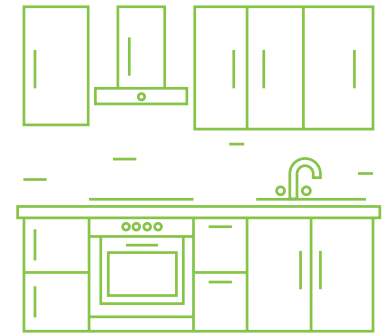


# 2018

---

## KITCHEN TRENDS - INTERNATIONAL COMPARISON January 2018



## Overview of Kitchen Trends in 2017-2018

# Big Ideas

## RUNNING OUT OF PATIENCE

In most surveyed countries,\* at least 18% of kitchens in the midst of renovations today are updated by homeowners 55 years old or older and most renovators plan to stay in their homes for 10+ years. Renovating homeowners in the U.S. and Canada are the most likely to be 55+ (56% and 60%, respectively), while homeowners in Russia and Spain are the least likely (20% and 18%, respectively).

## SPENDY, BUT LIKELY JUSTIFIED

Across the globe, renovating a kitchen is a serious investment, likely justified given the widely reported daily cooking in the kitchen. The U.S. commands the greatest average renovation spend of 17,300 (in Euros), respectively, while other countries fall in the 13,400-2,200 range (in Euros).

## CHANGING THE FLOW AND STYLE

Many homeowners in the surveyed countries opt to significantly change the look of their kitchens, with 50%-80% of homeowners changing the layout and 55%-90% changing the kitchen style. L-shaped and U-shaped layouts are the most popular new layouts, while contemporary, modern and transitional styles are most frequently cited styles.

## AWARDS FOR THE MOST FREQUENT INSTALLATIONS GO TO...

Ireland – for built-in islands (55% vs. 2%-46%\*\*)

Australia – for custom/semi-custom cabinetry (79% vs. 29%-77%)

Australia – for white cabinetry (59% vs. 20%-57%)

Australia – for ranges (78% vs. 21%-75%)

U.S. – for granite countertops (34% vs. 2%-22%)

Italy – for built-in peninsulas (22% vs. 4%-21%)

Nordics – for ready-to-assemble cabinetry (45% vs. 8%-37%)

Russia – for wood cabinetry (29% vs. 8%-25%)

Australia and NZ – for cooktops (88% vs. 44%-76%)

Canada – for eng. quartz countertops (48% vs. 2%-43%)

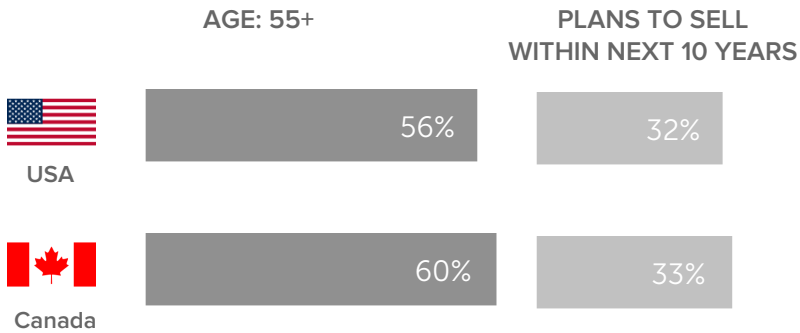
\*Houzz Research studies trends in the U.S., Canada, Australia, New Zealand, Japan, Denmark, France, Germany, Ireland, Italy, Russia, Spain, Sweden, and the United Kingdom. \*\* Refers to all other surveyed countries.

# Who We Are as Renovators

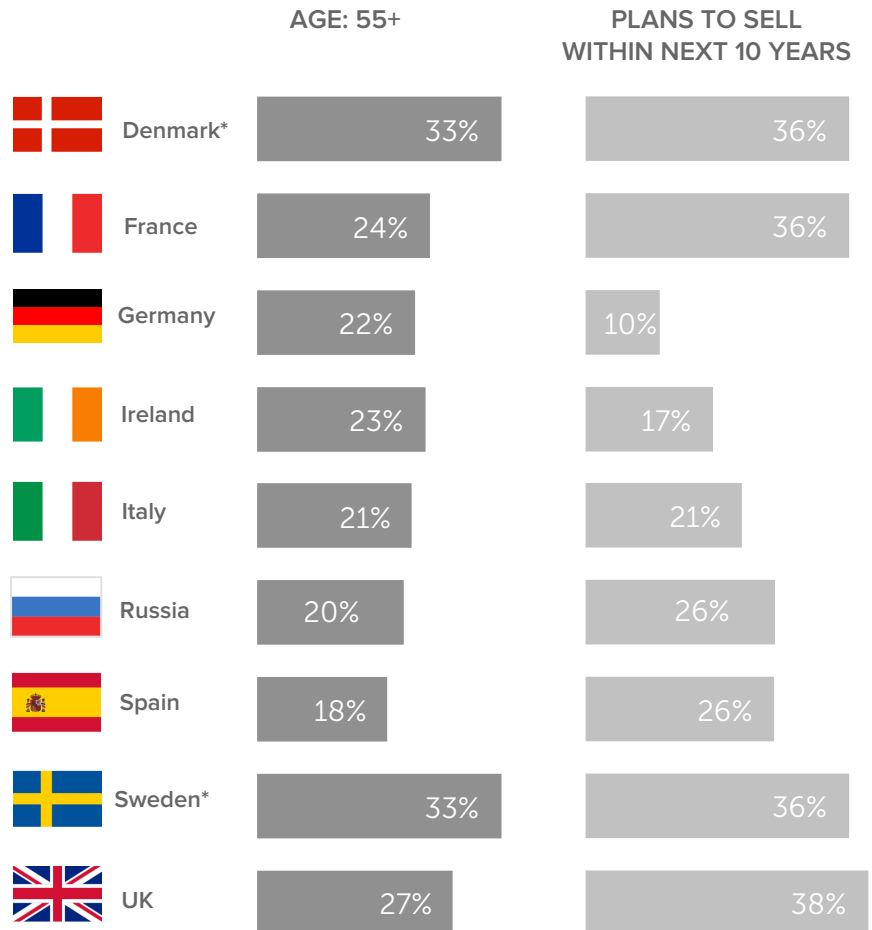
Charts below show characteristics of homeowners by age and planned sale timing, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens, or are planning to renovate their kitchens in the next 3 months.



