

# NKBA | KBIS

# 2024

# Kitchen

# Trends

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Research Report | Released September 2023



Design: Nar Bustamante | Photo: Fred Donham

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## OBJECTIVE

Provide designers and specifiers with insights on the most popular design styles and features:

- Identify overall and individual product category styles, features, and materials that are anticipated to be popular in the next few years.

**Total (n=630): US (95%); Canada (5%)**

**74% NKBA Members + 26% Non-Members**

## METHODOLOGY

An online survey conducted among members of the NKBA community and targeted occupations:

- Occupation: designers, showrooms, dealers, specialists, manufacturers, K&B remodelers / contractors, architects (52% are designers)
- Excluded occupations (if not qualified above): fabricator, home center, honorary members, installers
- Have designed, specified, or sold products for at least 1 kitchen project in the past year
- All ages qualify
- Gender allowed to fall naturally

*Note: the NKBA sample sourced self-administered survey was augmented with a 3<sup>rd</sup> party sample interviewer-administered survey recruited via LinkedIn*

# KITCHENS: EMERGING THEMES

- **A connection to the outdoors**
- **Innovative personalized designs**
- **Minimalistic designs that are easy to maintain**
- **Islands are the heart of the kitchen**
- **A place for wellness and nutrition**
- **Increased focus on sustainability**
- **Well curated lighting**

# KITCHENS: A connection to the outdoors

- **Adding larger windows, glass doors and window walls** to bring the outdoors into the kitchen.
- **Organic/ natural design themes** for a connection to nature.
- **Layering warmer whites, earthy greens and wood tones** to create a sense of nature, calm, harmony.
- **Warmer metals, especially gold and black fixtures and faucets** to create a warm atmosphere.
- **Natural high texture wood and wood patterns on cabinets** to create the organic, nature inspired design.



Design: Sandra Giesdahl | Photo: Reid Rolls

*I think earth tones will make a big comeback. Especially with designs leaning toward bringing the outside in.*

*Textures will also mimic nature, with more reeded styles for cabinetry, more natural-looking quartz patterned after marble and quartzite.*

# KITCHENS: Innovative personalized designs

- **Personalized settings and controls with apps** like ovens that support temperature control precision, delayed starts and programable lighting settings for different times of day.
- Innovating for **living in place** with cabinetry and islands that work for all ages.
- **Customizable** sinks designed as a workstation.
- Cabinets, islands and pantries will have **personalized** organization modules and **integrated** outlets.



Design: Marla Nazzicone | Photo: Mike Chajewski

*More personality. I don't think the first point of view is going to be "what will the next owners like", it will be more personalized to the current homeowner.*

*Appliances will continue to incorporate more smart tech features. Balancing increased capabilities of modern kitchen appliances with improved intuitive controls and user friendliness will be a primary focus of new product design.*

# KITCHENS: Minimalistic design that is easy to maintain

- **Contemporary, Modern, Mid-Century, Scandinavian** designs will be popular; **cabinets** with modern European, flat panel designs, free of hardware with push-to-open technology.
- More pantry space, floor to ceiling cabinetry, and hidden kitchens/appliance areas to **keep clutter off the countertops**.
- Extremely easy to **clean** countertops using popular **heat tolerant** and **stain resistant** materials like Quartz.
- **Extending countertops into the backsplash** for a seamless look that is easy to clean.
- **Invisible induction cooktops** integrated into countertops.
- Smaller, no grout lines in **kitchen flooring** for easy cleaning.



Design: Nar Bustamante | Photo: Fred Donham



*More contemporary, clean lines, Simple crown molding or no molding at all, lighter stained woods, Slab door style, continuation of mixed metals, no farm sinks, colored sinks other than stainless steel.*

*Full height backsplashes using quartz, or glass and moving away from tile with grout lines.*

# KITCHENS: Islands are the heart of the kitchen

- Kitchen islands are a **gathering place in the home** allowing for socializing, school or work during meal prep and clean-up.
- **Islands are getting larger with new features** to help with storage, managing electronics, seating, meal prep, clean up.
- In addition to functional needs, islands are becoming a **design focal point** with a different color cabinetry and/or countertop than the surround.
- Lighting over the island is also more likely to take on a **statement** role, relative to other kitchen lighting.



Design: Sarah Robertson, AKBD | Photo: Adam Kane Macchia



*More freeform islands, design based for visual impact.*

*Incorporation of creative design elements into islands, hoods, and other customized storage areas.*

*Islands will become the kitchen tables for multigenerational gatherings.*



# KITCHENS: A place for wellness and nutrition

- Kitchen design is accommodating a **focus on nutrition and healthy eating** among homeowners.
- Homeowners are **adding more refrigeration space** with better flexibility (e.g., columns, drawers, convertible) to accommodate healthy lifestyles.
- New **refrigerator food inventory technology** will help with menu recommendations and shopping, while **emergency power sources** will ensure food doesn't spoil.
- Cooking appliances will have **integrated cooking functions** like air frying and steam cooking.



Design: Courtney Zanelli, CMKBD | Photo: John Bessler



*Better storage solutions for fresher, less preserved foods, all while factoring in greater concerns towards sustainability and overall wellness.*

# KITCHENS: Increased focus on sustainability

- Sustainability in selecting products for the kitchen is being driven by **homeowners, manufacturers and designers.**
- Key kitchen areas with sustainability focus are **Appliances, Faucets, Lighting and Flooring.**
- Top ways to focus on sustainability will include:
  - Built in **recycling** storage
  - **Long lasting** products that reduce the need for replacement
  - Selecting **energy efficient/water conserving** products
  - **Donating** old kitchen cabinets and appliances



Design: Megan Tennant | Photo: Chris Reilmann



*More sustainability in the efficiency of the appliances.*

*The trend towards induction cooking will increase, green composting will increase as a factor, and perhaps even use of sustainable countertop materials.*

# KITCHENS: Well-Curated Lighting

- Some lighting will serve as a design **statement**, while other lighting is expected to **blend** seamlessly into the overall design.
- While serving as a style statement, the primary goal of lighting is also **functional**, from supporting all the diverse **activities** in the kitchen, to setting the proper **mood** for the kitchen's inhabitants.
- Passive technology is expected to play a key role in lighting's functionality, using **light** sensing, **motion** sensing, **voice** activated and **programmable** to individual lifestyles and schedules.



*Lighting! Back lighting surfaces, Undercabinet Lighting and General Lighting.*

*More lighting interiors, especially drawers.*

*Better lighting - undercabinet, recessed, accent, correctly placed, correct beam spread and directional correctly aimed, all on dimmers and same color temperature.*

Design: Lori Kurnitsky, NCIDQ; Co-designer: Michele Plachter | Photo: Christian Garibaldi

# NEW KITCHEN FEATURES...

- + **ISLANDS** appliance drawers, charging areas, sinks and dining areas
- + **PANTRIES** walk-in and butler's pantry to get clutter off the countertop
- + **CABINETS** textured and patterned wood finishes
- + **COUNTERTOPS** quartz and engineered materials with honed/matte finishes
- + **BACKSPASHES** solid surfaces integrated with countertops
- + **FLOORING** easy to maintain materials like luxury vinyl, engineered hardwood



- + **REFRIGERATORS** drawers and convertible refrigeration
- + **COOKING APPLIANCES** integrated induction cooktops, multiple cooking functions like steam and air frying
- + **DISHWASHERS** drawer styles and new features like ultra quiet, 3<sup>rd</sup> rack
- + **SINKS** workstation sinks with cutting boards, drying racks, strainers
- + **FAUCETS** matte and brushed finishes in gold, stainless and black colors
- + **LIGHTING** customizable presets for mood lighting varying by time of day, mobile app controls, in drawer lighting

## TOP PRODUCT CATEGORIES TO ACHIEVE GOALS

### Create a design focal point

- Lighting
- Islands
- Faucets
- Countertops
- Cooking Appliances

### Blend seamlessly / invisibly with overall design

- Refrigeration Appliances
- Flooring
- Sinks
- Lighting

Design goal of lighting likely varies by location

### Create contrast to other parts of the kitchen

- Islands
- Countertops
- Flooring
- Lighting

### Minimize upkeep / cleaning

- Flooring
- Countertops
- Sinks
- Cabinets
- Cooking Appliances
- Faucets

### Maximize energy / water efficiency or environmentally friendly materials

- Refrigeration Appliances
- Faucets
- Cooking Appliances
- Lighting
- Flooring

### Improve usability

- #1 goal for all categories except flooring & countertops
- Cabinets (e.g., storage, organization, layout)
- Islands (e.g., storage, seating, meal prep)

### Flexibility for living in place

- Islands
- Cabinets

# TOP PRODUCT CATEGORIES TO ACHIEVE GOALS

	Islands	Cabinets	Lighting	Countertops	Cooking Appliances	Faucets	Flooring	Sinks	Refrigeration
<b>Most Important Goals by Product</b>	%	%	%	%	%	%	%	%	%
Improve usability	78	80	73	64	71	71	33	75	74
Create a design focal point	47	34	48	35	34	37	13	23	11
Create contrast to other parts of the kitchen	33	13	19	26	13	16	23	10	7
Flexibility for living/aging in place	32	34	28	15	26	25	29	25	20
Minimize upkeep / cleaning	31	52	13	71	47	44	79	59	32
Blend seamlessly / invisibly with overall kitchen design	27	34	39	30	31	27	50	45	65
Maximize energy / water efficiency or Source environmentally friendly materials	11	19	32	22	36	37	27	15	45

Base: Total (n=313 or 317)  
 Q27 / Q41 / Q51 / Q71 / Q81 / Q101 / Q116 / Q121 / Q131  
 What do you expect will be the most important goals with kitchen ...?

Significantly higher than 3+ categories @ 90% CL

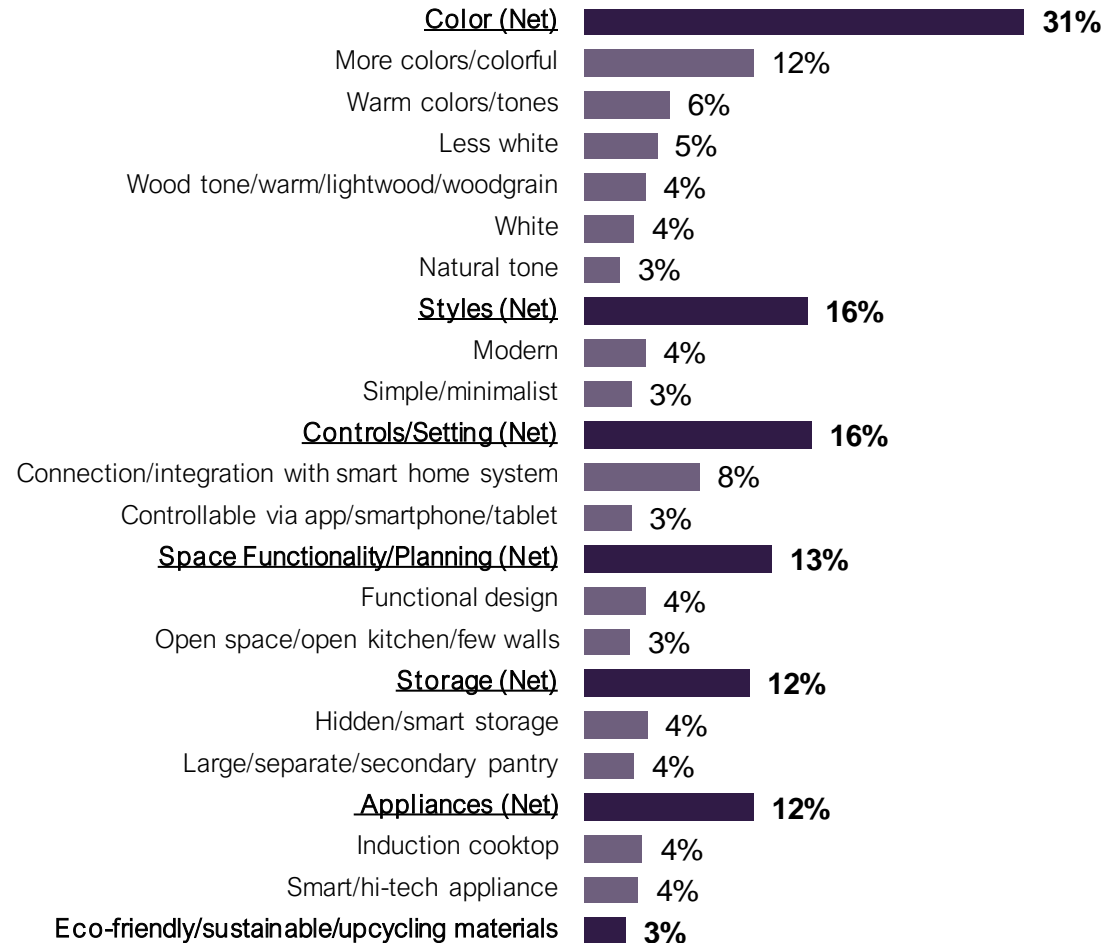
# Kitchen Style & Vision

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Next Three Years

Changes will be in the area of **color**, followed by **style shifts**, greater **technology integration**, more thoughtful **storage**, and **electronic advancements** in **appliances**.

## Biggest Changes



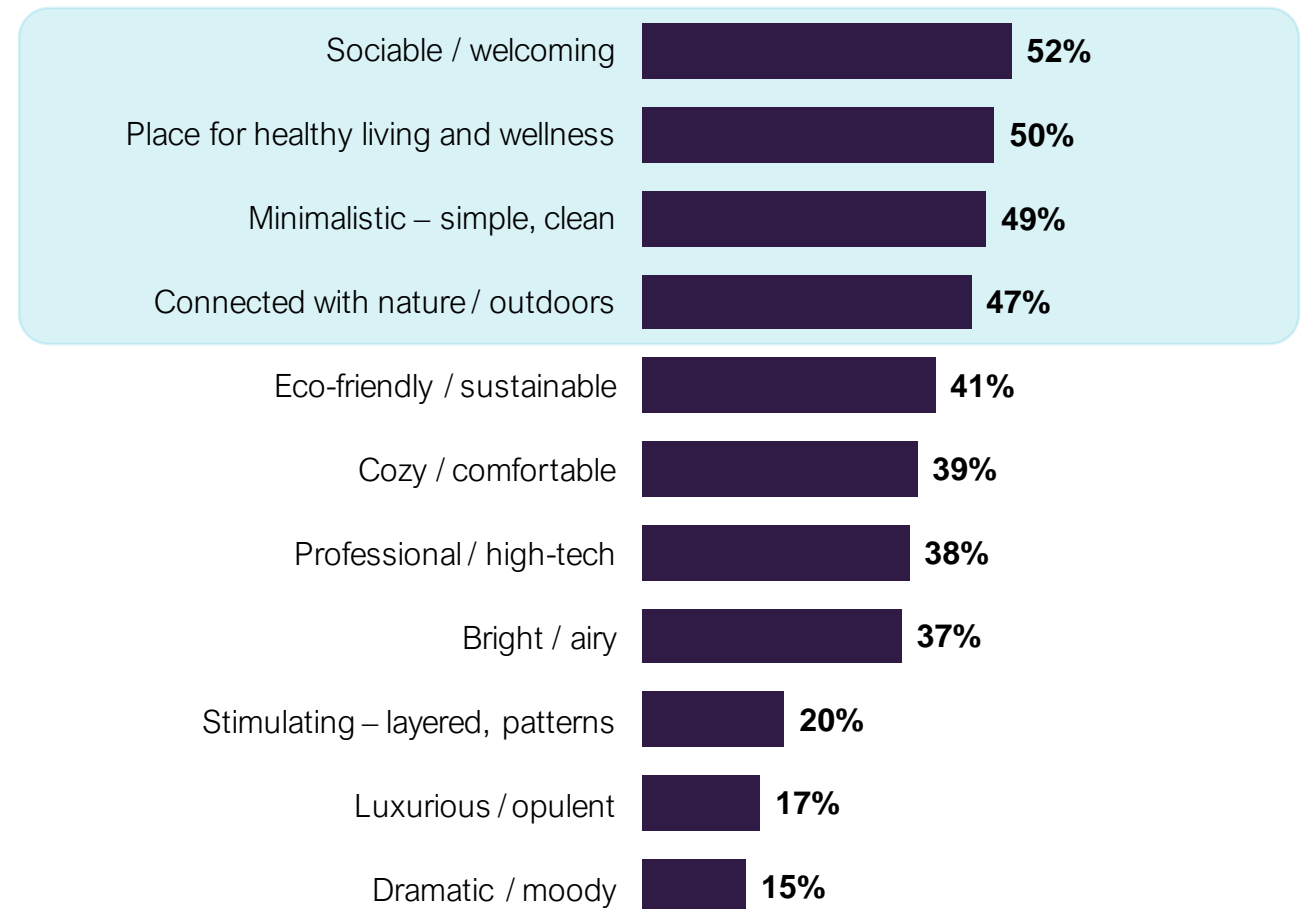
Base: Total (n=630)

Q1. What do you think will be the biggest changes in kitchen design in the next 3 years? [OPEN-END]



**Kitchen environments will be a sociable, welcoming place for healthy living, with simple clean designs that connect to the outdoors.**

## Popular Environments

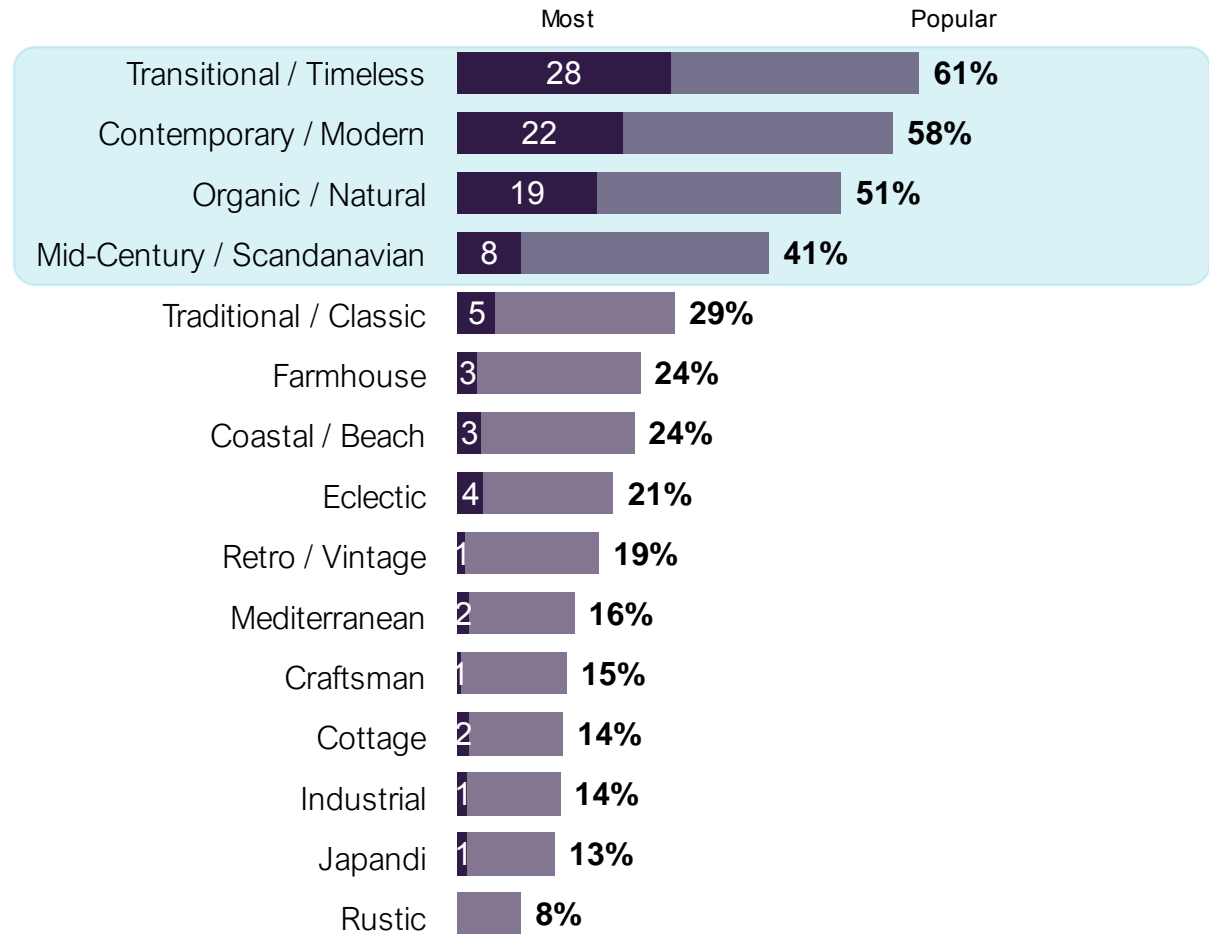


Base: Total (n=630)

Q2. Which of the following environments do you expect will be popular for kitchens in the next 3 years?

Top styles for kitchens will vary and include a transitional/timeless look, contemporary, organic and mid-century designs.

## Popular Styles & Visions



Base: Total (n=630)

Q3. Which of the following styles or visions of kitchens will be popular in the next 3 years?

Q4. Which one of the following styles or visions of kitchens do you expect will be MOST popular in the next 3 years?

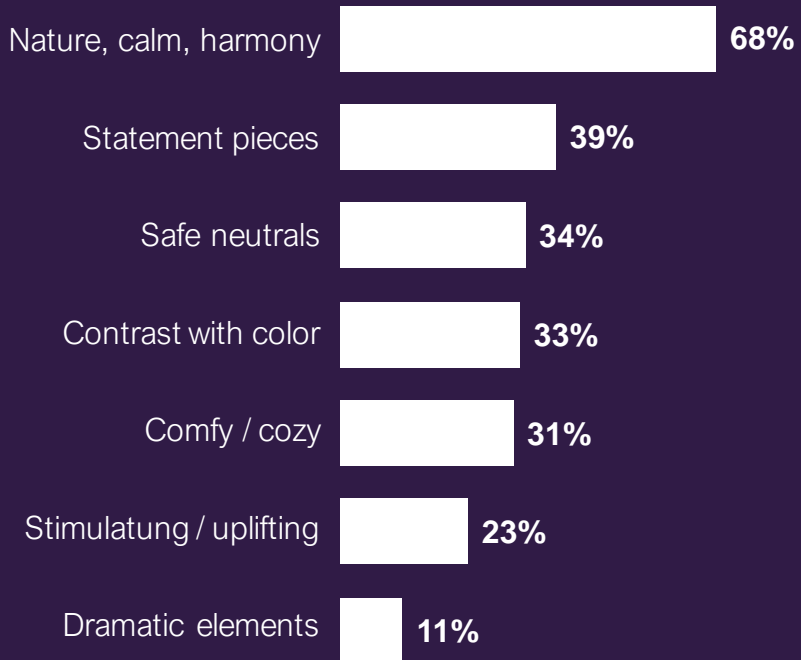
# Kitchen Colors

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Next Three Years

## KITCHEN COLOR GOALS

**Key color goal will be to create a sense of nature, calm and harmony.**

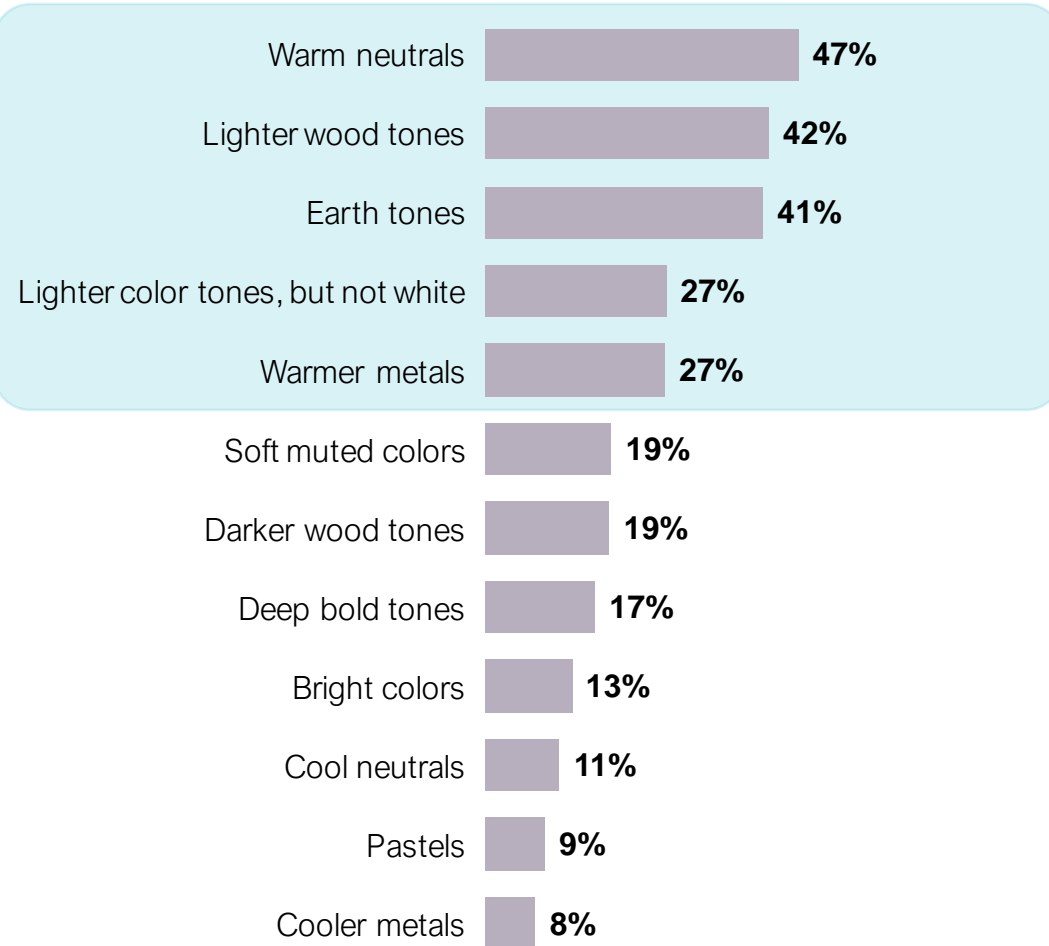


Base: Total (n=630)

Q11. What do you expect will be the most important goals when selecting specific colors in kitchens?

