NKBA | KBIS
2024 Kitchen Trends

Research Report | Released September 2023
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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.

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

Total (n=630): US (95%); Canada (5%)
74% NKBA Members + 26% Non-Members

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

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

• 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.
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.

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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.

"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.

"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.

> 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

  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
+ **BACKSPLASHES** 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, 3rd 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 shown for each goal.

**KITCHEN GOALS**

**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

**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

‘Design goal of lighting likely varies by location’

Top product categories shown for each goal. What do you expect will be the most important goals with kitchen …?
## KITCHEN GOALS

### TOP PRODUCT CATEGORIES TO ACHIEVE GOALS

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

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

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**

- **Color (Net)**: More colors/colorful (31%)
  - Warm colors/tones (12%)
  - Less white (6%)
  - Wood tone/warm/lightwood/woodgrain (5%)
  - White (4%)
  - Natural tone (4%)

- **Styles (Net)**: Modern (16%)
  - Simple/minimalist (3%)

- **Controls/Setting (Net)**: Connection/integration with smart home system (16%)
  - Controllable via app/smartphone/tablet (8%)

- **Space Functionality/Planning (Net)**: Functional design (13%)
  - Open space/open kitchen/few walls (3%)

- **Storage (Net)**: Hidden/smart storage (12%)
  - Large/separate/secondary pantry (4%)

- **Appliances (Net)**: Induction cooktop (12%)
  - Smart/hi-tech appliance (4%)
  - Eco-friendly/sustainable/upcycling materials (3%)

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

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

KITCHEN COLOR GOALS

Nature, calm, harmony: 68%
Statement pieces: 39%
Safe neutrals: 34%
Contrast with color: 33%
Comfy / cozy: 31%
Stimulation / uplifting: 23%
Dramatic elements: 11%

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**

- Warm neutrals: 47%
- Lighter wood tones: 42%
- Earth tones: 41%
- Lighter color tones, but not white: 27%
- Warmer metals: 27%
- Soft muted colors: 19%
- Darker wood tones: 19%
- Deep bold tones: 17%
- Bright colors: 13%
- Cool neutrals: 11%
- Pastels: 9%
- Cooler metals: 8%

Base: Total (n=630)
Q12. Which of the following colors/tones do you expect will be popular in kitchens in the next 3 years?
Top-of-mind colors for kitchens include greens, woods, whites, blues, grays and brown.

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

- Backsplash: 46%
- Island: 44%
- Cabinets: 39%
- Wall Paint: 36%
- Wallpaper: 34%
- Countertops: 30%
- Furniture (e.g., barstools, dining chairs): 28%
- Artwork: 25%
- Hardware: 24%
- Lighting: 24%
- Vent hood: 24%
- Large Appliances: 22%
- Fabric Accents (e.g., cushions, pillows, etc.): 21%
- Window Treatments: 19%
- Flooring: 14%
- Ceiling: 13%
- Plumbing: 13%
- Small Appliances: 11%
- Sinks: 8%

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

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

- Dedicated beverage areas (coffee stations, smoothies, wine bar) 60%
- Creating an eat-in kitchen area instead of formal dining room 57%
- Adding a kitchen island or maximizing its size 56%
- Taking down walls so kitchen is open to other areas 53%
- Reconfiguring layouts to create or enlarge a pantry 45%
- Wall / doors for hidden workspaces / appliances / food prep 44%
- Outdoor living areas 38%
- Attached mudrooms 36%
- Extending home footprint to increase kitchen size 35%
- Outdoor kitchens 33%
- Flexibility for multiple generations 33%
- Cozy conversation areas 28%
- Flexible space for home office activities 28%
- Sustainable food sources in the home 24%
- Secure areas to leave deliveries 20%
- Attached pet grooming area 14%
- Wine dispensers 12%
- Fireplace 8%
Large windows, glass doors and window walls will help bring the outdoors into the kitchen.

<table>
<thead>
<tr>
<th>Window and Door Options</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larger windows</td>
<td>66%</td>
</tr>
<tr>
<td>Glass doors</td>
<td>55%</td>
</tr>
<tr>
<td>Window walls</td>
<td>40%</td>
</tr>
<tr>
<td>Windows with fewer larger panes</td>
<td>30%</td>
</tr>
<tr>
<td>Skylights</td>
<td>23%</td>
</tr>
<tr>
<td>Folding windows</td>
<td>21%</td>
</tr>
<tr>
<td>Garden window</td>
<td>18%</td>
</tr>
</tbody>
</table>

Base: Total (n=630)
Q22. Which of the following window/door options do you think will be most popular to bring natural outdoor light inside?
Kitchen Island & Pantries

Next Three Years
Kitchen islands encourage guests and family to gather, socialize and relax. They allow the homeowner to engage with others while cooking and cleaning up. Homeowners are reconfiguring kitchen layouts to create larger islands.

