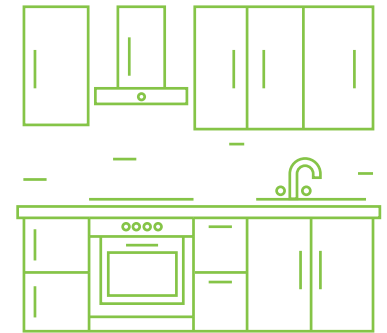


# 2017

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## KITCHEN TRENDS - INTERNATIONAL COMPARISON January 2016



## Overview of Kitchen Trends in 2016-2017

# Big Ideas

## HEALTHY RENOVATORS

In most surveyed countries,\* one in four or more homeowners who are renovating their kitchen report leading a healthier lifestyle following their completed renovations. Japan is leading with over two-thirds (69%) switching to healthier trends post renovation, yet Russia is showing kitchen renovations are less likely to impact healthier decisions in lifestyle (16%).

## NEW HOMES DRIVE NEW KITCHENS

Across the globe, a recent home purchase is one of the key drivers for kitchen upgrades. Nearly half of French kitchen renovators are prompted by a recent purchase (49%) and a quarter or more of other countries are showing a renovation decision based on that motivation as well (27%-46% across nearly all countries). Russia, however, is not as impacted so much by a recent new home purchase as only 15% cited that reason as a key reason for a kitchen upgrade.

## PRIORITIZING LARGER KITCHENS

Many homeowners in countries across the globe opt to enlarge the size of their kitchen (32%-68% across nearly all countries), with Spanish homeowners at the lead (68%). The opposite can be seen in Russia with only one in ten opting to enlarge their kitchens (12%).

## AWARDS GO TO....

Ireland – for most frequent pro hiring during kitchen renovations (96% vs. 53%-93% for all other countries)

UK – for most frequent upgraded appliances during kitchen renovations (89% vs. 60%-83% for all other countries)

New Zealand and UK – for most frequent cabinet upgrades during kitchen renovations (94% and 93%, respectively, vs. 55%-91% for all other countries).

\* Houzz Research studies trends in the U.S.A., Canada, Australia, New Zealand, Japan, Denmark, France, Germany, Ireland, Italy, Russia, Spain, Sweden, and the United Kingdom.

