2019

U.S. HOUZZ KITCHEN TRENDS STUDY



Big Ideas

SHOULD LSTAY OR SHOULD LGO?

Most homeowners opt to stay in their homes during a kitchen renovation (66%); the rest move out either partially (26%) or completely (8%). Homeowners staying put are less likely to experience extreme stress than those who move out, while partial movers are most likely to regret their arrangements (23%). Most movers opt to live with family and friends (55%).

THE TECH TRANSFORMATION

More than half of upgraded faucets are high-tech (57%), boasting water efficiency, no-fingerprint coating or touch-free activation. Other high-tech features such as wireless controls (16%) in upgraded appliances and home assistants (31%) in upgraded electronics are growing in popularity. Black stainless steel appliances now appear in one in 10 upgraded kitchens.

FARMHOUSE AND MIXED METALS ABOUND

Styles and finishes in the kitchen are shifting. While transitional is still the most popular style (21%), farmhouse (14%) has seen steady gains, now nearly tying with contemporary (15%) for second place. Gray cabinets are also gaining momentum (11%). Most homeowners are mixing metal finishes in hardware and fixtures with matte nickel, oil-rubbed bronze and matte black.

ENGINEERED MATERIALS DOMINATE

Engineered quartz (48%) surpassed all natural stone materials combined (43%) in popularity, paving the way to increasingly white countertops. Similarly, engineered flooring, such as engineered wood, vinyl and laminate, has become nearly twice as popular (40%) as natural hardwood (24%).

AGING IN PLACE IN LARGER KITCHENS

Over a third of baby boomers (ages 55 or older) address aging needs during kitchen renovations (37%), a lower proportion than that reported for master bathrooms (56%). Those addressing aging needs are more likely to make their kitchens larger and more open and to equip them with elaborate lighting, cooktops, wall ovens, touch-free faucets and stone flooring.



Contents

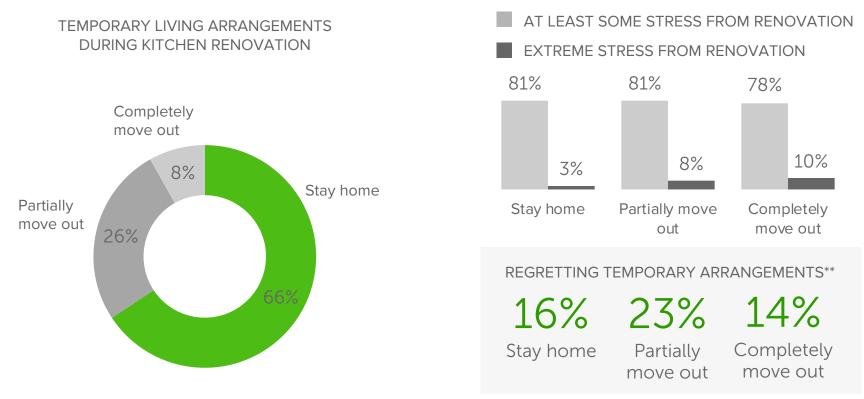
	Pages
Life During a Remodel	4-6
Triggers and Scope	7-11
Look and Feel	12-16
Products and Finishes	17-25
Focus on Accessibility	26-29
Methodology & Appendixes	30-35

LIFE DURING A REMODEL

Should I Stay or Should I Go?

Two in three homeowners opt to stay in their homes during a kitchen renovation (66%), while the rest make temporary arrangements to move out* either partially (26%) or completely (8%). Perhaps surprisingly, those who partially or completely move out are three times as likely to be extremely stressed during the renovation (8% and 10%, respectively) compared with those who stay (3%). Partial movers are the most likely to regret their arrangements (23%) compared with others.

LIVING ARRANGEMENTS & STRESS LEVELS DURING RENOVATION**



^{*}Moving out refers to making arrangements to live outside of the home for the entire duration of the renovation (completely move out) or for a fraction of the renovation period (partially move out). Those who partially move out appear to also make temporary arrangements within the home (e.g., setting up alternative cooking stations).

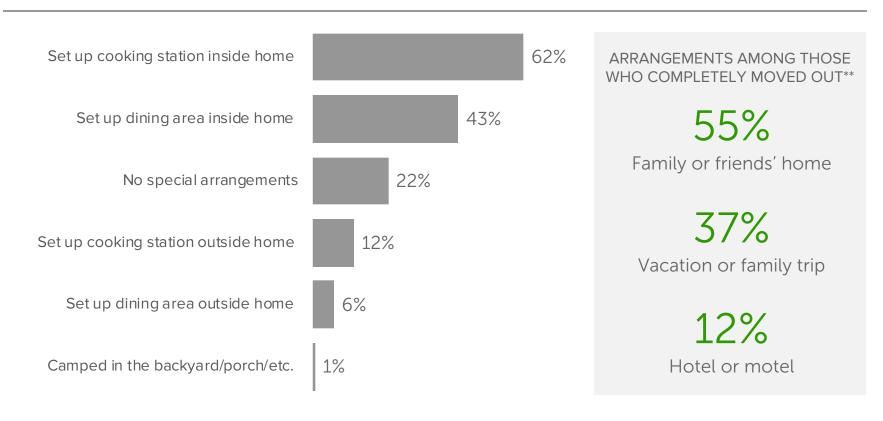
^{**}Percentages reflect proportion of homeowners who have completed a kitchen renovation during 2018-19 and stayed home or partially/completely moved out during the renovation.



