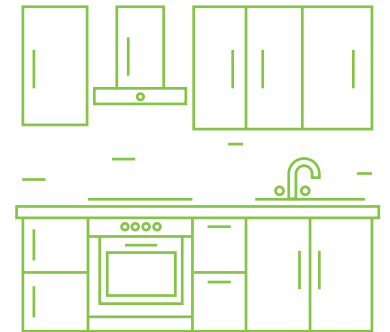


2017



HOUZZ KITCHEN TRENDS STUDY — CANADA



Big Ideas



NEW KITCHEN, HEALTHY LIFESTYLE

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

LEADING WITH CONTEMPORARY AND WHITE

Contemporary and modern styles are the hallmark of the new kitchens (24% and 21% each). White cabinetry appears in a whopping half of updated kitchens (52%). More than half of new cabinetry is custom made (55%).

BIG BUDGETS

Nearly one in 10 homeowners spent more than \$100K on their kitchen renovation. Another 20 percent spent between \$50K and \$100K.

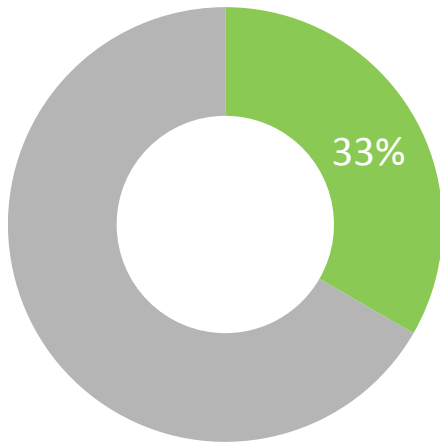
AN EVEN GREATER ROOM

One third of kitchen renovators are increasing the room's size. Open concepts continue to be en vogue with 55% of new kitchens more open to other rooms and 21% more open to the outdoors.

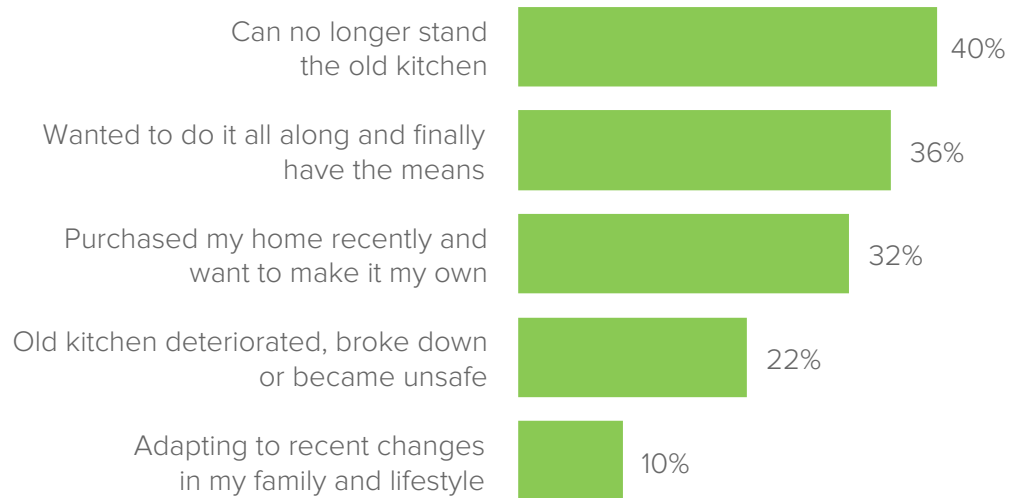
What And Why We Are Updating Our Kitchens

Charts below show frequency of increases in kitchen size and changes to kitchen floorplans, as well as frequency of events that triggered kitchen updates, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

