

# 2015



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## HOUZZ KITCHEN TRENDS STUDY: UK & IRELAND



# At a Glance

- On average, UK and Irish households update their kitchens every 13 years
- We spend around 12% our lives in the kitchen, on average 2.8 hours a day
- New home purchases are driving kitchen upgrades
- Kitchen renovations mean substantial upgrades - 22% are planning an extension
- Open-plan living is here to stay
- People opt for professionals to help – just 23% have chosen DIY
- Almost half (48%) budget for between £5,000 and £20,000 on their kitchen. 1% plan to spend in excess of £100,000

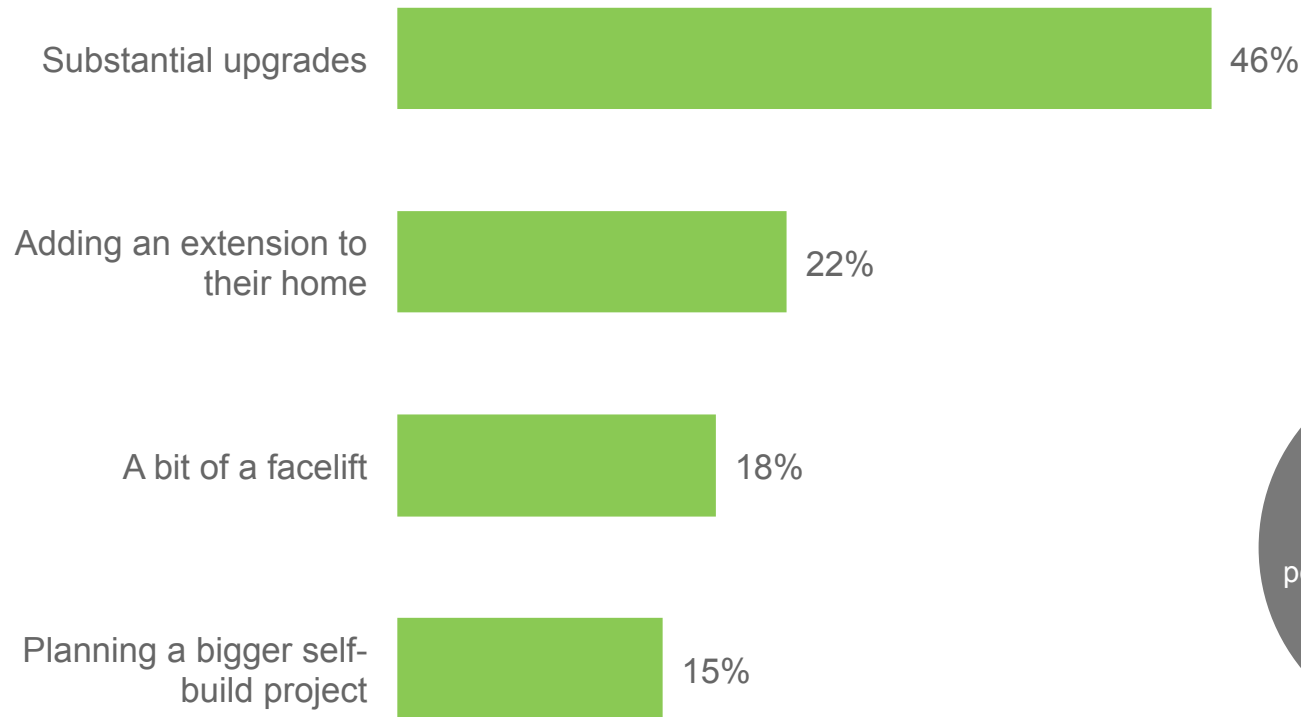


# Is Bigger Better?

The majority of us taking on kitchen renovation projects are opting for substantial upgrades. It appears that bigger is better when it comes to the kitchen, as one fifth of us are adding an extension to our homes.