Friends to the Rescue

Among homeowners who choose to stay home during the kitchen renovations, the majority set up an alternative cooking station inside the home (62%). One in five of those staying home makes no changes to their daily routine (22%). In contrast, among those who completely move out, over half live with family or friends (55%) and more than a third take a trip (37%). Hotels are the least popular option (12%).

TEMPORARY LIVING ARRANGEMENTS AMONG THOSE WHO STAYED HOME DURING KITCHEN RENOVATION*



^{*}Percentages reflect proportion of homeowners who have completed a kitchen renovation and stayed home during the renovation.

^{**}Percentages reflect proportion of homeowners who have completed a kitchen renovation and completely moved out during the renovation.



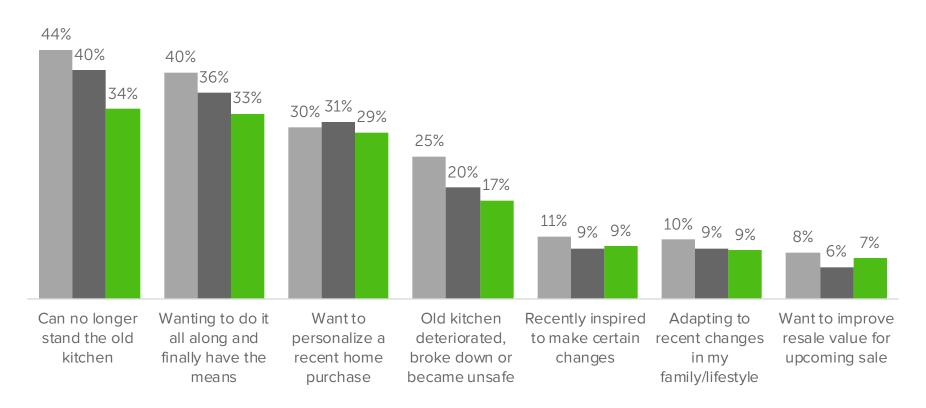
TRIGGERS AND SCOPE

New Home, New Kitchen

The motivations for starting a kitchen renovation have proven surprisingly dynamic over the years. For example, reasons that signal pent-up needs, such as "can no longer stand the old kitchen" and "finally have the means," continue to decline year over year. In contrast, "personalize a recent home purchase" has remained a steady trigger of kitchen renovations (30%, 31% and 29% in 2017, 2018 and 2019 studies, respectively).

EVENTS TRIGGERING KITCHEN RENOVATIONS*



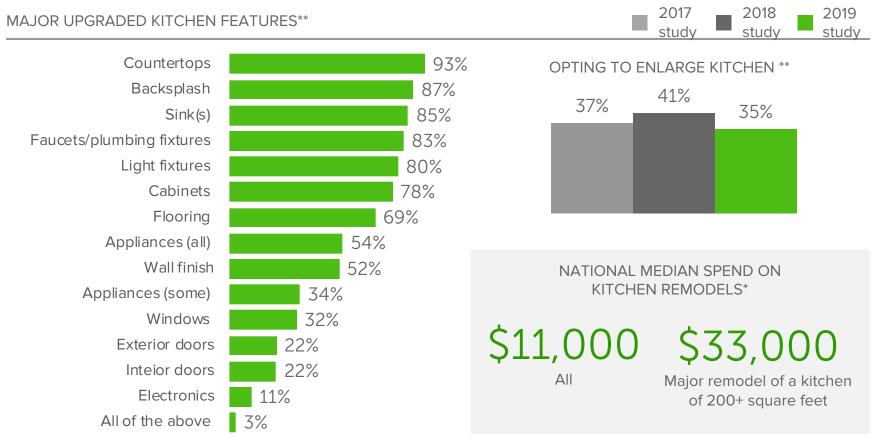


*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19.



Thinking Bigger

Countertops continue to be the most popular feature to replace during a kitchen renovation (93%), followed by all or some appliances (88% combined) and backsplash (87%). A third of kitchens (35%) are enlarged during a renovation, a decline from 41% in the 2018 study. Kitchens command the highest median spend (\$11,000) in home remodels.*



^{*}Median spend on kitchen remodels is drawn from 2018 Houzz and Home study. *Major kitchen remodel* refers to a remodel in which at least all the cabinets and appliances are replaced. Remodels do not include any additions that increase the overall home footprint.