**Warm neutrals, lighter woods, earth tones and warmer metals will be popular in kitchens.**

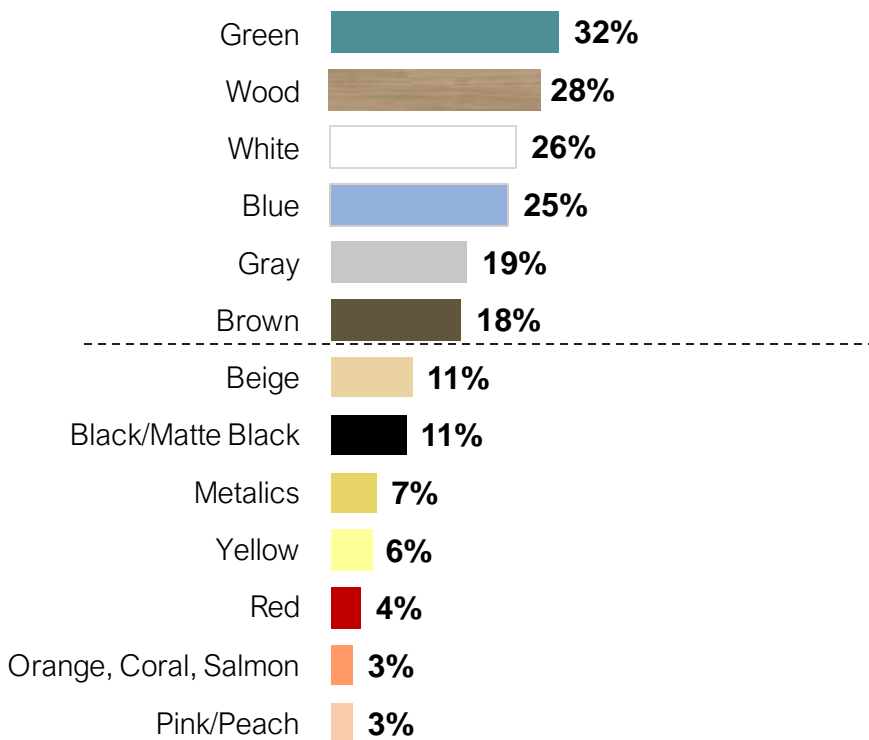
## Popular Colors /Tones



Base: Total (n=630)  
Q12. Which of the following colors/tones do you expect will be popular in kitchens in the next 3 years?

KITCHEN TOP-OF-MIND COLORS

**Top-of-mind colors** for kitchens include greens, woods, whites, blues, grays and brown.



Base: Total (n=630)

Q10. Please describe the colors that you expect will be emerging over the next 3 years in kitchens, in as much detail as possible, including any specific tones and shades. [OPEN-END]

*Deep **greens**, deep **blues**, warm **browns**.*

***Earth** tones with "pop" color to add unique personal touch, getting away from white.*

*Greige, **warmer** cozier tones that are a bit more neutral than the beige of the 90's. Wood tones with subtle **graining** like maple.*

*Natural **wood** tones, subtle color in **blues**, **greens** and **muted whites**.*

*I think earth tones will make a big comeback. Especially with designs leaning toward bringing the **outside** in.*

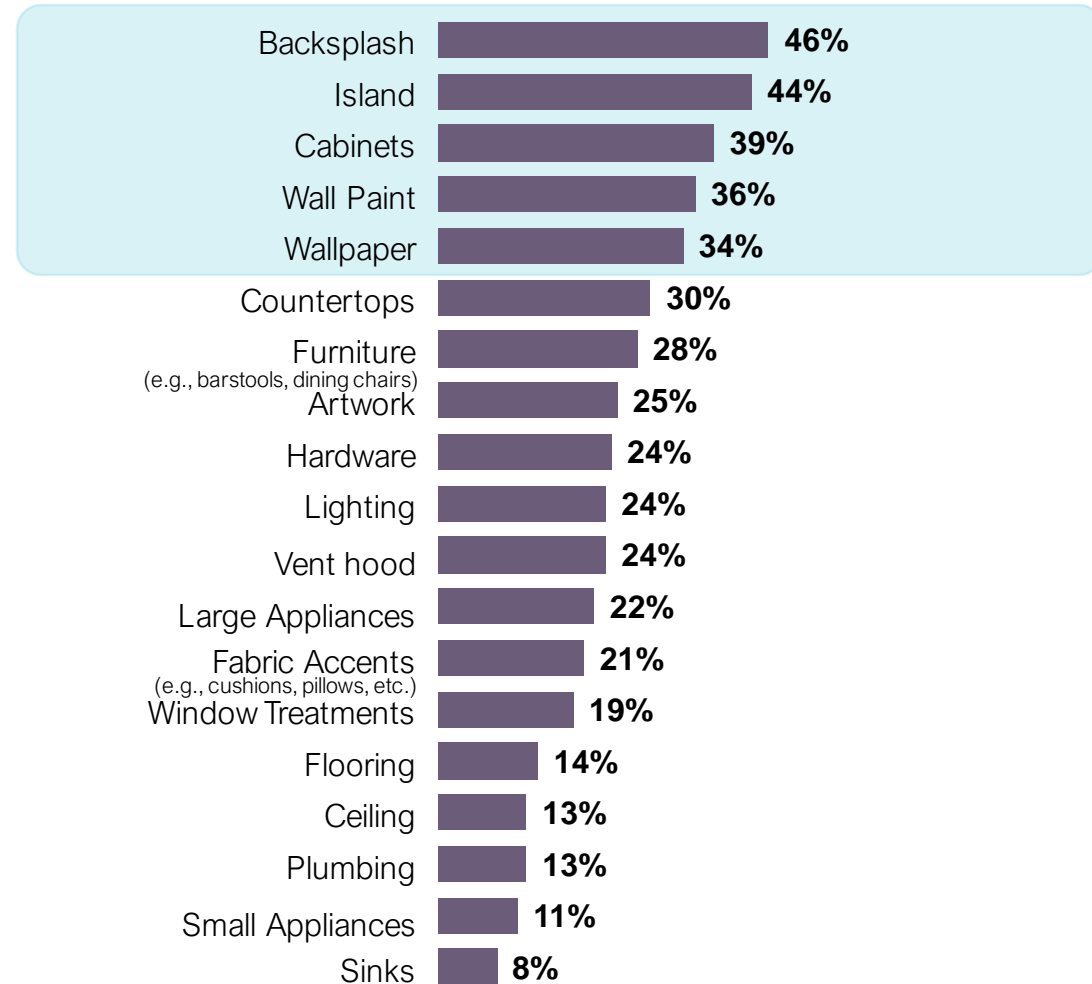
*Finally grey is going away, but White is always popular, we are doing a lot more **green** cabinetry.*

*Neutral with glazing accents of sand and beige, away from grey and bright white. Islands in **wood** tones.*

***Natural** hues will still be popular but more pops of slightly muted orange/pinks.*

Designers will leverage **vertical surfaces** and **cabinetry** for statement colors.

## Incorporating New Statement Colors



Base: Total (n=630)  
 Q13. What do you expect will be the popular way to incorporate new statement colors into kitchens in the next 3 years?

# Kitchen Design & Modifications

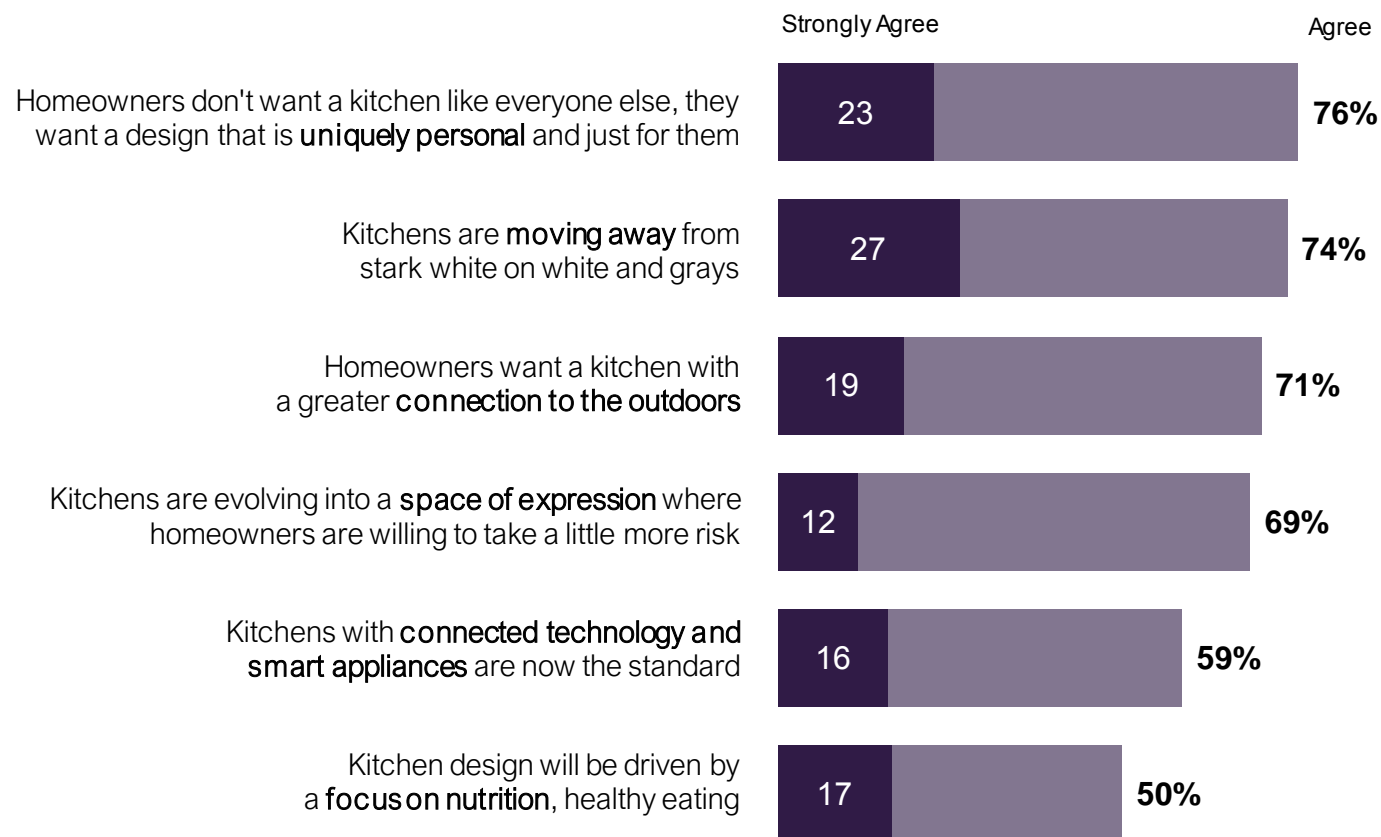
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Next Three Years



Designers are creating uniquely personal designs, that move away from stark whites/grays for a kitchen connected to the outdoors.

## Design Attitudes for Kitchens

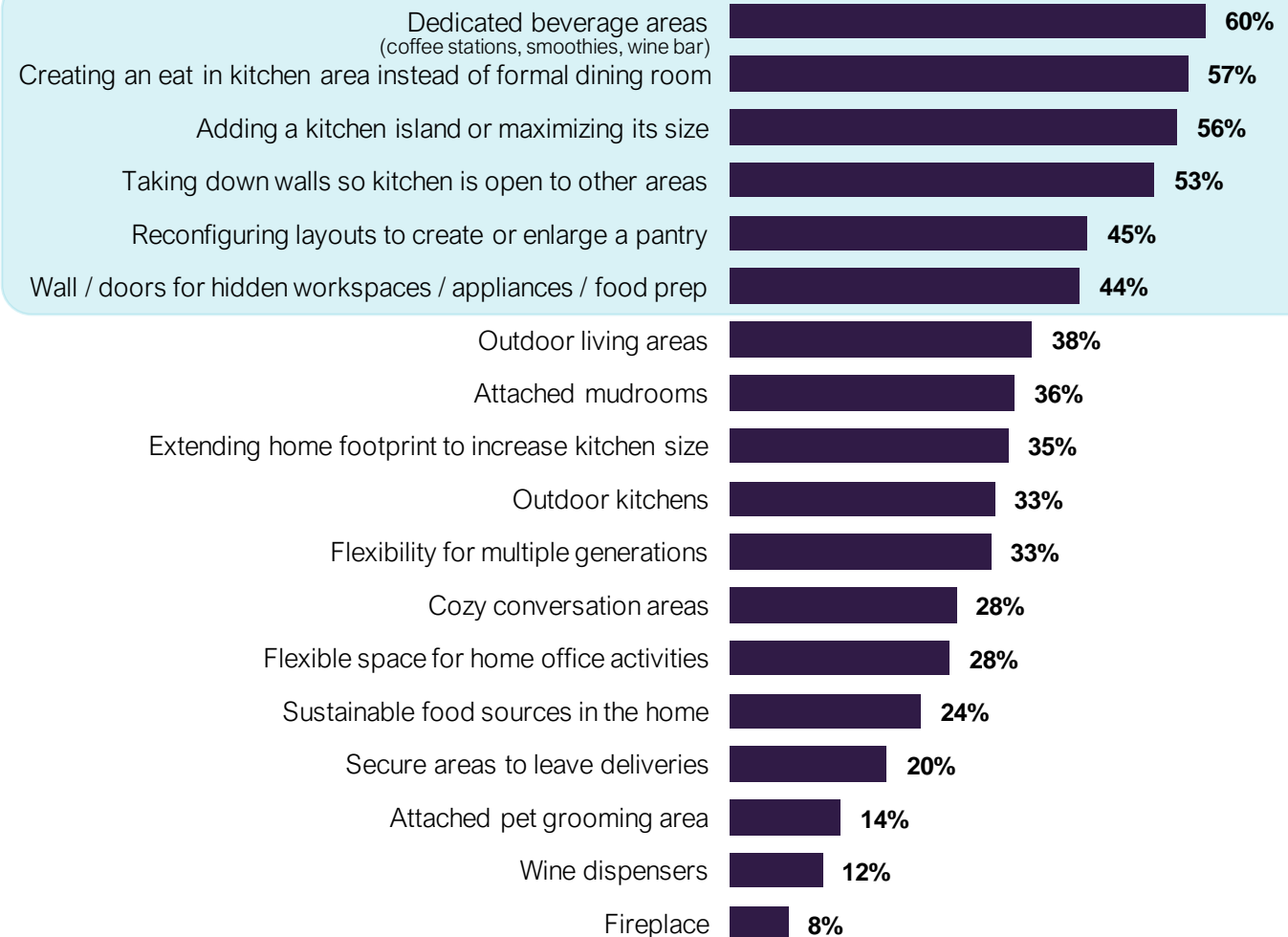


Base: Total (n=630)

Q20. Thinking about kitchen design in the next 3 years, how much do you agree or disagree with the following statements? (5pt. scale)

Top kitchen features include beverage areas, eat-in kitchen area, large islands, taking down walls, enlarged pantries, hidden appliance / workspace areas.

## Design Layouts and Features

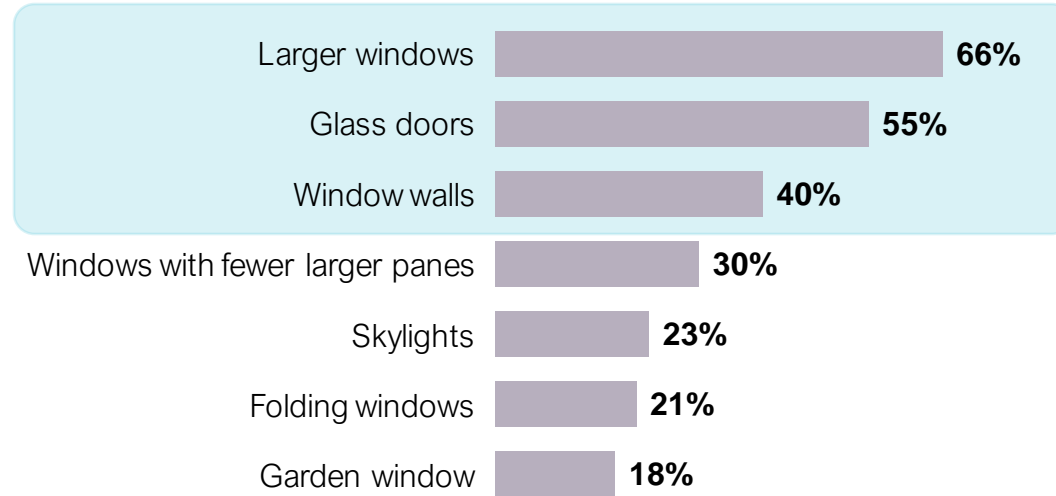


Base: Total (n=630)

Q21. Please indicate which of the following kitchen design layouts/features will be popular in the next 3 years.

**Large windows,  
glass doors  
and window  
walls will help  
bring the  
outdoors into  
the kitchen.**

## Window and Door Options



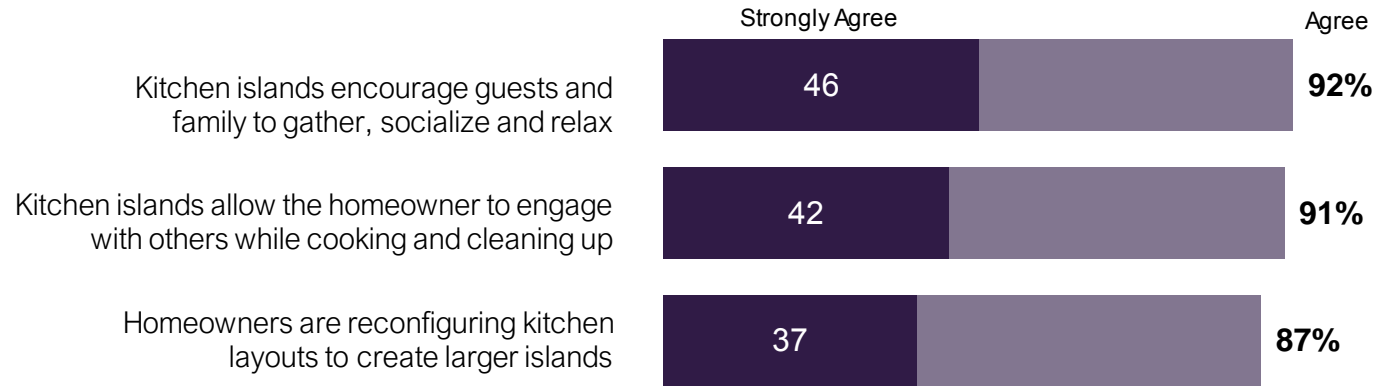
# Kitchen Island & Pantries

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Next Three Years

**Kitchen islands are a gathering place to socialize, cook, and clean up; homeowners will reconfigure layouts for larger islands.**

## Design Attitudes for Kitchen Islands



Base: Group 1 (n=317)  
 Q26. Thinking about kitchen islands, how much do you agree or disagree with the following statements? (5pt. scale)

KITCHEN ISLAND GOALS

Key goals are to improve **usability** and create a **design focal point**.

Improve usability (e.g., storage, seating, meal prep) **78%**

Create a design focal point **47%**

Create contrast to other parts of the kitchen **33%**

Flexibility for living / aging in place **32%**

Minimize upkeep / cleaning **31%**

Blend seamlessly / invisibly w/ overall kitchen design **27%**

Source environmentally friendly materials **11%**



Base: Group 1 (n=317)

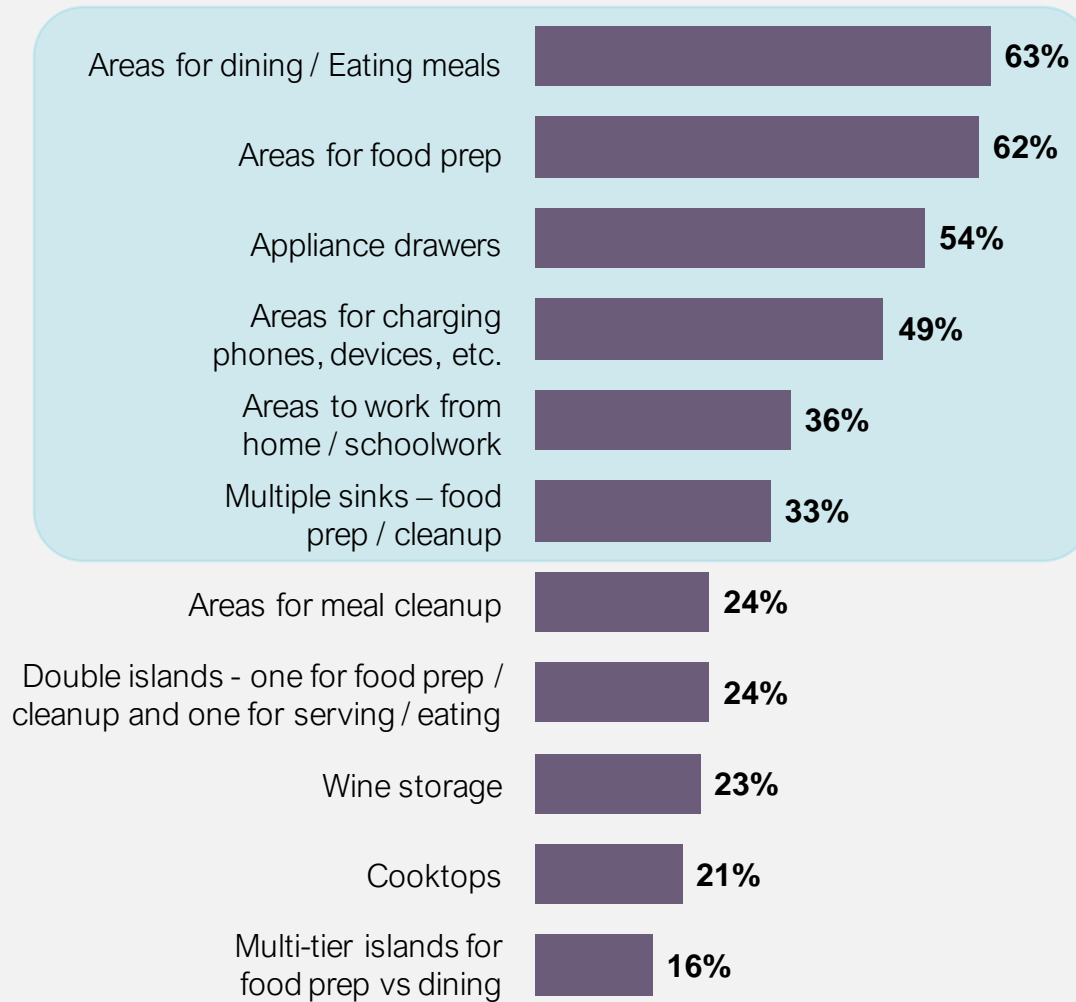
Q27. What do you expect will be the most important goals for kitchen islands?

KITCHEN ISLAND FEATURES & FUNCTIONS



# POPULAR FEATURES & FUNCTIONS

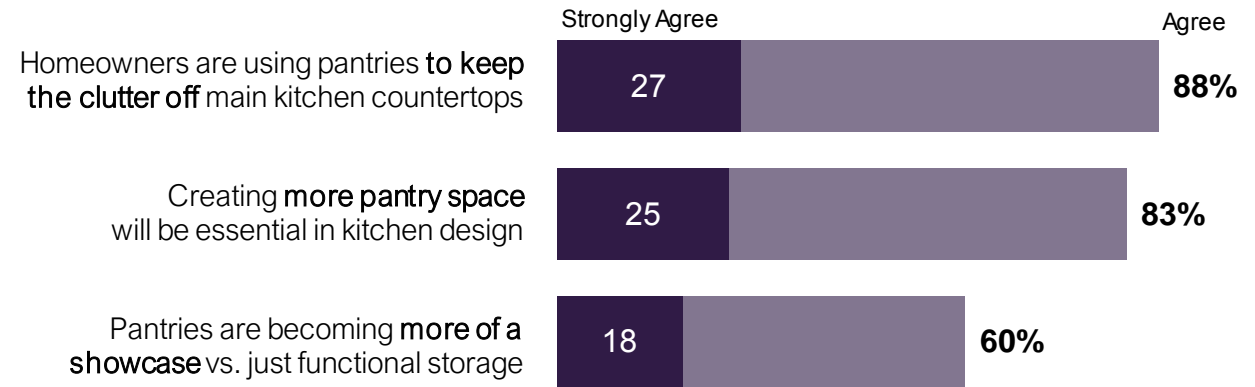
Kitchen Islands are **servicing many purposes** and homeowners are **adding new features** to help with **food prep, managing electronics, work, schoolwork and clean up.**



Base: Group 1 (n=317)  
 Q28. What features / functions do you expect will be popular for kitchen islands in the next 3 years?

Designers are creating pantries with **more space** and a **showcase look** to keep the clutter off the countertops.