## KITCHEN RENOVATION SCOPE IN 2015

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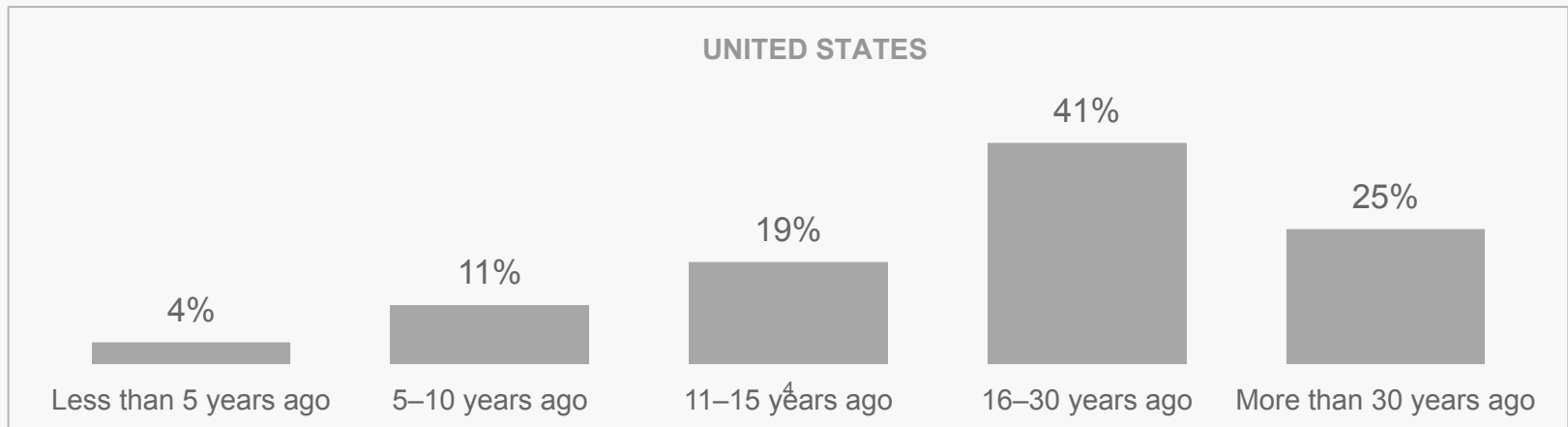
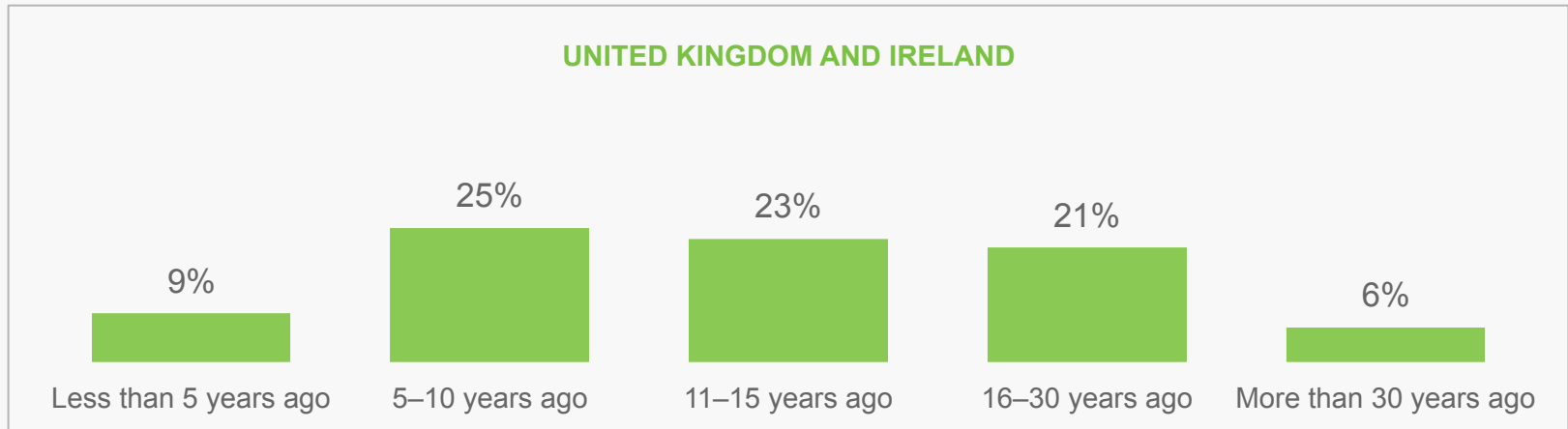
**25%<sup>2</sup>**  
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people in the UK planning  
a kitchen upgrade in  
2014/15

# The 13-Year Kitch



When it comes to the frequency of kitchen upgrades, those of us in the UK and Ireland are more restless than US homeowners, with the majority making updates every 13 year or less, versus 16+ years across the pond. Those in the US are 4 times more likely to wait for an upgrade than those in the UK and Ireland.