**Design Attitudes for Kitchen Islands**

- **Kitchen islands encourage guests and family to gather, socialize and relax**: 46 strongly agree, 92% agree.
- **Kitchen islands allow the homeowner to engage with others while cooking and cleaning up**: 42 strongly agree, 91% agree.
- **Homeowners are reconfiguring kitchen layouts to create larger islands**: 37 strongly agree, 87% agree.

Base: Group 1 (n=317)

Q26. Thinking about kitchen islands, how much do you agree or disagree with the following statements? (5 pt. scale)
Key goals are to improve **usability** and create a **design focal point**.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve usability (e.g., storage, seating, meal prep)</td>
<td>78%</td>
</tr>
<tr>
<td>Create a design focal point</td>
<td>47%</td>
</tr>
<tr>
<td>Create contrast to other parts of the kitchen</td>
<td>33%</td>
</tr>
<tr>
<td>Flexibility for living / aging in place</td>
<td>32%</td>
</tr>
<tr>
<td>Minimize upkeep / cleaning</td>
<td>31%</td>
</tr>
<tr>
<td>Blend seamlessly / invisibly w/ overall kitchen design</td>
<td>27%</td>
</tr>
<tr>
<td>Source environmentally friendly materials</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Source: Environmentally friendly materials (e.g., storage, seating, meal prep) 78% 47% 33% 32% 31% 27% 11%*
POPULAR FEATURES & FUNCTIONS

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

Areas for dining / Eating meals

Areas for food prep

Appliance drawers

Areas for charging phones, devices, etc.

Areas to work from home / schoolwork

Multiple sinks – food prep / cleanup

Areas for meal cleanup

Double islands - one for food prep / cleanup and one for serving / eating

Wine storage

Cooktops

Multi-tier islands for food prep vs dining

63%

62%

54%

49%

36%

33%

24%

24%

23%

21%

16%
Designers are creating pantries with more space and a showcase look to keep the clutter off the countertops.

Homeowners are using pantries to keep the clutter off main kitchen countertops. Creating more pantry space will be essential in kitchen design. Pantries are becoming more of a showcase vs. just functional storage.

Design Attitudes for Kitchen Pantries

- Strongly Agree: 88%
- Agree: 83%
- Neutral: 60%

Base: Group 1 (n=317)
Q30. Thinking about kitchen pantries, how much do you agree or disagree with the following statements? (5pt. scale)
Walk in, Butler, and Built-In Pantries will all provide homeowners with more space and function.

### Pantry Types

<table>
<thead>
<tr>
<th>Pantry Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk-in Pantry separate room off kitchen</td>
<td>59%</td>
</tr>
<tr>
<td>Butler’s Pantry walk-in space off kitchen with counter for minor food prep and storage, particularly for entertaining</td>
<td>54%</td>
</tr>
<tr>
<td>Built-in Pantry/Pantry Cabinet full height cabinets with hinged doors, sliding shelves, etc.</td>
<td>53%</td>
</tr>
<tr>
<td>Wall Pantry built into kitchen wall and hidden with door(s)</td>
<td>33%</td>
</tr>
<tr>
<td>Full Working Pantry “Dirty Kitchen” expanded butler’s pantry allowing kitchen to be a “show kitchen”</td>
<td>31%</td>
</tr>
<tr>
<td>Pullout Pantry often on wheels, pulls out of cabinetry for access to shelves</td>
<td>16%</td>
</tr>
<tr>
<td>Open Shelf Pantry exposed shelves for storage</td>
<td>12%</td>
</tr>
<tr>
<td>Standalone / Freestanding Pantry furniture or accent piece for storage and can be moved</td>
<td>9%</td>
</tr>
</tbody>
</table>
Pantries will not only include food and beverage storage, but also working areas for small appliances and a coffee center.
Kitchen Cabinets

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

Homeowners want cabinets with better storage like drawer dividers and partitions that can be configured to their needs.

- Strongly Agree: 37
- Agree: 90%

Homeowners like cabinets with a clean surface free of decorative hardware that have push-to-open technology.

- Strongly Agree: 11
- Agree: 43%

Open visible storage for frequently used items is popular.

- Strongly Agree: 4
- Agree: 32%

Base: Group 1 (n=317)
Q40. Thinking about cabinets in kitchens, how much do you agree or disagree with the following statements? (5 pt. scale)
Key goal is to **improve storage and organization with cabinets.**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve usability</td>
<td>80%</td>
</tr>
<tr>
<td>Minimize upkeep/cleaning</td>
<td>52%</td>
</tr>
<tr>
<td>Flexibility for living/aging in place</td>
<td>34%</td>
</tr>
<tr>
<td>Blend seamlessly/invisibly w/ overall kitchen design</td>
<td>34%</td>
</tr>
<tr>
<td>Create a design focal point</td>
<td>34%</td>
</tr>
<tr>
<td>Source environmentally friendly materials</td>
<td>19%</td>
</tr>
<tr>
<td>Create contrast to other parts of the kitchen</td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: Group 1 (n=317)
Q41. What do you expect will be the most important goals with kitchen cabinets?
Floor to ceiling cabinetry and deep lower cabinets will help maximize storage