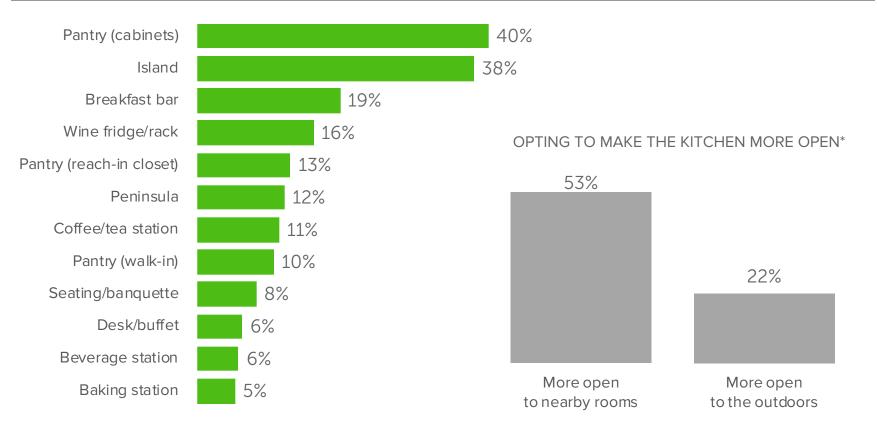
^{**}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19.



Open Concept Thrives

The most popular new kitchen built-ins are pantry cabinets and islands, appearing in two of five renovated kitchens (40% and 38%, respectively). The popularity of open-concept kitchens continues to influence today's kitchen renovations, with one in two renovations resulting in kitchens that are more open to nearby rooms (53%), in line with the previous two years (53% and 50% in 2017 and 2018 studies, respectively).

MAJOR BUILT-IN UPGRADES*



^{*}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19.



Help Wanted

More than eight in 10 kitchen renovators (83%) hire help for their projects. Remodelers (general contractors and kitchen remodelers) continue to be the top category of hired help (50% and 11%, respectively). The hiring of kitchen designers and direct hiring of specialty service providers such as electricians and plumbers declined year over year.

TOP PRO CATEGORIES BEING HIRED *



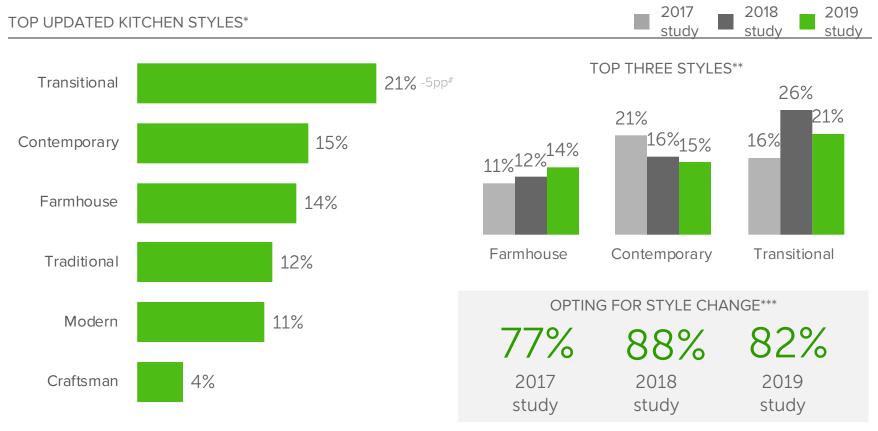
^{*}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2017-18 and 2018-19.
**Specialty service providers refers to electrician, plumber, tile specialist, cabinetmakers and other trades; project manager refers to general contractors and remodelers.
#Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.



LOOK AND FEEL

Farmhouse Makes Gains

Among the 82% of renovating homeowners who change their kitchen style, farmhouse now nearly ties with contemporary as the second-most popular style. This follows multiyear growth in farmhouse popularity (11%, 12% and 14% in 2017, 2018 and 2019 studies, respectively), while contemporary style continues to decline (21%, 16% and 15%, respectively).



^{*}Percentages reflect proportion of homeowners who change kitchen style as part of their completed, current or planned kitchen renovation during 2018-19.

^{**}Percentages reflect proportion of homeowners who *change kitchen style as* part of their completed, current or planned kitchen renovation during 2016-17, 2017-18 and 2018-19.

***Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2016-17, 2017-18 and 2018-2019.

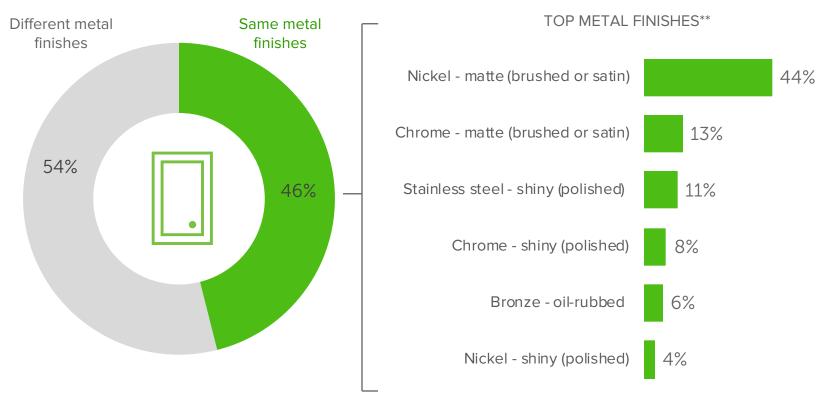
#Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.