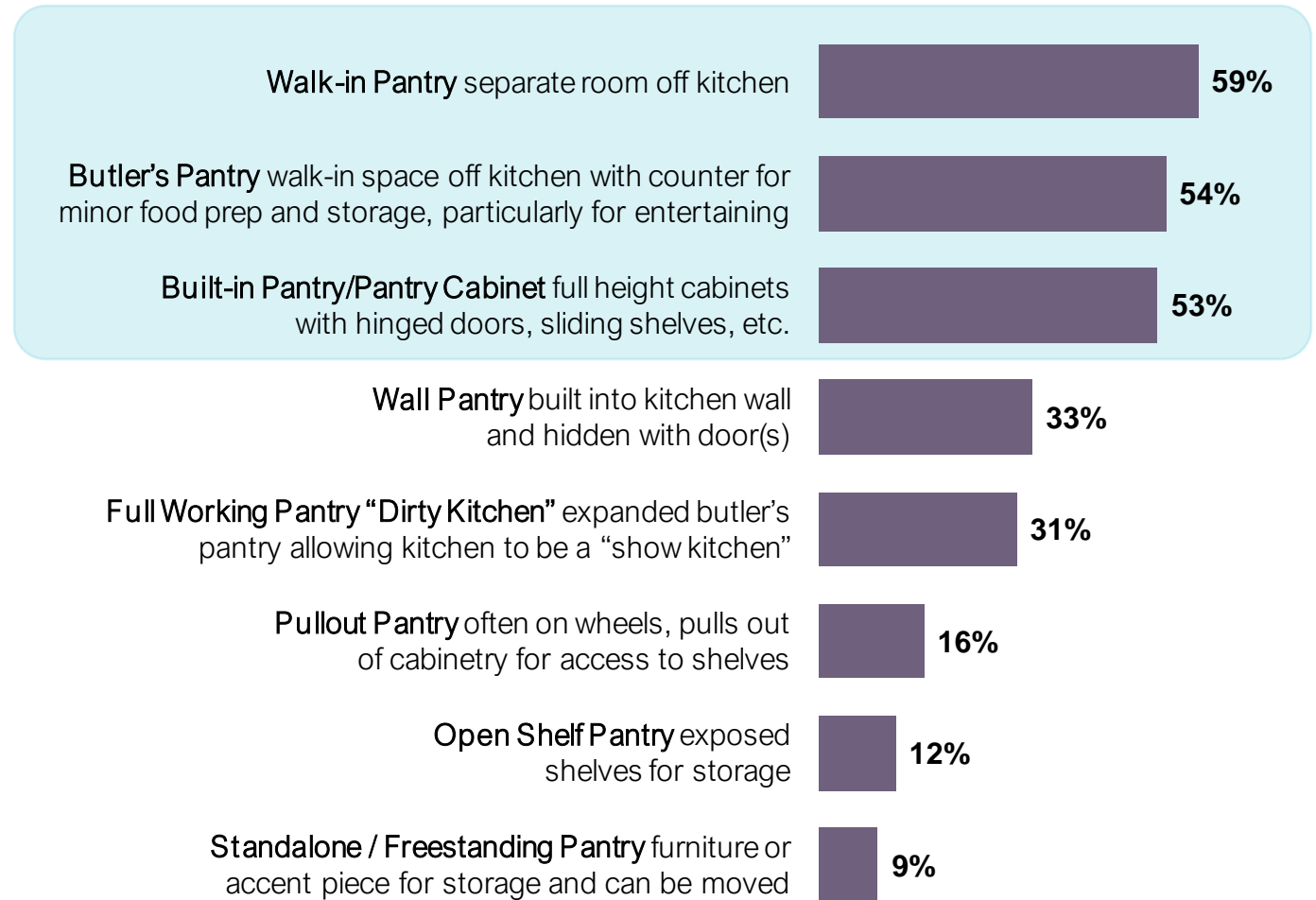
## Design Attitudes for Kitchen Pantries





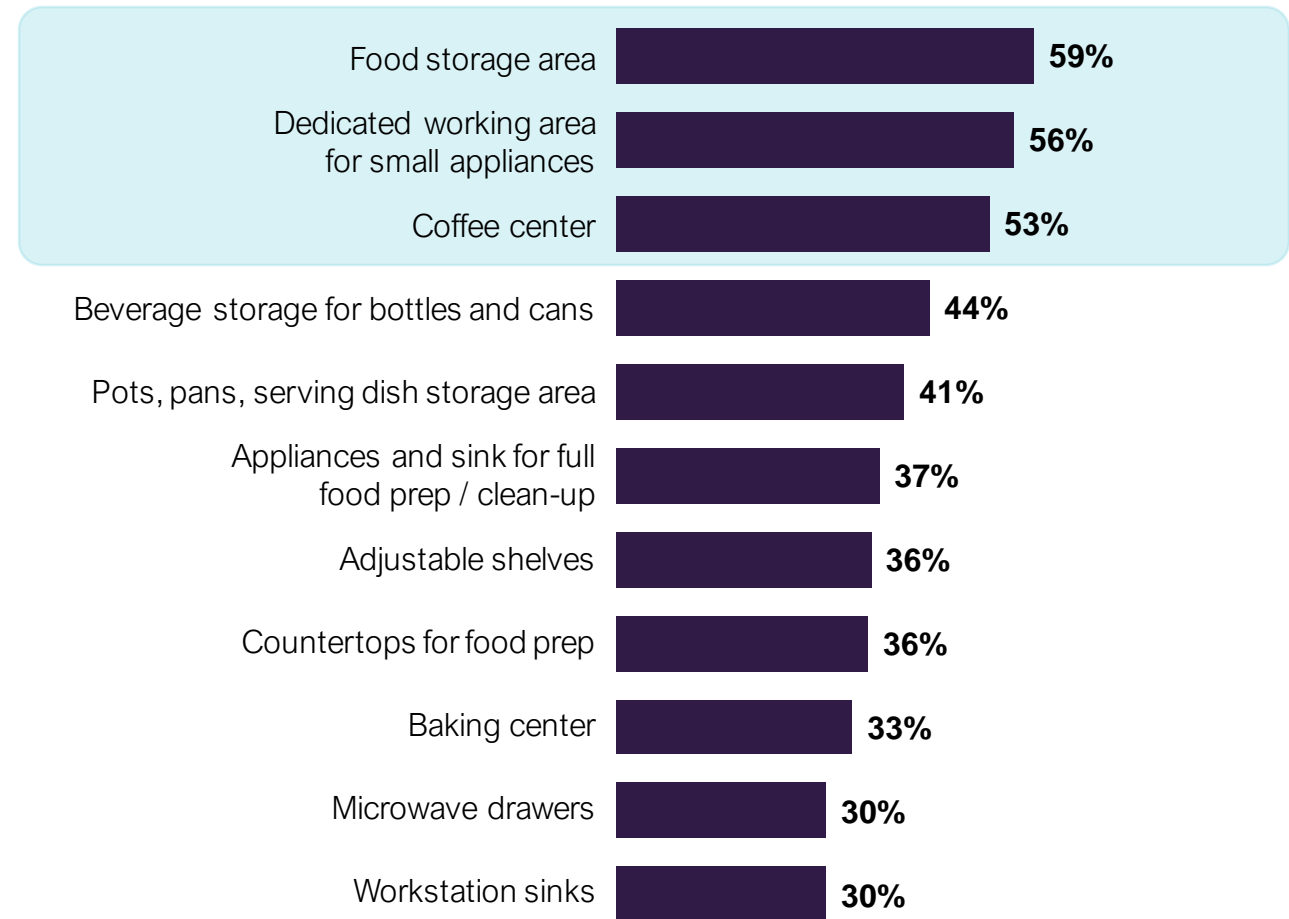
**Walk in, Butler, and Built-In Pantries will all provide homeowners with more space and function.**

## Pantry Types



Pantries will not only include **food and beverage storage**, but also **working areas for small appliances and a coffee center**.

## Pantry Features and Functions



Base: Group 1 (n=317)  
 Q32. What features / functions do you expect will be popular in kitchen pantries in the next 3 years?

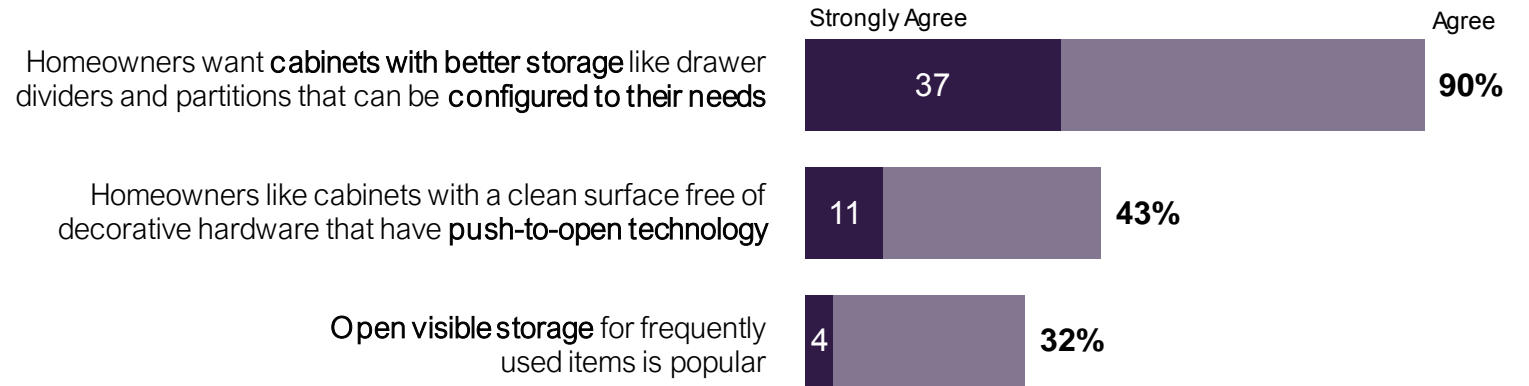
# Kitchen Cabinets

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Next Three Years

Drawer dividers and partitions create better cabinet storage, and push open technology gives a clean look on cabinet doors.

## Design Attitudes for Kitchen Cabinets

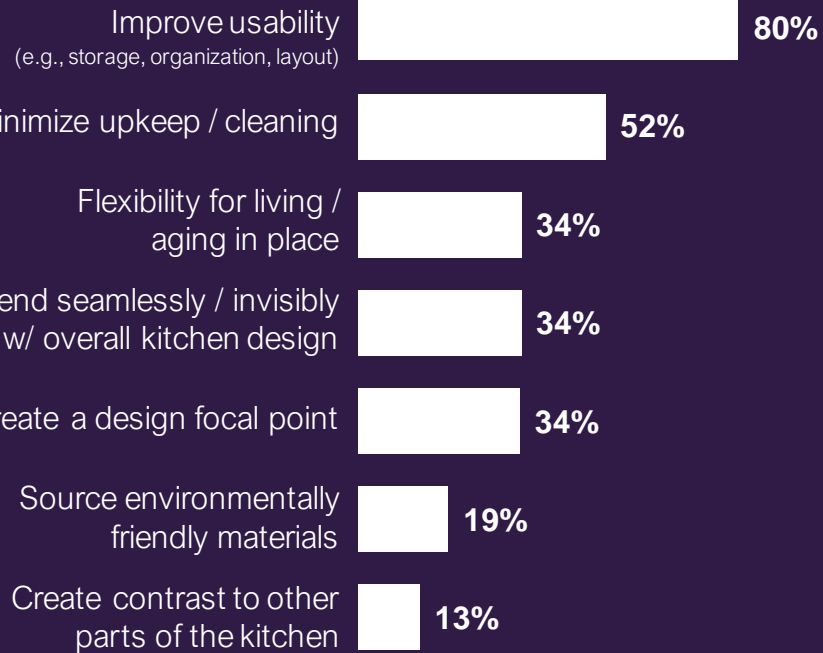


Base: Group 1 (n=317)

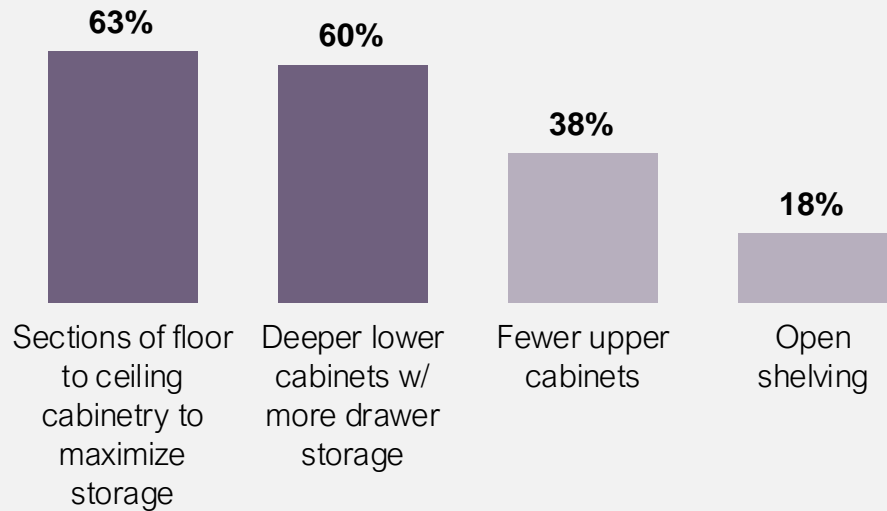
Q40. Thinking about cabinets in kitchens, how much do you agree or disagree with the following statements? (5pt. scale)

## KITCHEN CABINET GOALS

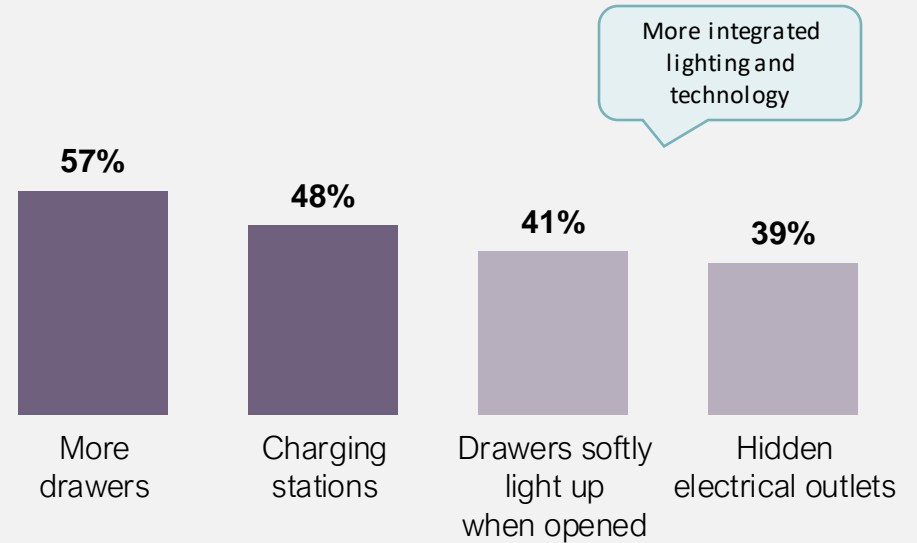
**Key goal is to improve storage and organization with cabinets.**



### Floor to ceiling cabinetry and deep lower cabinets will help maximize storage



### More drawers and built in charging stations help improve cabinet functionality

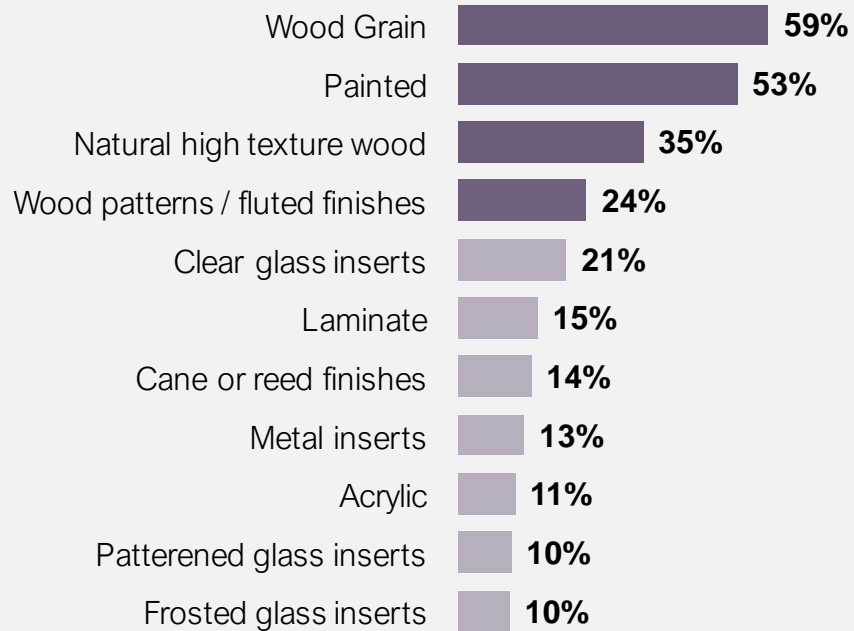


Base: Group 1 (n=317)

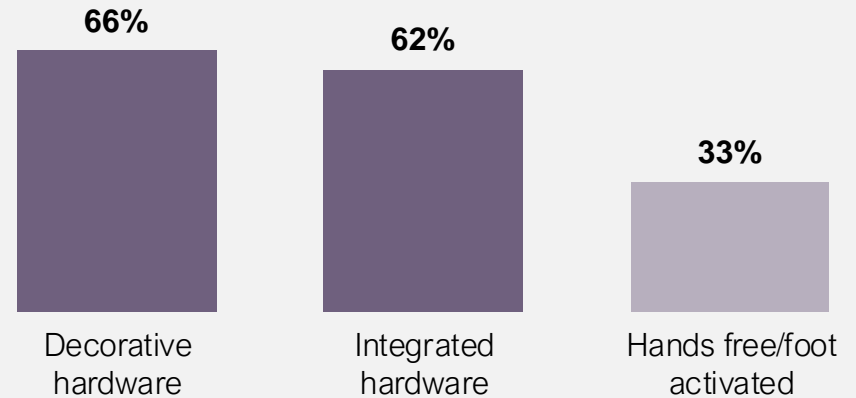
Q42. Which of the following kitchen cabinet materials or styles do you expect will be popular over the next 3 years?

Q43. Which of the following cabinet storage options in Kitchens do you expect will be popular over the next 3 years?

**Wood grain, painted surfaces and high texture wood will be popular**

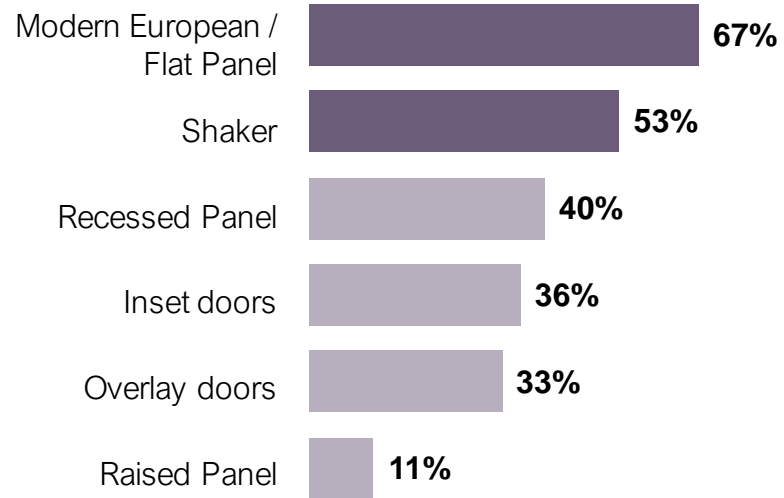


**Both decorative and integrated hardware will be popular**

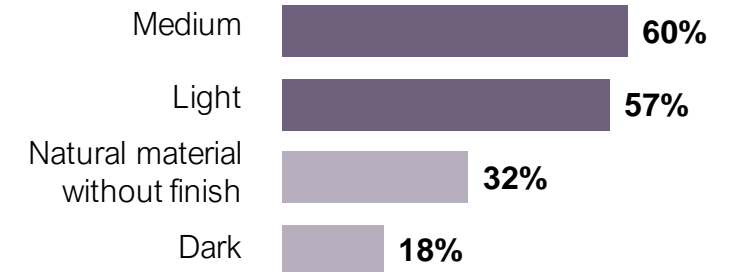


Designers will often use **modern flat panel** or **shaker style doors** in **medium or light tones**.

## Door Styles



## Color/Tone



A different color on island can create focal point



Base: Group 1 (n=317)  
 Q42. Which of the following kitchen cabinet materials or styles do you expect will be popular over the next 3 years?



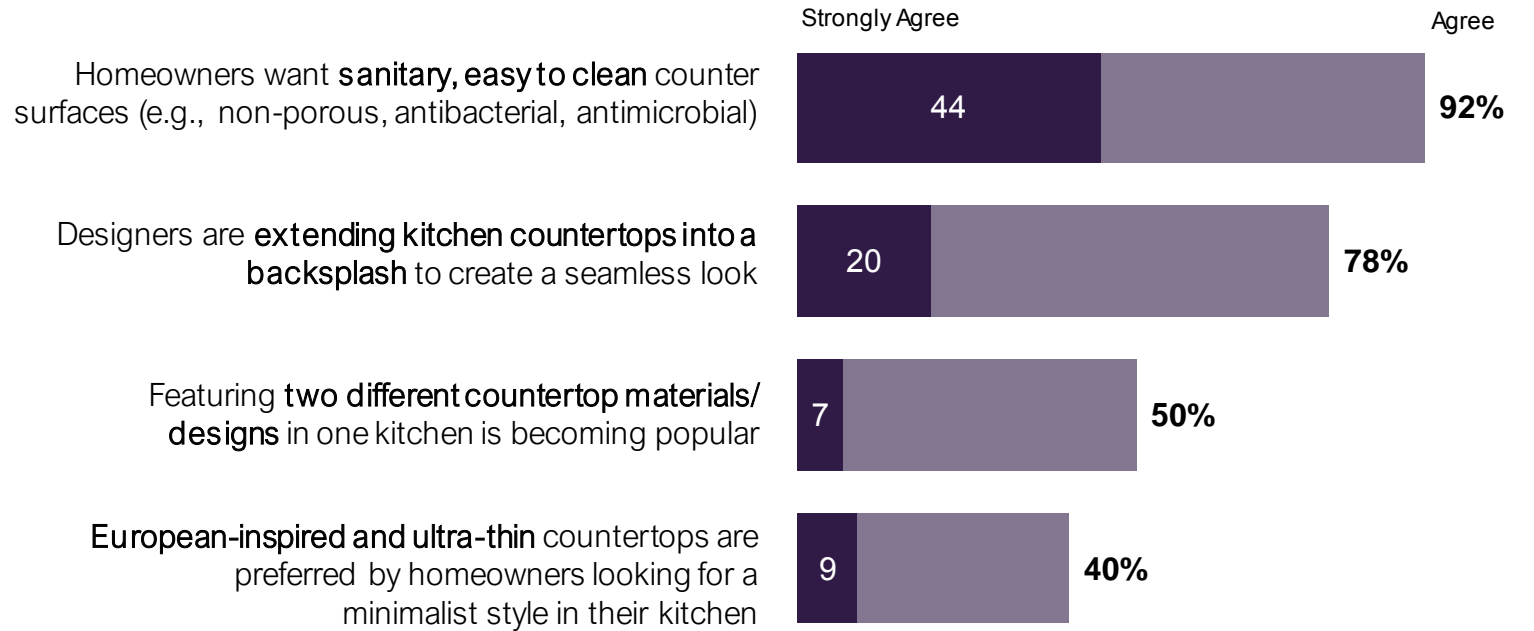
# Kitchen Countertops

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Next Three Years

Homeowners want **sanitary, easy to clean materials** and are **extending the countertop into the backsplash** for a **seamless look** appealing.

## Design Attitudes for Kitchen Countertops



Base: Group 1 (n=317)

Q50. Thinking about kitchen countertops, how much do you agree or disagree with the following statements? (5pt. scale)

KITCHEN COUNTERTOP GOALS

Goals include **minimizing cleaning, increasing heat tolerance and stain resistance.**



Minimize upkeep / cleaning



71%

Improve usability  
(e.g., heat tolerant, stain resistant)



64%

Create a design focal point



35%

Blend seamlessly / invisibly  
w/ overall kitchen design



30%

Create contrast to other  
parts of the kitchen



26%

Source environmentally  
friendly materials



22%

Flexibility for living /  
aging in place



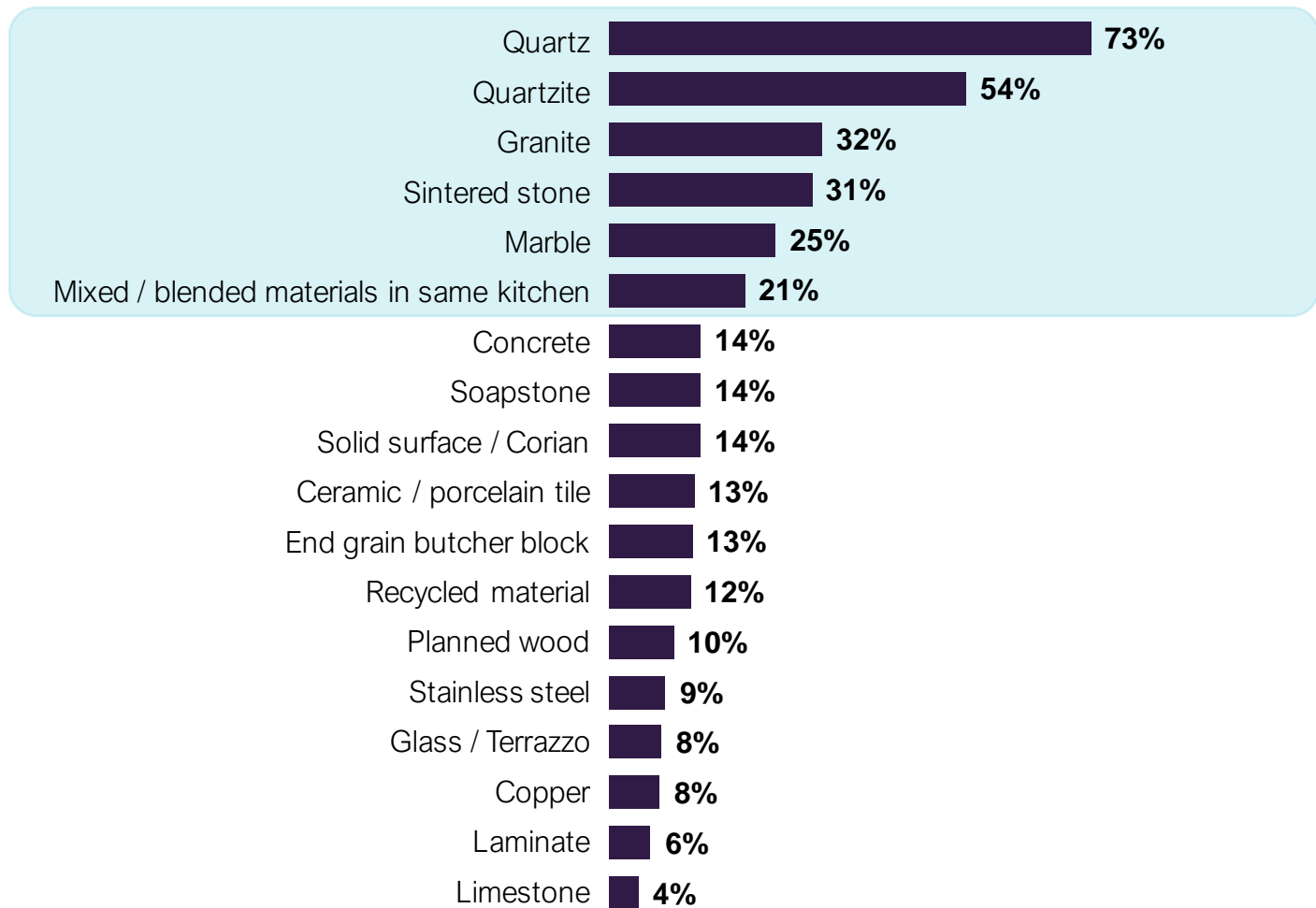
15%

Base: Group 1 (n=317)

Q51. What do you expect will be the most important goals with kitchen cabinets?

**Quartz** countertops will be popular, also **Quartzite**, **Granite**, **Sintered Stone**, **Marble** and **mixed materials**.