KITCHEN SIZE INCREASE



TOP EVENTS TRIGGERING KITCHEN UPDATE



KITCHEN OPENNESS TO NEARBY SPACES



More open to the outdoors



21%



More open to the indoors



55%

TOP LAYOUTS

33%

L-shaped

31%

U-shaped

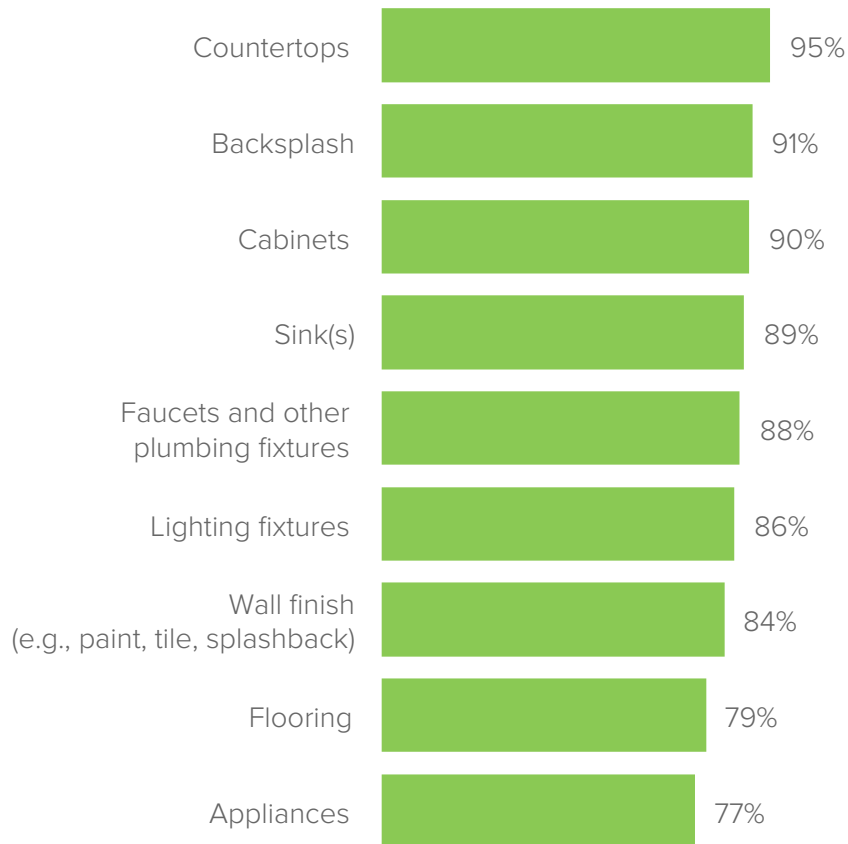
15%

Galley

What Major Features We Install in Our Kitchens

Charts below show frequency of upgraded kitchen components and built-in features, 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.

TOP UPGRADED KITCHEN COMPONENTS



NEW TOP ELECTRONICS

15%

TV, computer screen, tablet etc.

TOP NEW BUILT-IN KITCHEN FEATURES

50%

Pantry (cabinets)

46%

Island

24%

Breakfast bar

20%

Built-in wine fridge/rack

16%

Pantry (reach-in closet)

What Cabinetry We Install in Our Kitchens

Charts below show frequency of upgraded kitchen cabinets types and storage types, 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.

NEW TOP CABINET TYPES

55%

Custom

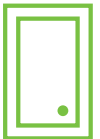
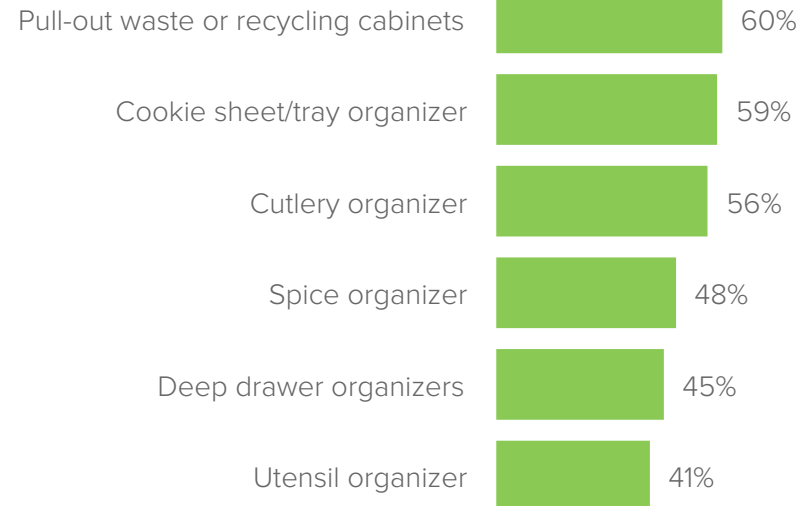
7%

Stock

TOP STORAGE MOTIVATIONS

- 76% Make better use of space
- 55% Make it easier to find items
- 49% Reduce clutter
- 46% Utilize unreachable spaces
- 14% Make cooking/baking easier