# How Updated Kitchens Affect Our Lifestyles: *Leading A Healthier Lifestyle*

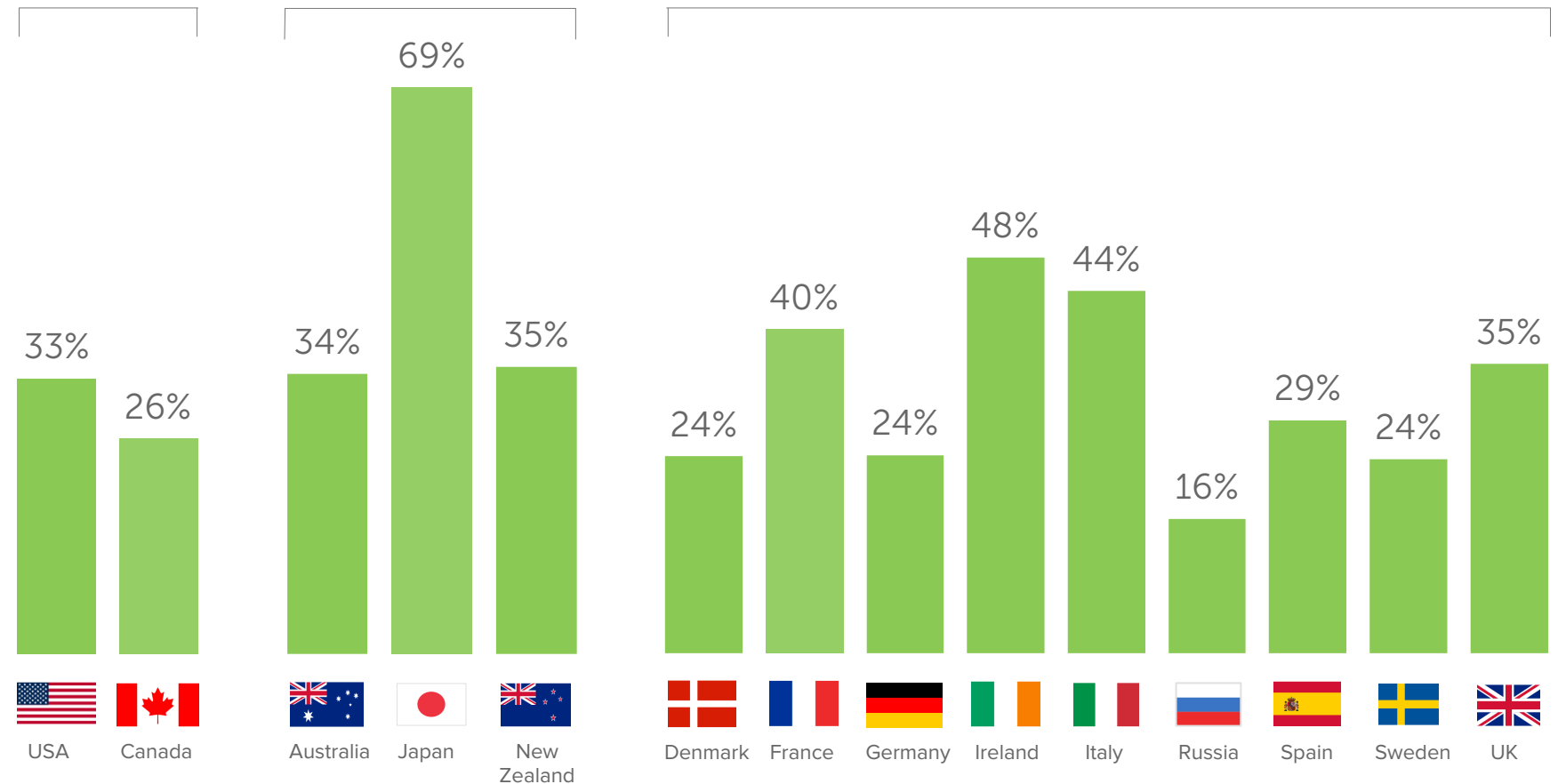
Charts below show the frequency of homeowners leading a healthier lifestyle after completed kitchen projects, as reported by homeowners who renovated their kitchen in the past 12 months.