## TIMING OF LAST KITCHEN UPDATE

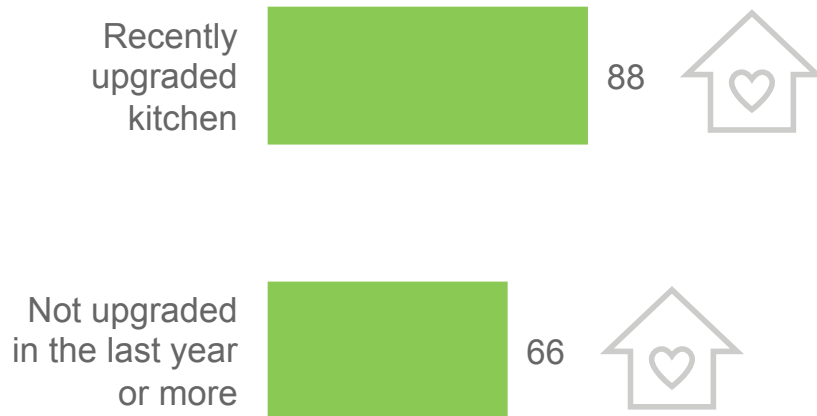


# The Happiness Factor

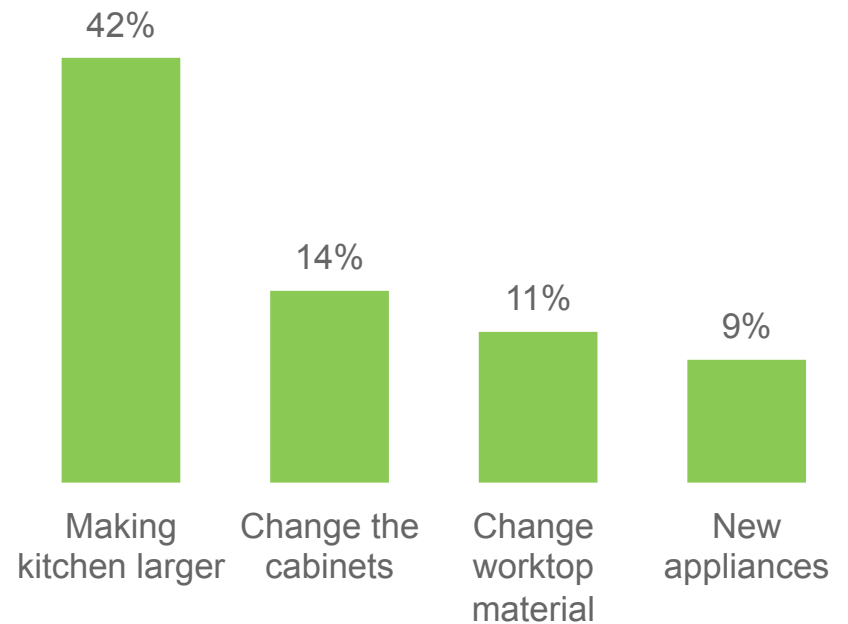
Unsurprisingly, homeowners with recently updated kitchens were happier with their spaces than those who hadn't made any alterations to their kitchens in the last year or more. Increasing the kitchen space topped the wish list for respondents who had no plans to upgrade their kitchens in the near future.

## HOW HAPPY ARE WE WITH OUR KITCHENS?

(1 – 100 SCALE)