Mixing and Matching

Fewer than half of homeowners (46%) opt for matching metal finishes across kitchen faucets, cabinet door hardware, entry door hardware and light fixtures in the kitchen. Among those matching finishes, brushed or satin nickel is by far the top choice (44%), with brushed or satin chrome a distant second (13%). Those who mix finishes also favor nickel the most, although many opt for oil-rubbed bronze or brushed or satin black for door hardware and light fixtures. (See Appendix A.)

MATCHING VS. MIXING METAL FINISHES IN FIXTURES AND HARDWARE*



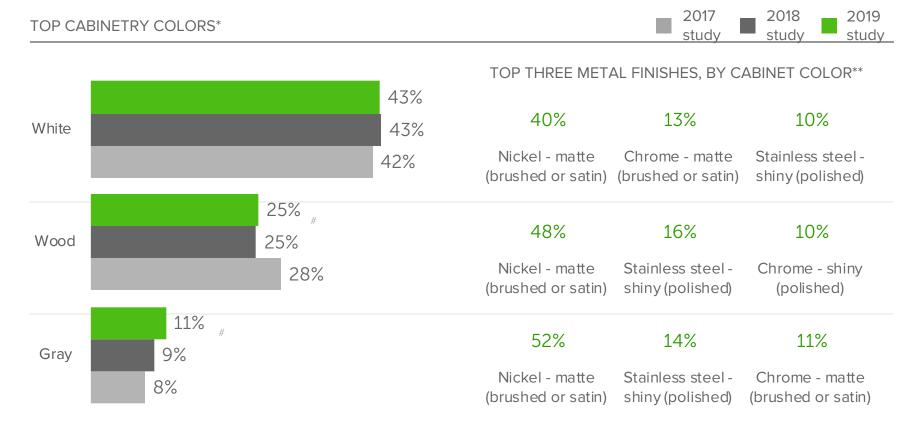
^{*}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19.

^{**}Percentages reflect proportion of homeowners who select same metal finishes as part of their completed, current or planned kitchen renovation during 2018-19.



Gray Breaks Through

While white continues to hold the No. 1 position in kitchen cabinetry color, gray is now used in one in 10 new cabinets (11% compared with 8% and 9% in 2017 and 2018 studies, respectively). When hardware and fixtures are matched in the kitchen, gray cabinets are significantly more likely to be matched with brushed or satin nickel door hardware (52%) compared with white or wood cabinetry (40% and 48%, respectively).



^{*}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19.

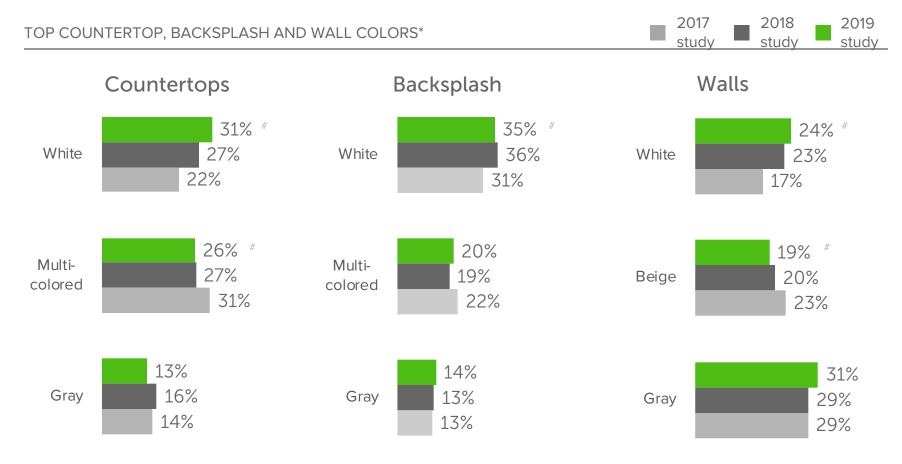
[#]Reflects statistically significant differences at 90% confidence levels between 2019 and 2017 study findings.



^{**}Percentages reflect proportion of homeowners who select white, wood or gray cabinets and same metal finishes as part of their completed, current or planned kitchen renovation during 2018-19.

White Takes Flight

White countertops continue to grow in popularity, with nearly one in three upgraded counters done in shades of white (22%, 27% and 31% in 2017, 2018 and 2019 studies, respectively). White and gray appear on half of upgraded backsplashes and walls combined.