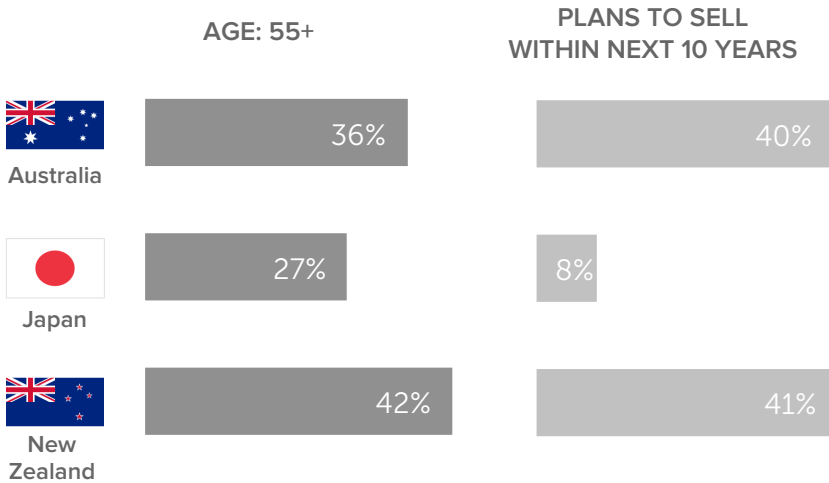
## USA & Canada



## Europe



## Asia - Pacific



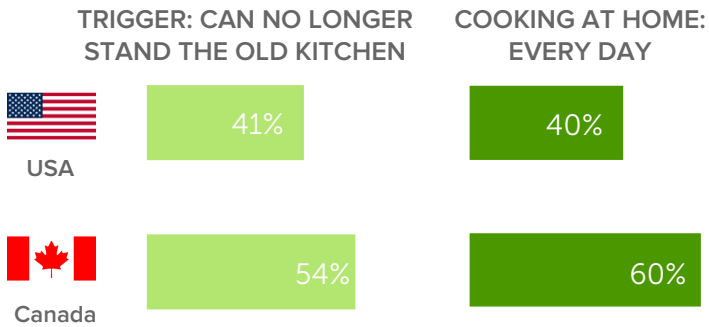
\*Percentages reflect the combined data for Sweden and Denmark.

# Why We Update Our Kitchens

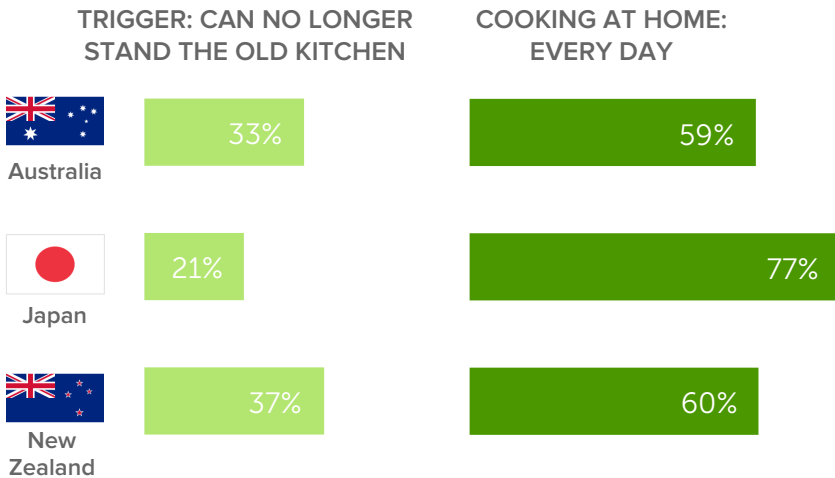
Charts below show frequency of events triggering kitchen updates, as well as the frequency of cooking meals in the home kitchen, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.



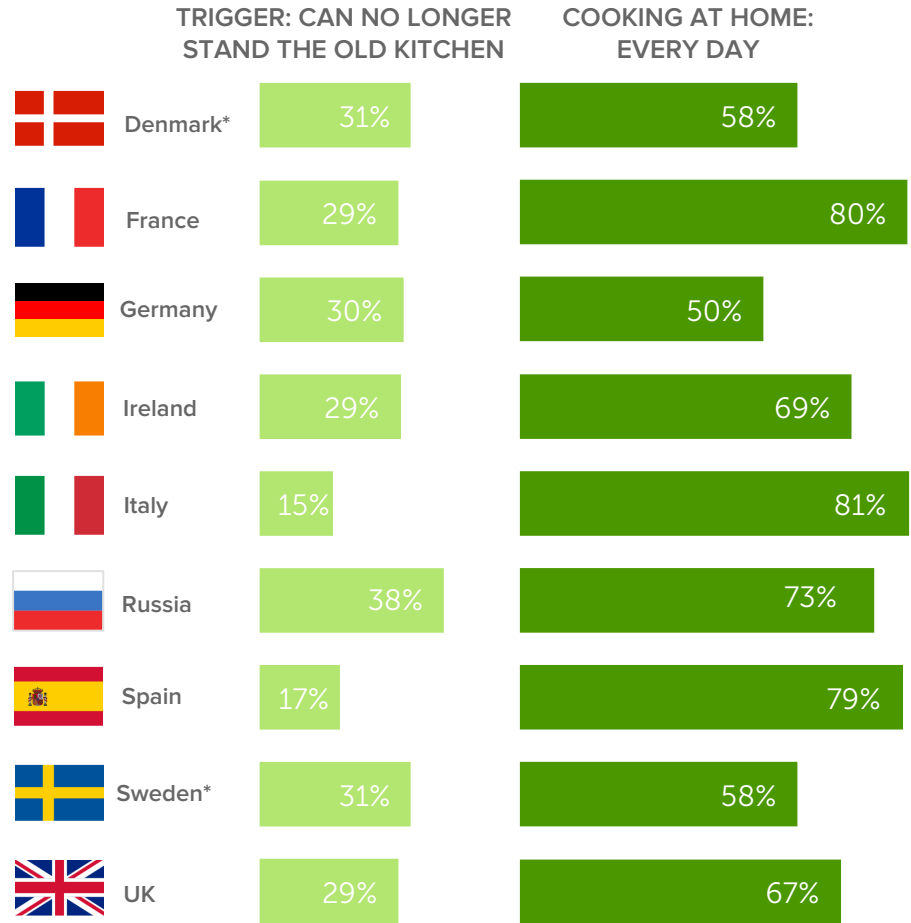
## USA & Canada



## Asia - Pacific



## Europe



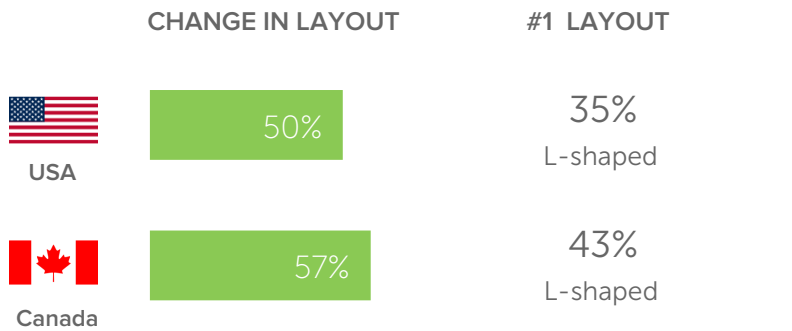
\*Percentages reflect the combined data for Sweden and Denmark.