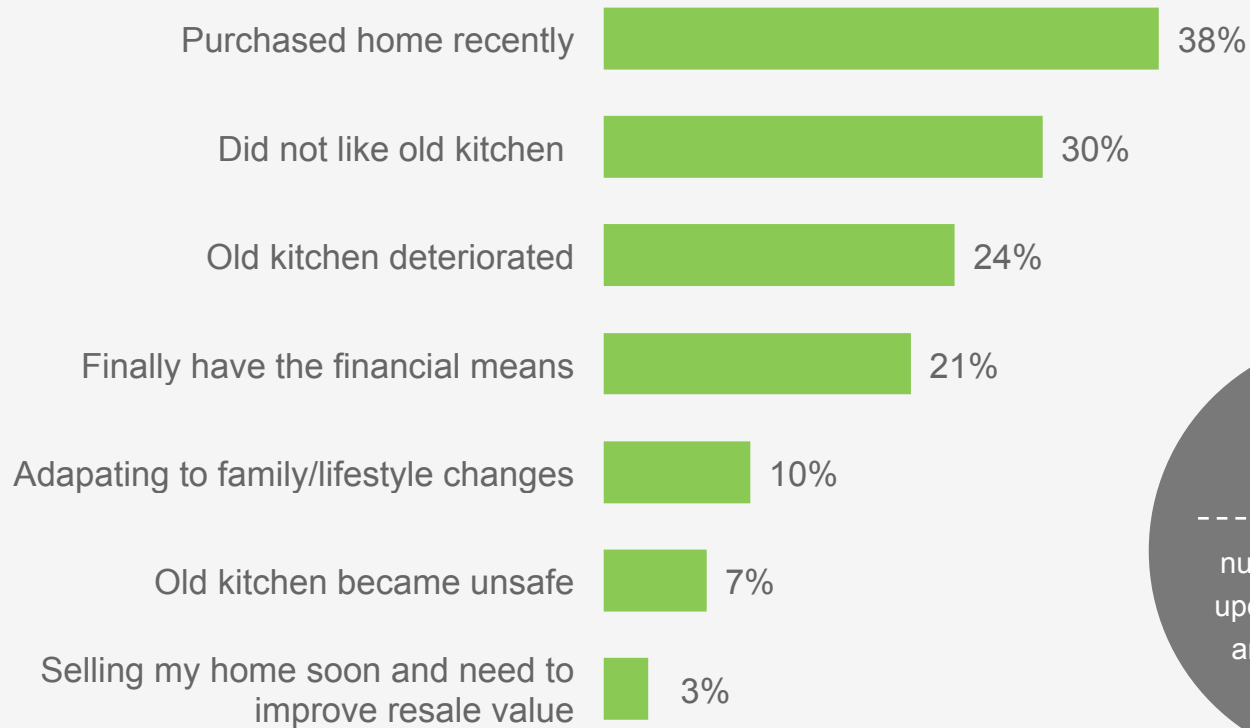
## WISH LIST FOR THOSE NOT UPGRADING



# A Kitchen to Call Our Own

Having purchased a new home is a key motivator for kitchen renovations. Meanwhile, one in five of us have wanted to make upgrades all along and finally have the financial means to do it.