■ Leading a healthier lifestyle

USA & Canada

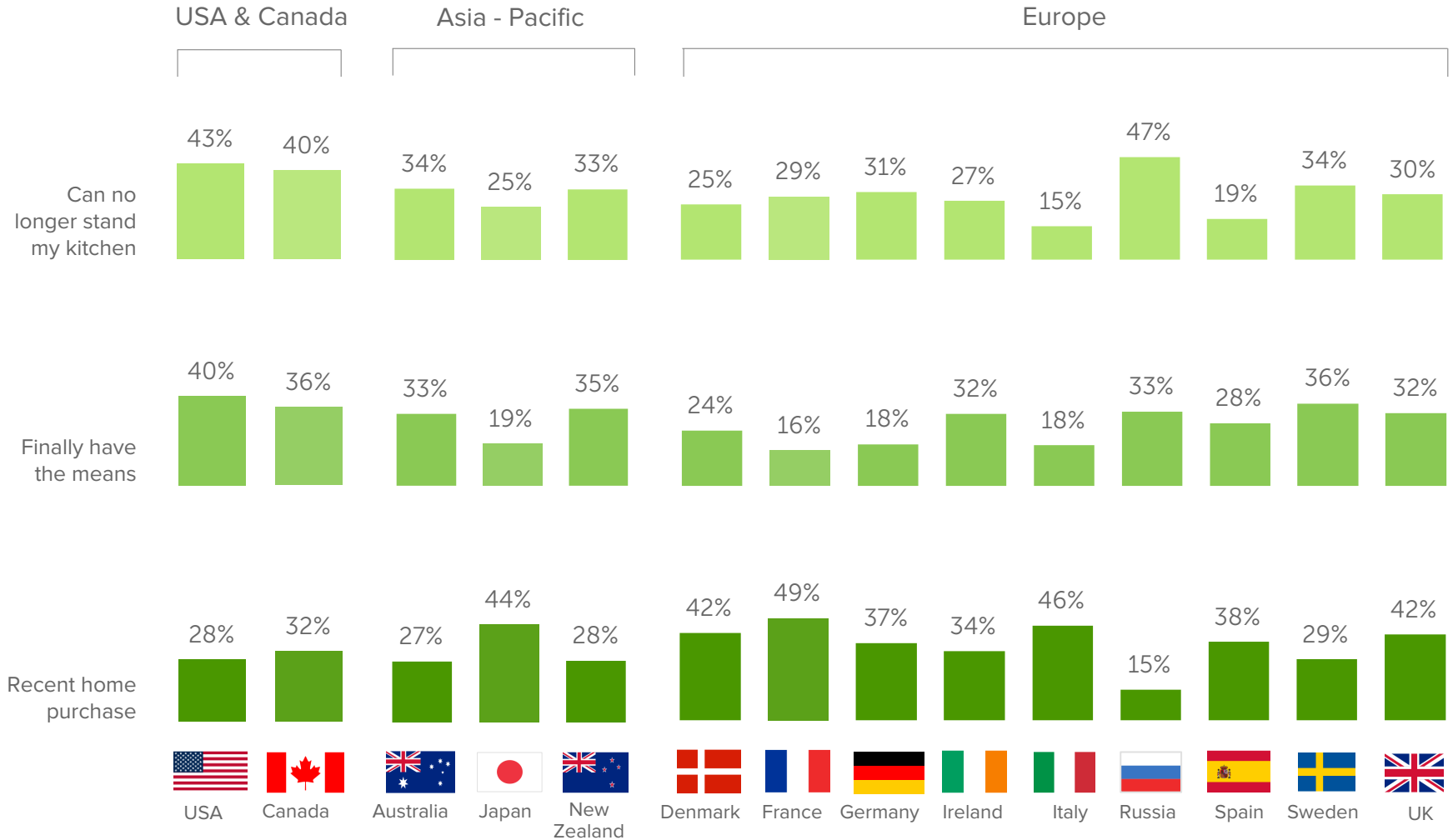
Asia - Pacific

Europe



# What Drives Us To Update in Our Kitchens: *Key Motivations*

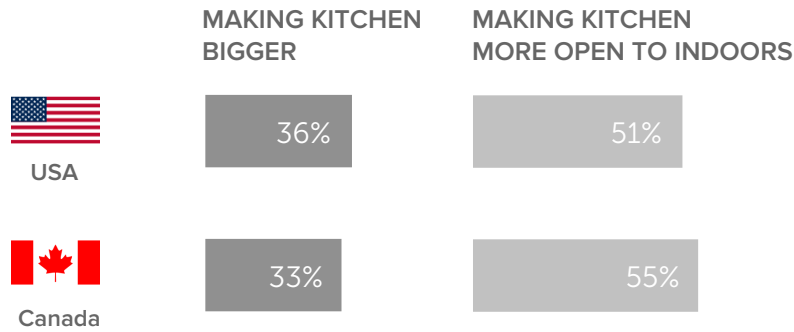
Charts below show the frequency of key motivations driving homeowners to update their kitchens, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens, or are planning to renovate their kitchen in the next 3 months.



