



Fall Kitchen Trends Study



October 2013



BIG IDEAS

- Bigger isn't better, but open concept still a strong trend
- Granite and quartz capture countertops, mixing materials a popular option
- Stainless appliances cohabitating with appliances in other finishes
- Conservative color schemes dominate, but color tied to kitchen style preferences
- Younger homeowners go contemporary





A GUT JOB

Among those surveyed, the majority are starting from scratch.

42%
Updating the existing
kitchen

9%
Creating as part of a
new home build



49%
Completely gutting
the existing kitchen



BIGGER ISN'T BETTER

Most people don't want a larger kitchen but DO want a feeling of space – islands are part of that plan.

77%

Percent whose
kitchens will be open
to other rooms

61%

Percent who are
incorporating a
kitchen island

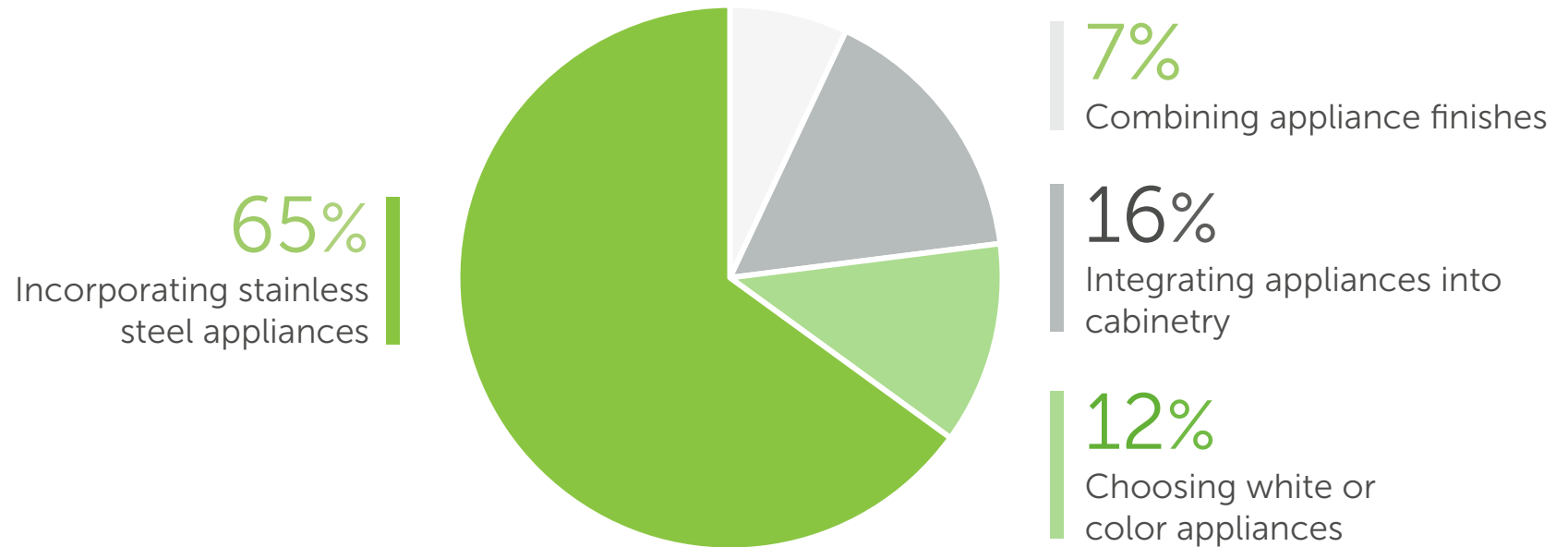
37%

Percent who are
enlarging their
kitchen



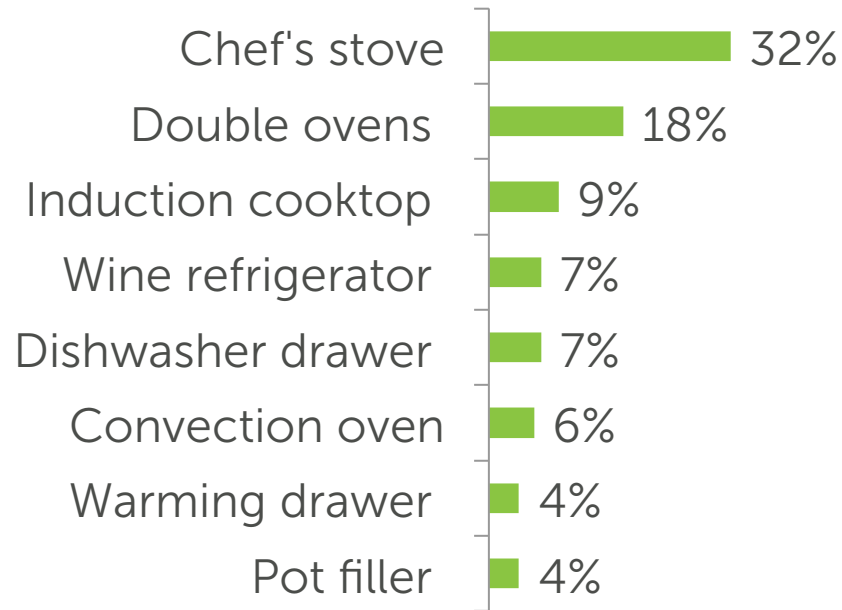
STILL LOVING STAINLESS

Many respondents are combining stainless appliances with white, colored, or appliances integrated into cabinetry.



DREAM APPLIANCES

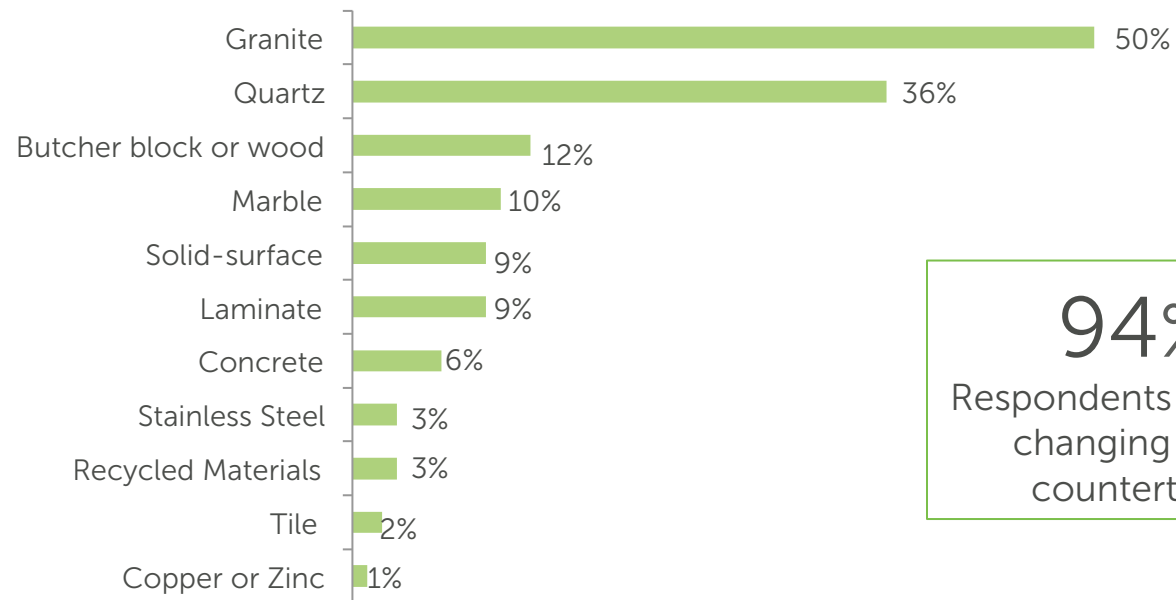
High-end cooking appliances top Houzzers wish-lists.