## KITCHEN RENOVATION MOTIVATIONS



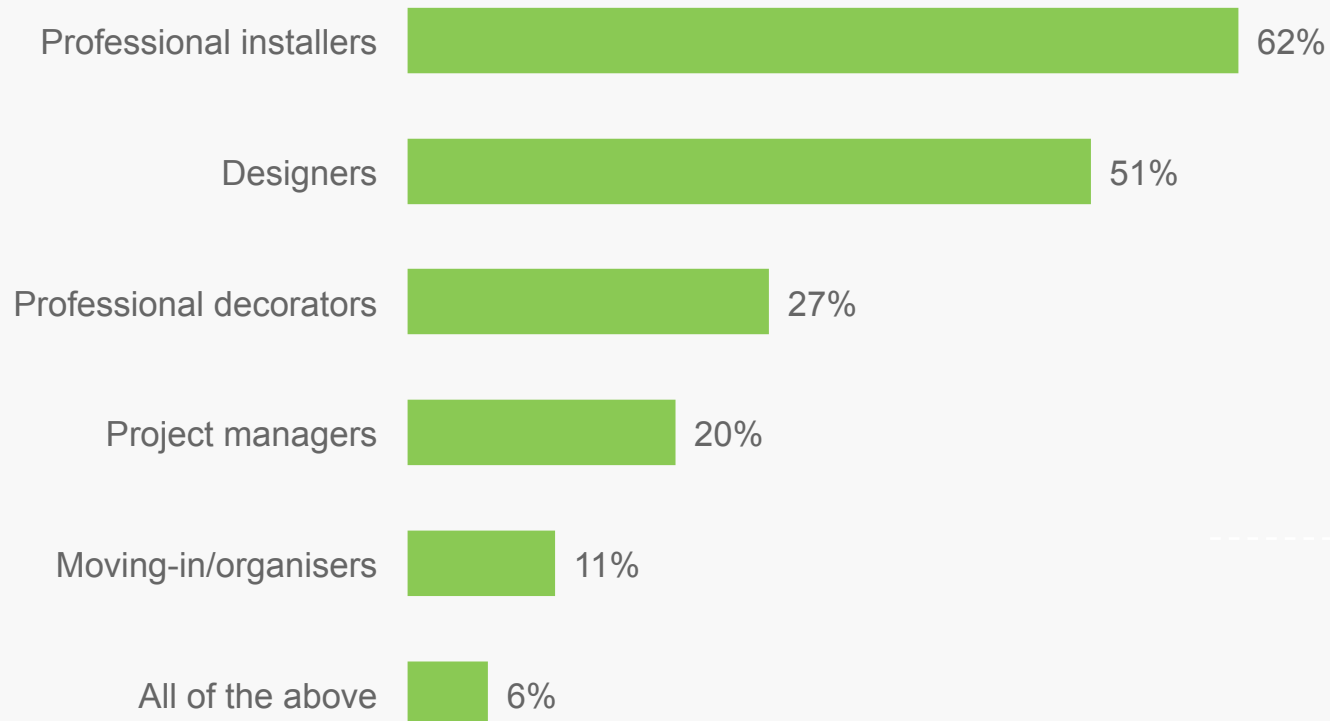
3%

number of people who update their kitchens in anticipation of a sale

# A Helping Hand

The majority of us are hiring pros for our kitchen renovations; just 23% opted for DIY. Over half hired a designer to help with their kitchen makeovers.

## PROFESSIONALS HIRED TO HELP WITH KITCHEN RENOVATIONS

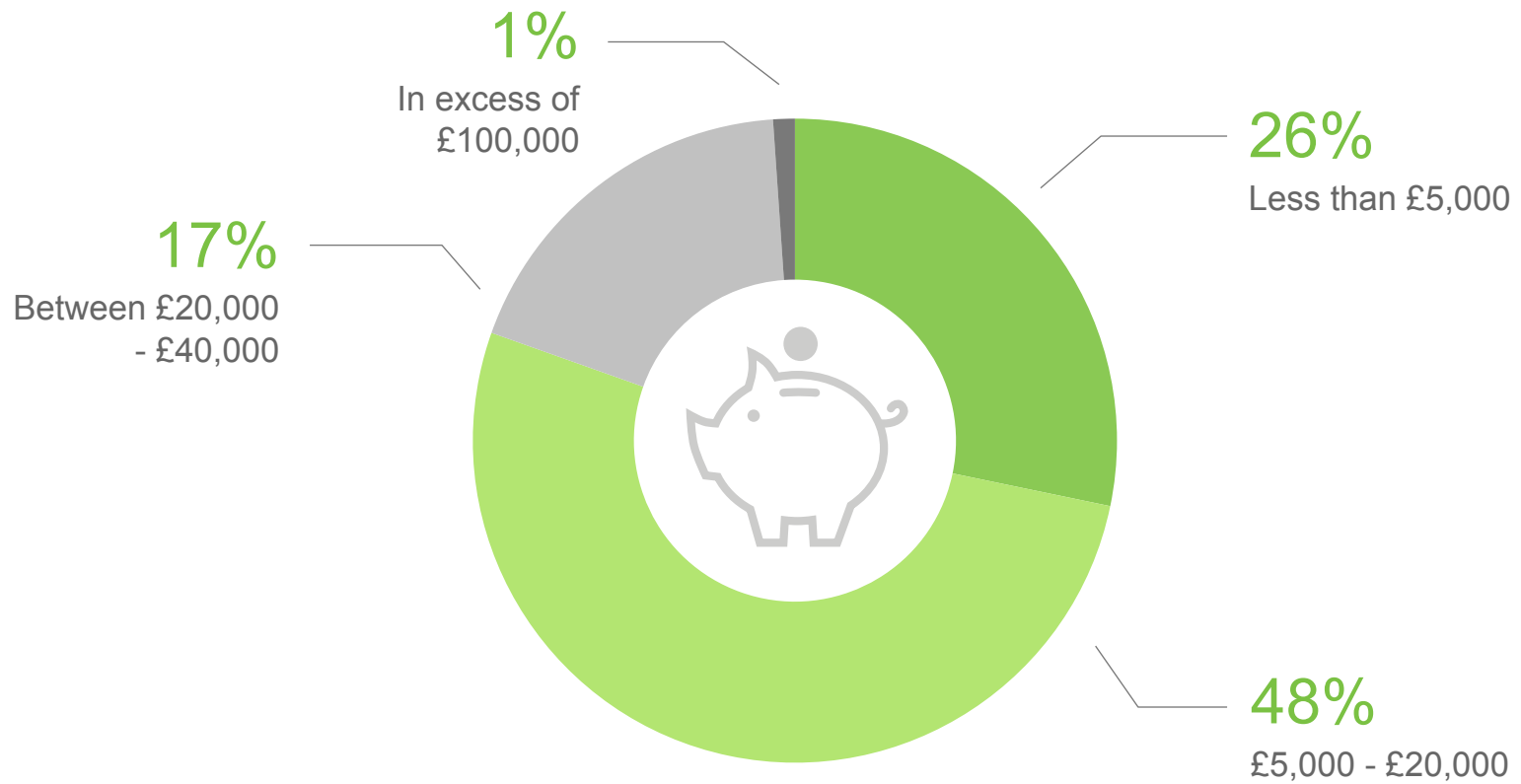


# The Cost of Cooking

Kitchens are known for being expensive, but budgets vary and dream kitchens can be achieved with less than £5,000 or as much as £100,000. Almost half those planning a kitchen upgrade in 2015 are budgeting between £5,000 and £20,000.