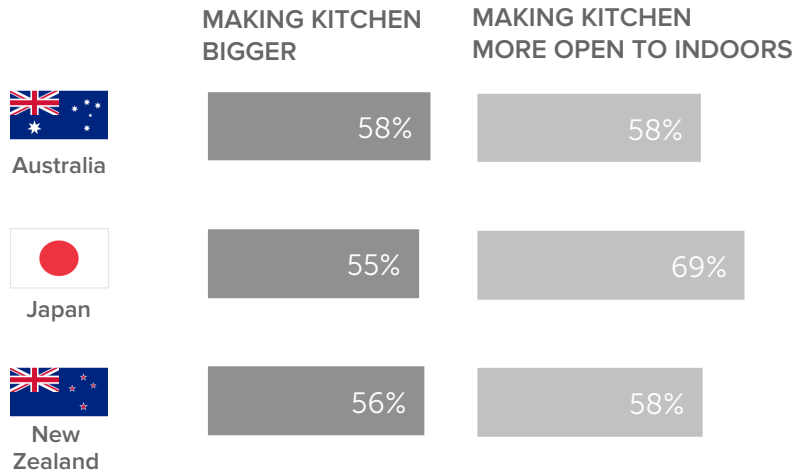
# How We Are Changing Our Kitchens: *Making Kitchen Bigger and More Open*

Charts below show the frequency of homeowners increasing the size of their kitchens and making the kitchen more open to the nearby rooms during kitchen projects, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen, or are planning to renovate their kitchen in the next 3 months