More drawers and built in charging stations help improve cabinet functionality

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sections of floor to ceiling cabinetry to maximize storage</td>
<td>63%</td>
</tr>
<tr>
<td>Deeper lower cabinets w/ more drawer storage</td>
<td>60%</td>
</tr>
<tr>
<td>Fewer upper cabinets</td>
<td>38%</td>
</tr>
<tr>
<td>Open shelving</td>
<td>18%</td>
</tr>
<tr>
<td>More drawers</td>
<td>57%</td>
</tr>
<tr>
<td>Charging stations</td>
<td>48%</td>
</tr>
<tr>
<td>Drawers softly light up when opened</td>
<td>41%</td>
</tr>
<tr>
<td>Hidden electrical outlets</td>
<td>39%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Material/Style</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood Grain</td>
<td>59%</td>
</tr>
<tr>
<td>Painted</td>
<td>53%</td>
</tr>
<tr>
<td>Natural high texture wood</td>
<td>35%</td>
</tr>
<tr>
<td>Wood patterns/ fluted finishes</td>
<td>24%</td>
</tr>
<tr>
<td>Clear glass inserts</td>
<td>21%</td>
</tr>
<tr>
<td>Laminate</td>
<td>15%</td>
</tr>
<tr>
<td>Cane or reed finishes</td>
<td>14%</td>
</tr>
<tr>
<td>Metal inserts</td>
<td>13%</td>
</tr>
<tr>
<td>Acrylic</td>
<td>11%</td>
</tr>
<tr>
<td>Patterened glass inserts</td>
<td>10%</td>
</tr>
<tr>
<td>Frosted glass inserts</td>
<td>10%</td>
</tr>
</tbody>
</table>

Both decorative and integrated hardware will be popular

<table>
<thead>
<tr>
<th>Hardware Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorative hardware</td>
<td>66%</td>
</tr>
<tr>
<td>Integrated hardware</td>
<td>62%</td>
</tr>
<tr>
<td>Hands free/foot activated</td>
<td>33%</td>
</tr>
</tbody>
</table>
Designers will often use modern flat panel or shaker style doors in medium or light tones.
Kitchen Countertops

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

- **Homeowners want** sanitary, easy to clean counter surfaces (e.g., non-porous, antibacterial, antimicrobial)
  - Strongly Agree: 44
  - Agree: 92%
- **Designers are extending kitchen countertops into a backsplash** to create a seamless look
  - Agree: 78%
- **Featuring two different countertop materials/designs** in one kitchen is becoming popular
  - Agree: 50%
- **European-inspired and ultra-thin** countertops are preferred by homeowners looking for a minimalist style in their kitchen
  - Agree: 40%

Base: Group 1 (n=317)
Q50: Thinking about kitchen countertops, how much do you agree or disagree with the following statements? (5pt. scale)
Goals include minimizing cleaning, increasing heat tolerance and stain resistance.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimize upkeep / cleaning</td>
<td>71%</td>
</tr>
<tr>
<td>Improve usability (e.g., heat tolerant, stain resistant)</td>
<td>64%</td>
</tr>
<tr>
<td>Create a design focal point</td>
<td>35%</td>
</tr>
<tr>
<td>Blend seamlessly / invisibly w/ overall kitchen design</td>
<td>30%</td>
</tr>
<tr>
<td>Create contrast to other parts of the kitchen</td>
<td>26%</td>
</tr>
<tr>
<td>Source environmentally friendly materials</td>
<td>22%</td>
</tr>
<tr>
<td>Flexibility for living / aging in place</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

Quartz: 73%
Quartzite: 54%
Granite: 32%
Sintered stone: 31%
Marble: 25%
Mixed / blended materials in same kitchen: 21%
Concrete: 14%
Soapstone: 14%
Solid surface / Corian: 14%
Ceramic / porcelain tile: 13%
End grain butcher block: 13%
Recycled material: 12%
Planned wood: 10%
Stainless steel: 9%
Glass / Terrazzo: 8%
Copper: 8%
Laminate: 6%
Limestone: 4%

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?
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

Pie chart:
- Same color countertops: 53%
- Different color countertops: 47%

Bar chart:
- Lighter than Cabinets: 56%
- Darker than Cabinets: 24%
- Similar to Cabinets: 20%
- Honed/Matte: 52%
- Polished: 36%
- Leathered/Brushed: 11%
## Traditional and Waterfall Countertop Edges Will Be Popular