# What Major Changes We Make in Our Kitchens: *Layout Changes*

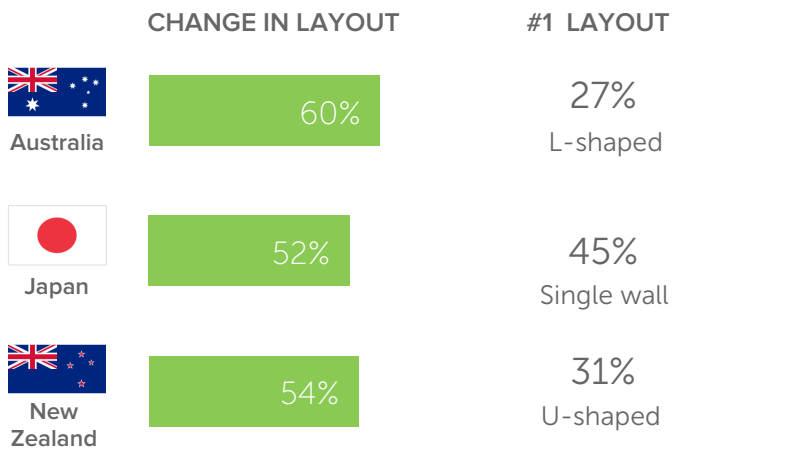
Charts below show frequency of making changes to the kitchen layout, as well as frequency of new layouts among those changing the layout, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.



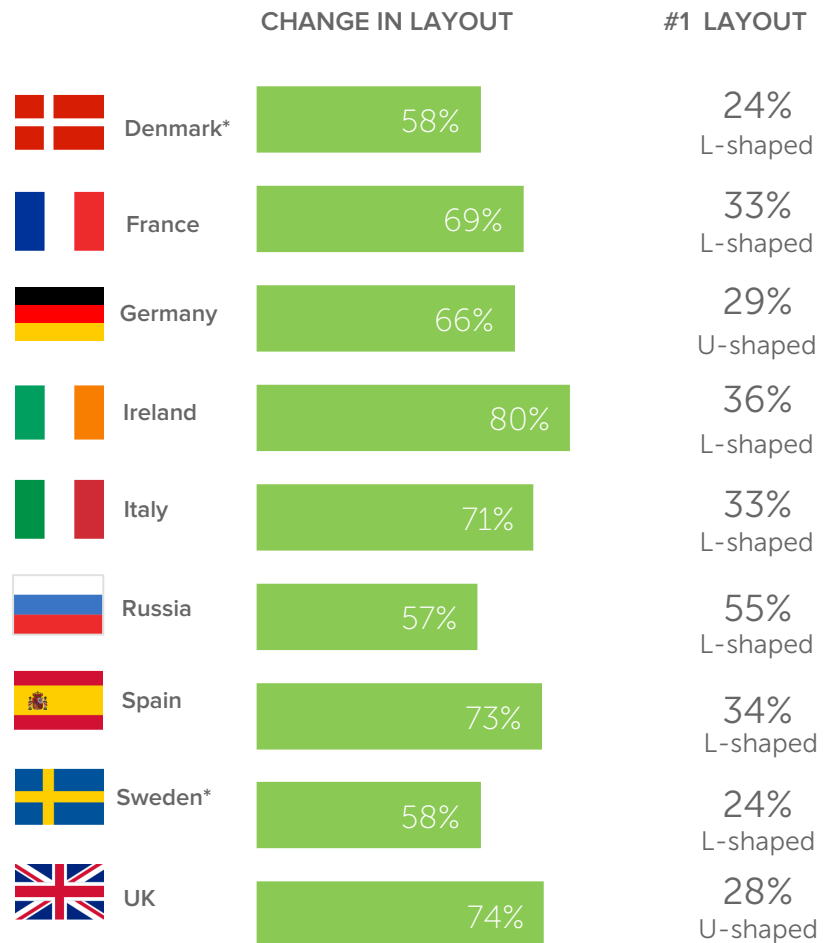
## USA & Canada



## Asia - Pacific



## Europe



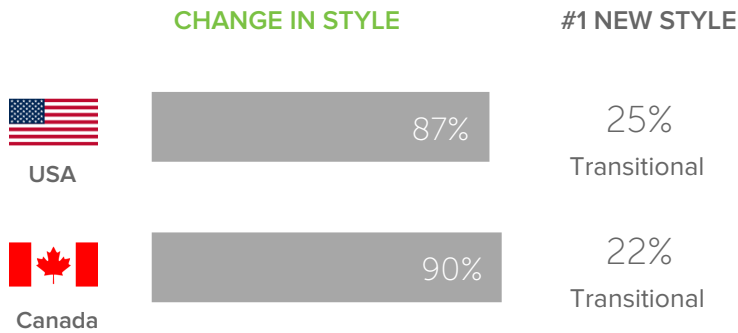
\*Percentages reflect the combined data for Sweden and Denmark.

# How We Design Our Kitchens: *Style Changes*

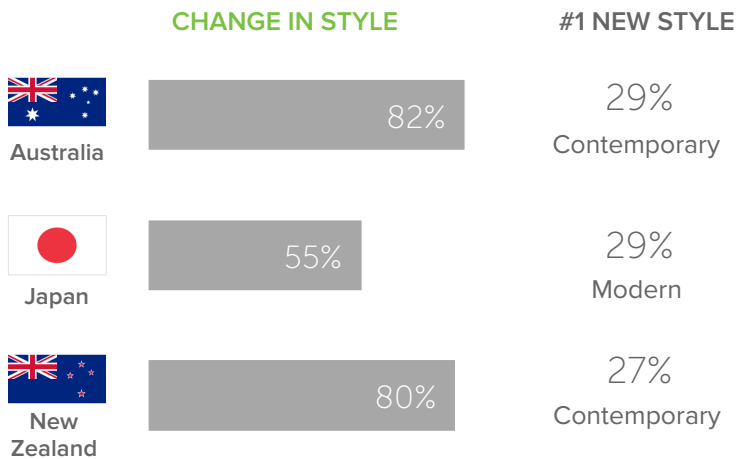
Charts below show frequency of making changes to new kitchen styles as well as the frequency of new kitchen style, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months