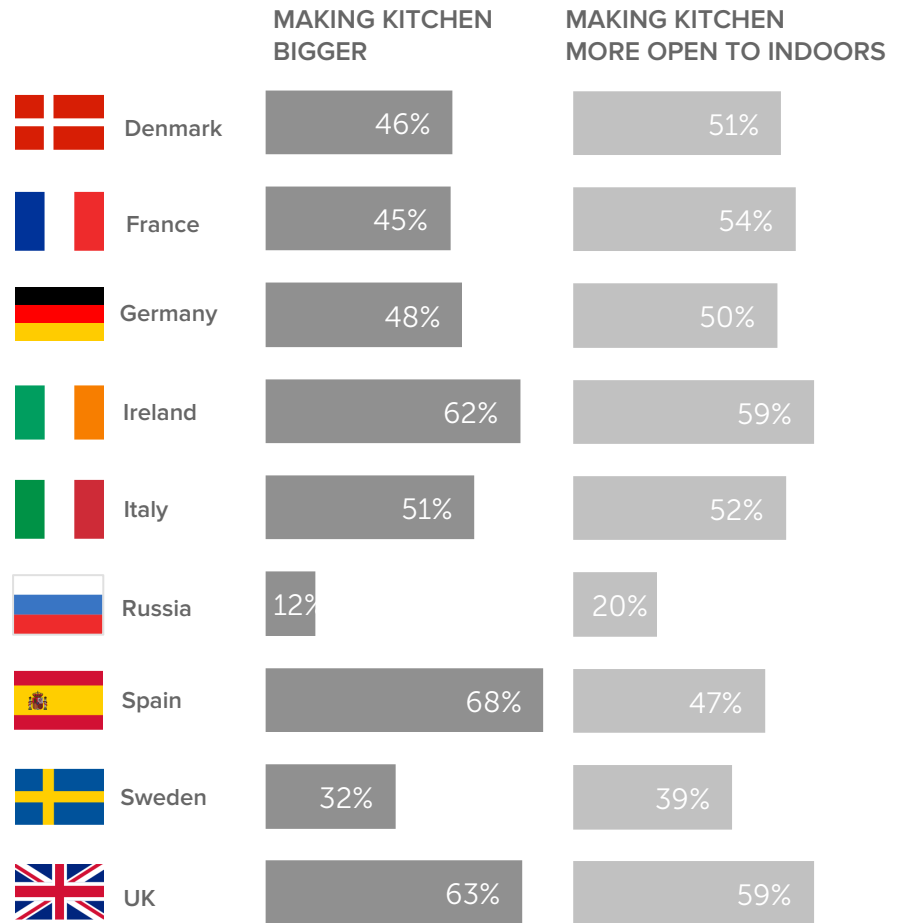
## USA & Canada



## Asia - Pacific

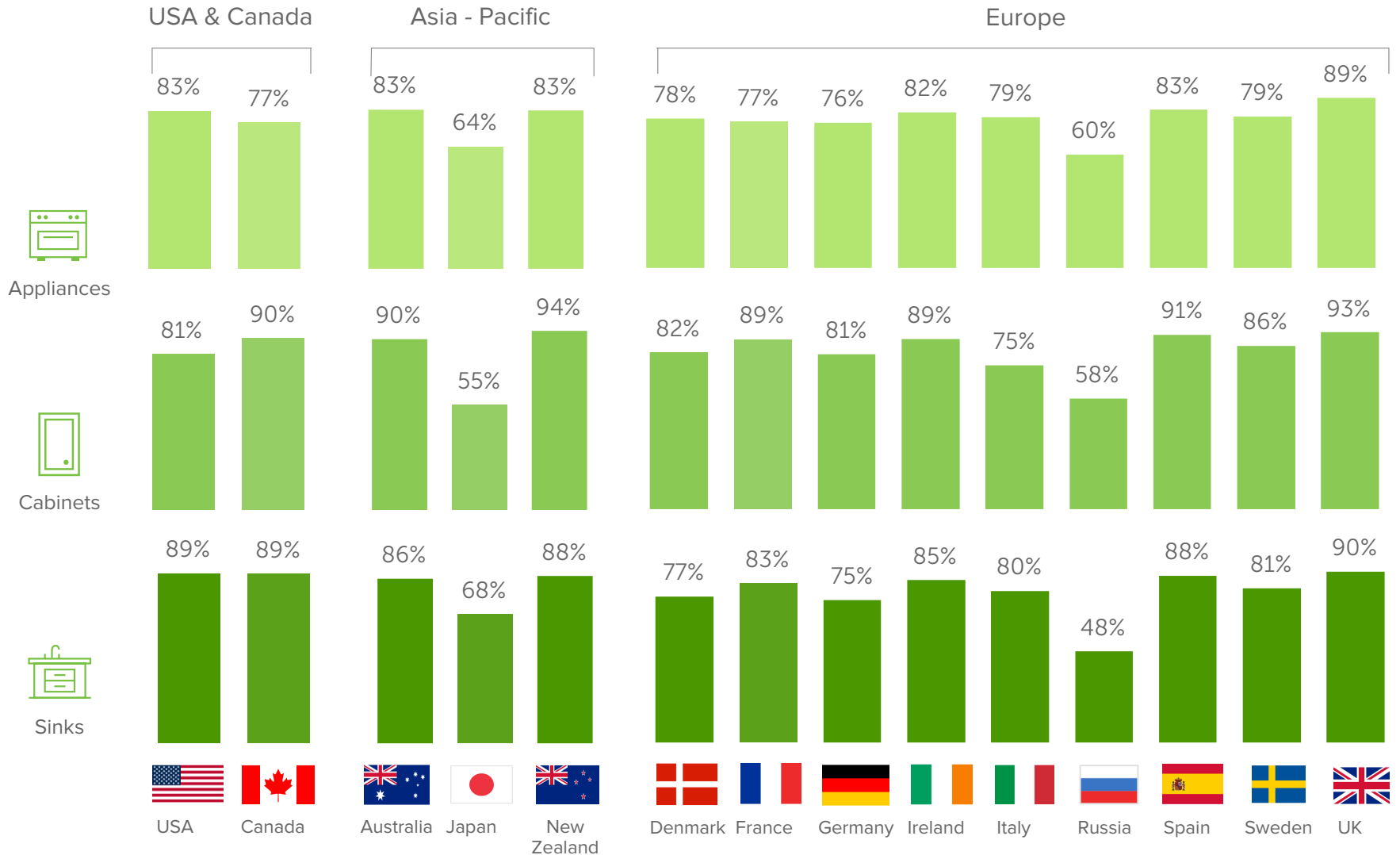


## Europe



# What Major Products We Update in Our Kitchens: *Appliances, Cabinets & Sinks*



Charts below show the frequency of homeowners updating appliances, cabinets and sinks during kitchen projects, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens, or are planning to renovate their kitchen in the next 3 months.