<table>
<thead>
<tr>
<th>Edges</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>75%</td>
</tr>
<tr>
<td>Waterfall</td>
<td>53%</td>
</tr>
<tr>
<td>Apron edge</td>
<td>17%</td>
</tr>
<tr>
<td>Knife edge / Shark nose</td>
<td>15%</td>
</tr>
<tr>
<td>Banded edge</td>
<td>14%</td>
</tr>
<tr>
<td>Live edge</td>
<td>14%</td>
</tr>
</tbody>
</table>

## Both Natural and Engineered Countertop Surfaces Will Be Popular

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>11%</td>
</tr>
<tr>
<td>Engineered / synthetic</td>
<td>37%</td>
</tr>
<tr>
<td>Both - depending on project</td>
<td>51%</td>
</tr>
</tbody>
</table>
Kitchen Backsplashes

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

- **Backsplashes are becoming statement pieces, **bold and different**
  - Strongly Agree: 15
  - Agree: 71%

- **Textured tile backsplashes are becoming more popular**
  - Strongly Agree: 7
  - Agree: 52%

- **More homeowners are looking for a solid surface backsplash instead of tile**
  - Strongly Agree: 12
  - Agree: 51%

- **Retro or vintage designs for kitchen backsplashes are becoming more popular**
  - Strongly Agree: 6
  - Agree: 41%

**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

- Slab / solid surface (e.g., quartz, stone) 61%
- Patterned mosaic (e.g., hex, chevron, herringbone) 42%
- Long subway 42%
- Long narrow rectangle / strips 27%
- Large format tile 26%
- Square 18%
- Short subway 13%
- Circle / square mosaic 11%
- Pebble / stone 9%
- Basketweave 8%

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

- Warm neutrals 60%
- Earth tones 47%
- Soft muted colors 40%
- Deep bold tones 28%
- Cool neutrals 26%
- Metallics 20%
- Bright colors 15%
- Wood tones 14%
- Pastels 8%

Base: Group 1 (n=317)
Q61. Thinking about backspashes in kitchens, which of the following options do you expect will be popular over the next 3 years?
Popular backsplash materials will be tile, quartz, quartzite, marble, sintered stone, glass and granite.
Kitchen Flooring

Next Three Years
Designers will use small or no grout lines in kitchen flooring.

- Homeowners want smaller or no grout lines in their kitchen flooring. 82% agree.
- Textured floor tile is becoming more popular in kitchens. 36% agree.
- Retro or vintage design styles on kitchen floors are becoming more popular. 33% agree.

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

<table>
<thead>
<tr>
<th>Flooring Material</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury vinyl wood plank</td>
<td>62%</td>
</tr>
<tr>
<td>Engineered wood</td>
<td>57%</td>
</tr>
<tr>
<td>Hardwood</td>
<td>51%</td>
</tr>
<tr>
<td>Ceramic / porcelain tile</td>
<td>50%</td>
</tr>
<tr>
<td>Wood-like tile</td>
<td>47%</td>
</tr>
<tr>
<td>Luxury vinyl tile</td>
<td>37%</td>
</tr>
<tr>
<td>Quartz</td>
<td>35%</td>
</tr>
<tr>
<td>Quartzite</td>
<td>30%</td>
</tr>
<tr>
<td>Laminate</td>
<td>24%</td>
</tr>
<tr>
<td>Terrazzo</td>
<td>22%</td>
</tr>
<tr>
<td>Sintered stone</td>
<td>21%</td>
</tr>
<tr>
<td>Travertine</td>
<td>21%</td>
</tr>
<tr>
<td>Marble</td>
<td>20%</td>
</tr>
<tr>
<td>Cork</td>
<td>20%</td>
</tr>
<tr>
<td>Stained concrete</td>
<td>20%</td>
</tr>
<tr>
<td>Limstone</td>
<td>17%</td>
</tr>
<tr>
<td>Epoxy</td>
<td>17%</td>
</tr>
<tr>
<td>Brick</td>
<td>16%</td>
</tr>
<tr>
<td>Encaustic / cement tiles</td>
<td>15%</td>
</tr>
<tr>
<td>Bamboo</td>
<td>13%</td>
</tr>
<tr>
<td>Terracotta</td>
<td>12%</td>
</tr>
<tr>
<td>Linoleum</td>
<td>5%</td>
</tr>
</tbody>
</table>

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?
**Large format and plank flooring styles will be popular**

- Large format (e.g., long/narrow rectangle) - 63%
- Plank (e.g., hex, chevron, herringbone) - 63%
- Patterned / Geometric (e.g., 4x4, 6x6) - 33%
- Square (e.g., long narrow rectangle) - 10%
- Pebble / Stone - 6%

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

- Warm neutrals - 61%
- Lighter wood tones - 60%
- Earth tones - 53%
- Darker wood tones - 25%
- Soft muted colors - 19%
- Cool neutrals - 14%
- Bright/bold colors - 6%
- Metallics - 4%
- Pastels - 4%

**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

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowners want flexibility to choose refrigeration options that best meet their needs (e.g., standard, column, drawers)</td>
<td>35</td>
<td>93%</td>
</tr>
<tr>
<td>Homeowners often have 2 refrigerators, one in the kitchen and one in another area</td>
<td>28</td>
<td>81%</td>
</tr>
<tr>
<td>Homeowners need more refrigeration space to accommodate their healthy living lifestyles</td>
<td>22</td>
<td>78%</td>
</tr>
</tbody>
</table>
Key goal for refrigerators is function, improving food storage options and blending seamlessly into the overall kitchen design.