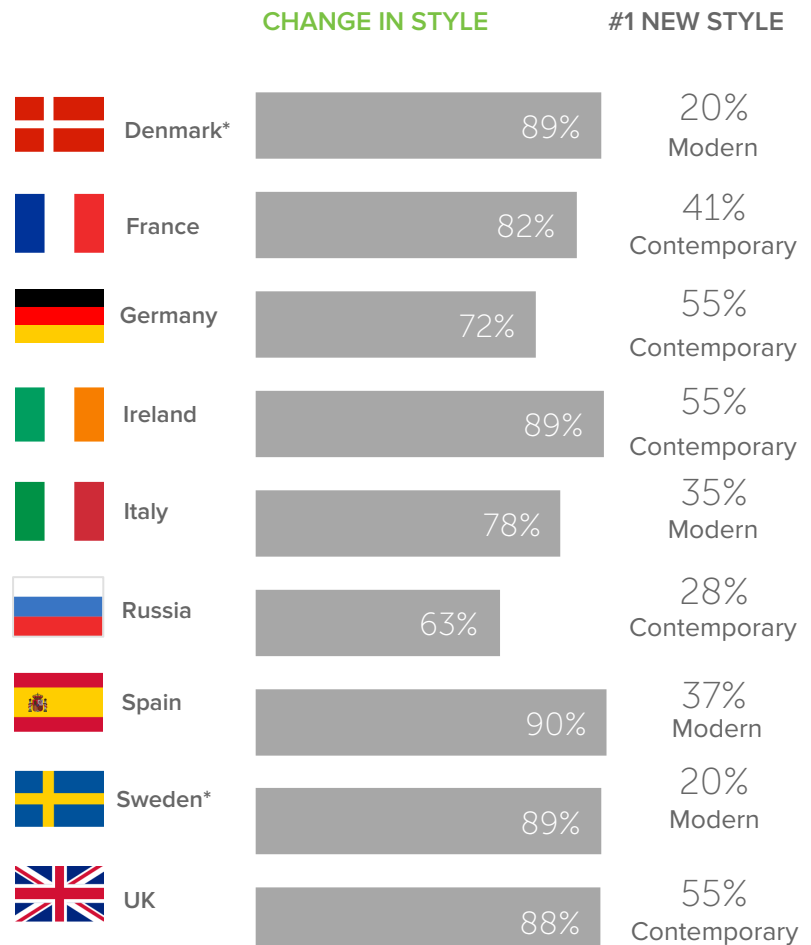
## USA & Canada



## Asia - Pacific



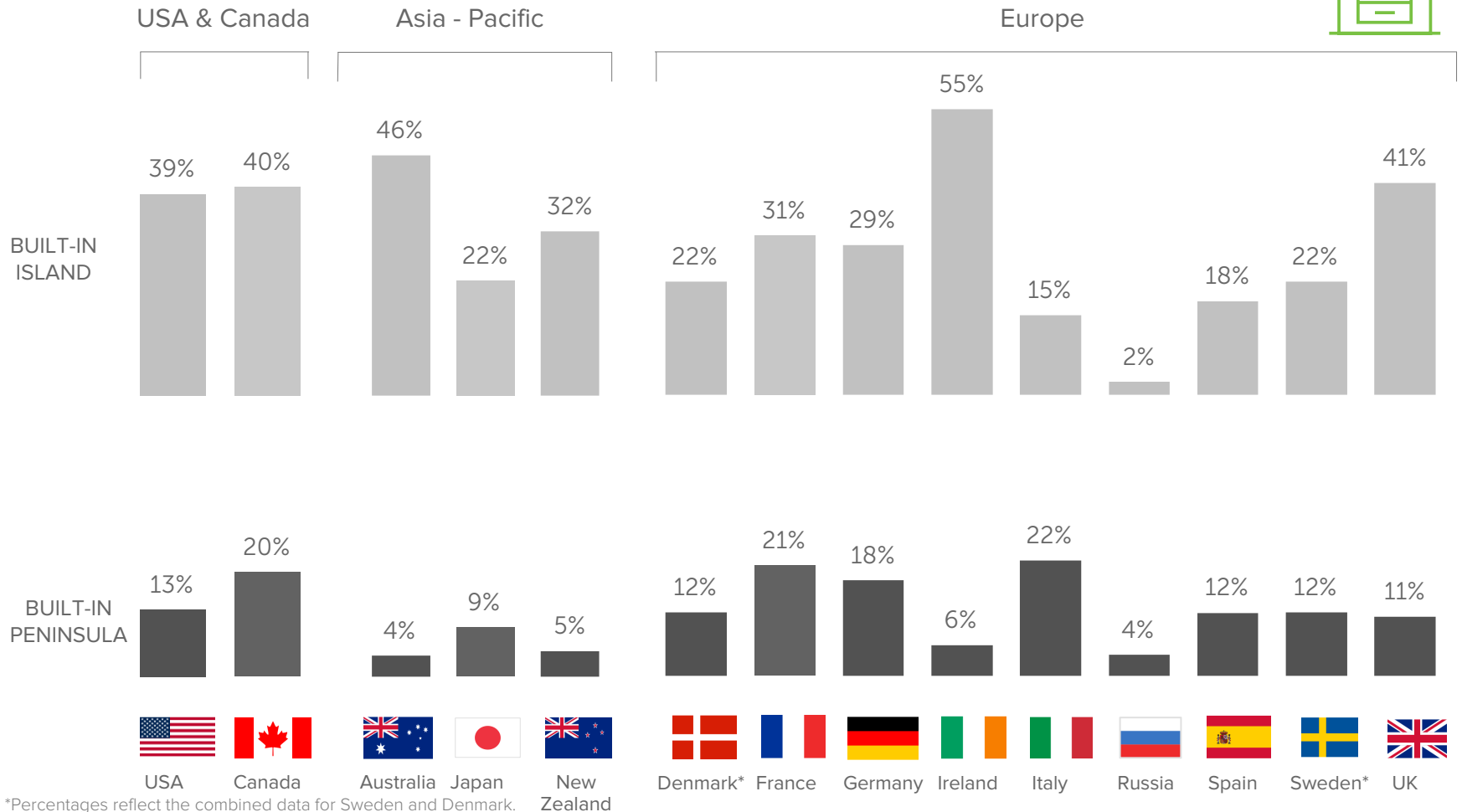
## Europe



\*Percentages reflect the combined data for Sweden and Denmark.

# What Major Features We Install in Our Kitchens: *Island vs. Peninsula*

Charts below show frequency of built-in kitchen islands and peninsulas, 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.

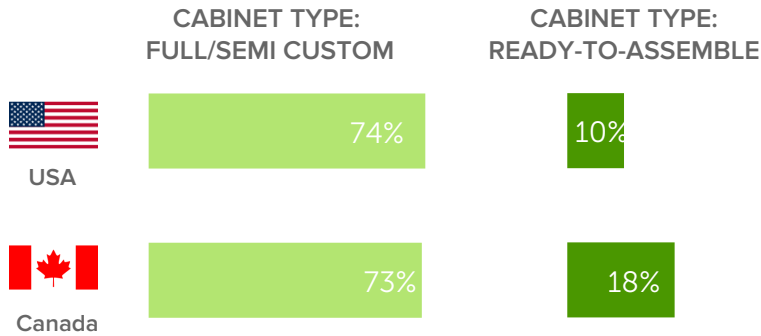


# How We Update Our Kitchens: *Cabinets*

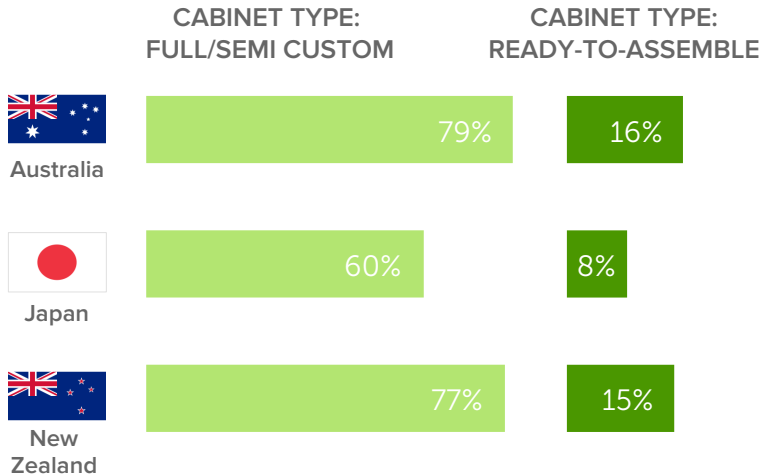
Charts below show frequency of new kitchen cabinet types among those upgrading cabinets, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.