# What Materials We Choose in Our Kitchens: *Top Countertops & Flooring*

Table below show the frequency of the most selected countertop and flooring materials during kitchen projects, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen, or are planning to renovate their kitchen in the next 3 months.




## USA & Canada

	#1 COUNTERTOP MATERIAL	#1 FLOORING MATERIAL
 USA	41% Granite	68% Stained or unstained hardwood
 Canada	53% Quartz (engineered)	29% Ceramic or porcelain tile

## Europe

	#1 COUNTERTOP MATERIAL	#1 FLOORING MATERIAL
 Denmark	31% Butcher block/wood slab	25% Stained or unstained hardwood
 France	40% Laminate	44% Ceramic or porcelain tile
 Germany	27% Granite	31% Stone
 Ireland	30% Quartz (engineered)	44% Ceramic or porcelain tile
 Italy	27% Laminate	50% Ceramic or porcelain tile
 Russia	25% Quartz (engineered)	34% Linoleum
 Spain	22% Quartz (engineered)	67% Ceramic or porcelain tile
 Sweden	24% Granite	36% Stained or unstained hardwood
 UK	24% Quartz (engineered)	30% Ceramic or porcelain tile

## Asia - Pacific

	#1 COUNTERTOP MATERIAL	#1 FLOORING MATERIAL
 Australia	34% Quartz (engineered)	34% Stained or unstained hardwood
 Japan	45% Solid surface	32% Stained or unstained hardwood
 New Zealand	27% Quartz (engineered)	30% Stained or unstained hardwood

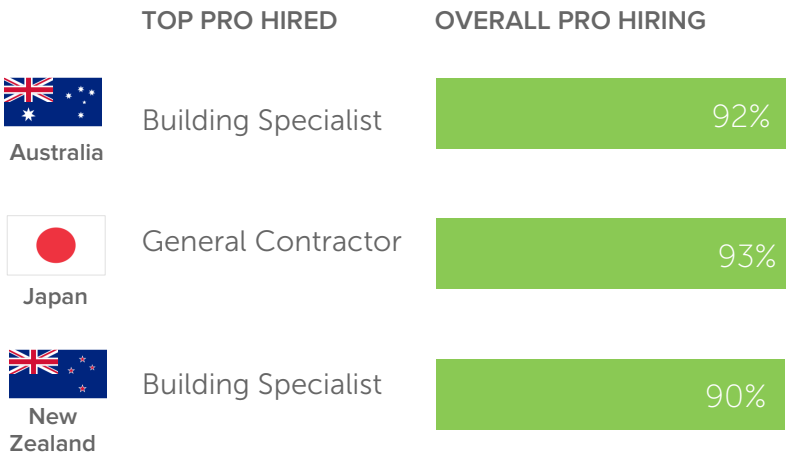
# How We Are Updating Our Kitchens: *Pro Hiring*

Charts below show the frequency of homeowners hiring professionals and the top professional hired for their kitchen projects, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen, or are planning to renovate their kitchen in the next 3 months.