TOP STORAGE UPDATES



TOP UPGRADED CABINET COLORS



52%

White



11%

Medium wood



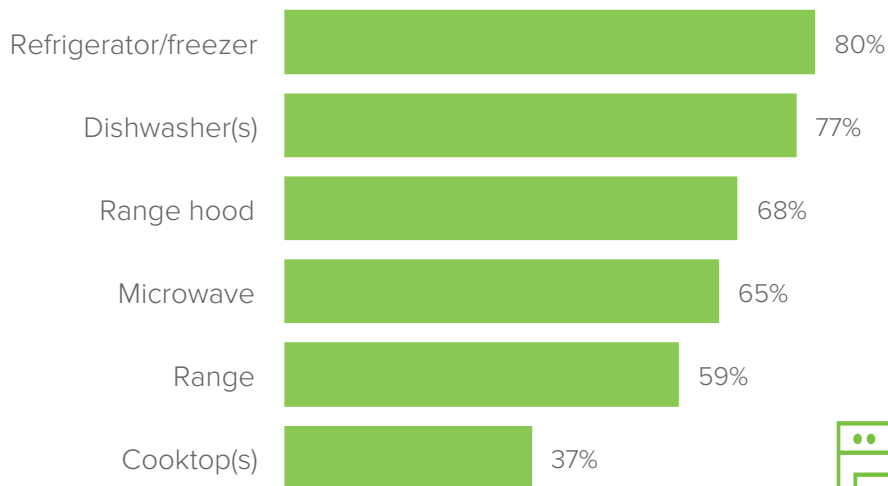
8%

Multi-colored

What Appliances We Value in Our Kitchens

Charts below show frequency of upgraded appliance types, 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.

TOP APPLIANCE UPGRADES



TOP UPGRADED APPLIANCE COLORS



NEW TOP HIGH-TECH APPLIANCE FEATURES

20%

Color touch screen

7%

Wireless control

TOP NEW COOKTOP/RANGE TYPES

35%

Electric

35%

Gas

23%

Induction

7%

Gas/electric combo

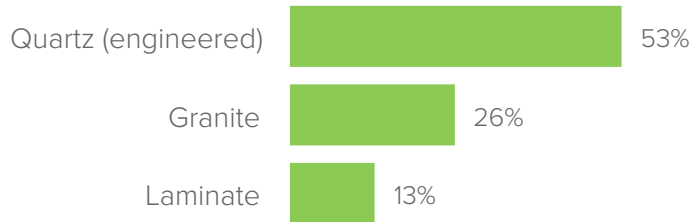
What Materials We Choose in Our Kitchens

Charts below show frequency of upgraded countertop and flooring types, 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.

