their completed, current, or planned kitchen renovation during 2016-17.

# Cost-Sensitive Millennials

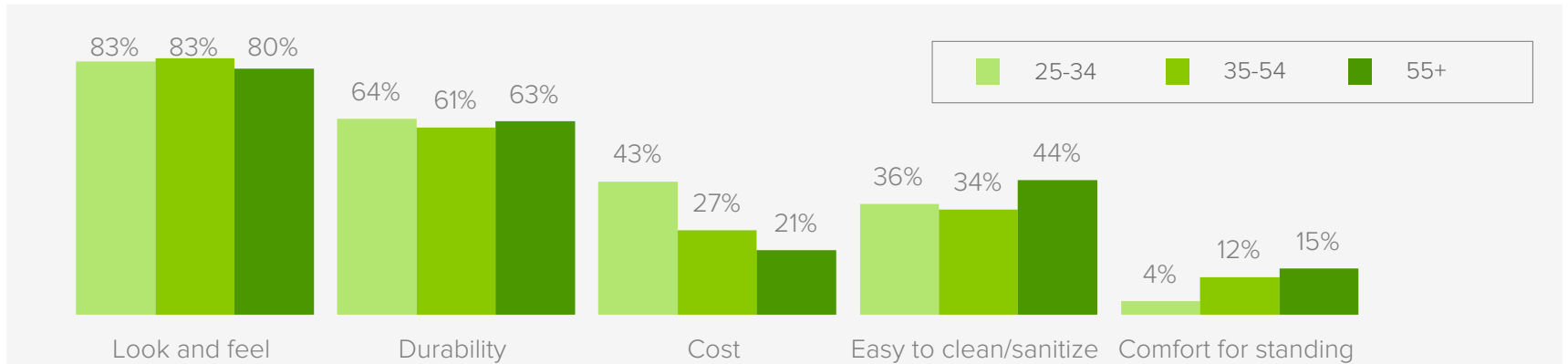
When choosing kitchen materials, millennial homeowners are twice as likely to be driven by cost considerations than homeowners over age 35. Older generations are more likely to consider physical qualities such as stain or heat resistance and comfort.

## TOP MOTIVATIONS FOR CHOOSING COUNTERTOP AND FLOORING MATERIALS – BY AGE\*

### COUNTERTOP



### FLOORING

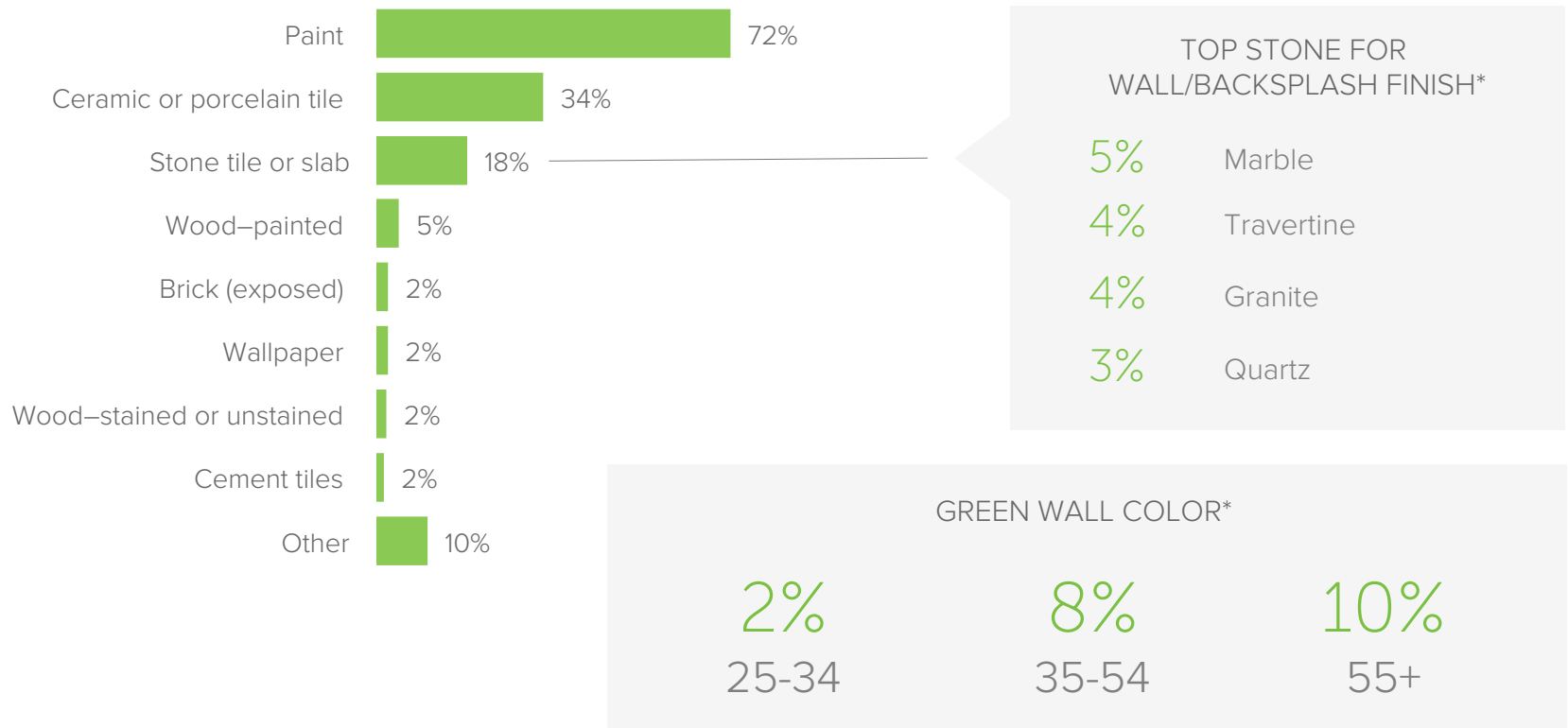


\*Percentages reflect proportion of homeowners who are updating flooring as part of their completed, current, or planned kitchen renovation during 2016-17.