**Important Goals for Refrigerators**

- Improve usability (e.g., food storage options) - 74%
- Blend seamlessly / invisibly with overall kitchen design - 65%
- Maximize energy efficiency - 45%
- Minimize upkeep / cleaning - 32%
- Flexibility for living/aging in place - 20%
- Create a design focal point - 11%
- Create contrast to other parts of the kitchen - 7%

Base: Group 2 (n=313)

Q81: What do you expect will be the most important goals for refrigerators with kitchen?
Fully integrated and built-in / counter depth refrigerators will help create a seamless design.

Installation

- **60%** Fully integrated (appears to be a cabinet, no reveal)
- **57%** Built-in (built into surrounding, flush with cabinetry, has a small reveal)
- **52%** Flush / counter depth (flush with cabinetry, rolls into place)
- **16%** Free-standing
French door styles will continue to be popular, and designers will also use refrigerator drawers.

Refrigerator / Freezer Types

- **French Door** 51%
- **Drawers** (refrigerator or freezer, beverage) 44%
- **Bottom Freezer** 36%
- **Convertible** (changeable zones - refrigerator to freezer) 32%
- **Column** (87+ inches tall) 28%
- **Side by Side** 26%
- **Stand-alone Ice Maker** 23%
- **Under counter** (refrigerator or freezer) 19%
- **Top Freezer** 4%

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**.

<table>
<thead>
<tr>
<th>Refrigerator Finish</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stainless</td>
<td>68%</td>
</tr>
<tr>
<td>Paneled to match cabinet face</td>
<td>57%</td>
</tr>
<tr>
<td>Black stainless</td>
<td>36%</td>
</tr>
<tr>
<td>Graphite</td>
<td>23%</td>
</tr>
<tr>
<td>Paneled to contrast cabinets (e.g., wood design/upholstered/skinned/statement)</td>
<td>21%</td>
</tr>
<tr>
<td>Black</td>
<td>15%</td>
</tr>
<tr>
<td>White</td>
<td>14%</td>
</tr>
<tr>
<td>Slate</td>
<td>13%</td>
</tr>
</tbody>
</table>

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

**TECHNOLOGY FEATURES**

- Emergency refrigerator power source: 41%
- Automatic leak / flood detector / mobile alerts: 36%
- Food inventory technology / menu recommendations: 36%
- Push to open technology / no door hardware / handle: 33%
- Smudge-proof internet enabled touch screens to assist with meal ideas / recipe guidance: 31%
- Open refrigerator door detector / mobile alert: 28%
- Electric power failure / mobile alert: 28%
- Voice activated – touch free operation: 21%

Base: Group 2 (n=313)
Q83. Which, if any, of the following technology features do you expect will be popular in the next 3 years?
Dishwasher

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

Next Three Years
Cooking appliances will have more than one cooking function and many homeowners like a large professional looking range.
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?

- **Improve usability** (e.g., reduced cooking times, temp control precision) 71%
- Minimize upkeep / cleaning 47%
- Maximize energy efficiency 36%
- Create a design focal point 34%
- Blend seamlessly / invisibly w/ overall kitchen design 31%
- Flexibility for living / aging in place 26%
- Create contrast to other parts of the kitchen 13%
Homeowners will want alternative cooking methods, app controls and precision cooking capabilities embedded in their new cooking appliances.

COOKING APPLIANCES

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steam cooking/air frying tech integrated into ovens</td>
<td>68%</td>
</tr>
<tr>
<td>Mobile app to control appliances</td>
<td>47%</td>
</tr>
<tr>
<td>Technology supports precision cooking vs. low-medium-high (e.g., sous vide)</td>
<td>43%</td>
</tr>
<tr>
<td>Programmable cooking options for delayed starts</td>
<td>37%</td>
</tr>
<tr>
<td>Electric power failure / gas leak detector / mobile alert</td>
<td>34%</td>
</tr>
<tr>
<td>Voice activated</td>
<td>21%</td>
</tr>
<tr>
<td>Air fryer</td>
<td>61%</td>
</tr>
<tr>
<td>Convection oven</td>
<td>46%</td>
</tr>
<tr>
<td>Microwave drawer</td>
<td>45%</td>
</tr>
<tr>
<td>Steam oven</td>
<td>37%</td>
</tr>
<tr>
<td>Speed oven</td>
<td>30%</td>
</tr>
<tr>
<td>Grilling function on cooktop / oven</td>
<td>23%</td>
</tr>
<tr>
<td>Instant pot / crockpot</td>
<td>18%</td>
</tr>
<tr>
<td>Pizza oven</td>
<td>14%</td>
</tr>
</tbody>
</table>

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?
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.