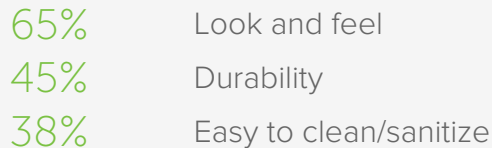
TOP KITCHEN COUNTERTOP CHOICES

Among the 95% of homeowners who updated countertops

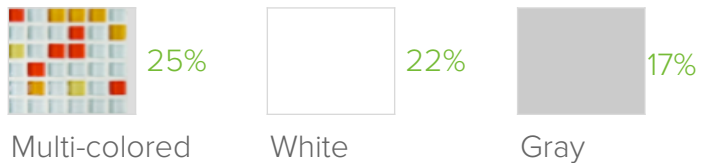
TOP MATERIALS



TOP PURCHASE MOTIVATIONS



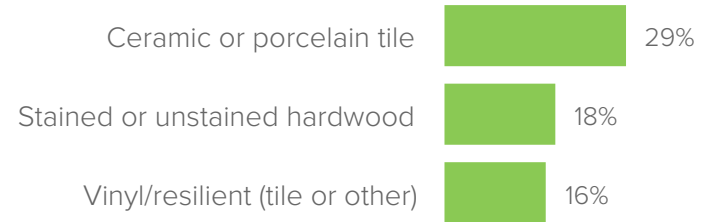
TOP COLORS



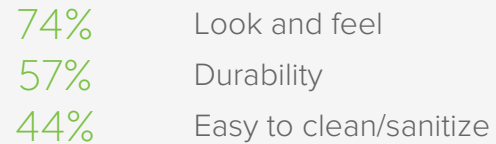
TOP KITCHEN FLOORING CHOICES

Among the 79% of homeowners who updated flooring

TOP MATERIALS



TOP PURCHASE MOTIVATIONS

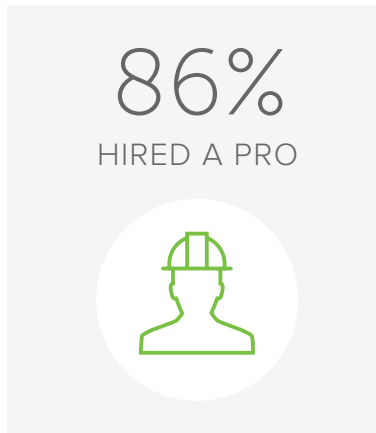


TOP COLORS

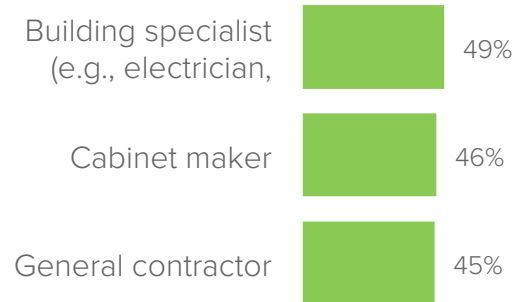


Who We Hire and How We Budget Our Kitchen Updates

Charts below show frequency of professional hiring and renovation budgets, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months



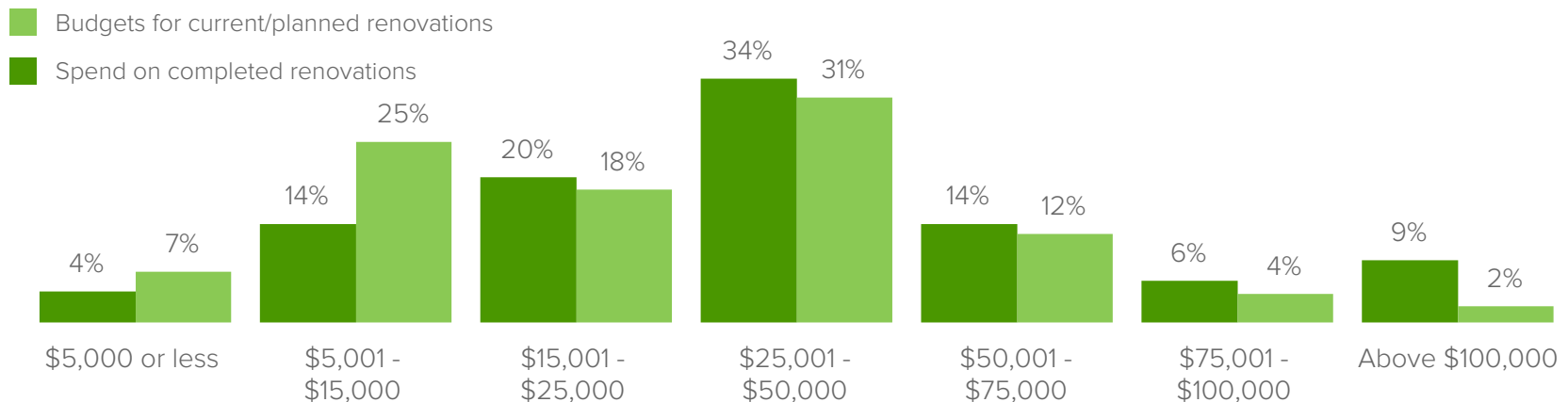
TOP PROS HIRED



OTHER PRO HIRING

7%
Architect

BUDGET VS. SPEND

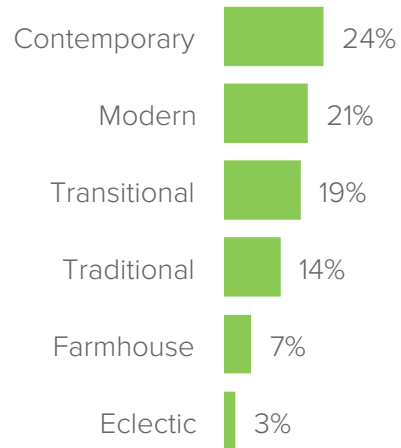


How We Are Styling and Lighting Our Kitchens

Charts below show frequency of updated kitchen styles and lighting types, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