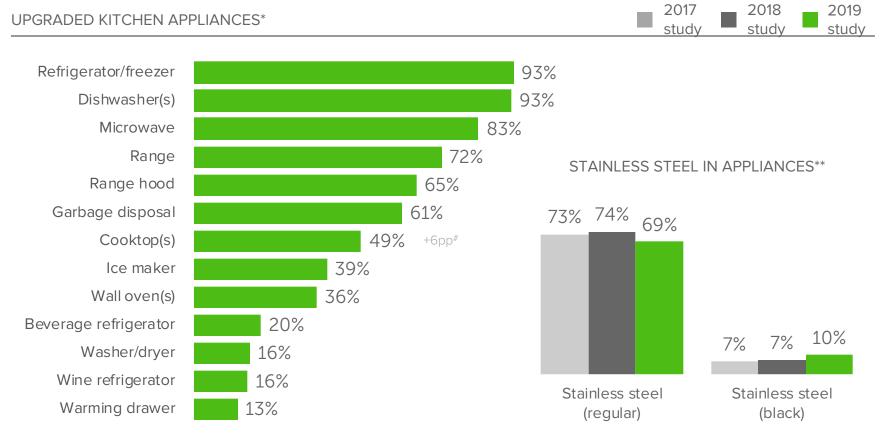
^{*}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19. #Reflects statistically significant differences at 90% confidence levels between 2019 and 2017 study findings.



PRODUCTS AND FINISHES

Spotlight on Black Stainless

Nine in 10 homeowners replace all or some appliances during kitchen renovations (88%), with refrigerators and dishwashers the most common upgrades. Cooktops are growing in popularity (42%, 43% and 49% in 2017, 2018 and 2019 studies, respectively). One in 10 new appliances today appears in black stainless steel (10%).



^{*}Percentages reflect proportion of homeowners who upgrade all or some appliances as part of their completed, current or planned kitchen renovation during 2018-19.

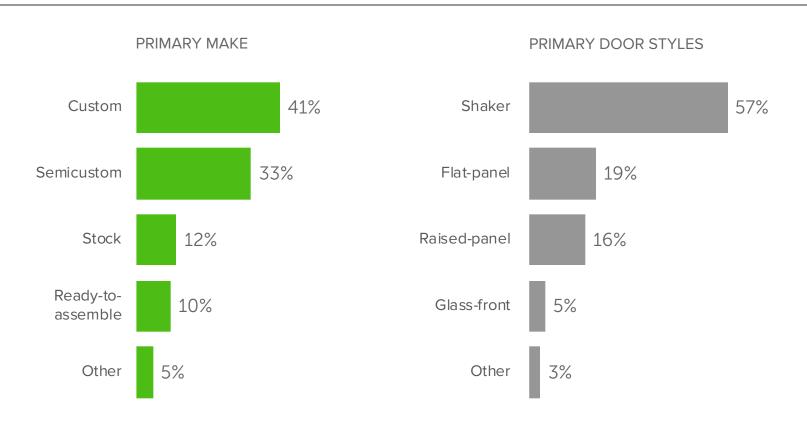
^{**}Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2018-19. #Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.



Shaker Rules

Among the 78% of renovating homeowners who upgraded their kitchen cabinets, most opt for custom or semicustom cabinets (41% and 33%, respectively), in line with the previous year's findings (40% and 34%, respectively). Shaker, which includes recessed-panel doors, is still by far the leading cabinet door style (57%), with other styles holding steady.

MAKE AND STYLE OF UPGRADED KITCHEN CABINETS*



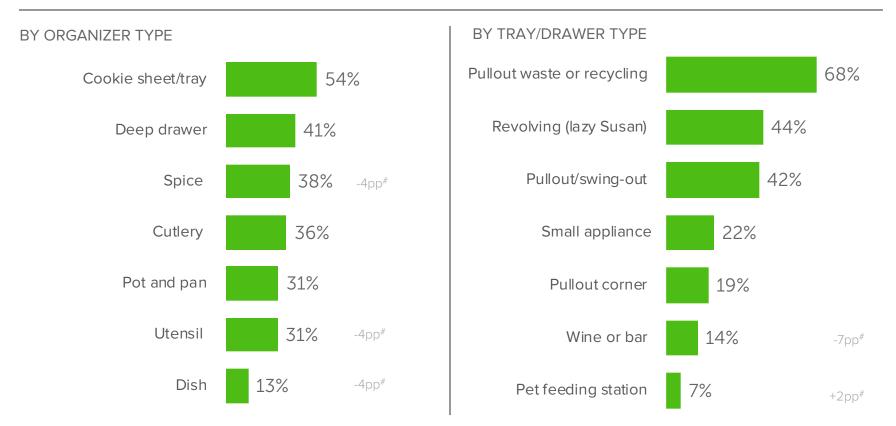
^{*}Percentages reflect proportion of homeowners who update cabinets as part of their completed, current or planned kitchen renovation during 2018-19.



Storage-Happy

Consistent with last year's findings, many new cabinets are equipped with built-in specialty organizers or drawers. The most popular organizers are cookie tray organizers (54%), while the most common specialty drawers are pullout waste or recycling drawers (68%).