- **Induction (electric) cooktop**: 63%
- **Gas cooktop**: 48%
- **Invisible in-counter induction**: 39%
- **Gas burners integrated into countertop**: 17%
- **Glass electric cooktop**: 16%
Oven configuration will often include one large oven and a built-in microwave

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

- 1 large single oven: 11%
- 2 large single ovens: 25%
- 1 large single oven + 1 small oven: 36%
- 1 large oven + built-in microwave: 56%
- 1 large oven + warming drawer: 20%

- Standard (30”): 64%
- Wide (36”): 58%
- Extra Wide (40”- 48”): 27%
- Narrow (24”): 8%
**Stainless finishes will be most popular for cooking appliances**

- **Stainless**: 77%
- **Black stainless**: 38%
- **Match cabinet face**: 28%
- **Graphite**: 28%
- **Black**: 22%
- **Slate**: 17%
- **White**: 16%
- **Color**: 4%

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

- **Contemporary**: 59%
- **Commercial**: 40%
- **Traditional**: 38%
- **Hidden**: 20%
- **Retro / Vintage**: 19%
Venting/Hoods

Next Three Years
Designers will use both integrated and decorative vent hoods in wood or stainless steal, potentially using a mix of materials or metals.
Sinks

Next Three Years
Workstation sinks with more functions will become more popular.

Design Attitudes for Sinks

- Strongly Agree: 28
  - Workstation kitchen sinks with food prep and serving areas are becoming popular: 80%

- Agree: 9
  - New colors and finishes in ceramics are enabling homeowners to embrace adventurous design in kitchen sinks: 59%

- Agree: 11
  - Homeowners are including two sinks in the kitchen: 56%

Base: Group 2 (n=313)
Q115. Thinking about kitchen sinks, how much do you agree or disagree with the following statements? (5pt. scale)
Improving usability and minimizing upkeep and cleaning are key goals for sinks.

### Important Goals for Sinks

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve usability (e.g., food prep, serving)</td>
<td>75%</td>
</tr>
<tr>
<td>Minimize upkeep / cleaning</td>
<td>59%</td>
</tr>
<tr>
<td>Blend seamlessly / invisibly w/ overall kitchen design</td>
<td>45%</td>
</tr>
<tr>
<td>Flexibility for living / aging in place</td>
<td>25%</td>
</tr>
<tr>
<td>Create a design focal point</td>
<td>23%</td>
</tr>
<tr>
<td>Source environmentally friendly materials</td>
<td>15%</td>
</tr>
<tr>
<td>Create contrast to other parts of the kitchen</td>
<td>10%</td>
</tr>
</tbody>
</table>

Base: Group 2 (n=313)
Q116. What do you expect will be the most important goals with sinks in the kitchen?
Workstation sinks will be popular, especially with cutting boards, strainers, drying racks.
Stainless steel, composite and porcelain will all be popular kitchen sink materials

- Stainless steel: 71%
- Composite / solid surface: 57%
- Porcelain / cast iron: 44%
- Decorative metal: 24%
- Mineral cast basin: 14%
- Vitreous China: 13%
- Pressurized surfaces: 10%
- Concrete: 9%
Top sink colors will include stainless/nickel and white with some venturing into graphite, earth tones and black.
Many sink finishes will be matte with undermount configurations for easy cleaning.

- Matte: 81%
- Polished: 54%
- Texture / Ripples: 21%
- Undermount: 85%
- Integrated into countertop: 49%
- Drop In: 17%
- Freestanding: 6%

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

Next Three Years
Designers will use kitchen faucets to add a visual element and personal style to kitchen designs.

Faucets are a visual element that add personal style to kitchens. Hands free faucets are becoming the new standard. Homeowners are looking for kitchen faucets with water boil on demand capability.

- **Strongly Agree**: 29 (89%)
- **Agree**: 13 (46%)
- **Strongly Disagree**: 11 (36%)

Base: Group 2 (n=313)
Q120. Thinking about kitchen sink faucets, how much do you agree or disagree with the following statements? (5pt. scale)
Key goals for faucets will be improved usability, reduced upkeep, and maximized water / energy efficiency.