STONE COUNTERS ROCK

Granite and quartz dominate, however many people mix and match for the island.



94%

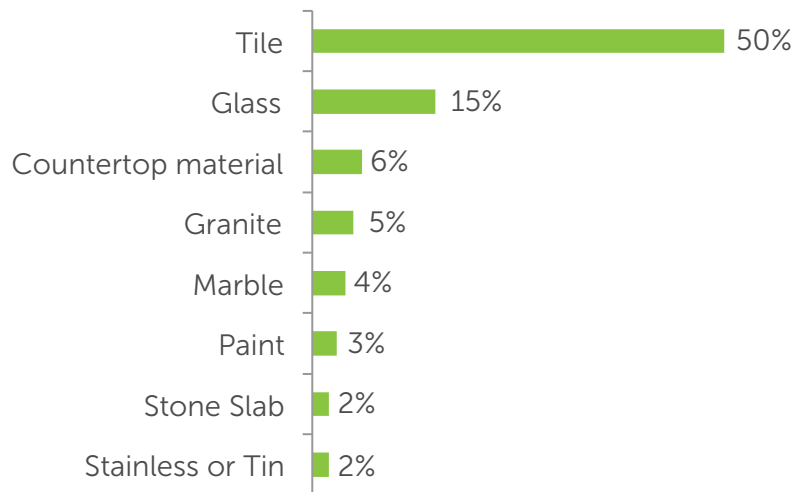
Respondents who are changing their countertops



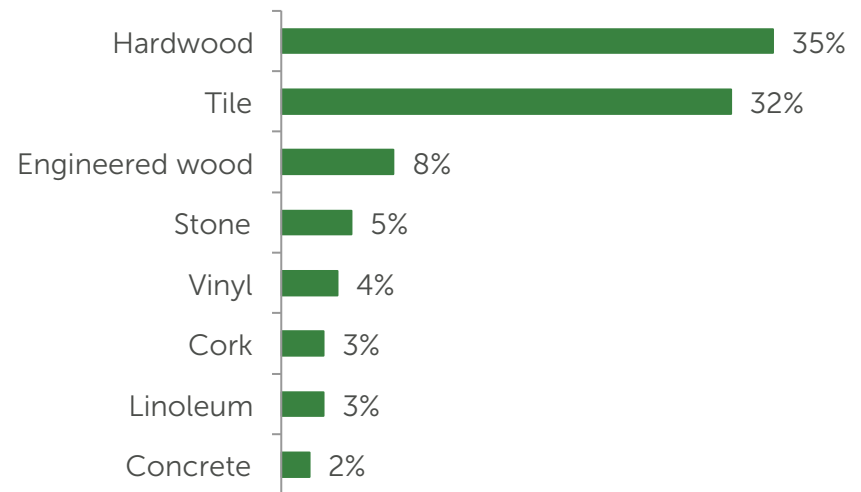
FLOOR & BACKSPLASH TRENDS

While tile is gone from our counters, it makes a strong showing in these two areas.

Backsplash Top Choices



Flooring Top Choices





UNDER 45'S GO CONTEMPORARY

Younger homeowners define their style as contemporary or modern vs. over 55's, who favor a traditional look.

% describing	25-34	35-44	45-54	55-64	65+
Contemporary	26.1%	22.8%	18.8%	18.6%	19.1%
Traditional	17.5%	20.1%	24.2%	28.4%	30.4%
Modern	18.9%	20.0%	12.2%	8.5%	10.5%
Eclectic	4.1%	5.2%	6.2%	7.1%	8.6%



COLOR CONSERVATISM

Bright colors are trendy for décor, but most people are choosing a light, classic scheme for their kitchens.