BUILT-IN SPECIALTY STORAGE IN UPGRADED KITCHEN CABINETS*

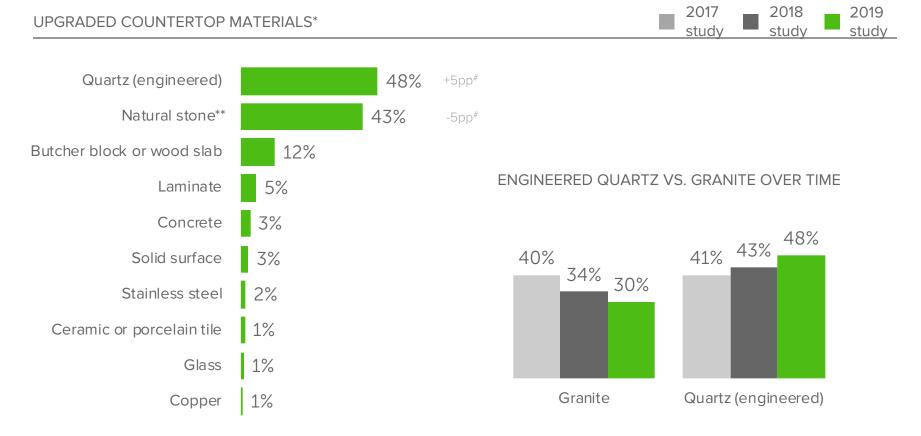


^{*}Percentages reflect proportion of homeowners who *update cabinets* as part of their completed, current or planned kitchen renovation during 2018-19. #Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.



Quartz The Emerging Leader

Among the 93% of renovating homeowners who upgrade their countertops, the battle of engineered quartz versus natural stone rages on. For the first time, engineered quartz is now ahead of stone (48% versus 43%). In fact, quartz has gained a remarkable market share in the last three years (41%, 43% and 48% in 2017, 2018 and 2019 studies, respectively), mostly at the expense of natural stone such as granite (40%, 34% and 30%, respectively).



^{*}Percentages reflect proportion of homeowners who are updating cabinets as part of their completed, current or planned kitchen renovation during 2018-19.

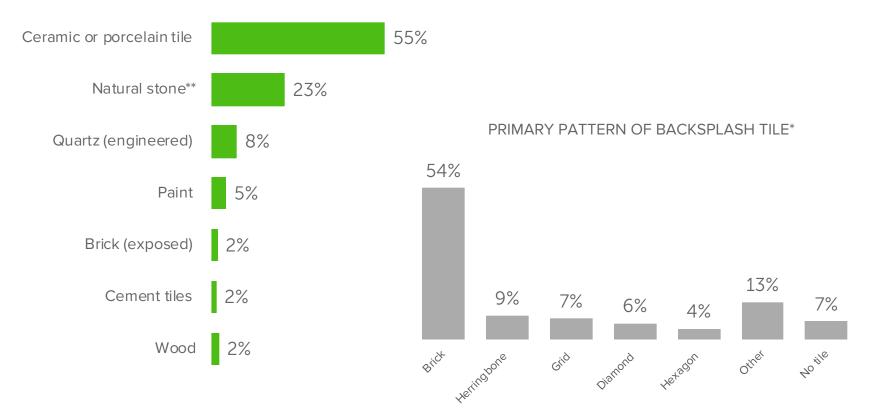
^{**}Natural stone refers to countertop materials selected during countertop upgrades such as granite (30% of upgraded countertops), quartzite (7%), marble (5%) and soapstone (3%). #Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.



A Love of Brick

Nearly nine in 10 renovating homeowners (87%) install a new backsplash as part of their kitchen upgrade. Ceramic or porcelain tile continues to be the most popular choice (55%), followed by natural stone tile or slab. One in two opts for a classic brick pattern in backsplash tile (54%), with the rest opting for a variety of other patterns.

NEW BACKSPLASH MATERIALS, PATTERNS AND COLORS*



^{*}Percentages reflect proportion of homeowners who update backsplash as part of their completed, current or planned kitchen renovation during 2018-19.

^{**} Natural stone refers to backsplash materials selected during backsplash upgrades such as Marble (9%), Granite (5%), Travertine (5%), Slate (3%), Quartzite (3%), Limestone (1%).



Floored by Engineered Materials

Among the 69% of renovators updating their kitchen flooring, only a quarter opt for natural hardwood (24%), a significant decline from previous years (32% and 30% in 2017 and 2018 studies, respectively). Instead, engineered flooring collectively has become more popular (40%) than hardwood, with vinyl/resilient flooring keeping pace with laminate and engineered wood.



^{*}Percentages reflect proportion of homeowners who update flooring as part of their completed, current or planned kitchen renovation during 2018-19.

^{**}Percentages reflect proportion of homeowners who *update flooring* as part of their completed, current or planned kitchen renovation during 2016-17, 2017-18 and 2018-19. #Reflects percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.