- Improve usability (e.g., spouts, sprayers, controls) - 71%
- Minimize upkeep / cleaning - 44%
- Create a design focal point - 37%
- Maximize energy / water efficiency - 37%
- Blend seamlessly / invisibly w/ overall kitchen design - 27%
- Flexibility for living / aging in place - 25%
- Create contrast to other parts of the kitchen - 16%
**Next 3 Years**

**Kitchen Sink Faucets**

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

- Gold / champagne bronze: 50%
- Stainless: 48%
- Black: 46%
- Nickel / Pewter: 31%
- Black stainless: 30%
- Graphite: 25%
- Chrome: 25%
- Ombre / mixed finishes: 18%
- Bronze / Oil-rubbed bronze: 17%
- Brass (unlacquered): 16%
- Copper: 16%
- Brass (lacquered): 15%
- Powder coated bold color: 14%
- Rose gold: 13%
- White: 8%
- Slate: 8%

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

- Matte: 64%
- Brushed: 54%
- Satin: 49%
- Polished: 41%
- Natural: 19%
- Antique: 16%

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

- **Motion (hands free)**: 57%
- **Touch / Tap**: 55%
- **Manual (e.g., single handle, double handle, lever, cross handle)**: 45%
- **Voice activated (on / off / temperature)**: 21%
- **Foot pedal control**: 9%

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

Next Three Years
Designers will use multiple layers of lighting: ambient lighting, decorative statement lighting and nighttime lighting.

- **Ambient lighting** in kitchens is widely used to **create different moods**
  - Strongly Agree: 31 (85%)
  - Agree: 26 (80%)

- **Kitchens** have become spaces for showcasing **decorative, statement lighting**
  - Strongly Agree: 26 (80%)
  - Agree: 21 (69%)

- **Homeowners** are including **nighttime lighting** (e.g., toe kick lighting) for **safety and aesthetics**
  - Strongly Agree: 19 (69%)
  - Agree: 17 (58%)
In addition to improving function, lighting creates a design focal point in the kitchen.

Important Goals for Kitchen Lighting

- Improve usability (e.g., task lighting for cooking, homework, entertaining) - 73%
- Create a design focal point - 48%
- Blend seamlessly / invisibly w/ overall kitchen design - 39%
- Maximize energy / water efficiency - 32%
- Flexibility for living/aging in place - 28%
- Create contrast to other parts of the kitchen - 19%
- Minimize upkeep/cleaning - 13%

Base: Group 2 (n=313)
Q131: What do you expect will be the most important goals with kitchen lighting?
Kitchens will include layers of different types of lighting.

- Under-cabinet lights: 71%
- Interior-cabinet lighting: 61%
- Pendant lights: 61%
- Recessed lights: 55%
- Floor / path lighting for nighttime: 34%
- Sconces / wall lights: 27%
- Soffit lighting: 21%
- Chandeliers: 20%
- Art lights: 18%
- Drum pendants: 15%
- Hydroponic lights: 11%
- Lamps: 8%

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

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

- Rounded: 53%
- Linear: 50%
- Squared: 34%
- Tubular: 28%
- Oval/pill shapes: 25%
- Lantern: 25%
- Cone shapes: 22%

- Seamless: 62%
- Elegant: 50%
- Dramatic: 49%
Lighting fixture colors will be gold, black, silver, glass and earth tones.

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

- Gold / Brass / Copper: 54%
- Black: 41%
- Silver / Nickel / Stainless: 39%
- Glass: 34%
- Earth tones: 32%
- Bold colors: 19%
- Dark bronze: 17%
- Chrome: 13%
- White: 11%

- Matte / satin: 59%
- Natural / wood (living finish): 44%
- Clear / translucent / glass: 39%
- Brushed: 35%
- Polished / shiny: 25%
- Antique: 20%
- Rattan: 16%
- Fabric / Linen: 16%
- Gesso: 4%

Base: Group 2 (n=313)
Q133. Which kitchen lighting designs do you expect will be popular over the next 3 years?
Lighting controls will take advantage of new technology including mobile connectivity, motion sensors and programmable settings.

- Mobile device connected lighting: 51%
- Motion-sensor lighting: 48%
- Programmable settings for different times of day: 45%
- Light-sensing controls that automatically adjust to maintain consistent light day - evening: 37%
- Voice-activated controls: 37%
- Locally placed switches / dimmers: 28%
- Centrally-located controls / keypad: 26%