### Anticipated Popular Materials

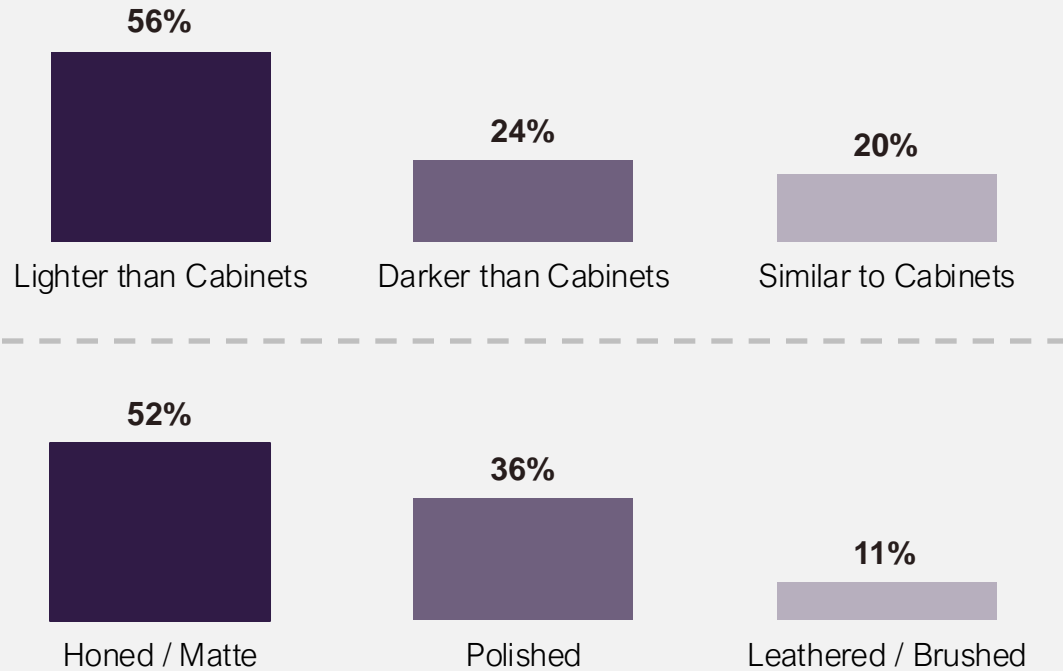


Base: Group 1 (n=317)  
 Q52. Which of the following kitchen countertop materials and colors do you expect will be popular over the next 3 years?

# KITCHEN COUNTERTOPS

**Countertops will be lighter colors, many with honed/ matte finishes**

**Island countertop colors will vary; at time matching the surround and some contrasting to make a statement**

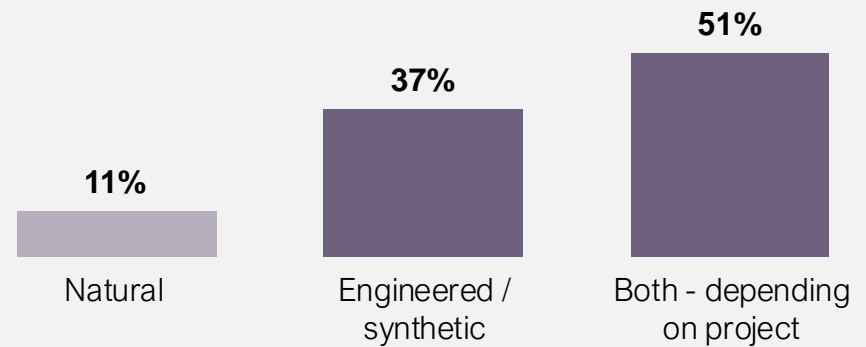
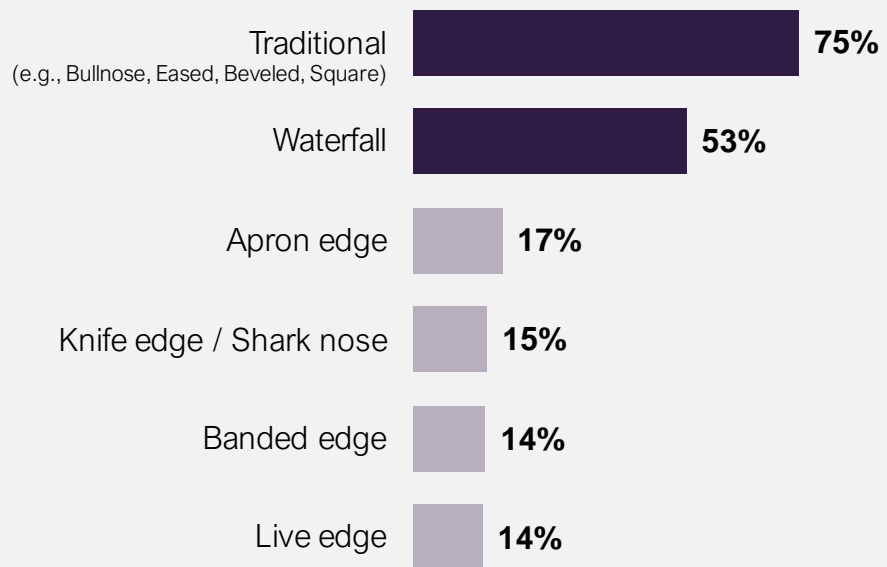


Base: Total (n=317)  
Q52. Which of the following kitchen countertop materials and colors do you expect will be popular over the next 3 years?

# KITCHEN COUNTERTOPS

**Traditional and Waterfall countertop edges will be popular**

**Both natural and engineered countertop surfaces will be popular**



Base: Group 1 (n=317)  
Q52. Which of the following kitchen countertop materials and colors do you expect will be popular over the next 3 years?  
Q53. Which type of material do you expect to be more popular for kitchen countertops in the next 3 years?

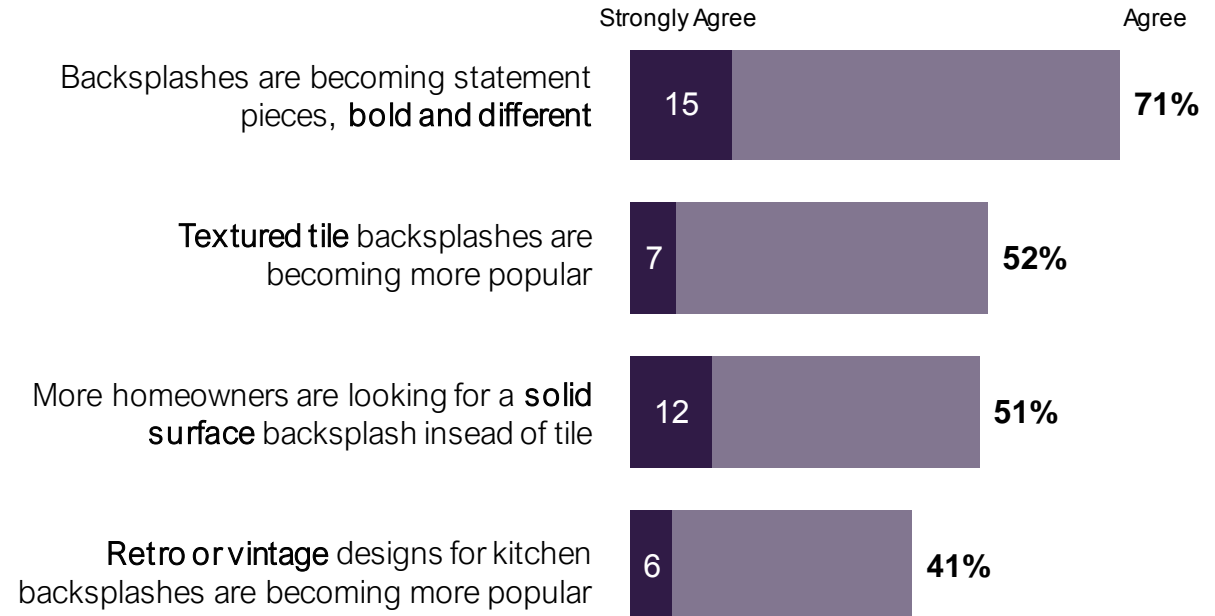
# Kitchen Backsplashes

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Next Three Years

Designers will use backsplashes to make a statement with bold and different designs.

## Design Attitudes for Kitchen Backsplashes



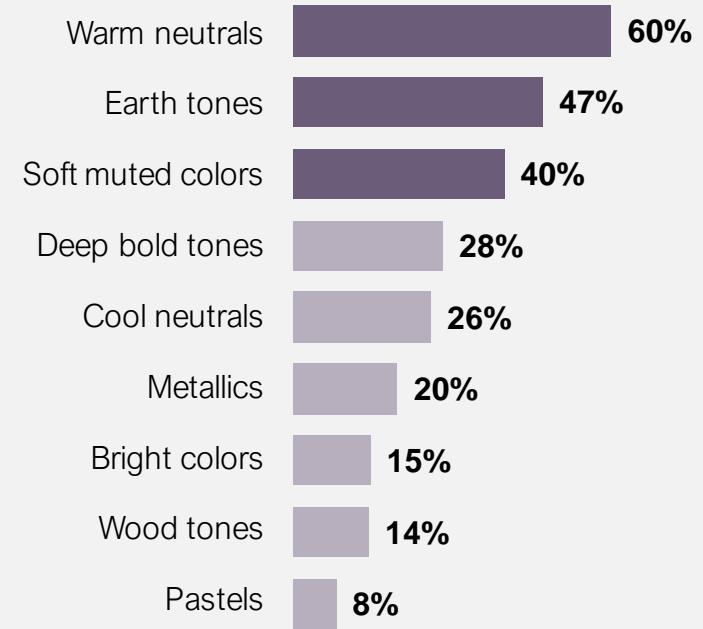
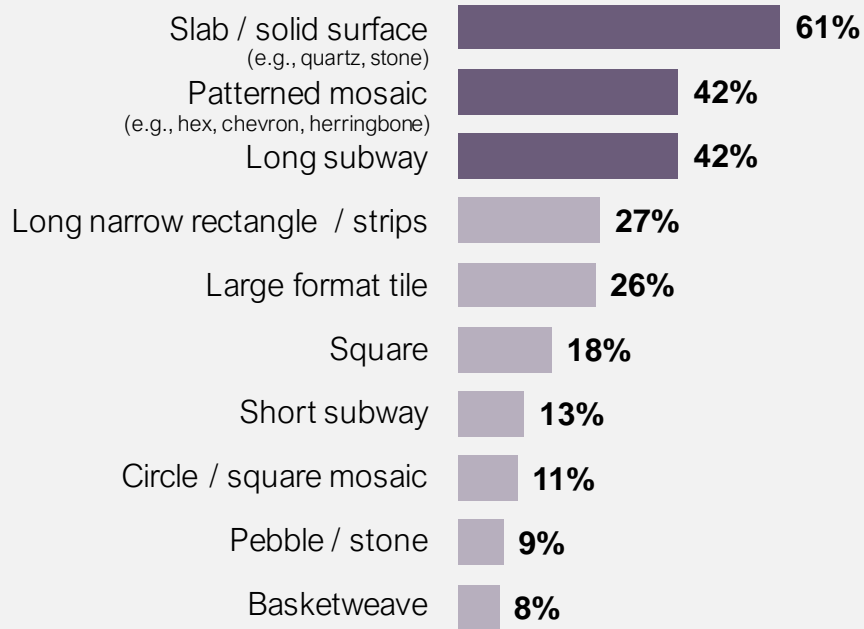
Base: Group 1 (n=317)  
 Q60. Thinking about kitchen backsplashes, how much do you agree or disagree with the following statements? (5pt. scale)



KITCHEN BACKSPLASHES

**Backsplash patterns will vary, using solid surfaces, patterned tile or subway designs**

**Backsplash colors will be warm neutrals, earth tones and muted colors**



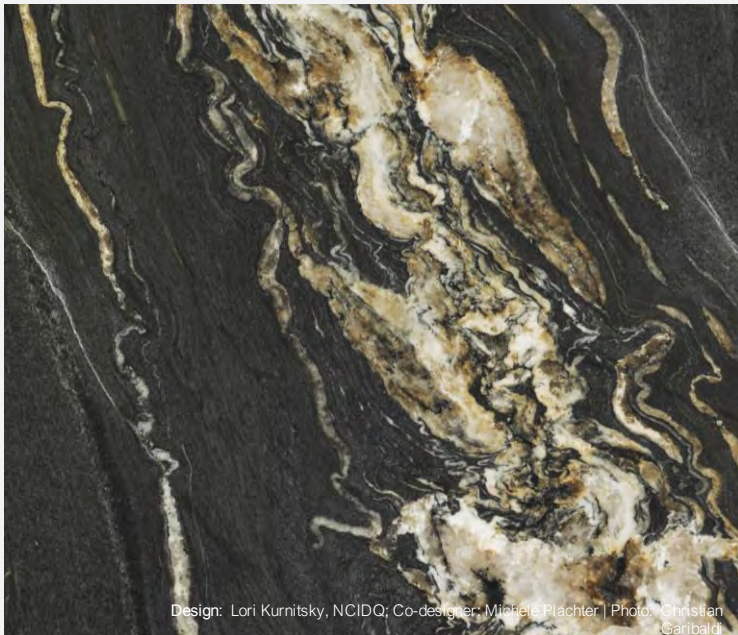
Base: Group 1 (n=317)  
 Q61: Thinking about backsplashes in kitchens, which of the following options do you expect will be popular over the next 3 years?

KITCHEN BACKSPLASH MATERIALS

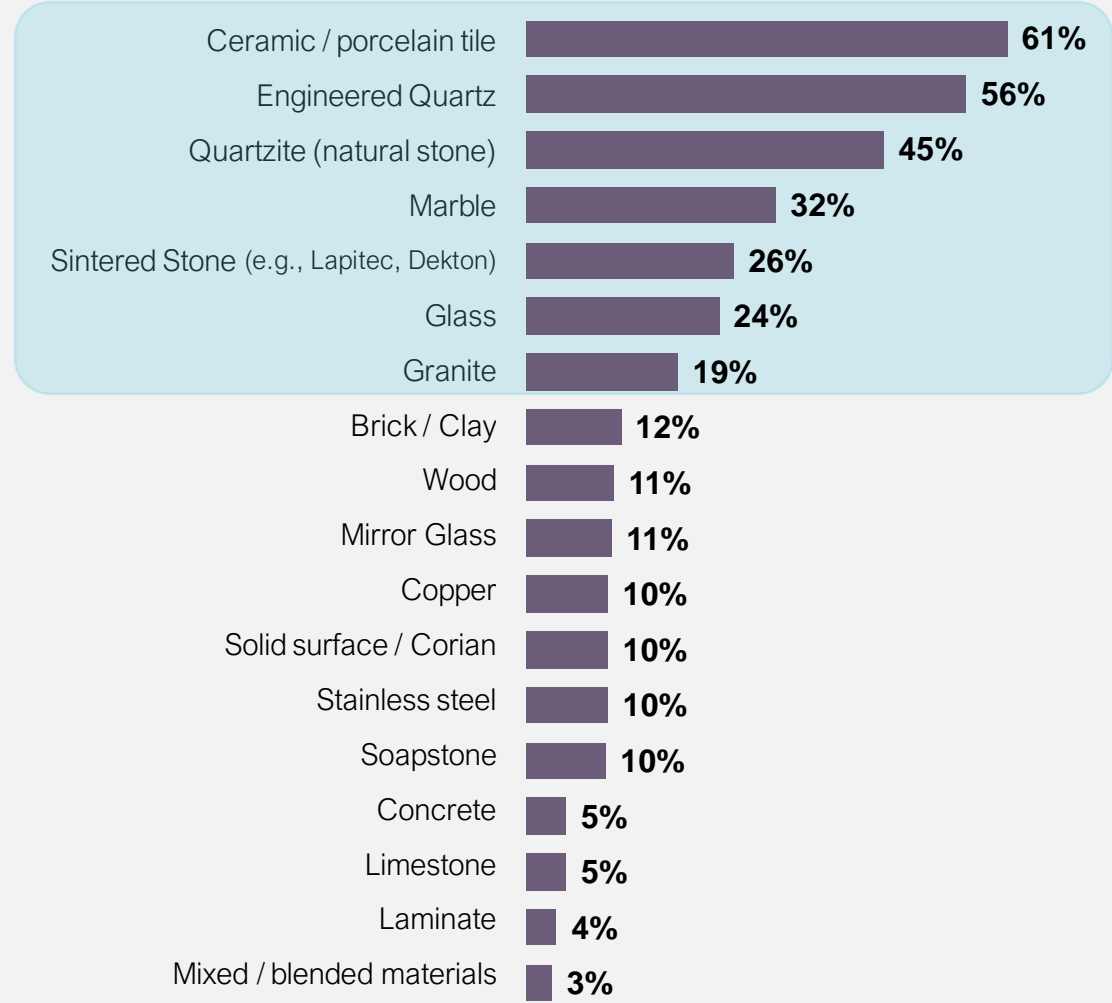


# MATERIALS

Popular backsplash materials will be tile, quartz, quartzite, marble, sintered stone, glass and granite



Design: Lori Kurnitsky, NCIDQ; Co-designer: Michele Plachter | Photo: Christian Gariboldi



Base: Group 1 (n=317)  
 Q62. Which of the following backsplash materials do you expect will be popular in kitchens over the next 3 years?

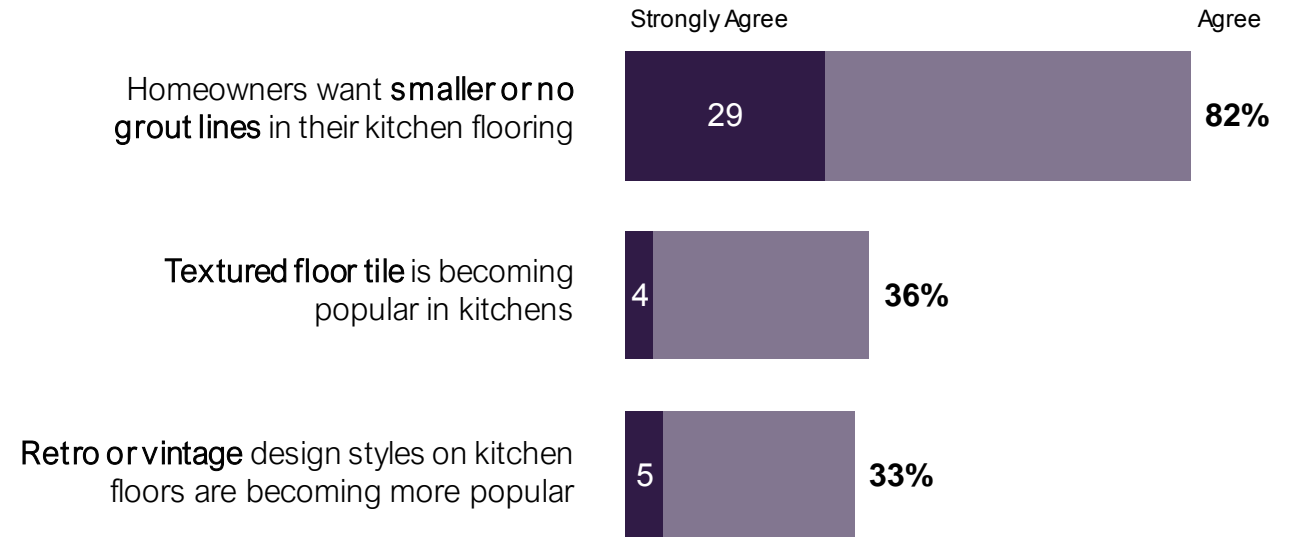
# Kitchen Flooring

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Next Three Years

Designers will use **small or no grout lines** in kitchen flooring.

## Design Attitudes for Kitchen Flooring

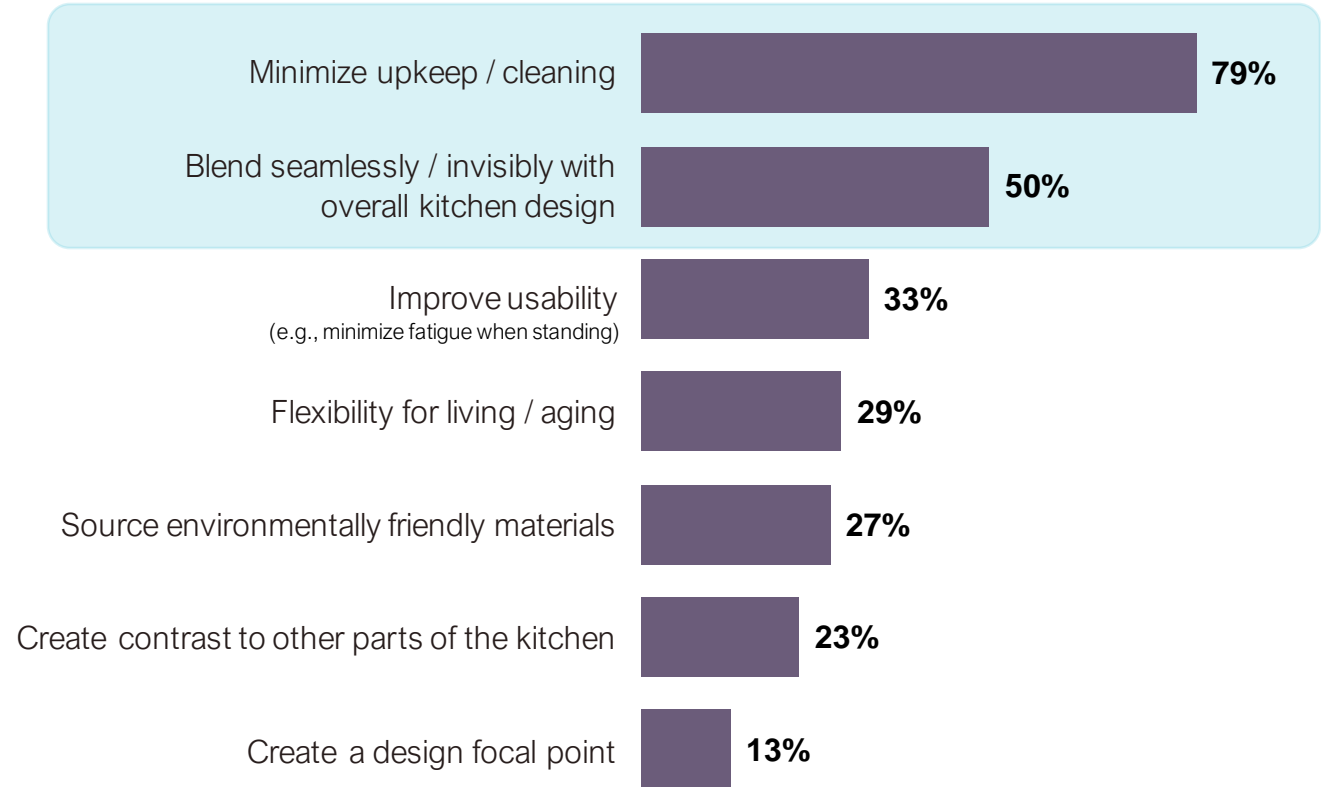


Base: Group 1 (n=317)

Q70. Thinking about kitchen flooring, how much do you agree or disagree with the following statements? (5pt. scale)

Minimizing upkeep is key for kitchen floors and blending seamlessly into the overall kitchen design.

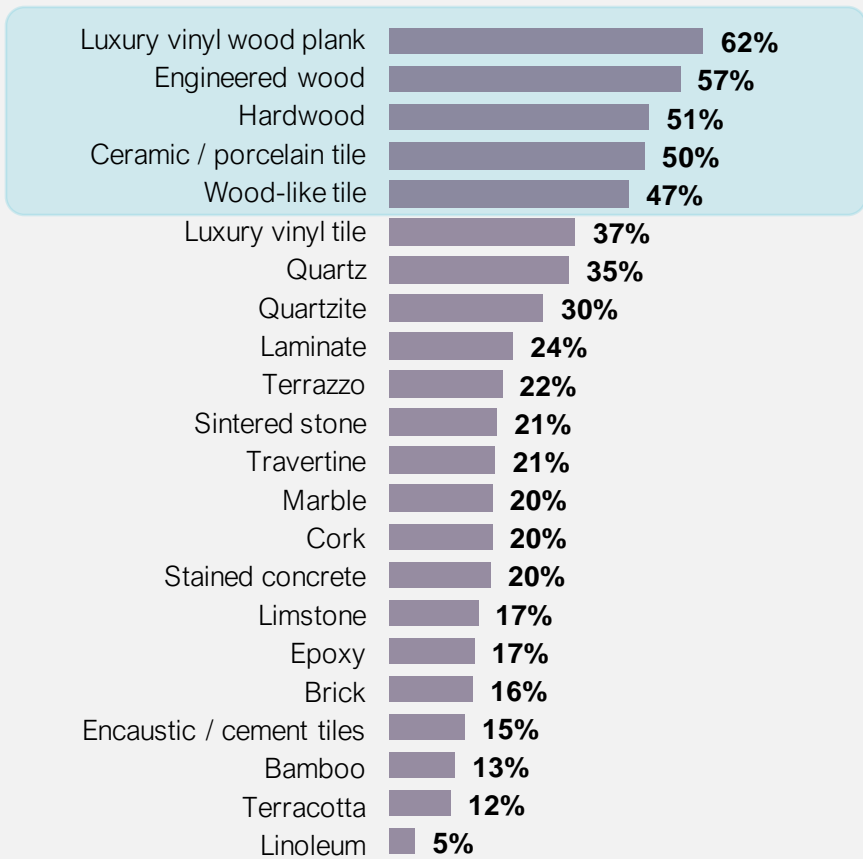
## Important Goals for Kitchen Floors



Base: Group 1 (n=317)  
 Q71. What do you expect will be the most important goals with kitchen flooring?

KITCHEN FLOORING

**Flooring material** favorites will likely include luxury vinyl, engineered and real hardwoods, as well as ceramic / porcelain tiles.