# Fresh Coat of Paint

Nearly nine in 10 kitchen renovators are updating their wall finishes (86%), with the vast majority choosing fresh paint (72%). Ceramic/porcelain or stone tile are also common as wall updates (34% and 18%, respectively). Most homeowners opt for gray, beige, or white kitchen walls (see page 15), but Baby Boomers (55+) are more likely to turn to warmer colors. One in 10 Boomers opts for green (10%) compared to just 2% of millennial homeowners.

## NEW MATERIALS IN KITCHEN WALL FINISH UPDATES\*



\*Percentages reflect proportion of homeowners who are *updating wall finishes* as part of their completed, current, or planned kitchen renovation during 2016-17.

# Methodology

# Methodology

The survey was sent to registered Houzz users in the U.S., and fielded in June and July 2016. 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=2,707.

# Appendixes

## A. Appliance Upgrades by Age\*

New Appliances	Ages 25-34	Ages 35-54	Age 55+
Dishwasher(s)	85%	77%	80%
Refrigerator/freezer	82%	78%	76%
Microwave	71%	71%	75%
Range	77%	67%	63%
Range hood	48%	58%	57%
Garbage disposal	56%	51%	56%
Cooktop(s)	34%	44%	43%
Ice maker	35%	34%	37%
Wall oven(s)	14%	31%	31%
Washer/dryer	16%	14%	15%
Beverage refrigerator	6%	20%	15%
Warming drawer	3%	12%	14%
Wine refrigerator	8%	12%	13%
Trash compactor	0%	3%	3%
Built-in coffee machine	1%	3%	2%
Pizza oven	0%	1%	0%

\*Percentages reflect proportion of homeowners who *are updating appliances* as part of their completed, current, or planned kitchen renovation during 2016-17.

## B. Color by Age\*

	Ages 25-34	Ages 35-54	Age 55+
<b>WALLS</b>			
Beige	20%	23%	25%
Gray	43%	33%	22%
White	19%	17%	16%
Green	2%	8%	10%
Yellow	3%	6%	7%
<b>CABINETS</b>			
White	47%	43%	41%
Wood-medium	8%	13%	18%
Wood-light	3%	7%	7%
Gray	12%	8%	7%
Wood - dark	11%	7%	5%
<b>COUNTERTOPS</b>			
Multicolored	22%	28%	35%
White	32%	23%	18%
Gray	16%	16%	13%
Black	15%	13%	11%
Beige	7%	7%	7%

\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2016-17.



## B. Color by Age (Continued)\*

	Age: 25-34	Age: 35-54	Age: 55+
<b>BACKSPLASH</b>			
White	45%	32%	26%
Multicolored	15%	20%	25%
Beige	10%	11%	15%
Gray	16%	15%	11%
Green	0%	3%	4%
<b>APPLIANCES</b>			
Stainless steel—regular	78%	76%	70%
White	3%	6%	11%
Black	7%	6%	7%
Stainless steel—black	9%	7%	6%
Multicolored	1%	1%	1%
<b>FLOOR</b>			
Wood—medium	25%	29%	30%
Beige	7%	10%	12%
Gray	22%	11%	12%
Wood—light	8%	11%	10%
Brown	9%	14%	9%

\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2016-17.

## C. Links to Resources on Houzz

Houzz is the easiest way for people to find inspiration, get advice, buy products, and hire the professionals they need to help turn their ideas into reality.

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Kitchen	Architects & Building Designers	Kitchen & Dining Furniture	Kitchen Accessories
Kitchen/Dining room	Cabinets & Cabinetry	Tabletop	Kitchen Workbook
Great Room	Design-Build Firms	Major Kitchen Appliances	Kitchen of the Week
Enclosed	General Contractors	Small Kitchen Appliances	Small Kitchens
L-shaped	Home Builders	Kitchen storage & Organization	Colorful Kitchens
U-shaped	Interior Designers & Decorators	Kitchen Tools & Gadgets	White Kitchens
Galley	Kitchen & Bath Designers	Kitchen & Table Linens	Kitchen Appliances
Single-wall	Kitchen & Bath Remodelers	Cookware & Bakeware	Kitchen Backsplashes
Contemporary Kitchen	Carpenters	Kitchen Knives & Accessories	Kitchen Cabinets
Modern Kitchen		Tile	Kitchen Storage
Transitional Kitchen		Kitchen and Cabinet lighting	Kitchen Counters
		Kitchen Fixtures	Kitchen Islands
			Kitchen Layouts
			Kitchen Lighting
			Kitchen Pantries
			Kitchen Sinks