Cornerstone Architects



75%
Soft & Neutral

Kim Duffin



14%
Bright & Colorful

LDa Architecture & Interiors

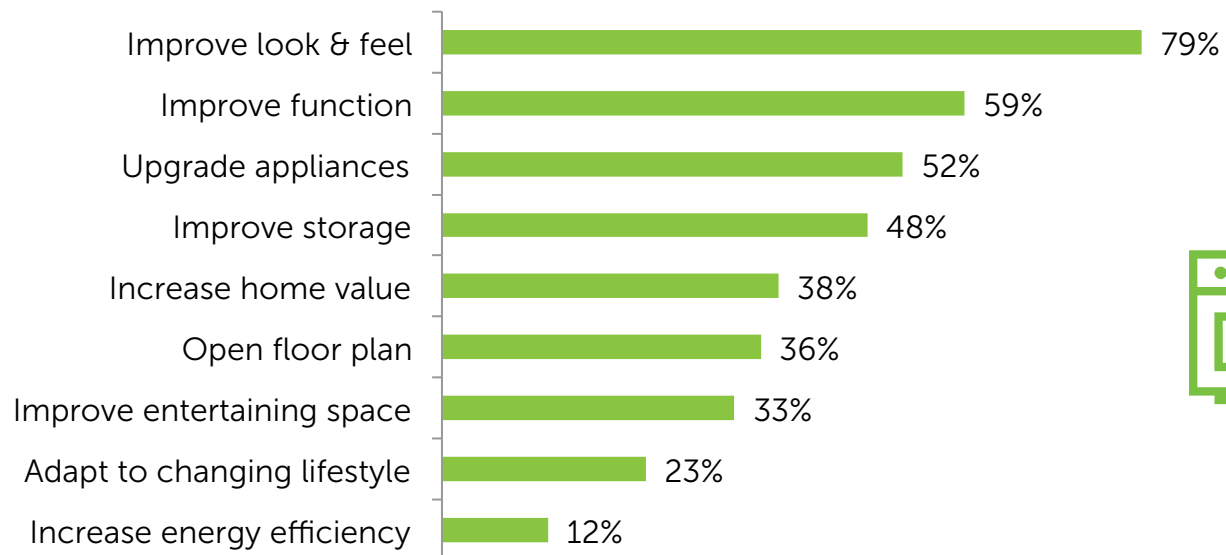


11%
Bold & Dramatic



KITCHEN MOTIVATIONS

People are creating kitchens to please themselves,
making them beautiful and functional.





KITCHEN MOTIVATIONS: VOICES

"I have four kids and they are getting BIG! I need more fridge space!"

"The cabinets in there are the original from 1979"

"Restoring home from 1885 gutted house and planning a complete kitchen"

My oven is 55 years old!

"Grandchildren have arrived so family expanding when they are around"

"It is my time - children through college, married & settled!"

"Tornado damage"

"New home construction. Planning from the ground up"

"To make accessible to someone in wheelchair"

"New marriage-new house"

Previous kitchen was just plain ugly ! :-)



AN ECO-FRIENDLY KITCHEN?



49%

Say using eco-friendly
appliances and materials
in their kitchen is
important



MOST POPULAR KITCHEN PHOTOS

Wood floors, mixed counter materials, storage focus, islands, stainless appliances, soft & neutral colors, and a traditional look.



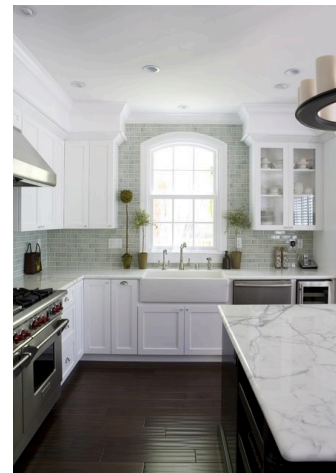
Starline Cabinets



Carolina Design Associates



Marie Newton



Fiorella Design



Taylor Lombardo Architects

*Kitchen images most saved by Houzzers to their ideabooks July - September 2013



METHODOLOGY

7,812 homeowners shared their kitchen remodeling plans and progress in our online fall survey sent to registered Houzz users in the U.S. and Canada.