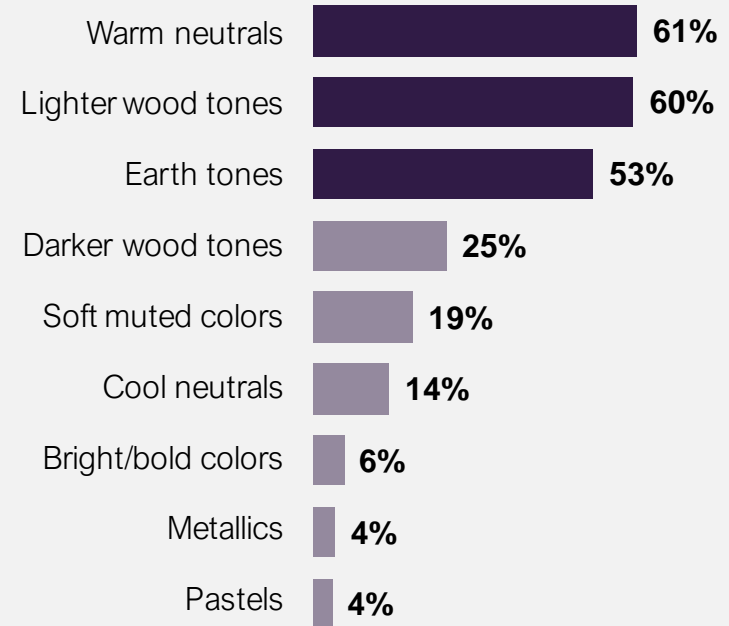
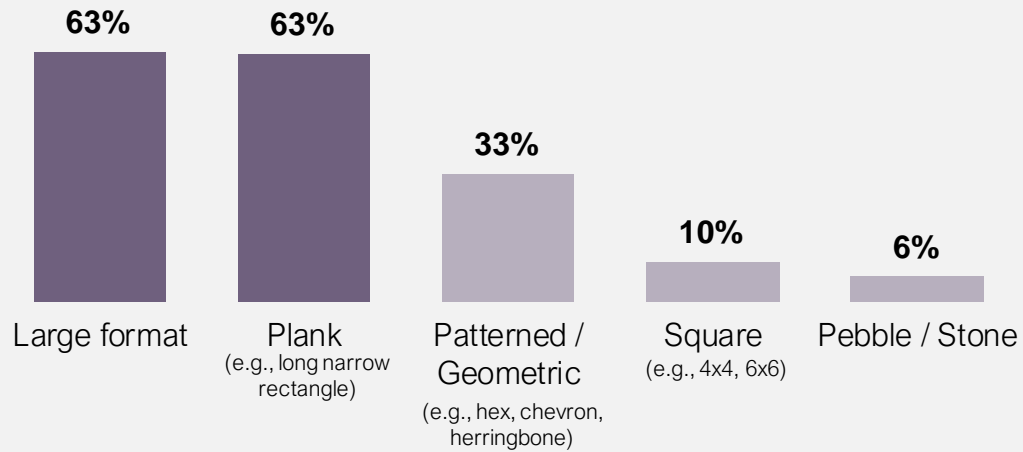
Base: Group 1 (n=317)

Q72. Which of the following flooring materials do you expect will be popular in kitchens over the next 3 years?

KITCHEN FLOORING

Large format and plank flooring styles will be popular

Flooring colors will be warm neutrals, light wood tones and earth tones



Base: Group 1 (n=317)  
 Q73. Which of the following flooring options do you expect will be popular in kitchens over the next 3 years?

# Refrigerator

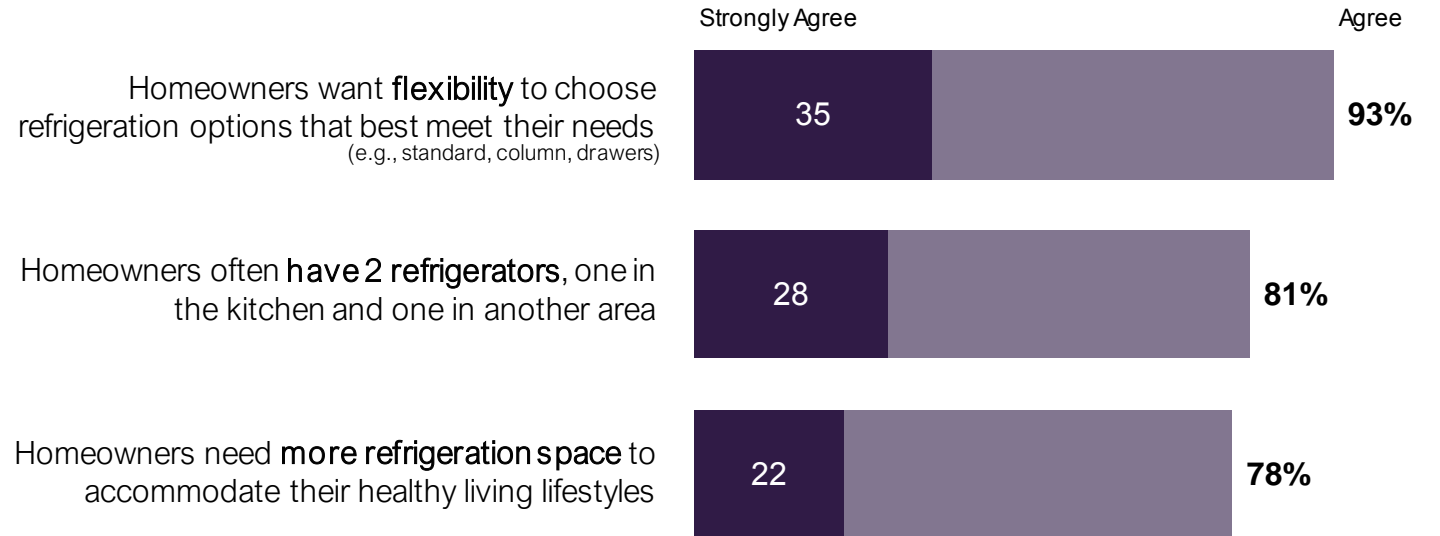
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Next Three Years



Designers will use new and expanded refrigeration options that provide flexibility for homeowner lifestyles.

## Design Attitudes for Refrigerators

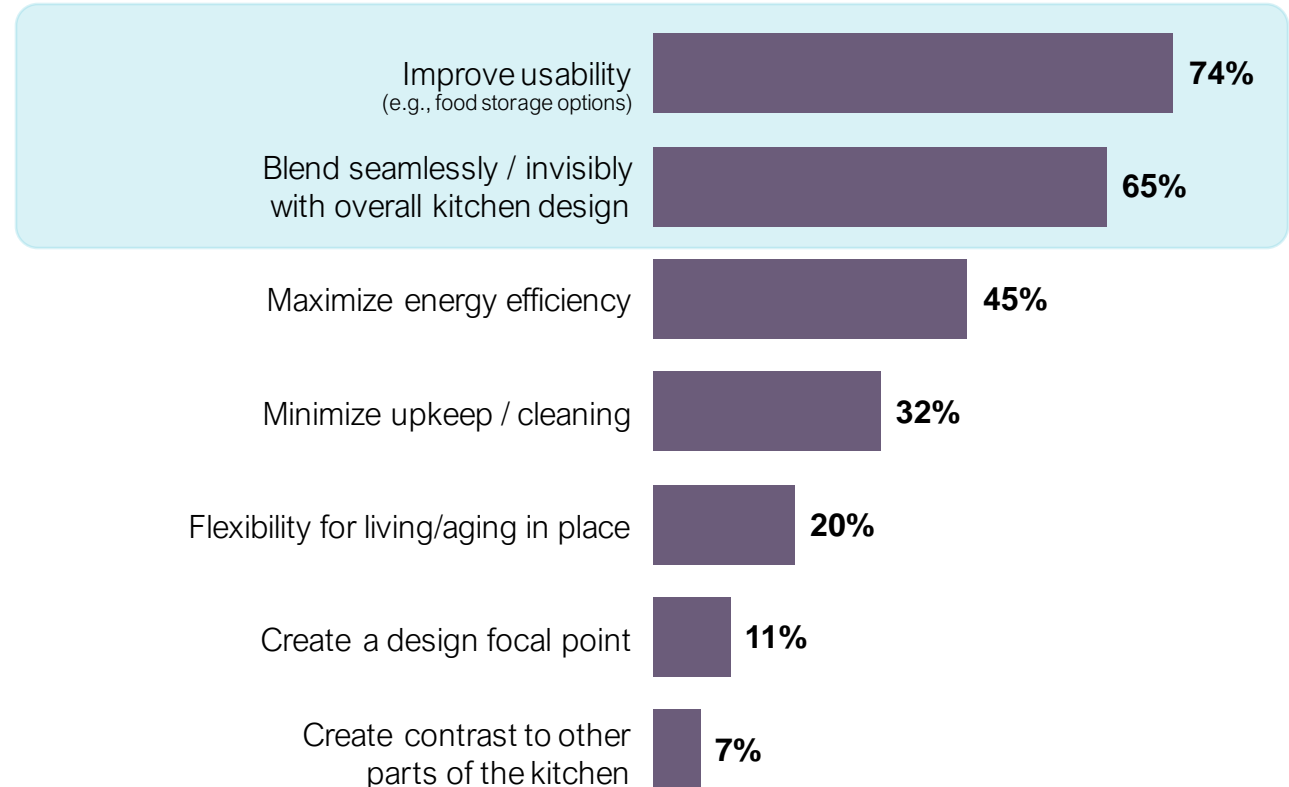


Base: Group 2 (n=313)

Q80. Thinking about refrigerators in Kitchens, how much do you agree or disagree with the following statements? (5pt. scale)

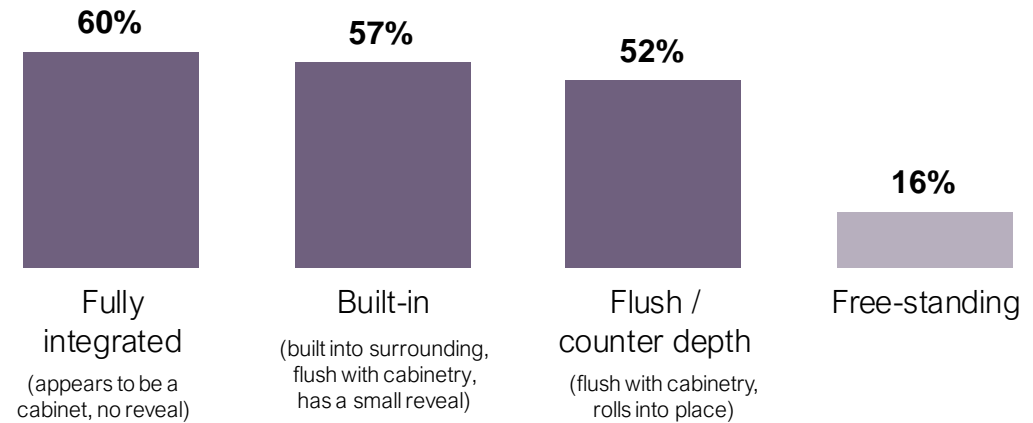
**Key goal for refrigerators is function, improving food storage options and blending seamlessly into the overall kitchen design.**

## Important Goals for Refrigerators



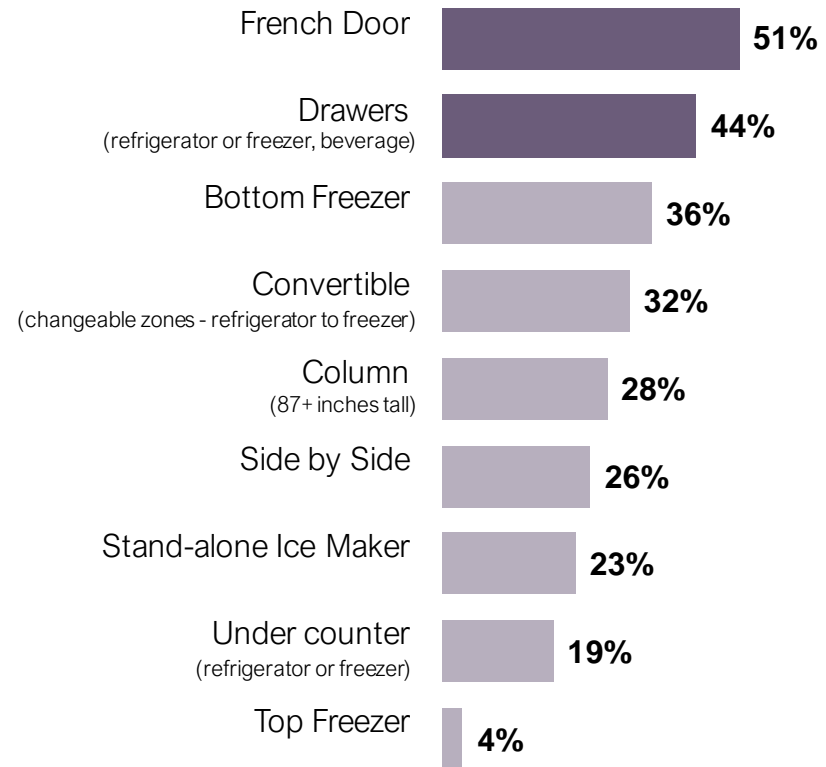
Fully integrated  
and built-in /  
counter depth  
refrigerators will  
help create a  
seamless design.

## Installation



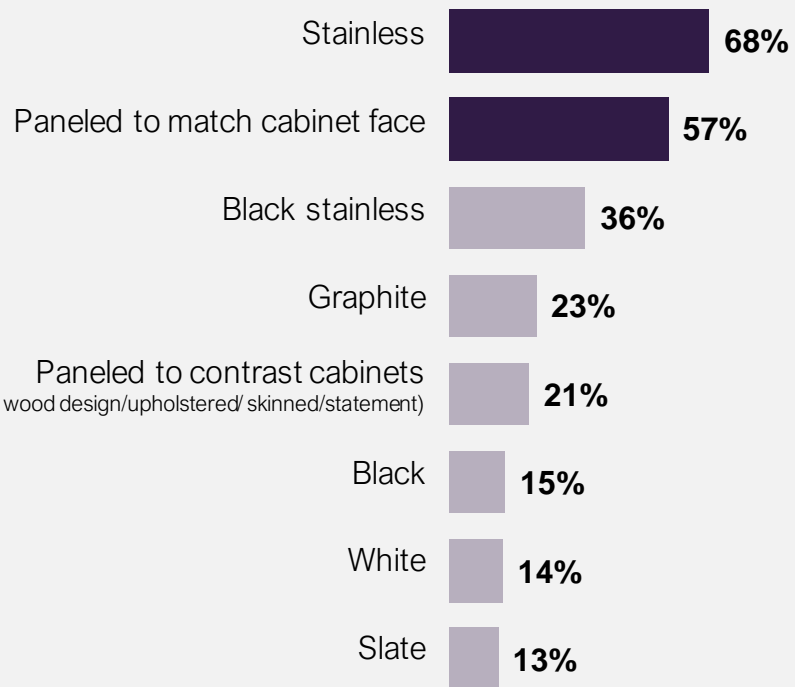
**French door styles will continue to be popular, and designers will also use refrigerator drawers.**

## Refrigerator / Freezer Types



Base: Group 2 (n=313)  
 Q82. Which of the following types of refrigerators do you expect will be popular in kitchens over the next 3 years?

Most refrigerators will be **stainless** or paneled to **match the cabinet face**.

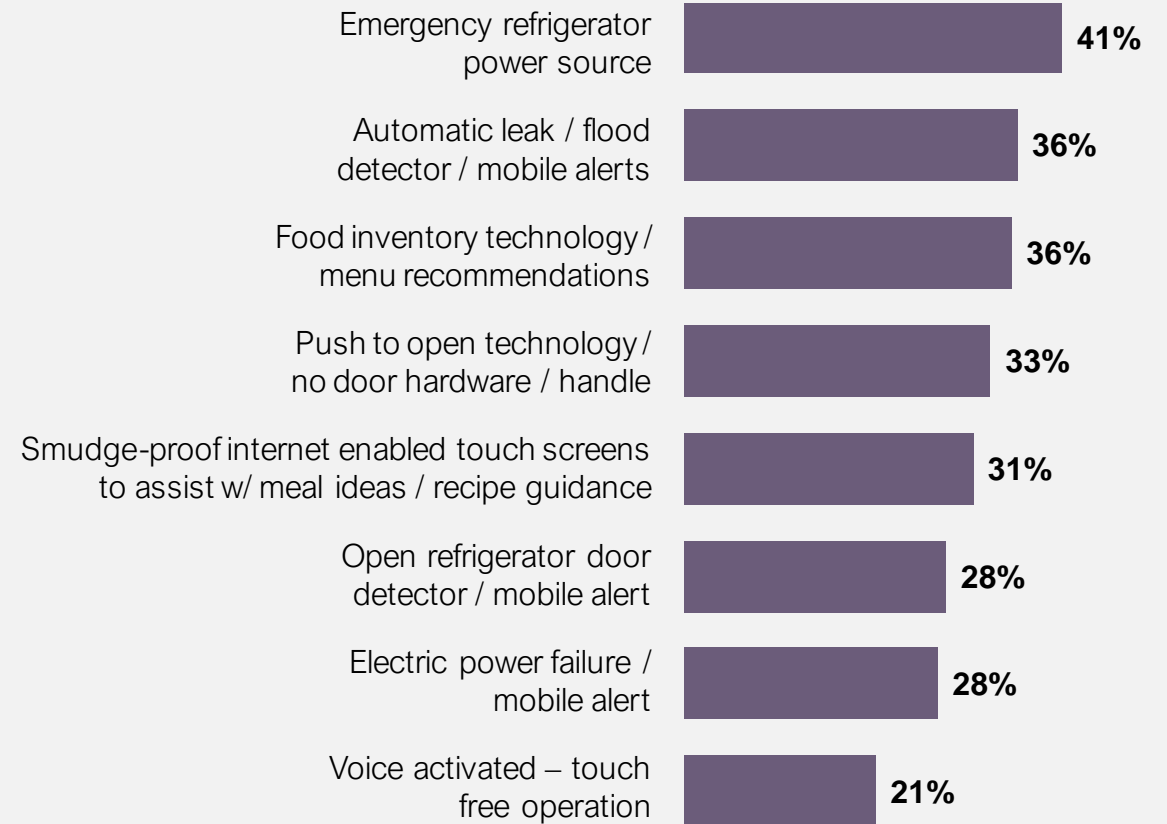


Base: Group 2 (n=313)  
QB2. Which of the following types of refrigerators do you expect will be popular in kitchens over the next 3 years?



## TECHNOLOGY FEATURES

Key technology features will be safety related, including emergency power, leak detectors, and food inventory technology



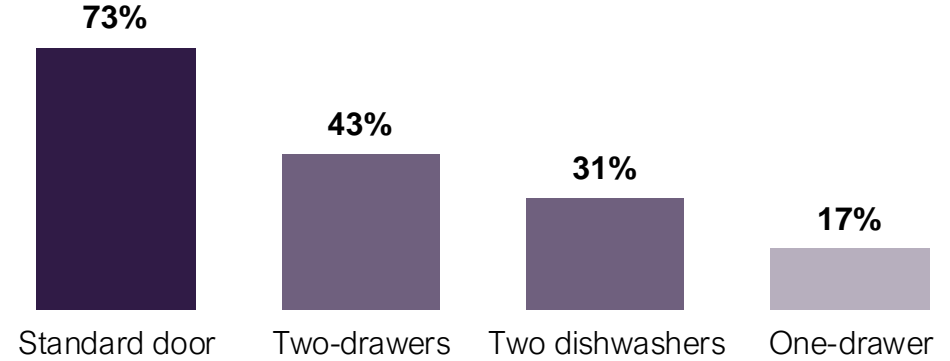
# Dishwasher

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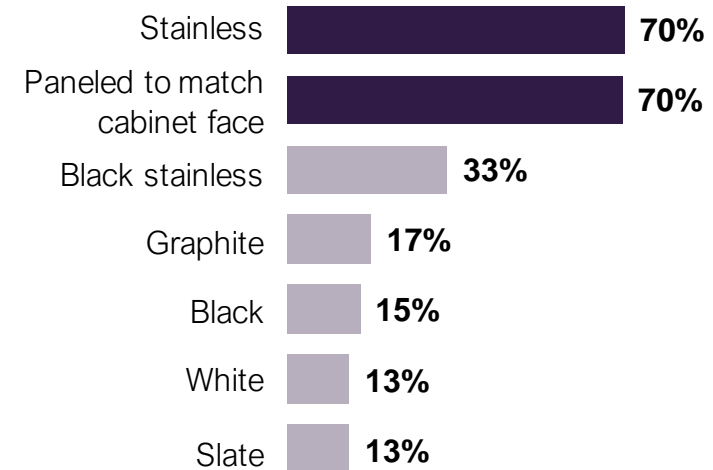
Next Three Years

Designers will primarily use **standard door dishwashers**, but many will also utilize **two drawer models**; mostly in **stainless or paneled to match cabinet facings**.

### Dishwasher Types



### Finishes



Base: Group 2 (n=313)  
 Q91. Which of the following types of dishwashers do you expect will be popular in kitchens over the next 3 years?

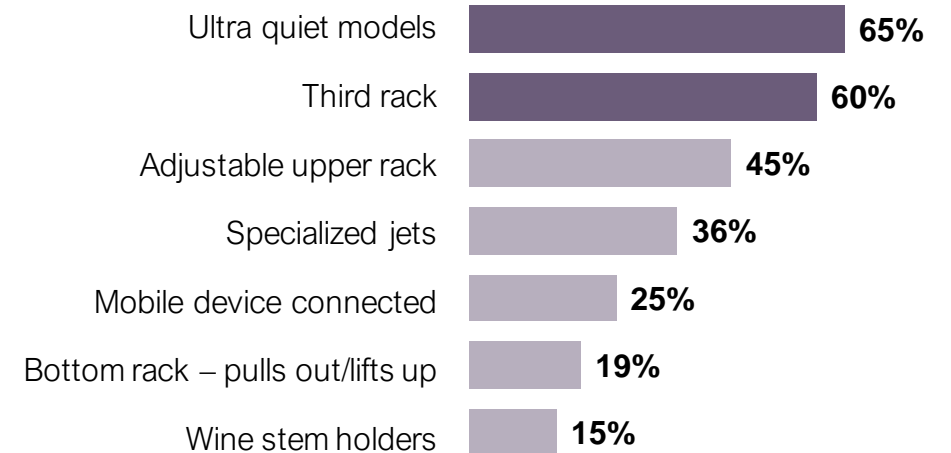


Some homeowners will be looking for new technology, particularly related to silent operation and third and adjustable racks.

## Design Attitudes for Dishwashers



## Features



Base: Group 2 (n=313)

Q90. Thinking about dishwashers in kitchens, how much do you agree or disagree with the following statements? (5pt. scale)

Q91. Which of the following types of dishwashers do you expect will be popular in kitchens over the next 3 years?

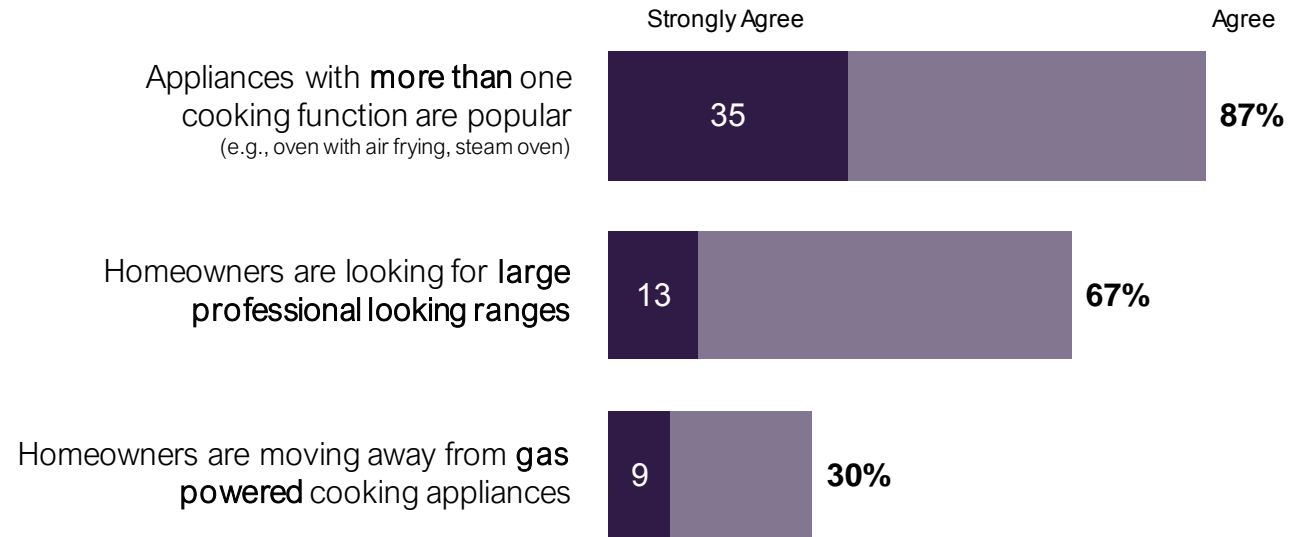
# Cooking Appliance

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Next Three Years

Cooking appliances will have **more than one cooking function** and many homeowners like a **large professional looking range**.