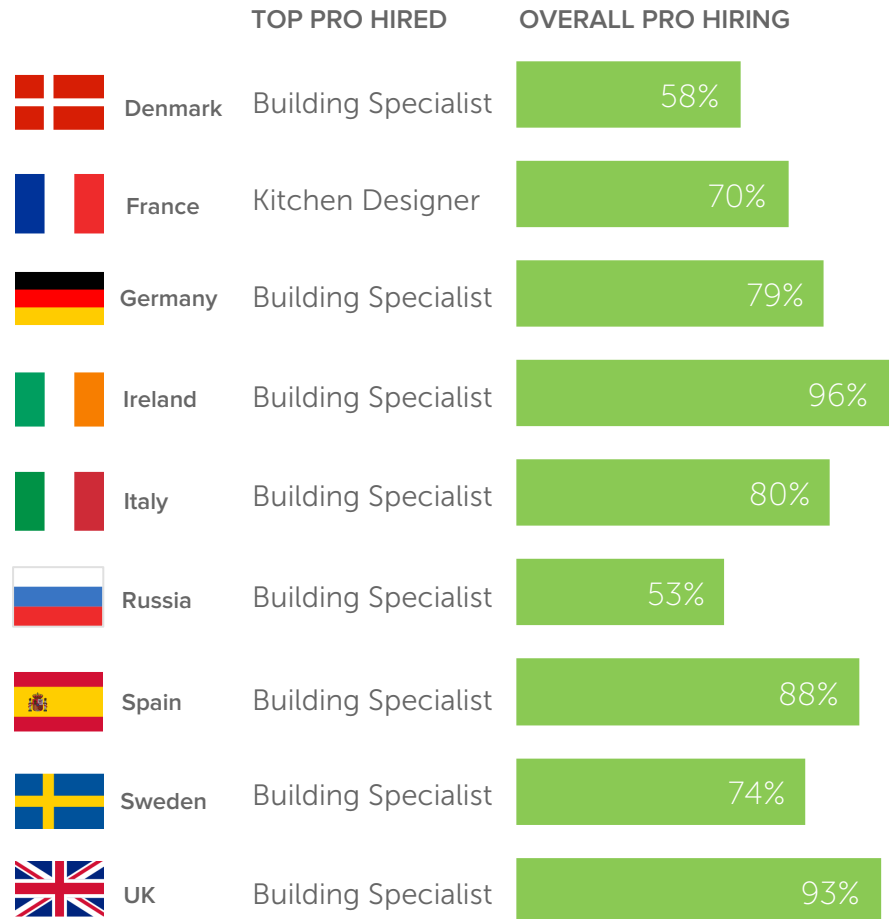
## USA & Canada



## Asia - Pacific



## Europe







# How We Design Our Kitchens: *Top Kitchen Styles*

Table below show the frequency of top styles of new as well as the top lighting choice in their kitchen at home, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen, or are planning to renovate their kitchen in the next 3 months




## USA & Canada

### TOP THREE KITCHEN STYLES

 USA	22% Contemporary	16% Transitional	13% Modern
 Canada	24% Contemporary	21% Modern	19% Transitional










## Asia - Pacific

### TOP THREE KITCHEN STYLES

 Australia	30% Contemporary	25% Modern	7% Traditional
 Japan	31% Modern	19% None	16% Scandinavian
 New Zealand	30% Contemporary	30% Modern	8% Traditional

## Europe

### TOP THREE KITCHEN STYLES

 Denmark	42% Contemporary	26% Scandinavian	10% Traditional
 France	40% Contemporary	21% Modern	8% Industrial
 Germany	55% Contemporary	12% Farmhouse	10% Scandinavian
 Ireland	53% Contemporary	9% Traditional	6% Farmhouse
 Italy	31% Contemporary	31% Modern	6% Industrial
 Russia	31% Contemporary	13% Traditional	13% Transitional
 Spain	37% Modern	21% Contemporary	12% Scandinavian
 Sweden	40% Modern	14% Scandinavian	12% Farmhouse
 UK	56% Contemporary	10% Traditional	7% Farmhouse

# Methodology

The survey was sent to registered Houzz users all over the world, and fielded in November 2016. Homeowners who completed a kitchen renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=15,656.