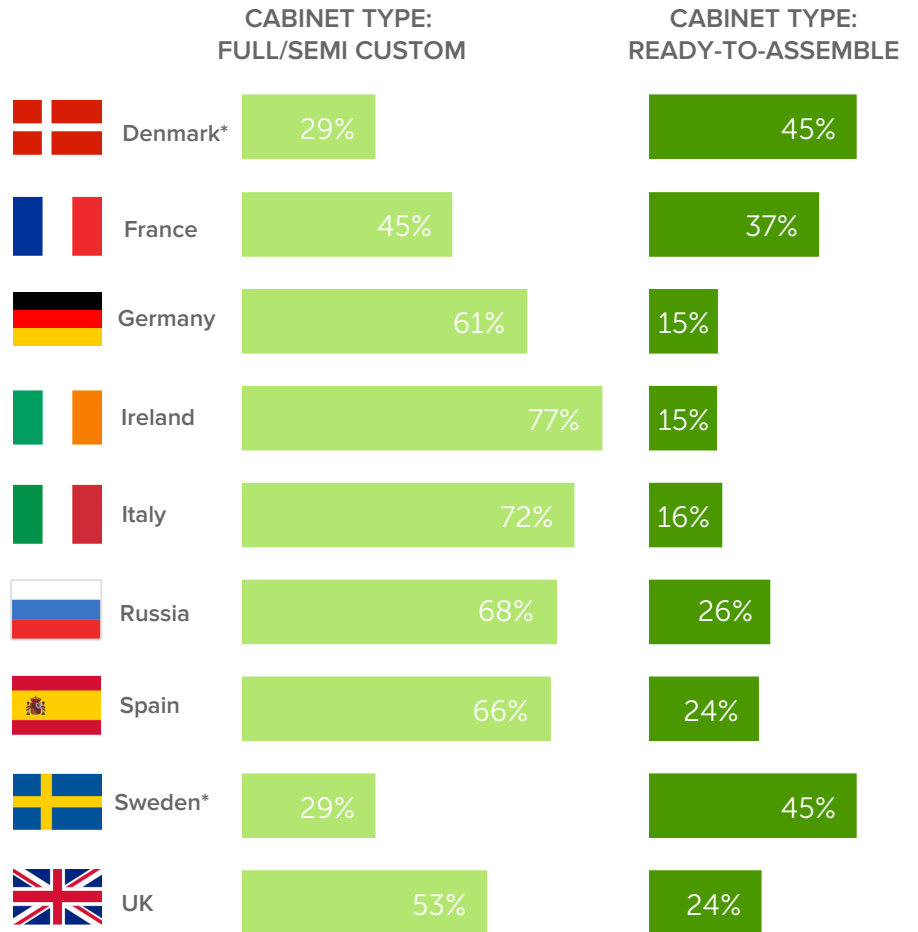
## USA & Canada



## Asia - Pacific



## Europe

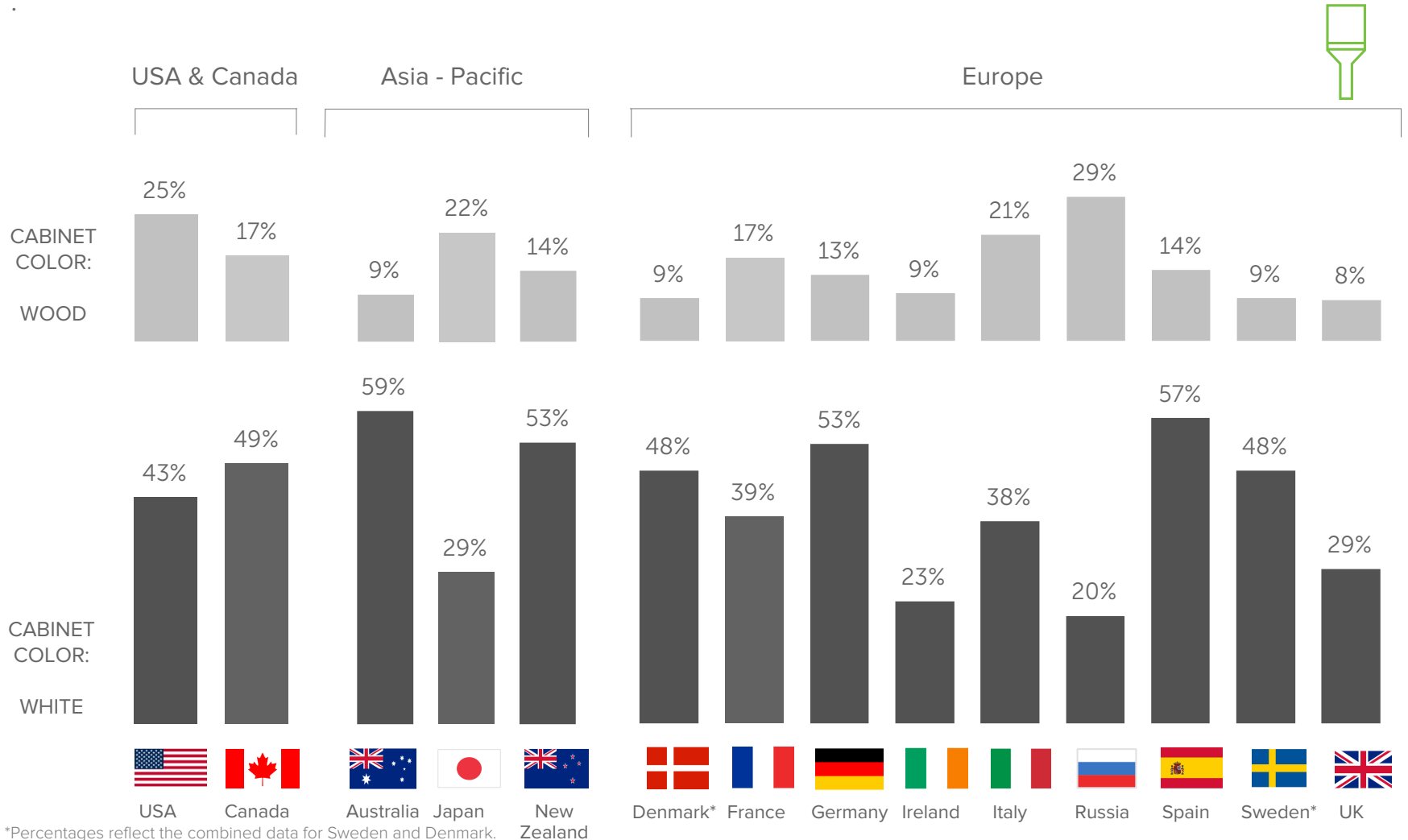


\*Percentages reflect the combined data for Sweden and Denmark.