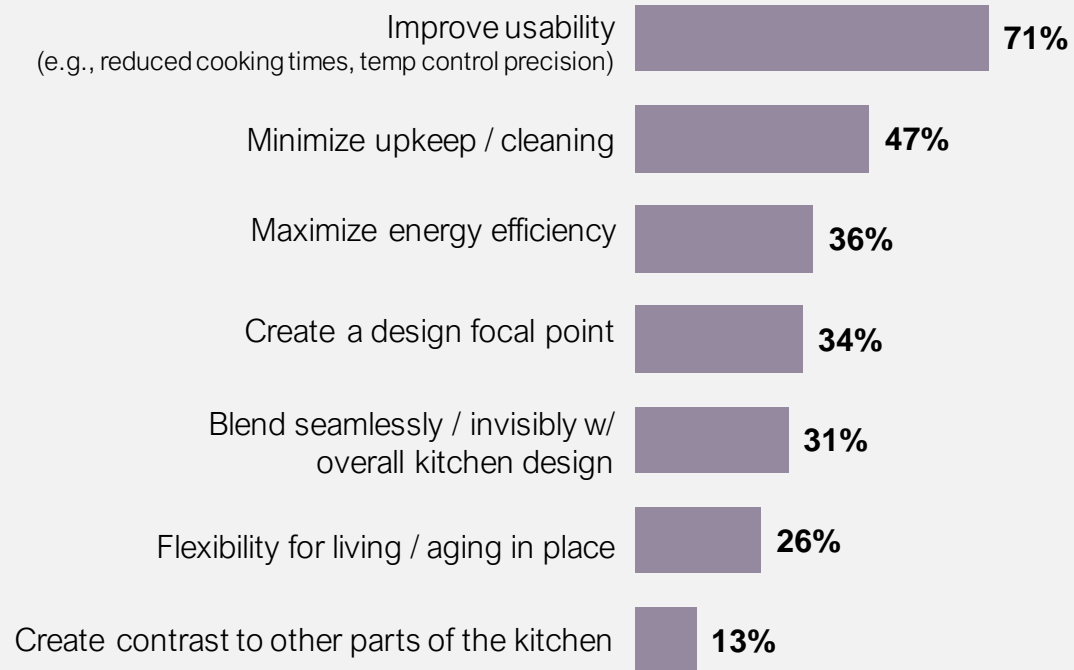
## Design Attitudes for Cooking Appliances



# Key goals for cooking appliances will be to **improve usability** and **minimize cleaning**.

Base: Group 2 (n=313)

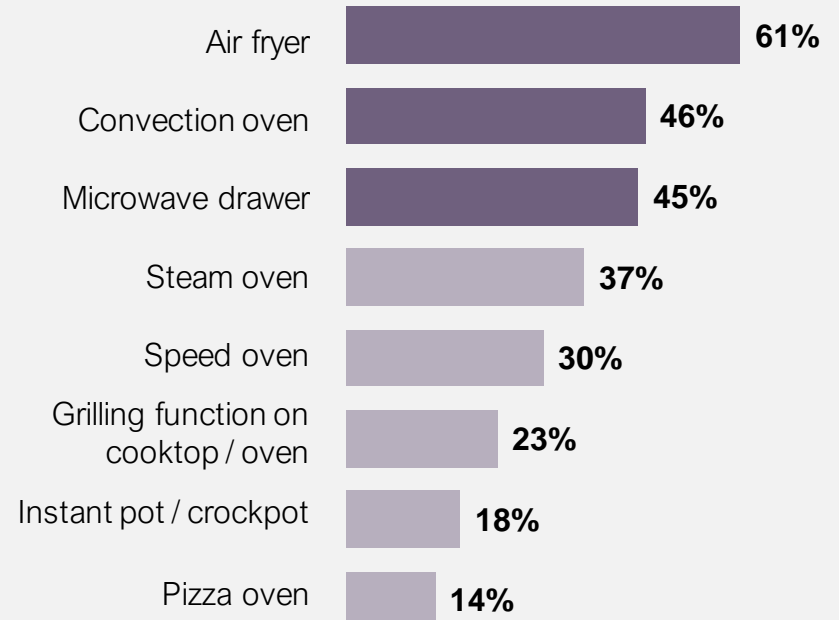
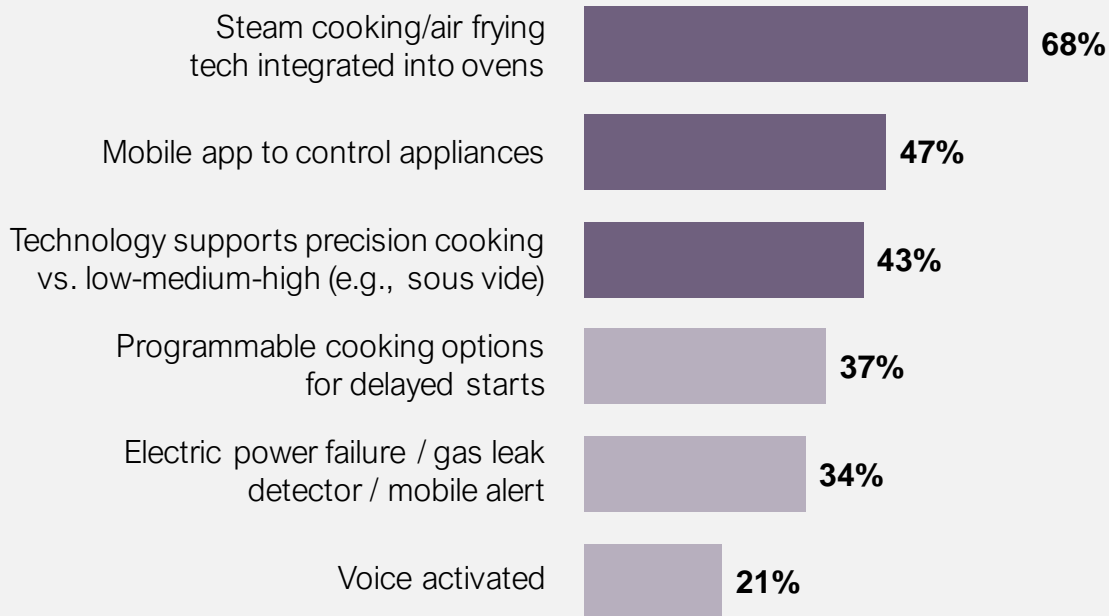
Q101. What do you expect will be the most important goals for cooking appliances in kitchens?



COOKING APPLIANCES

Homeowners will want **alternative cooking methods, app controls and precision cooking capabilities embedded in their new cooking appliances**

Air frying, convection ovens and microwave drawers are **top cooking features**

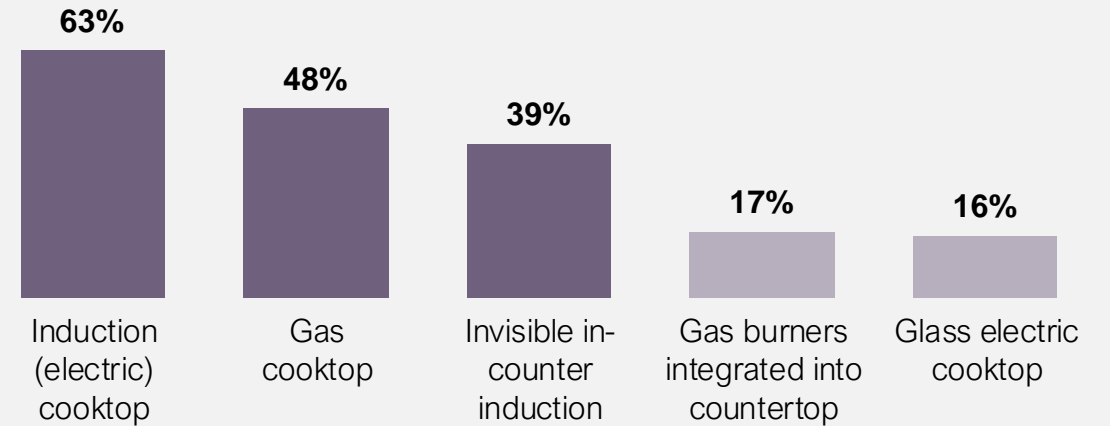
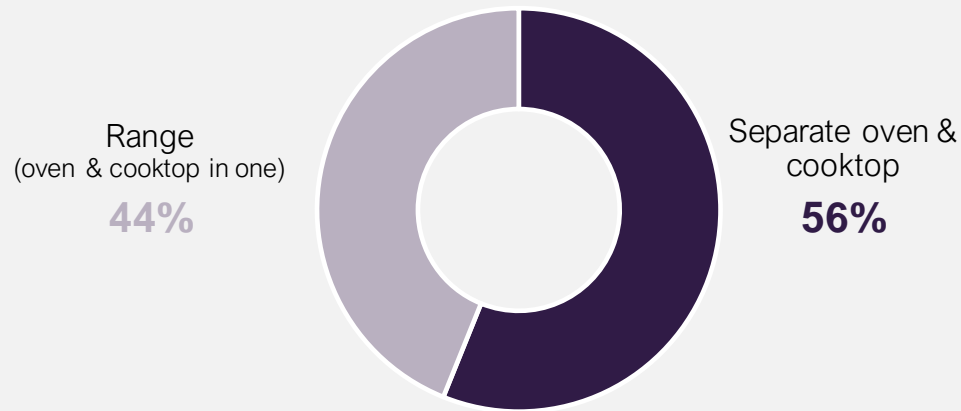


Base: Group 2 (n=313)  
 Q102. Which of the following cooking appliances do you expect will be popular in kitchens over the next 3 years?  
 Q103. Which, if any, of the following technology features do you expect will be popular in the next 3 years?

COOKING APPLIANCES - Cooktops

**Cooktops** will be popular in both separate and combined range configurations

**Induction** (some invisible in counter) will be more popular than gas cooktops over the next few years

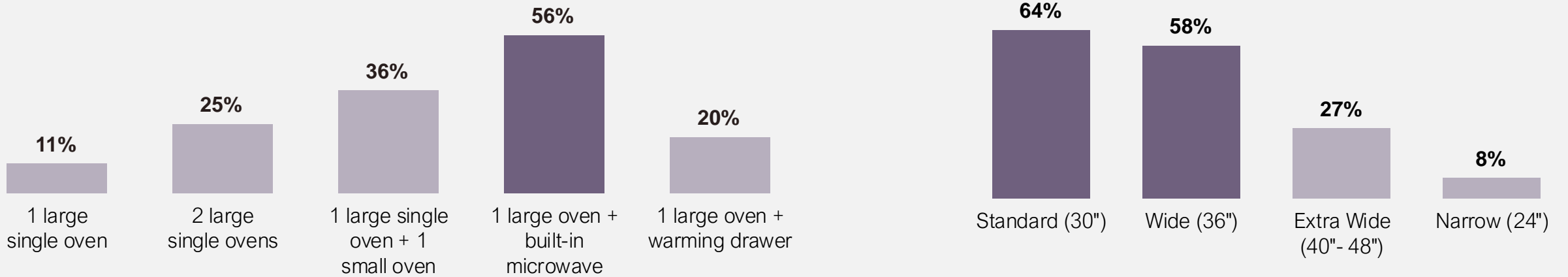


Base: Group 2 (n=313)  
Q102. Which of the following cooking appliances do you expect will be popular in kitchens over the next 3 years?

COOKING APPLIANCES - Ovens

Oven configuration will often include one large oven and a built-in microwave

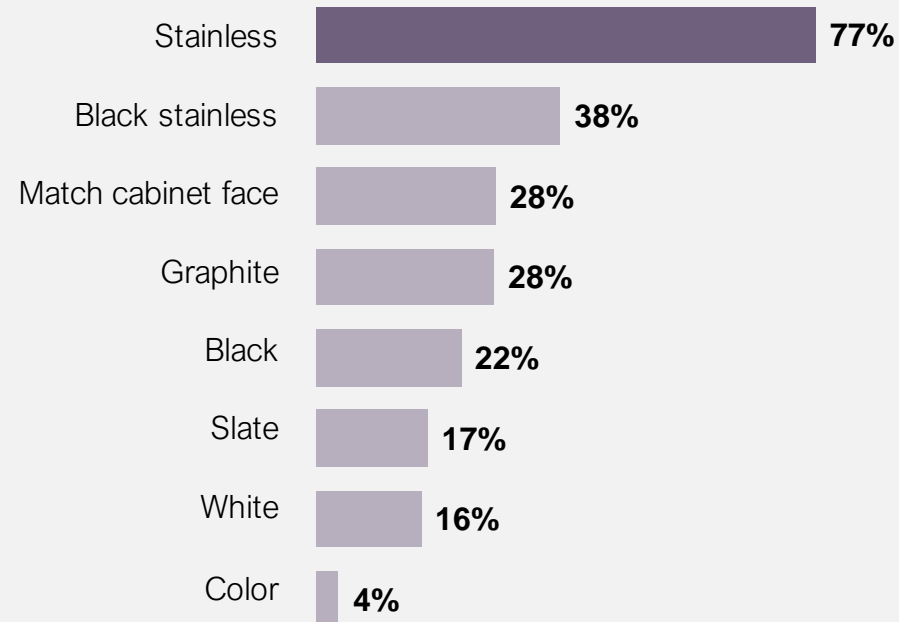
Oven sizes will be mostly 30" or 36" in width



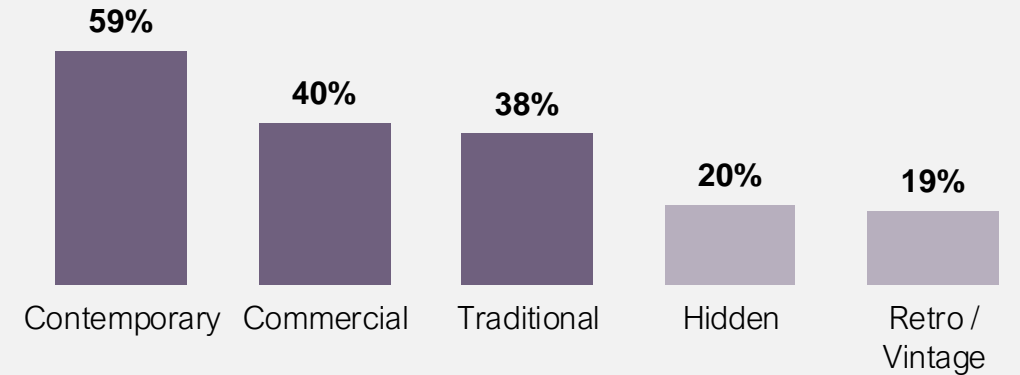
Base: Group 2 (n=313)  
 Q102. Which of the following cooking appliances do you expect will be popular in kitchens over the next 3 years?

COOKING APPLIANCES

**Stainless finishes will be most popular for cooking appliances**



**In a noticeable contemporary, commercial or traditional style**



Base: Group 2 (n=313)  
Q102. Which of the following cooking appliances do you expect will be popular in kitchens over the next 3 years?



# Venting/Hoods

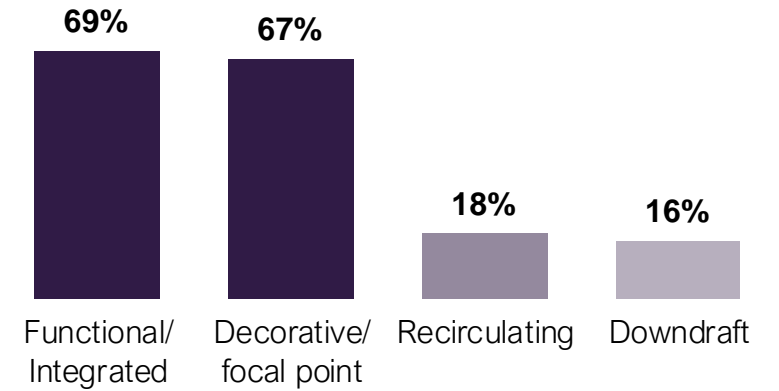
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Next Three Years

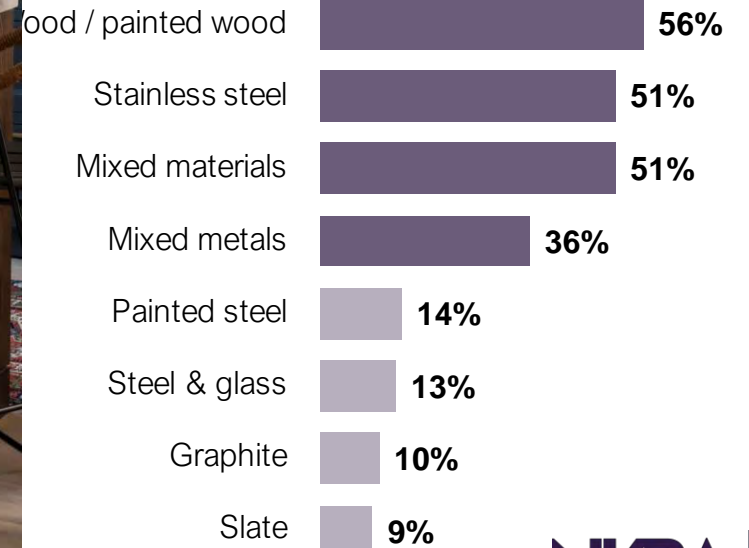
Designers will use both integrated and decorative **vent hoods** in wood or stainless steel, potentially using a mix of materials or metals.



## Venting Hoods Type



## Materials



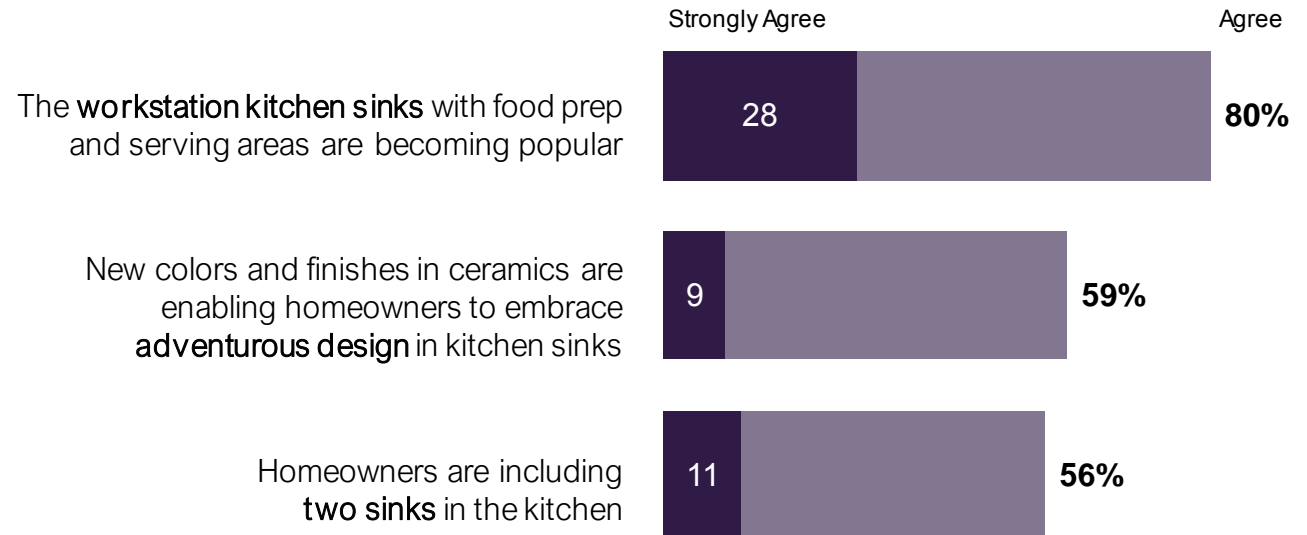
# Sinks

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Next Three Years

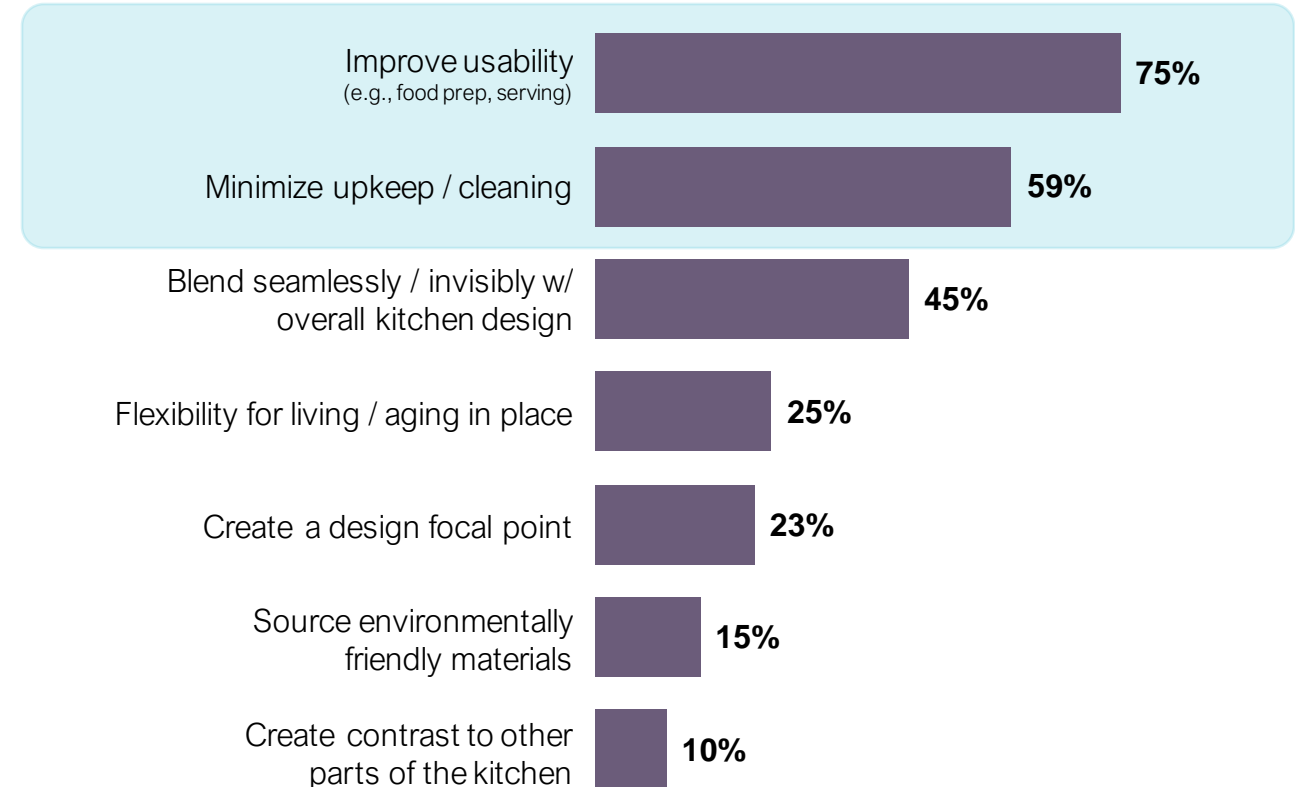
**Workstation sinks with more functions will become more popular.**

## Design Attitudes for Sinks



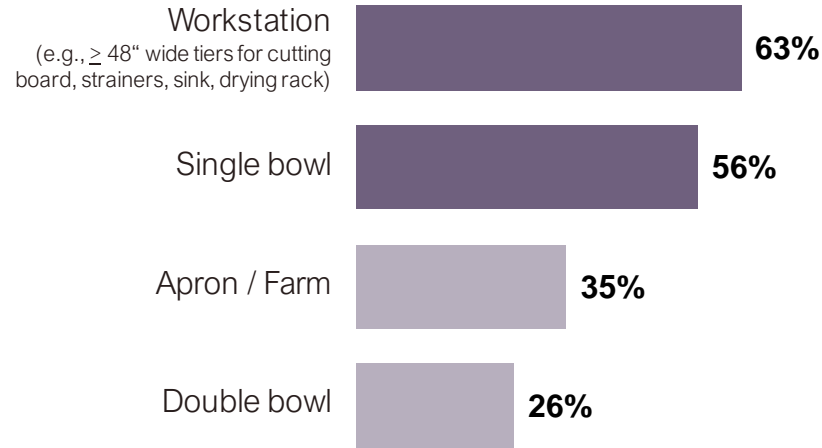
Improving usability  
and minimizing  
upkeep and  
cleaning are key  
goals for sinks.

## Important Goals for Sinks

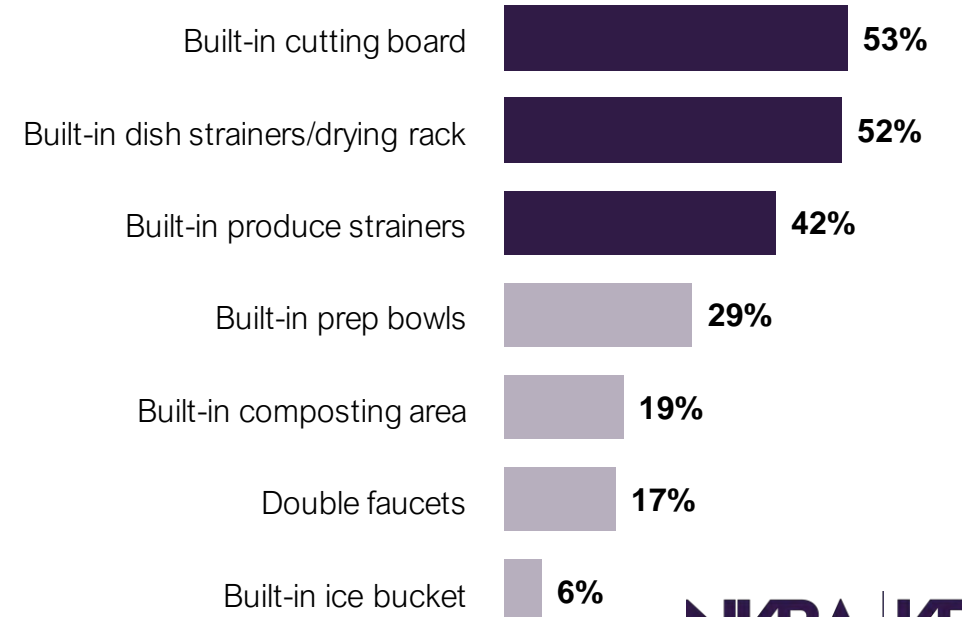


**Workstation sinks** will be popular, especially with cutting boards, strainers, drying racks.

### Configuration



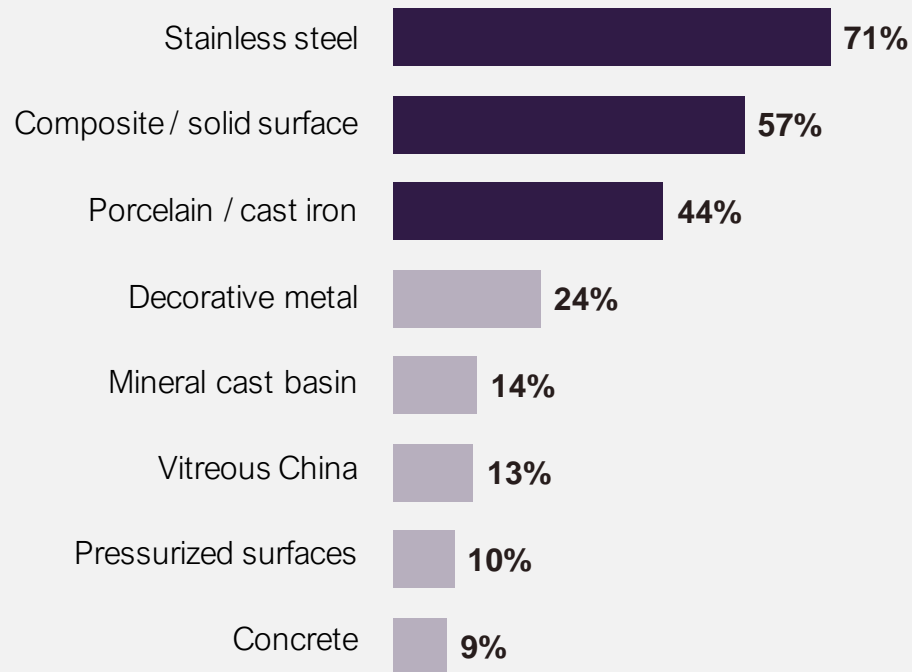
### Sink Options



Base: Group 2 (n=313)  
Q117. Which of the following sinks do you expect will be popular over the next 3 years?