The Rise of Tech

Among those upgrading faucets and appliances, the choice of a high-tech devices is growing in popularity. Over half of upgraded faucets are high-tech (57%), boasting water efficiency, no-fingerprint coating or touch-free activation. The adoption of appliances with wireless controls nearly doubled year over year (9% versus 16% in 2018 and 2019 studies, respectively). (See Appendix B.) The adoption of home assistants after a kitchen remodel has also grown. (See Appendix C.)

NEW HIGH-TECH FEATURES IN KITCHEN FAUCETS* AND APPLIANCES**

High Tech in Faucets High Tech in Appliances



57%

E	E	3	0	%

High-Tech Features

riigii reen reacares		
Water-efficient	30%	Wire
No fingerprints	24%	Colo
Touch only/free activation	22%	Built
LED light display (temperature)	3%	Built
LED light display (single color)	3%	Sma

High-Tech Features

High-rech realules		
16%		
11%		
6%		
4%		
3%		

NEW ELECTRONICS**	*
TV	60%
Docking/charging station	50%
Home assistant	31%
Wireless/Bluetooth speaker	29%
Dedicated tablet	17%

^{***}Percentages reflect proportion of homeowners who update electronics as part of a completed, current or planned 2018-19 kitchen renovation.



^{*}Percentages reflect proportion of homeowners who update faucets as part of a completed, current or planned 2018-19 kitchen renovation.

^{**}Percentages reflect proportion of homeowners who update appliances as part of a completed, current or planned 2018-19 kitchen renovation.

Kitchen Best-Sellers on Houzz Shop

Five popular kitchen categories for the Houzz Shop in 2018 are below, including a best-seller for each.



Sinks



Tile



Bar Stools



Faucets



Appliances

Note: Links to the product, clockwise from top left: Stainless Steel Curved-Front Apron 60/40 Bowl Kitchen Sink, Kohler Sensate Touchless Kitchen Faucet, Empava 24" Tempered Glass Built-in Single Gas Wall Oven, Murphy Stool, Kaligaris Porcelain Art Tiles

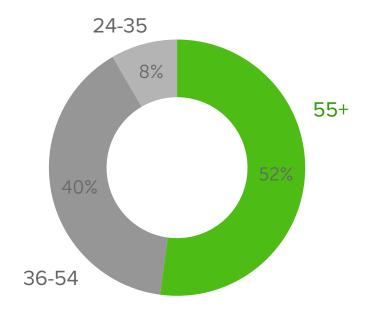
FOCUS ON ACCESSIBILITY

Aging Needs in Mind

Baby boomers (ages 55 or older) represent 52% of renovating homeowners today, with a majority planning to remain in their homes for 10 years or longer (69%). In contrast to the 56% of boomers who address the needs of aging household members during master bathroom renovations, only 37% address these needs during a kitchen renovation. Interestingly, 21% of younger generations address aging-related needs in the kitchen.

HOMEOWNER AGE BREAKDOWN AND ANTICIPATION OF AGING-RELATED NEEDS*

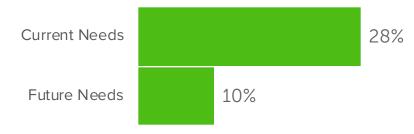
AGE BREAKDOWN OF RENOVATORS*



RENOVATIONS ADDRESSING CURRENT OR FUTURE NEEDS OF AGING HOUSEHOLD MEMBERS**







^{*}Percentages reflect proportion of homeowners who have completed a kitchen renovation during 2018.

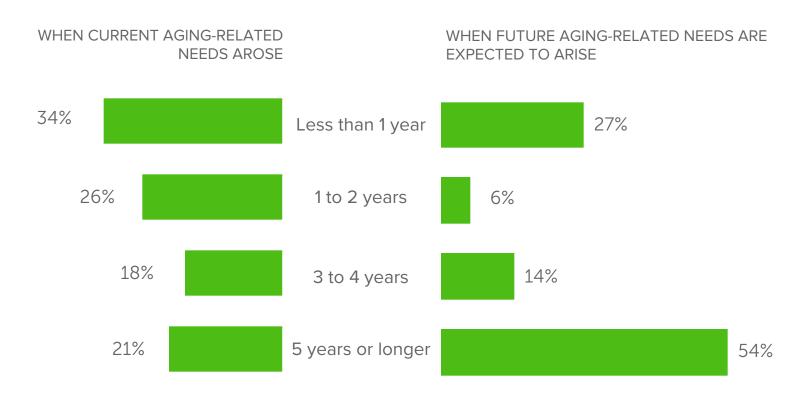
^{**}Percentages reflect proportion of homeowners ages 25-54 versus 55+ who have completed a kitchen renovation during 2018.



Planning Ahead

Among the 28% of baby boomers who are addressing current aging-related needs during kitchen renovations, a majority are reacting to needs that arose only two years ago (60%). In contrast, those addressing future needs are planning for the long term, with most anticipating the needs to arise five years or longer from now (54%).