# How We Add Color to Our Kitchens: *Cabinet Color*

Charts below show frequency of colors of cabinets among those upgrading cabinets, 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.



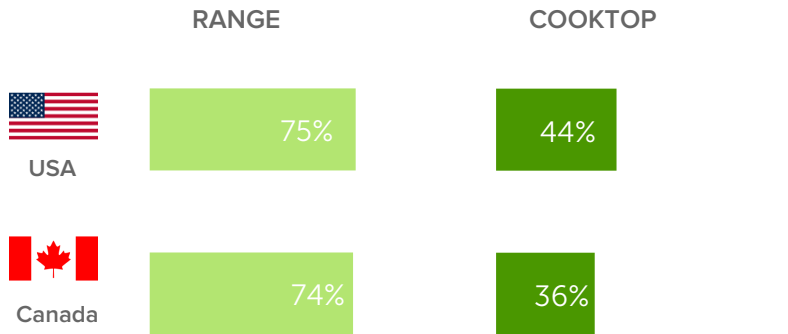
\*Percentages reflect the combined data for Sweden and Denmark.

# How We Update Our Kitchens: *Range vs. Cooktop*

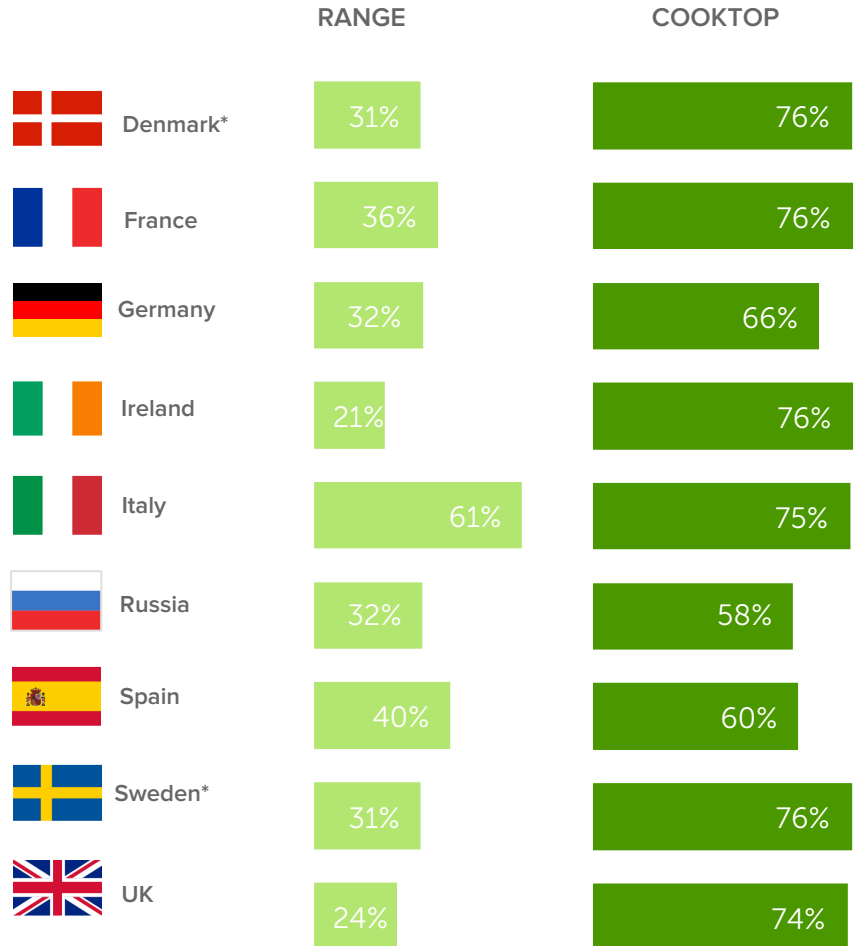
Charts below show frequency of new range and cooktop installations among those upgrading appliances, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.



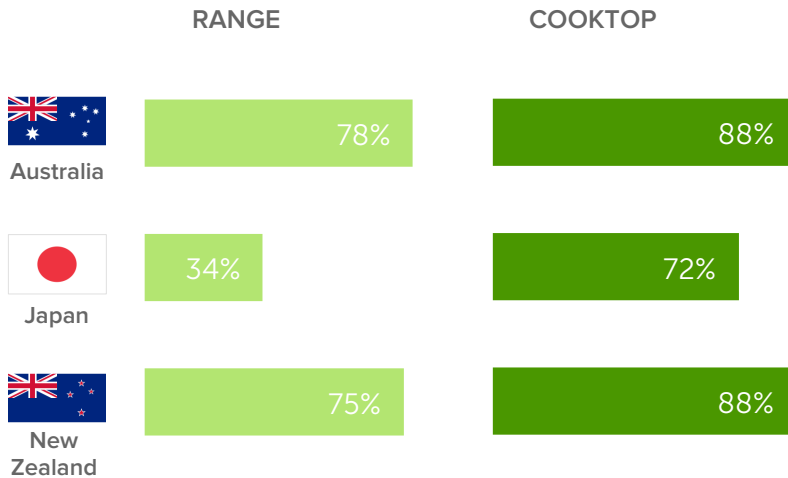
## USA & Canada



## Europe



## Asia - Pacific



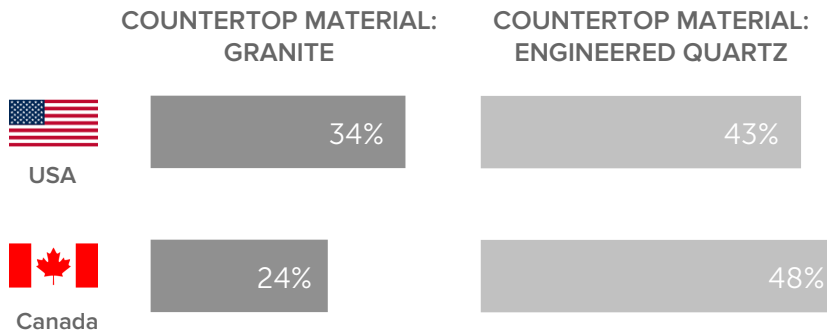
\*Percentages reflect the combined data for Sweden and Denmark.