## SINK MATERIALS

### Stainless steel, composite and porcelain will all be popular kitchen sink materials



Base: Group 2 (n=313)

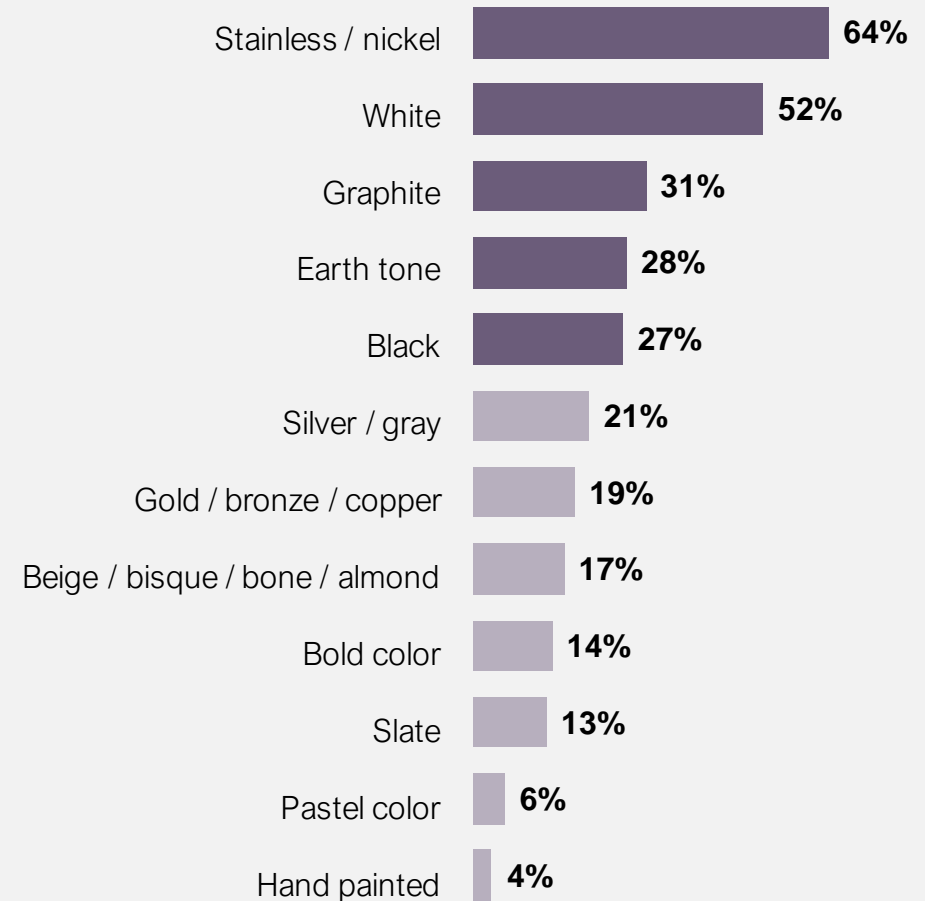
Q117. Which of the following sinks do you expect will be popular over the next 3 years?





## SINK COLORS

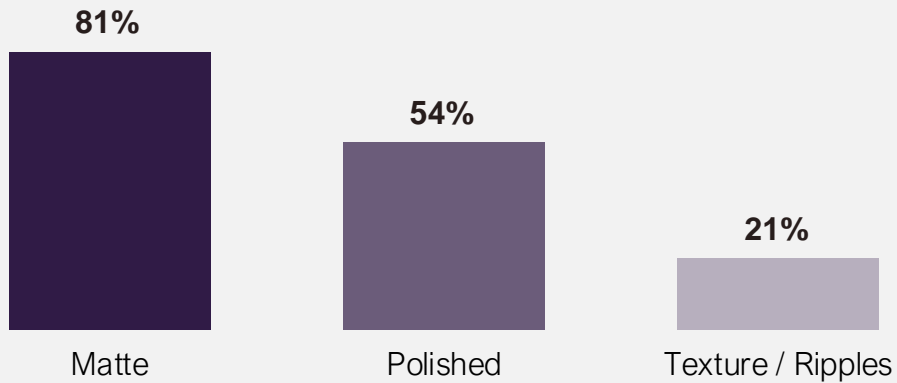
Top sink colors will include stainless/nickel and white with some venturing into graphite, earth tones and black.



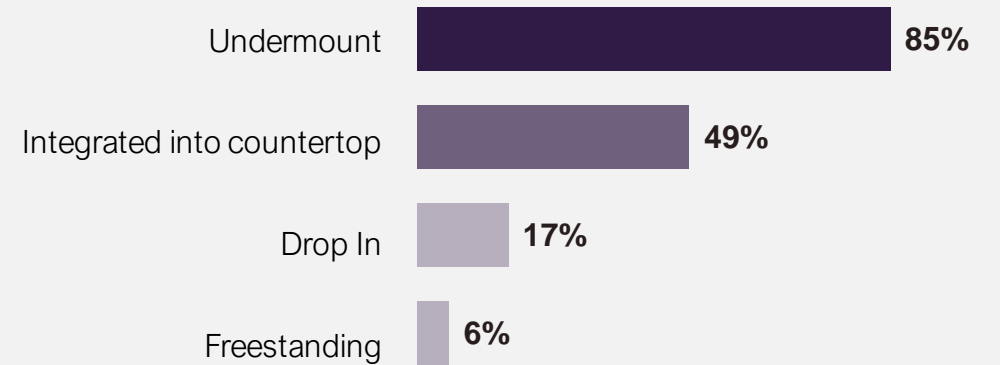


SINKS

Many sink finishes will be matte



With undermount configurations for easy cleaning



Base: Group 2 (n=313)  
Q117. Which of the following sinks do you expect will be popular over the next 3 years?

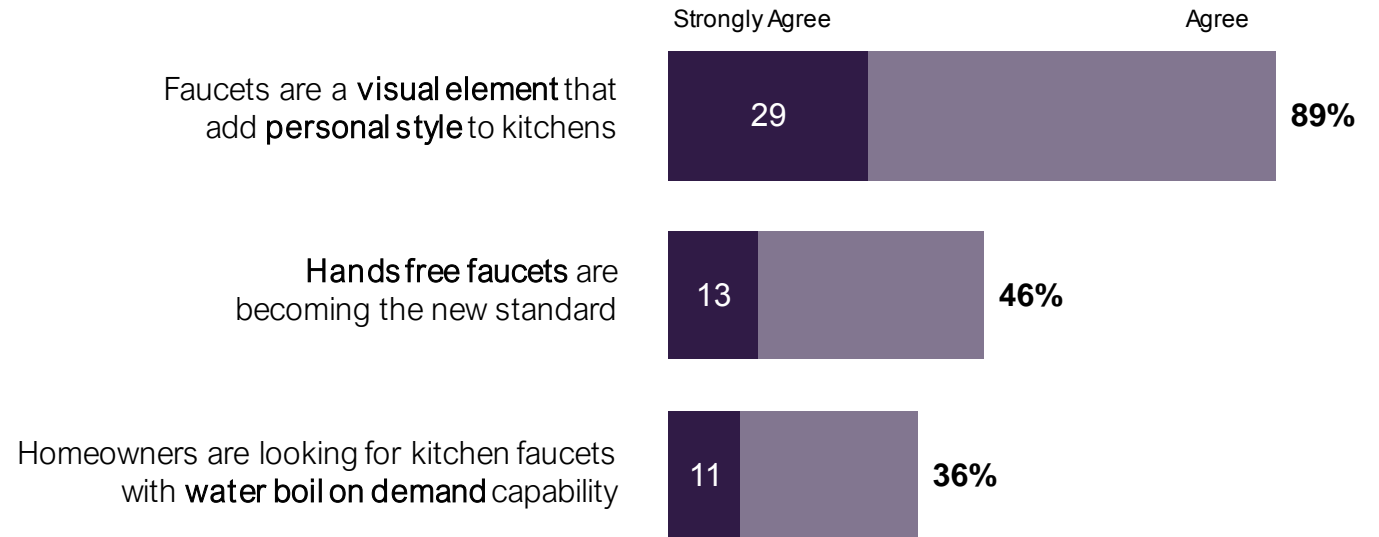
# Faucets

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Next Three Years

Designers will use kitchen faucets to add a **visual element** and **personal style** to kitchen designs.

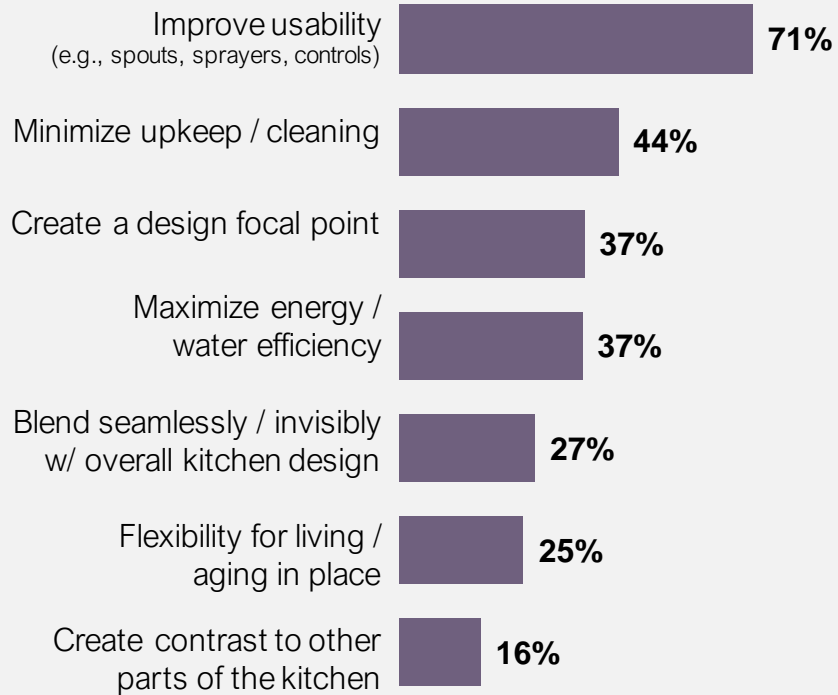
## Design Attitudes for Kitchen Sink Faucets



Base: Group 2 (n=313)  
 Q120. Thinking about kitchen sink faucets, how much do you agree or disagree with the following statements? (5pt. scale)

KITCHEN SINK FAUCETS

**Key goals** for faucets will be improved usability, reduced upkeep, and maximized water / energy efficiency.

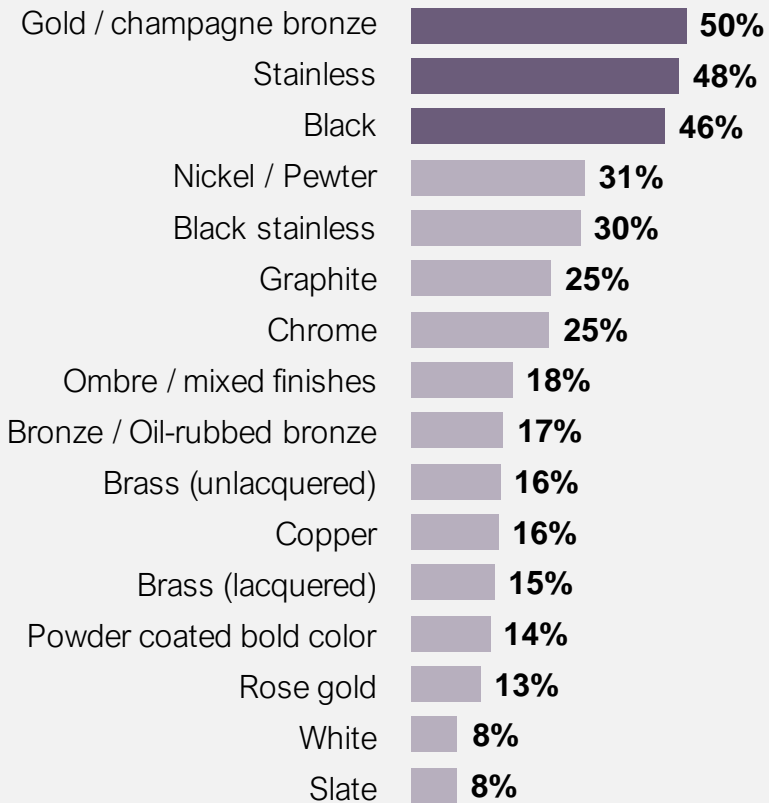


Design: Rebecca Foster | Photo: Tracey Ayton

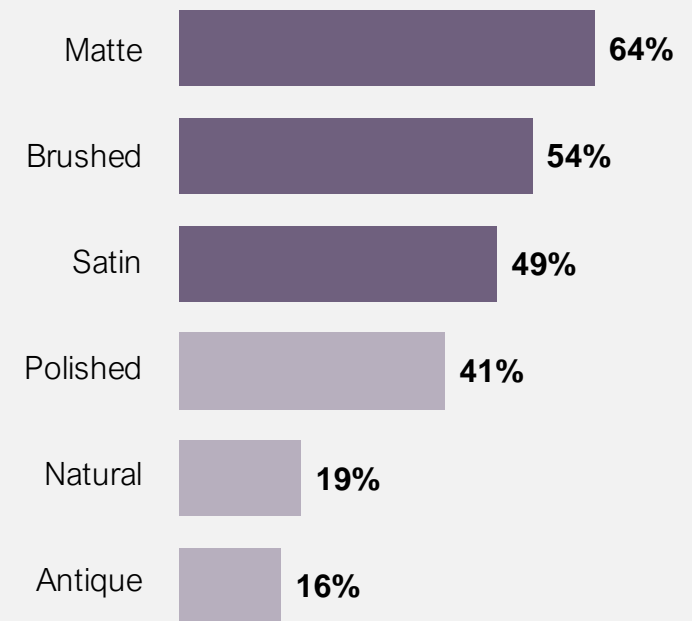
Base: Group 2 (n=313)  
 Q121. What do you expect will be the most important goals with faucets in the kitchen?

KITCHEN SINK FAUCETS

**Kitchen sink faucet colors will mostly be gold, stainless or black**



**Matte, brushed and satin faucet finishes will be popular**



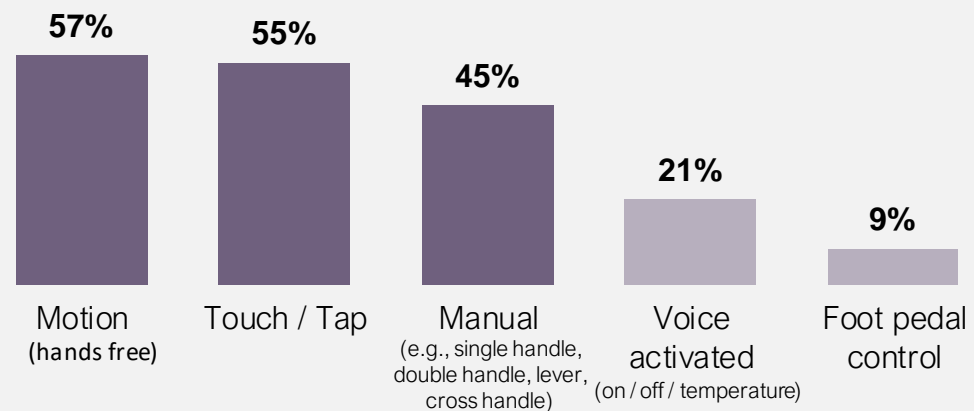
Base: Group 2 (n=313)  
 Q122. Which of the following faucet finishes do you expect will be popular in kitchens over the next 3 years?

## KITCHEN SINK FAUCETS



Design: Shea Pumarejo, CMKBD | Photo: Jennifer Siu-Rivera

### Faucet controls will vary, frequently with motion or touch/tap controls



Base: Group 2 (n=313)  
Q123. Which of the following sink faucet controls do you expect will be popular in kitchens?

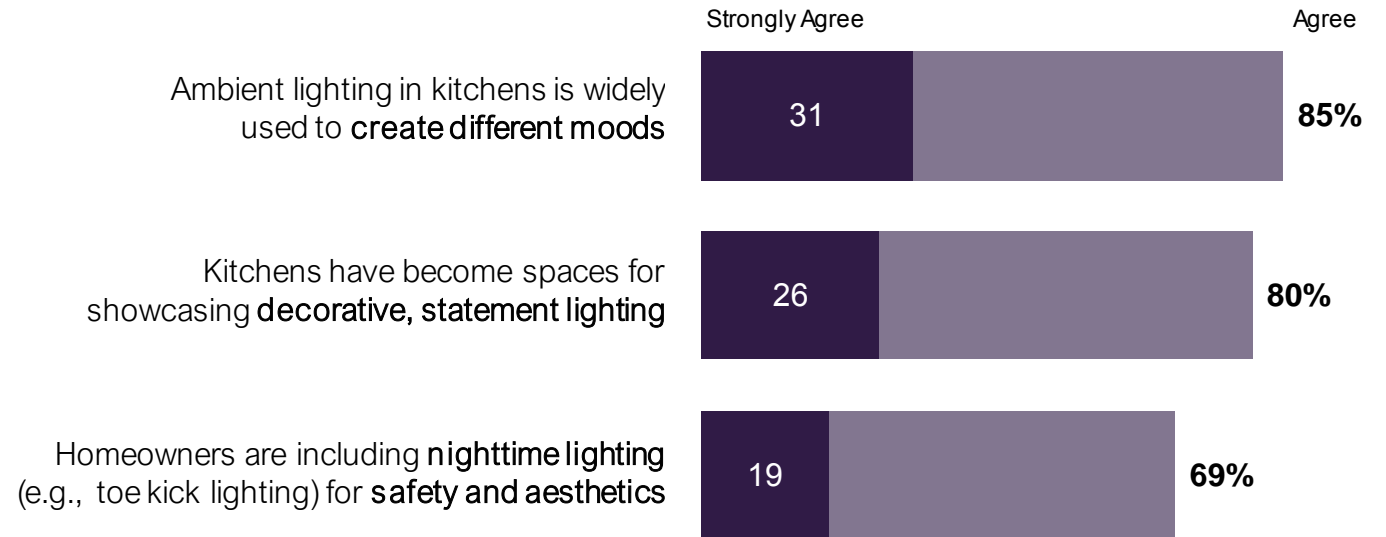
# Lighting

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Next Three Years

Designers will use **multiple layers of lighting: ambient lighting, decorative statement lighting and nighttime lighting.**

## Design Attitudes for Kitchen Lighting

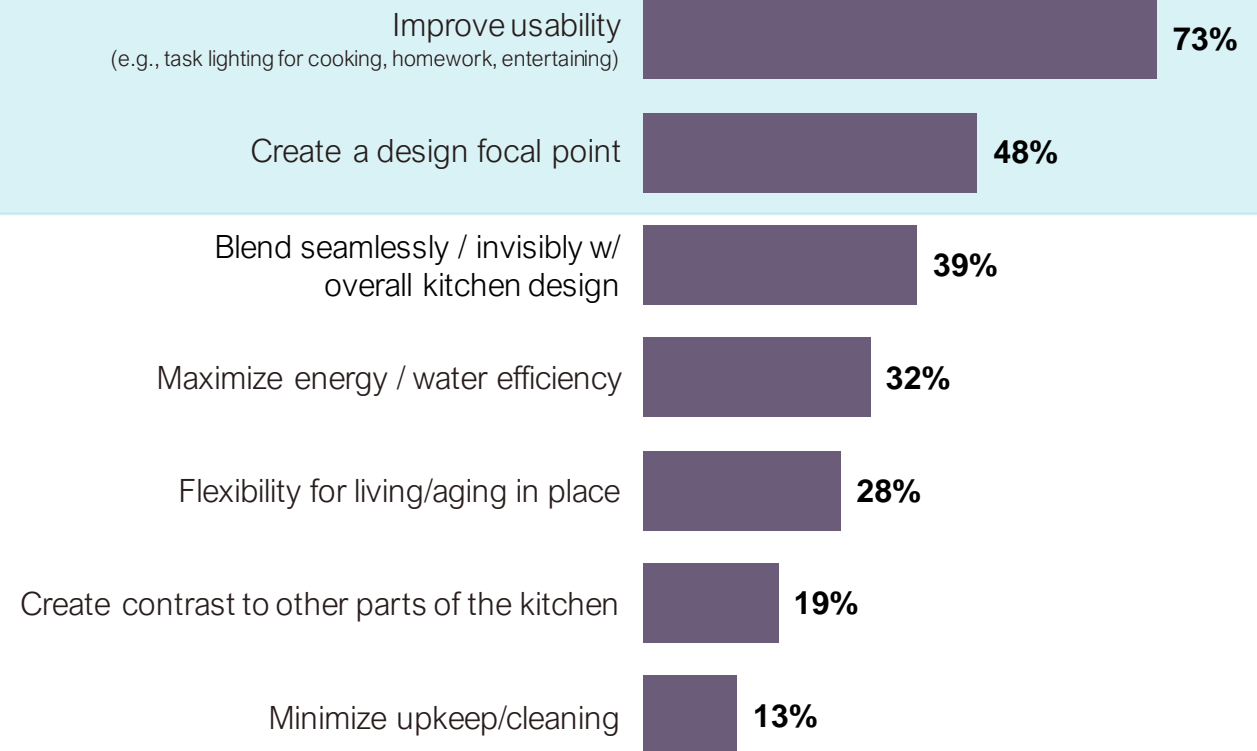


Base: Group 2 (n=313)  
 Q130. Thinking about kitchen lighting, how much do you agree or disagree with the following statements?(5pt. scale)

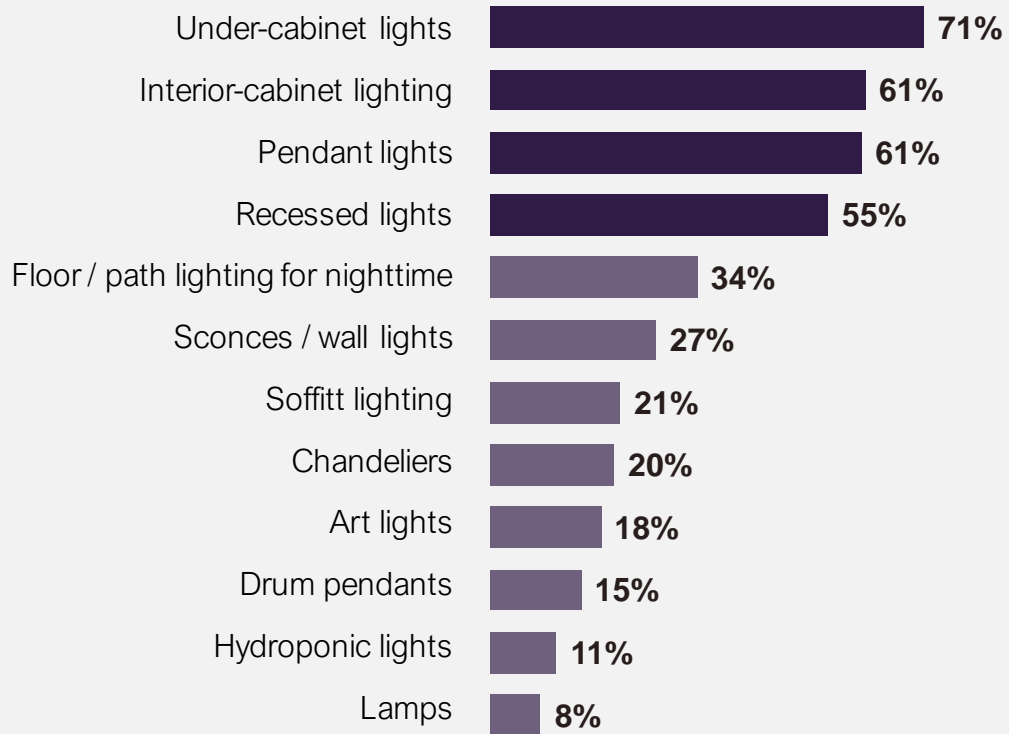


In addition to improving function, lighting creates a design focal point in the kitchen.

## Important Goals for Kitchen Lighting



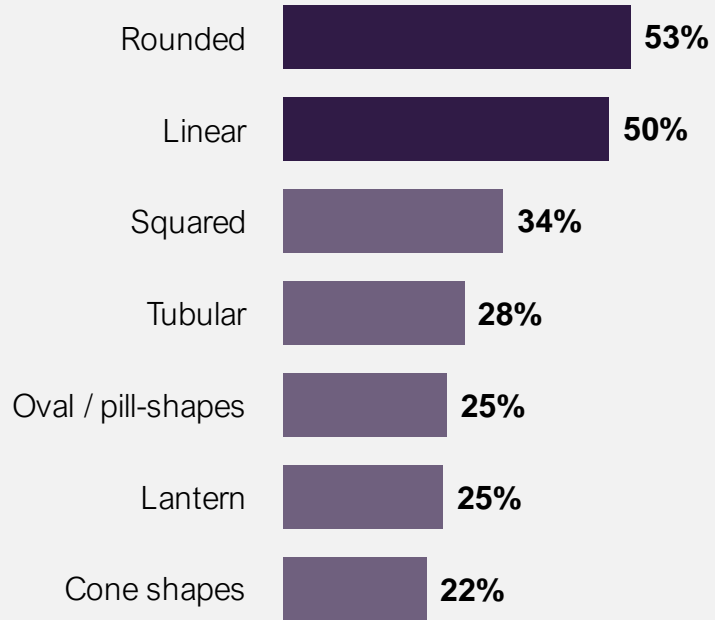
## Kitchens will include **layers of different types of lighting.**



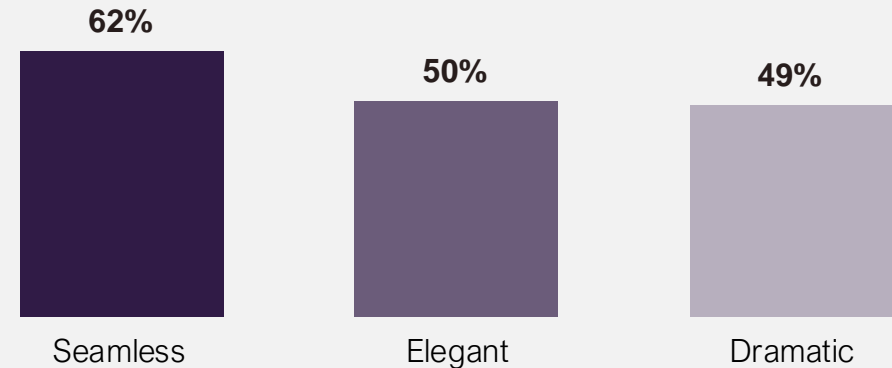
Base: Group 2 (n=313)  
Q132. Which kitchen lighting fixtures do you expect will be popular over the next 3 years?

# KITCHEN LIGHTING DESIGNS

Round and liner shaped lighting fixtures will be popular.



Lighting fixture styles will vary from seamless to elegant to dramatic.