TIMING OF AGING-RELATED NEEDS ADDRESSED BY 55+ HOMEOWNERS*



^{*}Percentages reflect proportion of homeowners ages 55+ who address current versus future needs of aging household members as part of their completed kitchen renovation during 2018.



Enlarge, Open Up, Retire

Baby boomers who address aging-related needs are tackling major changes to the kitchen compared with boomers who do not address these needs. Over half of those addressing aging make the kitchen more open to nearby rooms (58%) and more than a third increase the kitchen size (37%). Additionally, they are more likely to equip kitchens with elaborate lighting (e.g., in-cabinet lights), cooktops and wall ovens. Touch-free faucets and stone flooring are also among the favorites.

MAJOR UPGRADES DONE BY AGES 55+ ADDRESSING (YES) AND NOT ADDRESSING (NO) AGE-RELATED NEEDS*

MAJOR KITCHEN DECISIONS*

	Yes	No
Make larger	37%	27%
Make more open to nearby rooms*	58%	48%
Make more open to outdoors	24%	19%
Hire an architect or kitchen designer	44%	30%
Hire a remodeler (general contractor or kitchen remodeler)	68%	58%

MAJOR UPGRADES*

	Yes	No
	163	
Pantry (not walk-in)	59%	45%
Appliances (all)	62%	55%
Cooktops	56%	43%
Wall ovens	42%	36%
Washer/dryer	20%	14%
Light fixtures	82%	74%
In-cabinet	21%	15%
Wall	11%	7%
Flooring	69%	65%
Natural stone	11%	5%
Faucets	85%	82%
Touch only/free	27%	17%

^{*}Percentages reflect proportion of homeowners ages 55+ who address needs of aging household members and who do not address these needs as part of their completed kitchen renovation during 2018.



METHODOLOGY & APPENDIXES

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 regarding kitchen renovation projects, fielded between September 18 and October 19, 2018.

COMPLETES AND QUALIFICATIONS

The 60-question survey gathered information from a total of 1,337 users, who reported to be 25 years old or older and homeowners. Additionally, 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. As a result, the study spans both 2018 and 2019. Additionally, in the spotlight on 55-and-older homeowners addressing and not addressing aging needs, the sample consisted of 326 and 546 respondents, respectively.

SAMPLING AND WEIGHTING

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their kitchen project details, and people who did not meet the qualification criteria above were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own bathroom renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Appendix A: Complementary or Different Metal Finishes*

	Faucets	Cabinet door hardware	Entry door hardware	Light fixtures
Nickel - matte (brushed or satin)	36%	23%	21%	14%
Bronze - oil rubbed	7%	12%	17%	14%
Black - matte (brushed or satin)	4%	15%	11%	12%
Chrome - matte (brushed or satin)	15%	9%	10%	5%
Chrome - shiny (polished)	15%	6%	3%	6%
Bronze - matte (brushed or satin)	2%	8%	8%	7%
Brass - matte	3%	5%	5%	6%
White	0%	0%	1%	14%
Stainless steel - shiny (polished)	8%	3%	1%	2%
Nickel - shiny (polished)	4%	4%	3%	4%
Copper	2%	3%	2%	2%
Gold - matte (brushed or satin)	1%	3%	1%	3%
Brass - shiny (polished)	1%	2%	5%	0%

^{*}Percentages reflect proportion of homeowners who select the complementary or contrasting metal finish across all fixtures and hardware as part of their completed, current or planned kitchen renovation during 2018-19.



Appendix B: High-Tech Features in Appliances*

	2017 study	2018 study	2019 study
Wireless controls via smartphone or tablet	76%	74%	70%#
Color touchscreen display	6%	9%	16%
Built-in speakers	15%	13%	11%
Built-in apps with recipes, cooking tips, etc.	3%	5%	6%
Connected to smart meter to optimize energy use	3%	4%	4%
Voice-activated controls	1%	3%	3%
Connected to smart energy grid to optimize energy costs	1%	1%	2%
Other	3%	5%	4%

^{*}Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.



^{*}Percentages reflect proportion of homeowners who are updating their appliances as part of their completed, current or planned 2016-17, 2017-18 and 2018-19 kitchen renovations.

Appendix C: Upgraded Electronics*

	2018	2019
	study	study
TV	61%	60%
Docking/charging station	52%	50%
Home assistant (e.g., Alexa, Google, etc.)	23%	31%
Wireless/Bluetooth speaker	38%	29%#
Dedicated kitchen tablet	11%	17%
Stereo system	15%	16%
Central control panel for lights, thermostats, etc.	17%	16%
Dedicated kitchen computer	11%	9%
Computer screen	9%	6%
Electronics sanitation device	0%	3%#
Other	3%	6%

^{*}Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.



^{*}Percentages reflect proportion of homeowners who are updating their *electronics* as part of their completed, current or planned 2016-17, 2017-18 and 2018-19 kitchen renovations.

Appendix D: Links to Resources on Houzz

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 Kitchen	Home Builders	Kitchen Storage & Organization	Colorful Kitchens
U-shaped Kitchen	Interior Designers and 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