# What Materials We Choose in Our Kitchens: *Countertop Materials*

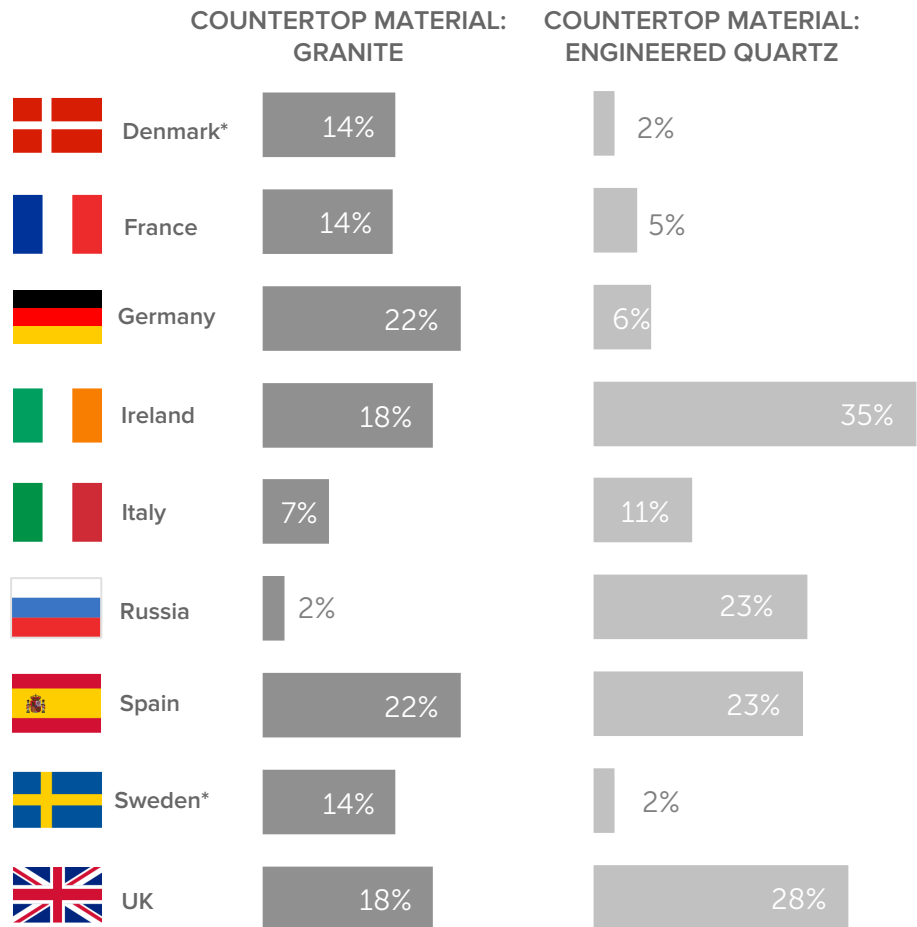
Charts below show frequency of granite and engineered quartz in new kitchen countertops materials, among those upgrading countertops, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.



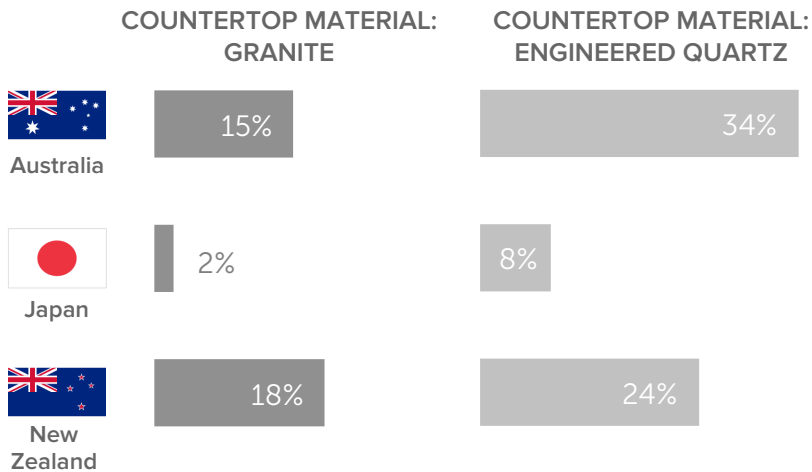
## USA & Canada



## Europe



## Asia - Pacific



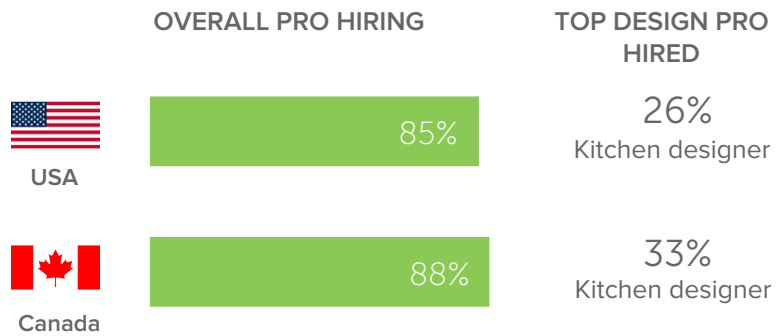
\*Percentages reflect the combined data for Sweden and Denmark.

# Who We Turn to for Help

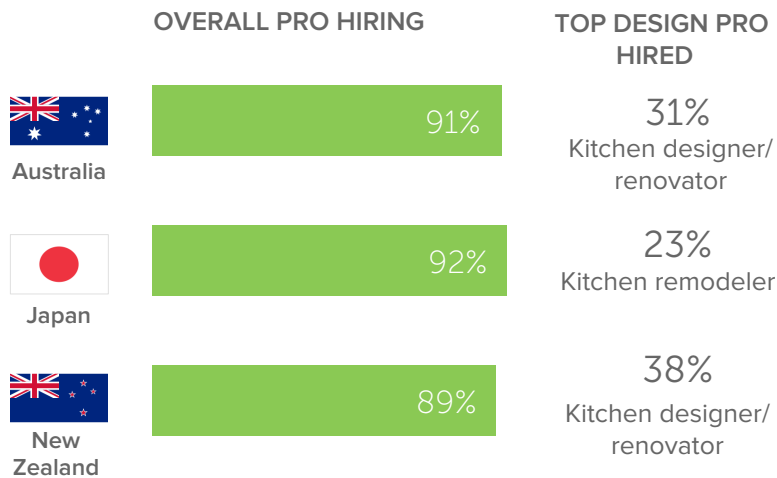
Charts below show frequency of professional hiring, as well as top professional hired, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.