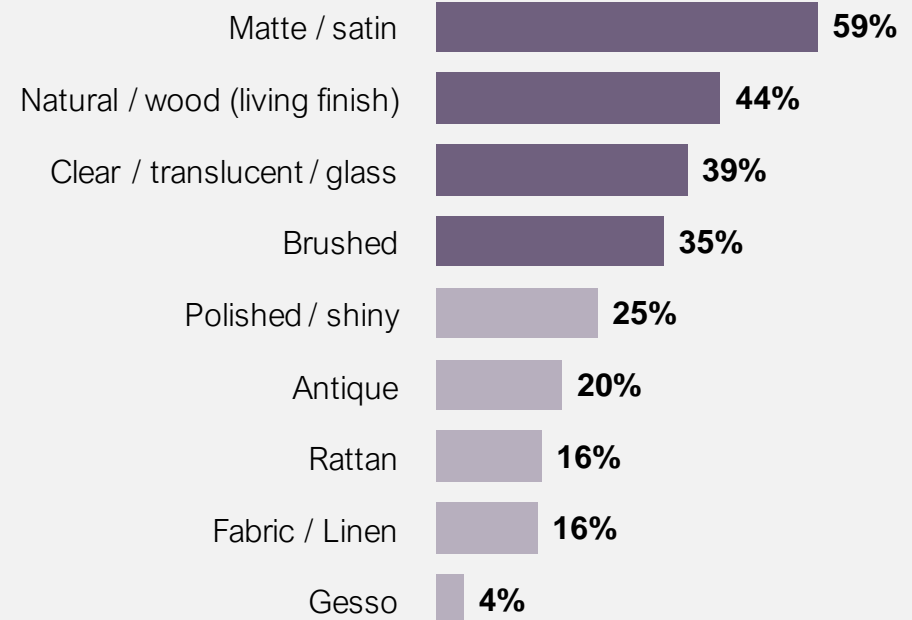
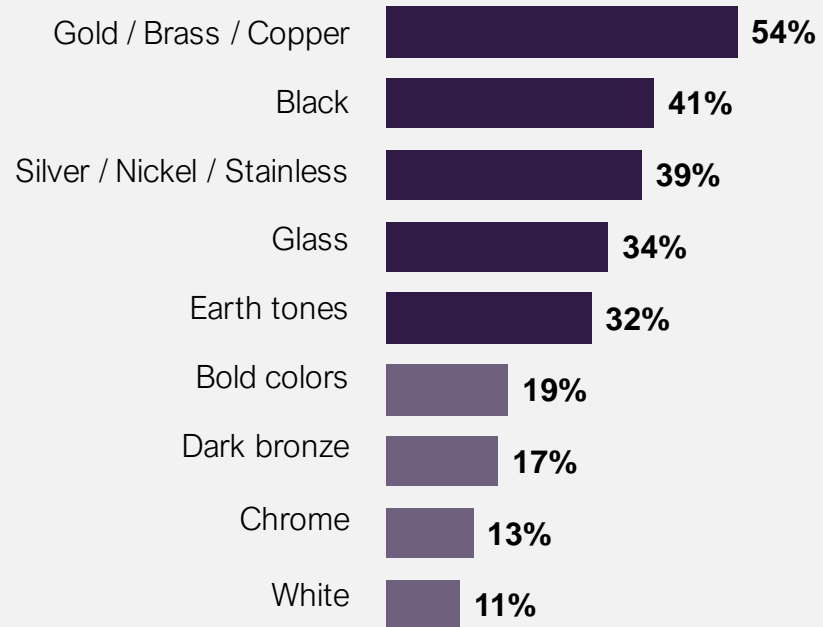


Base: Group 2 (n=313)  
Q133. Which kitchen lighting designs do you expect will be popular over the next 3 years?

KITCHEN LIGHTING DESIGNS

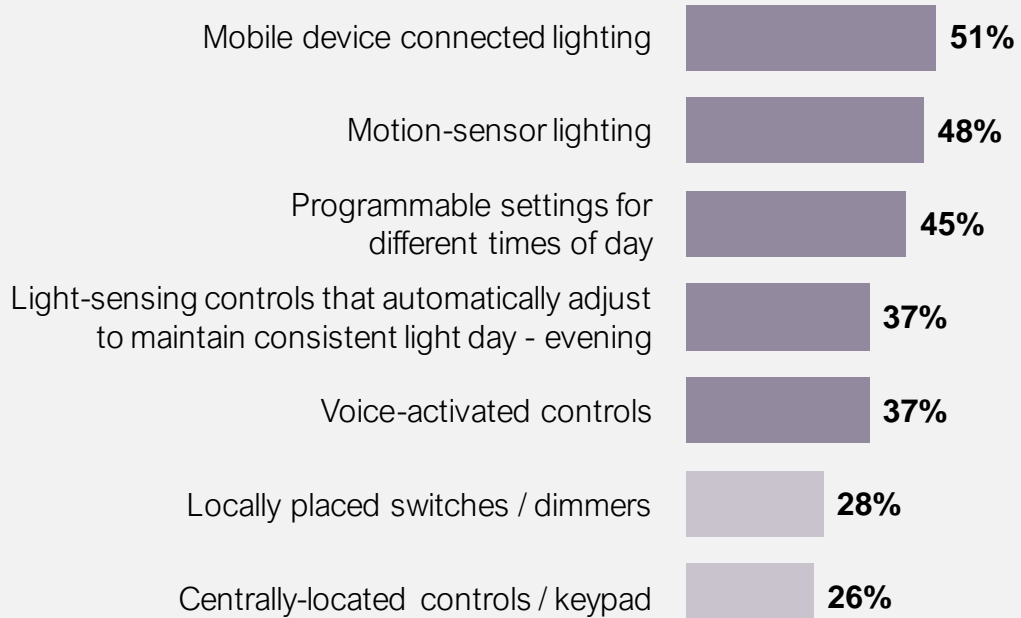
Lighting **fixture colors** will be gold, black, silver, glass and earth tones.

Lighting **finishes** will vary with matte, natural/wood, clear/glass and brushed.



KITCHEN LIGHTING CONTROLS

**Lighting controls will take advantage of new technology including mobile connectivity, motion sensors and programmable settings.**



Base: Group 2 (n=313)  
 Q134. Which kitchen lighting controls do you expect will be popular over the next 3 years?

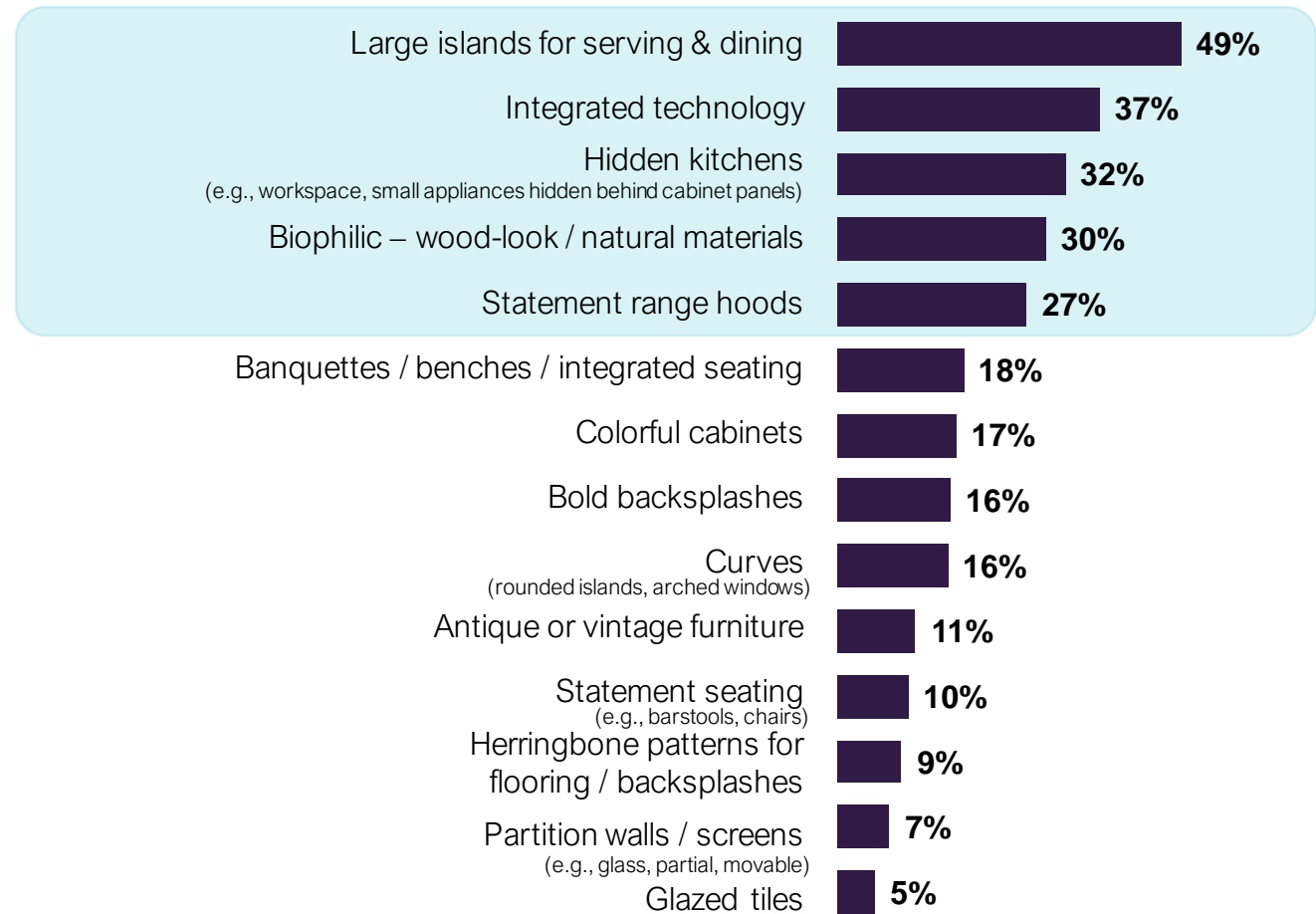
# Changes in Kitchens

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Next Three Years

Homeowners are excited about large islands, integrating tech, hidden kitchens, biophilic materials and creating statement range hoods.

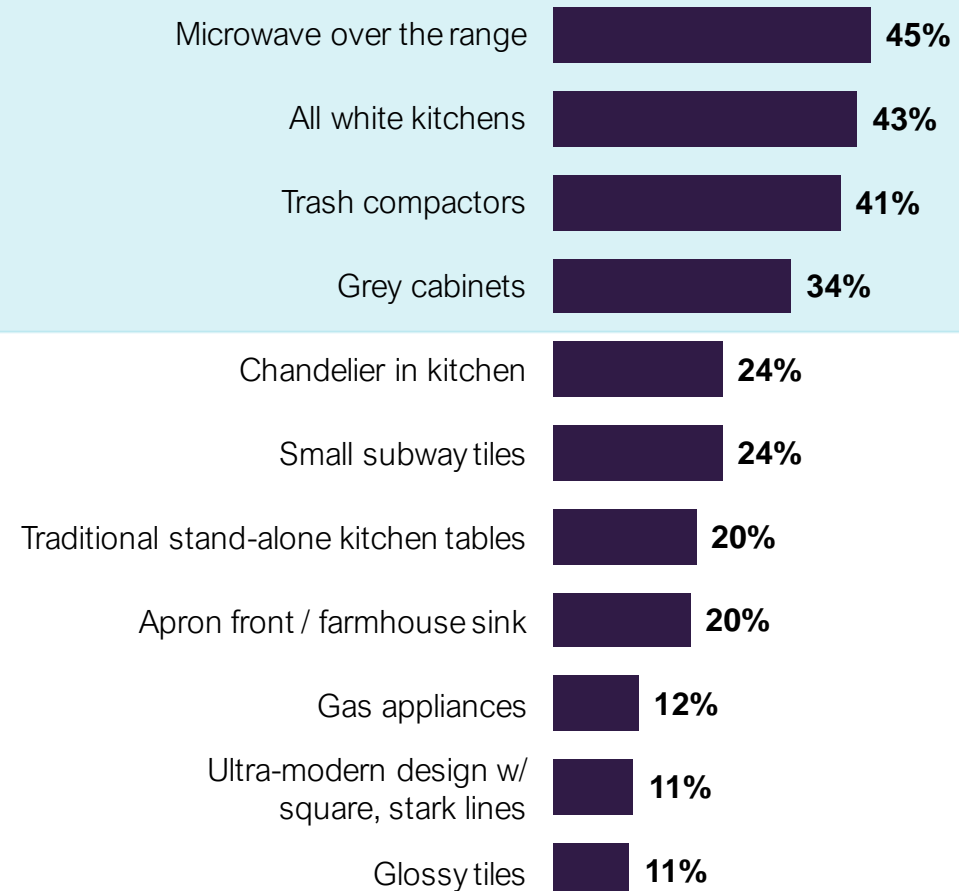
## Biggest Trends



Base: Total (n=630)  
Q135. Which, if any, of the following do you think will be the biggest kitchen trends over the next 3 years?

There is **less enthusiasm** for **over-the-range microwaves, trash compactors, monochromatic white kitchens and gray cabinets.**

## On the Way Out



Base: Total (n=630)

Q136. Which of the following, if any, previous trends are most likely on their way out?



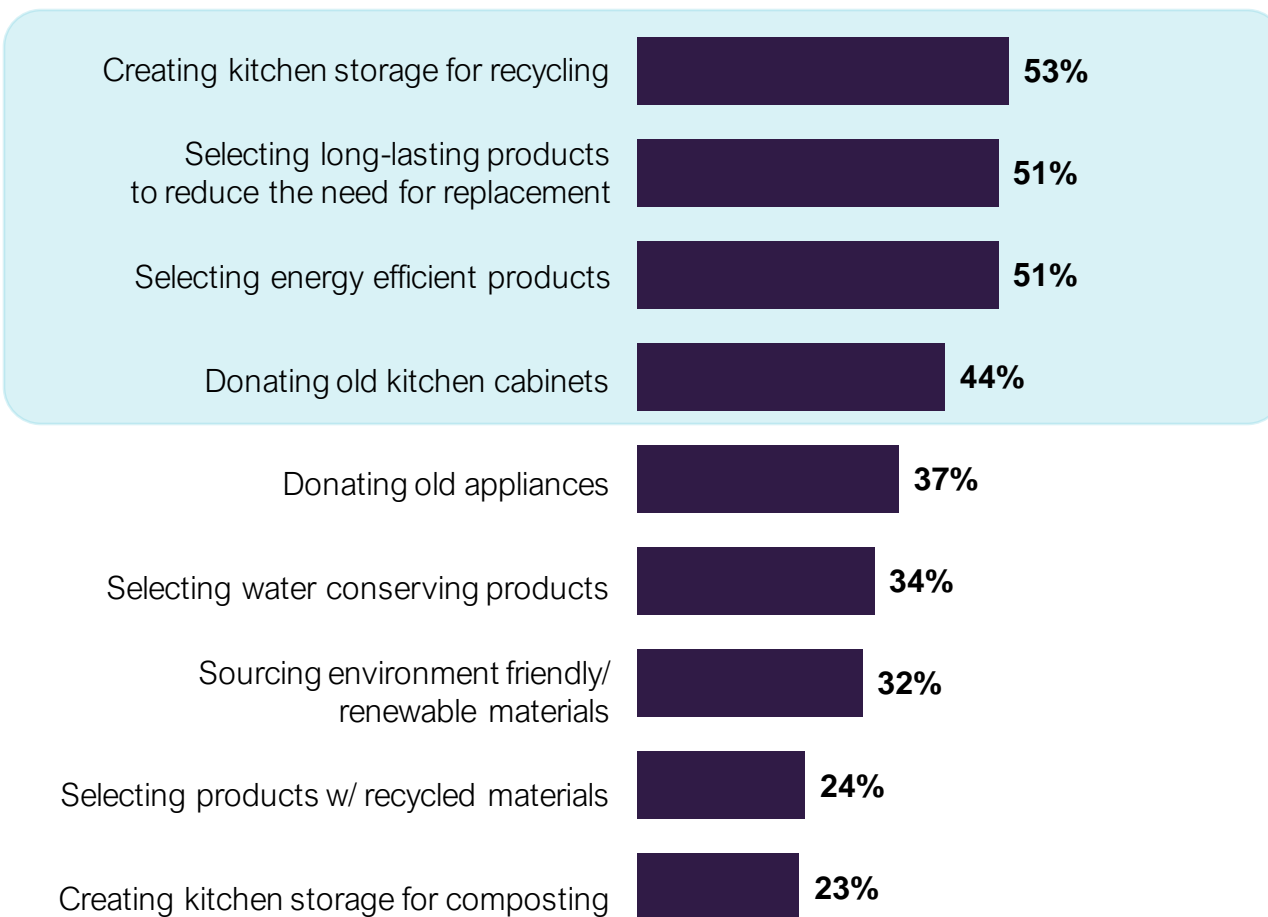
# Sustainability

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Next Three Years

**Top sustainability practices will include promoting recycling, selecting long lasting and energy efficient products and donating old cabinets.**

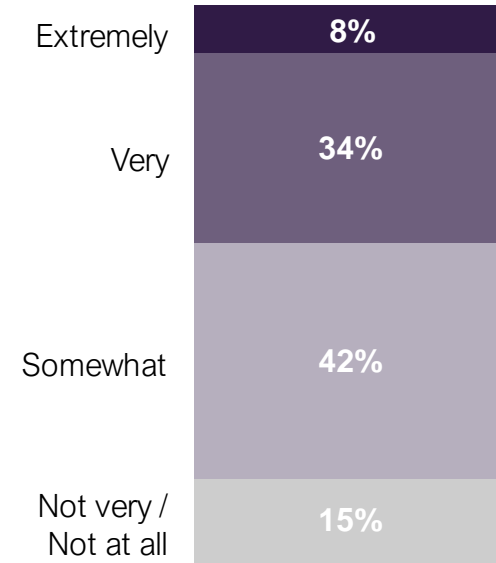
## Ways to Incorporate Sustainability



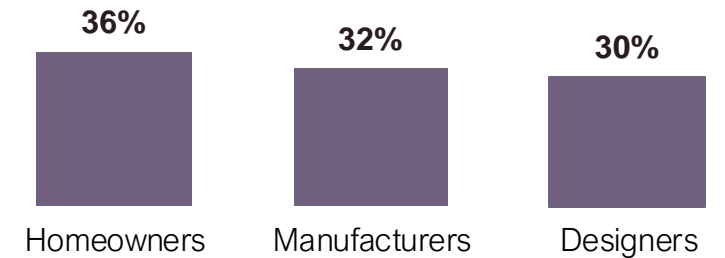
Base: Total (n=630)  
Q137. In what ways are you seeing sustainability being incorporated into kitchen design?

**Sustainability is important in kitchen product selection and being driven by homeowners, manufacturers and designers.**

### Sustainability Importance in Product Recommendations...



### Sustainability Drivers...



Base: Total (n=630)  
Q138. In your experience, who is driving sustainability in kitchens the MOST?  
Q139. How important are sustainability considerations when deciding which products to recommend or specify for kitchens?

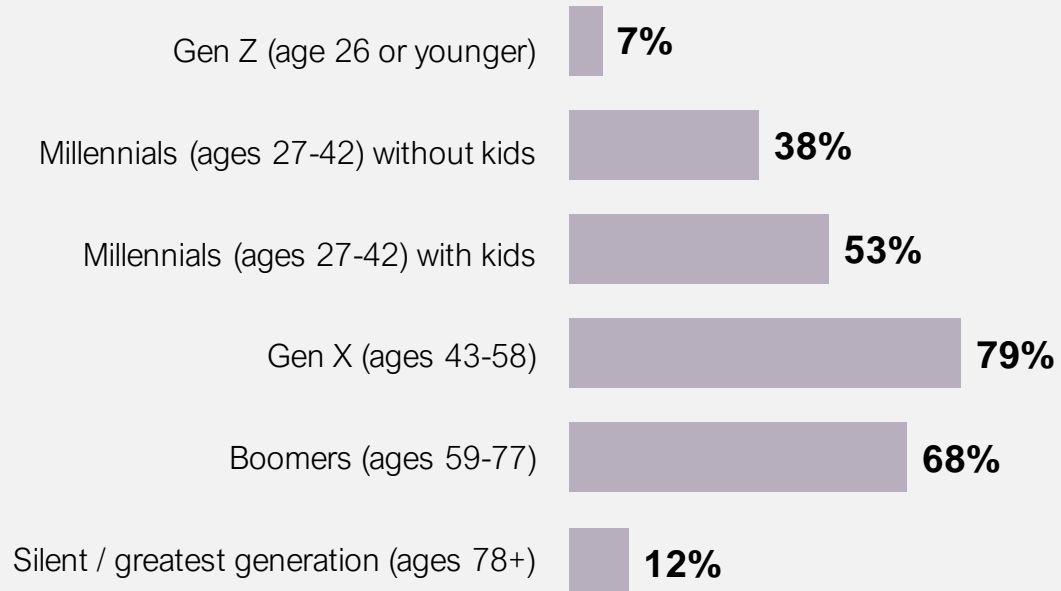
# Project Profile

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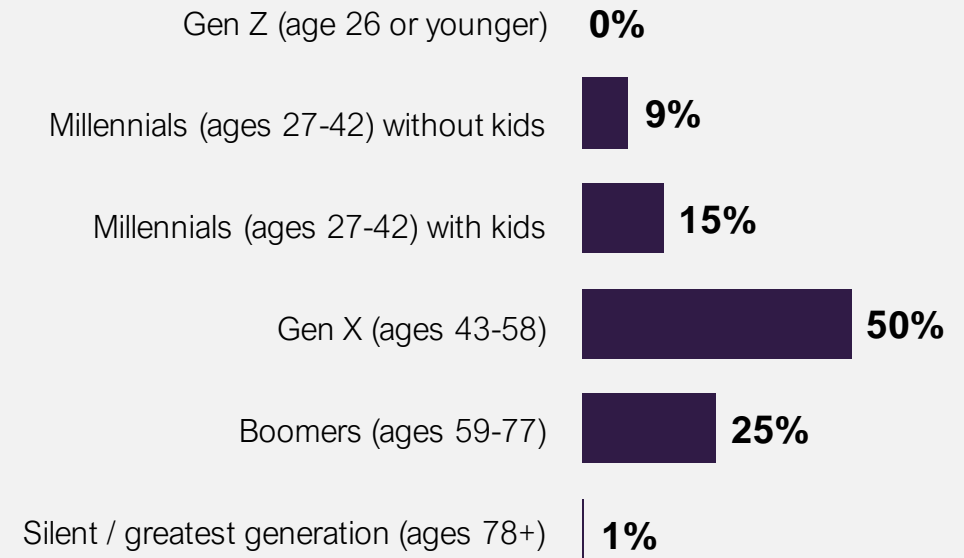
Next Three Years

## LIFESTAGES DESIGNED FOR

Designer kitchen clients are represented by **all Life Stages**.

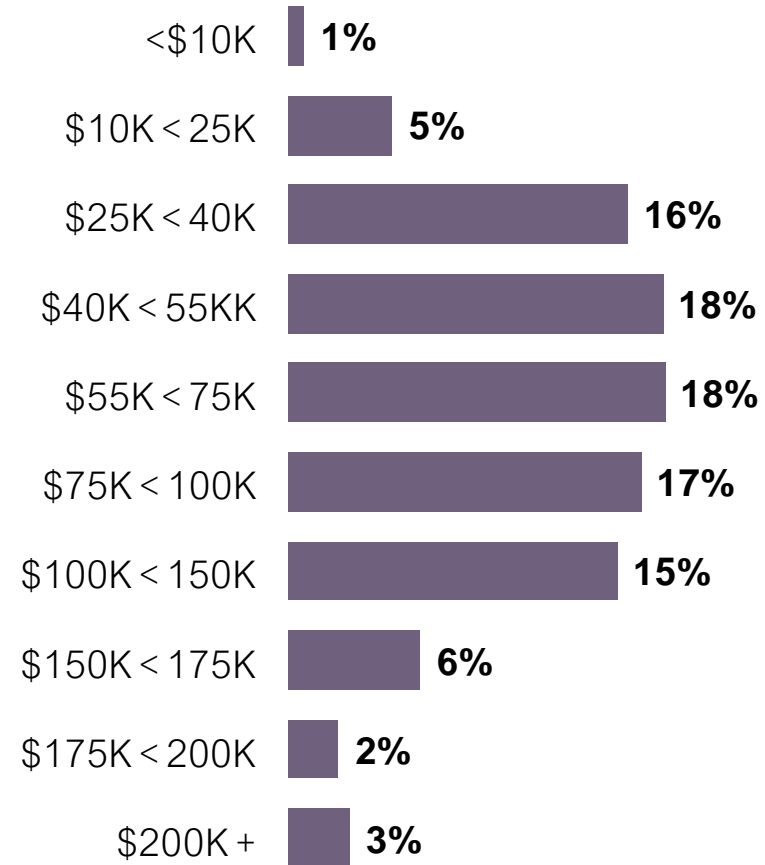


And are designing for **Gen X the MOST**.



**Kitchen spend varies greatly, with homeowners spending about \$80K on average.**

### Total cost to customer ....



\$67K median  
\$80K mean

Base: Total (n=630)  
Q145. What is the total cost to the customer of the average medium sized kitchen (150-350 sq. ft.) you designed/specified in the past year, including materials and labor?

# Designer/ Specifier Profile

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Next Three Years

# DESIGNER/SPECIFIER PROFILE

## PROFESSION



**52%** Designers  
**48%** Specifiers  
(showrooms, dealers, specialists,  
manufacturer, remodeler, general  
contractor, architects)

## GENDER



**66%** Female  
**34%** Male

## AGE



**49**  
Avg. years old

## MEMBERSHIP



**74%**  
Members

## COUNTRY



**95%** US  
**5%** Canada

## US REGION



**22%** Midwest  
**19%** Northeast  
**17%** Southeast  
**23%** West  
**6%** Southwest  
**8%** no US zip provided



# DESIGNER/SPECIFIER PROFILE

	Designers
<b># Kitchens Designed Past Year</b>	<b>%</b>
1 to 4	16
5 to 9	28
10 to 14	19
15 or more	37

	NKBA Members
<b>NKBA Certifications (among NKBA members)</b>	<b>%</b>
Certified Kitchen & Bath Designer (CKBD)	23
Certified Master Kitchen & Bath Designer (CMKBD)	8
Associate Kitchen & Bath Designer (AKBD)	10

	Designers	Specifiers
<b>Company Size</b>	<b>%</b>	<b>%</b>
1 to 4	31	18
5 to 9	16	13
10 to 19	10	16
20 or more	42	52
Unsure	1	2
<b>Projects</b>	<b>%</b>	<b>%</b>
Share of projects for kitchens	64	63
<b>Tenure in residential kitchen work</b>	<b>%</b>	<b>%</b>
1 year or less	3	2
2-4 years	13	14
5-9 years	25	26
10-19 years	27	18
20+ years	33	40

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