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

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

**Biggest Trends**

<table>
<thead>
<tr>
<th>Trend</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large islands for serving &amp; dining</td>
<td>49%</td>
</tr>
<tr>
<td>Integrated technology</td>
<td>37%</td>
</tr>
<tr>
<td>Hidden kitchens (e.g., workspace, small appliances hidden behind cabinet panels)</td>
<td>32%</td>
</tr>
<tr>
<td>Biophilic – wood-look / natural materials</td>
<td>30%</td>
</tr>
<tr>
<td>Statement range hoods</td>
<td>27%</td>
</tr>
<tr>
<td>Banquettes / benches / integrated seating</td>
<td>18%</td>
</tr>
<tr>
<td>Colorful cabinets</td>
<td>17%</td>
</tr>
<tr>
<td>Bold backsplashes</td>
<td>16%</td>
</tr>
<tr>
<td>Curves (rounded islands, arched windows)</td>
<td>16%</td>
</tr>
<tr>
<td>Antique or vintage furniture</td>
<td>11%</td>
</tr>
<tr>
<td>Statement seating (e.g., barstools, chairs)</td>
<td>10%</td>
</tr>
<tr>
<td>Herringbone patterns for flooring / backsplashes</td>
<td>9%</td>
</tr>
<tr>
<td>Partition walls / screens (e.g., glass, partial, movable)</td>
<td>7%</td>
</tr>
<tr>
<td>Glazed tiles</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Trend</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microwave over the range</td>
<td>45%</td>
</tr>
<tr>
<td>All white kitchens</td>
<td>43%</td>
</tr>
<tr>
<td>Trash compactors</td>
<td>41%</td>
</tr>
<tr>
<td>Grey cabinets</td>
<td>34%</td>
</tr>
<tr>
<td>Chandelier in kitchen</td>
<td>24%</td>
</tr>
<tr>
<td>Small subway tiles</td>
<td>24%</td>
</tr>
<tr>
<td>Traditional stand-alone kitchen tables</td>
<td>20%</td>
</tr>
<tr>
<td>Apron front / farmhouse sink</td>
<td>20%</td>
</tr>
<tr>
<td>Gas appliances</td>
<td>12%</td>
</tr>
<tr>
<td>Ultra-modern design w/ square, stark lines</td>
<td>11%</td>
</tr>
<tr>
<td>Glossy tiles</td>
<td>11%</td>
</tr>
</tbody>
</table>
Sustainability

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

- Creating kitchen storage for recycling: 53%
- Selecting long-lasting products to reduce the need for replacement: 51%
- Selecting energy efficient products: 51%
- Donating old kitchen cabinets: 44%
- Donating old appliances: 37%
- Selecting water conserving products: 34%
- Sourcing environment friendly/renewable materials: 32%
- Selecting products w/ recycled materials: 24%
- Creating kitchen storage for composting: 23%
Sustainability is important in kitchen product selection and being driven by homeowners, manufacturers and designers.

Sustainability Importance in Product Recommendations...

- Extremely: 8%
- Very: 34%
- Somewhat: 42%
- Not very / Not at all: 15%

Sustainability Drivers...

- Homeowners: 36%
- Manufacturers: 32%
- Designers: 30%

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

Next Three Years
Designer kitchen clients are represented by all Life Stages.

And are designing for Gen X the MOST.

- Gen Z (age 26 or younger): 7%
- Millennials (ages 27-42) without kids: 38%
- Millennials (ages 27-42) with kids: 53%
- Gen X (ages 43-58): 79%
- Boomers (ages 59-77): 68%
- Silent / greatest generation (ages 78+): 12%

- Gen Z (age 26 or younger): 0%
- Millennials (ages 27-42) without kids: 9%
- Millennials (ages 27-42) with kids: 15%
- Gen X (ages 43-58): 50%
- Boomers (ages 59-77): 25%
- Silent / greatest generation (ages 78+): 1%
Kitchen spend varies greatly, with homeowners spending about $80K on average.
Designer/Specifier Profile

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

### # Kitchens Designed Past Year

<table>
<thead>
<tr>
<th># Kitchens Designed Past Year</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 4</td>
<td>16</td>
</tr>
<tr>
<td>5 to 9</td>
<td>28</td>
</tr>
<tr>
<td>10 to 14</td>
<td>19</td>
</tr>
<tr>
<td>15 or more</td>
<td>37</td>
</tr>
</tbody>
</table>

### Company Size

<table>
<thead>
<tr>
<th>Company Size</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 4</td>
<td>31</td>
<td>18</td>
</tr>
<tr>
<td>5 to 9</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>10 to 19</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>20 or more</td>
<td>42</td>
<td>52</td>
</tr>
<tr>
<td>Unsure</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

### Share of projects for kitchens

<table>
<thead>
<tr>
<th>Projects</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of projects for kitchens</td>
<td>64</td>
<td>63</td>
</tr>
</tbody>
</table>

### Tenure in residential kitchen work

<table>
<thead>
<tr>
<th>Tenure in residential kitchen work</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year or less</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2-4 years</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>5-9 years</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>10-19 years</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>20+ years</td>
<td>33</td>
<td>40</td>
</tr>
</tbody>
</table>

### NKBA Certifications (among NKBA members)

<table>
<thead>
<tr>
<th>Certification</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Kitchen &amp; Bath Designer (CKBD)</td>
<td>23</td>
</tr>
<tr>
<td>Certified Master Kitchen &amp; Bath Designer (CMKBD)</td>
<td>8</td>
</tr>
<tr>
<td>Associate Kitchen &amp; Bath Designer (AKBD)</td>
<td>10</td>
</tr>
</tbody>
</table>