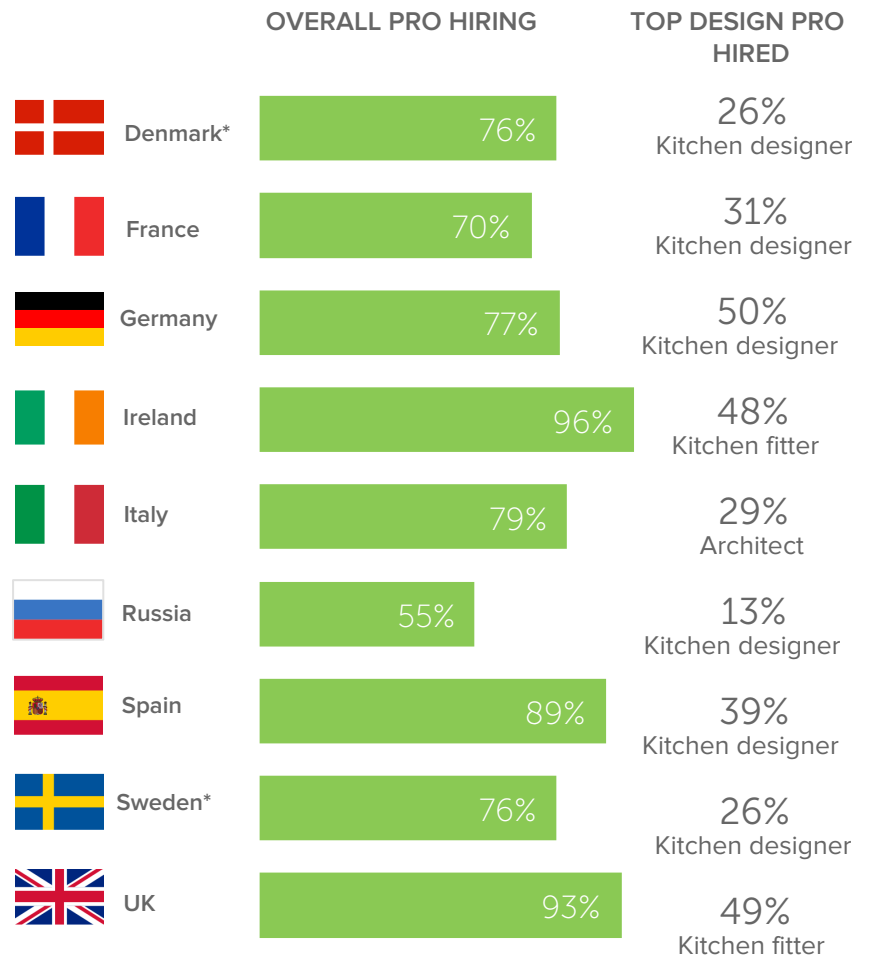
## USA & Canada



## Asia - Pacific



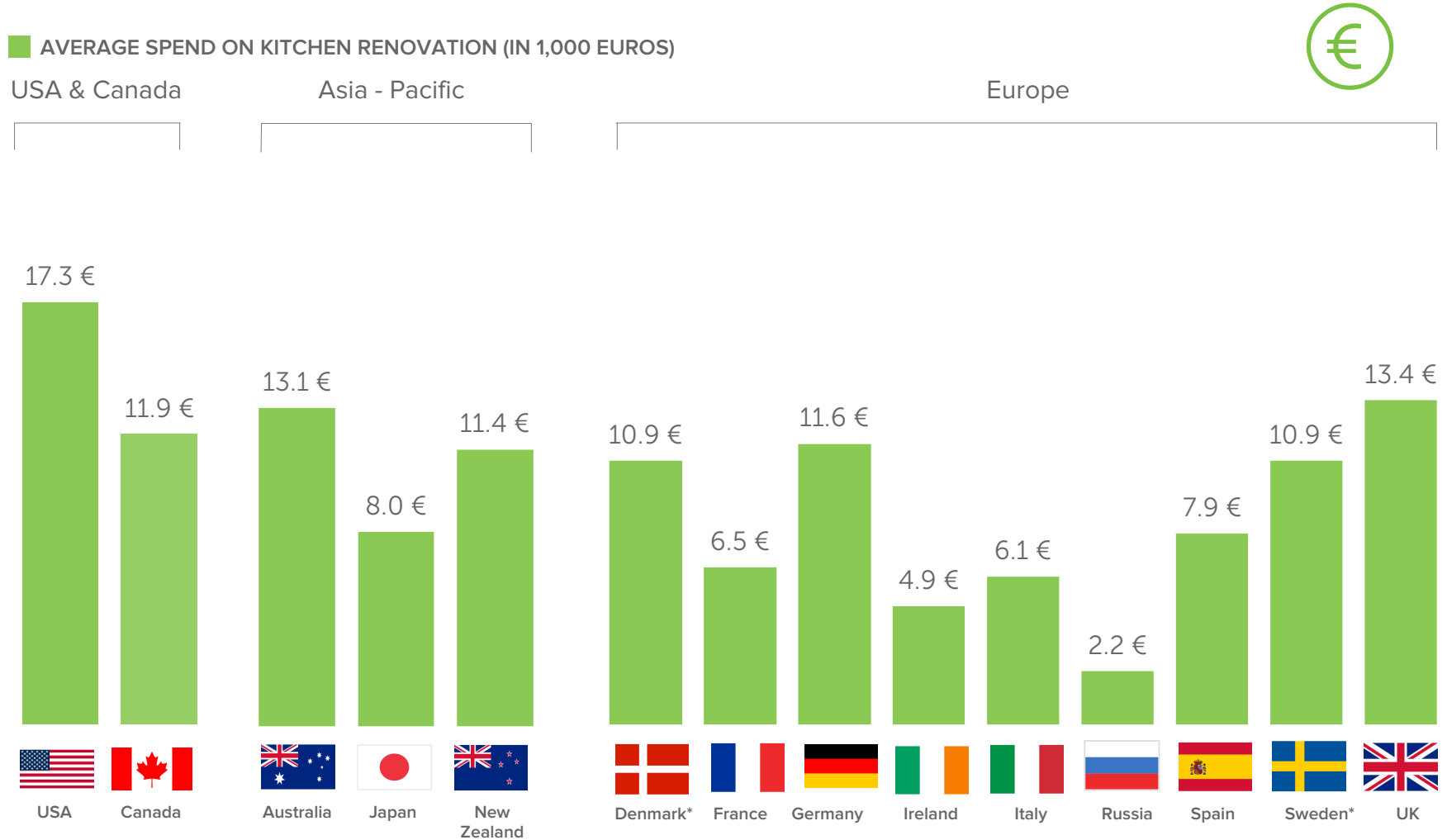
## Europe



\*Percentages reflect the combined data for Sweden and Denmark.

# What We Spend On Our Kitchens

Charts below show the average spend on kitchens remodeled in 2015-2016 (Source: Individual country Houzz and Home 2016-17 Studies); Spend is converted from country currency to Euros (using average yearly exchange rates per [OFX](#)).



\*Percentages reflect the combined data for Sweden and Denmark.

# Methodology

## APPROACH

Houzz is an all-in-one resource for homeowners working on a home renovation or decorating project. Our large and engaged user community is able to provide unprecedented insights on the latest market trends based on users home improvement activity. We aggregate and share these insights with the community to give people greater confidence in the choices they make for their homes, and to give home professionals greater insights into their clients' wants and needs. With these goals in mind, Houzz conducted an online quantitative survey of registered Houzz users globally regarding kitchen renovation projects, fielded between September 18 and September 29, 2017.

## COMPLETES AND QUALIFICATIONS

The 50 - question survey gathered information from Houzz users, who reported to be 18 years old or older and homeowners. Respondents were required to have completed a kitchen remodel or addition project in the past 12 months, to be currently working on one, or planning to start one in the next three months. The final sample consists of 21,205 respondents. The final data were reviewed to ensure representativeness of the Houzz user populations.

<b>Country</b>	<b>N</b>
USA (US)	1,734
Canada (CA)	223
Australia (AU)	3,465
Japan (JP)	298
New Zealand (NZ)	646
Denmark (DK)	146
France (FR)	2,299
Germany (DE)	784
Ireland (IE)	273
Italy (IT)	3,569
Russia (RU)	1,062
Spain (ES)	1,559
Sweden (SE)	171
United Kingdom (UK)	4,976