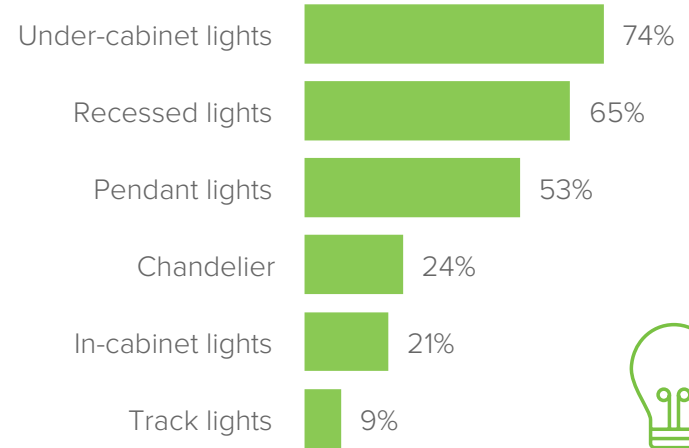
TOP KITCHEN STYLE CHOICES

Among the 77% of homeowners who updated style



TOP KITCHEN LIGHTING CHOICES

Among the 86% of homeowners who updated lighting



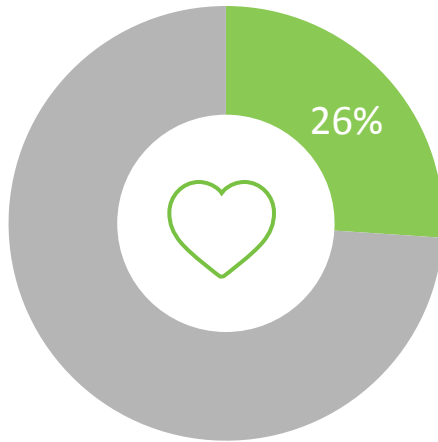
TOP STYLES PRIOR TO UPGRADES



How Updated Kitchens Affect Our Lifestyles

Charts below show frequency of lifestyle changes after kitchen updates, as well as frequency of cooking meals at home, as reported by homeowners who renovated their kitchens in the past 12 months.

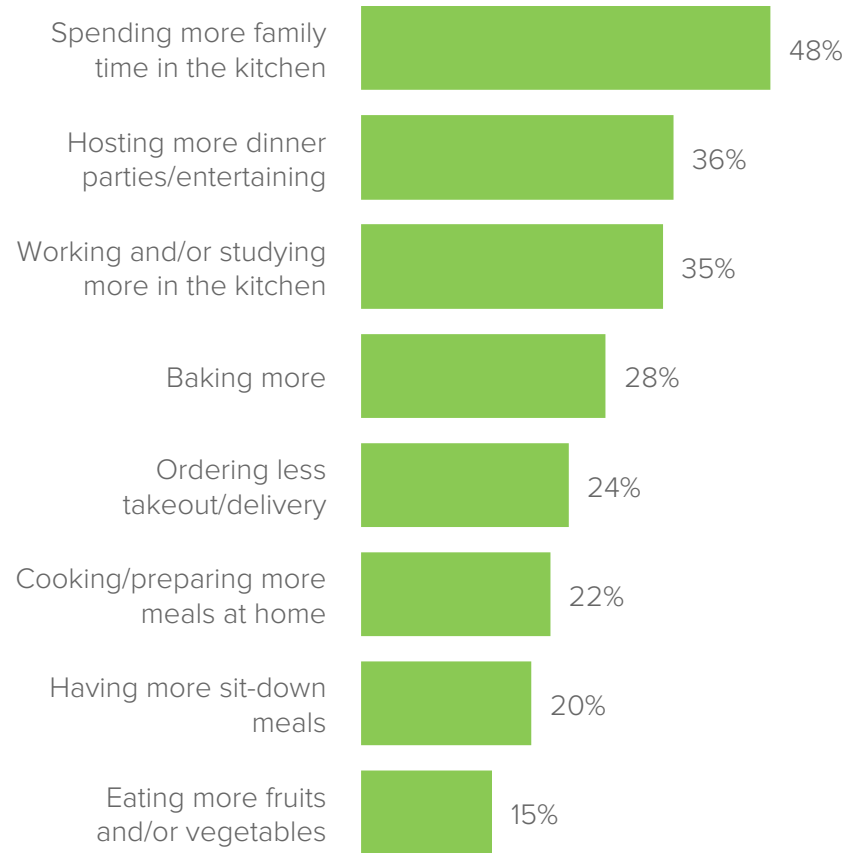
CHANGE TO A HEALTHIER LIFESTYLE



FREQUENCY OF COOKING MEALS AT HOME

88%	5+ days a week
10%	3-4 days a week
2%	<3 days a week

CHANGES IN LIFESTYLE



Methodology

The survey was sent to registered Houzz users in Canada, 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=381.

Links to Resources on Houzz

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

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