## KITCHEN RENOVATION BUDGETS

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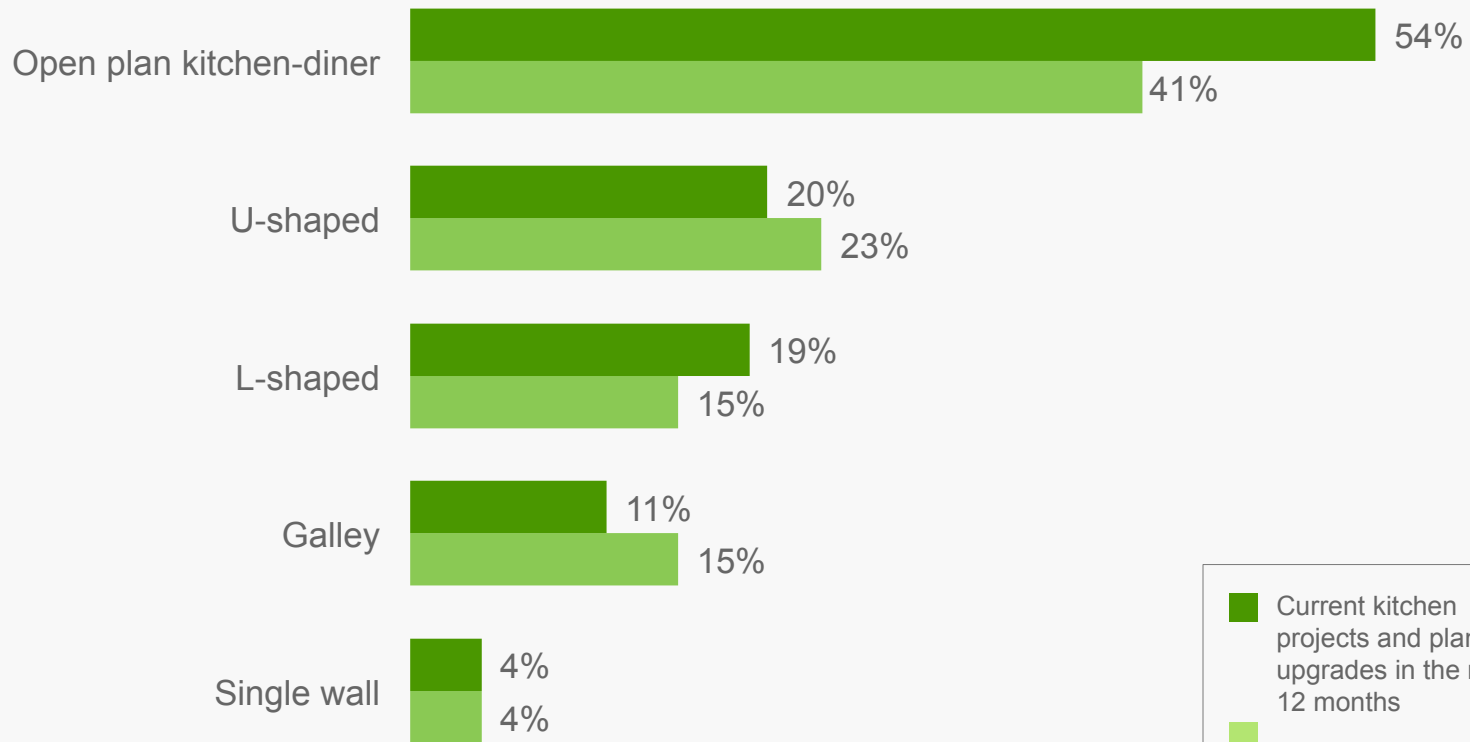


# Opening Up to a New Way of Living



The majority who are taking on a kitchen project will incorporate an open-plan design (54%). Of those, 63% will integrate an island into their layout.

## TOP KITCHEN LAYOUTS

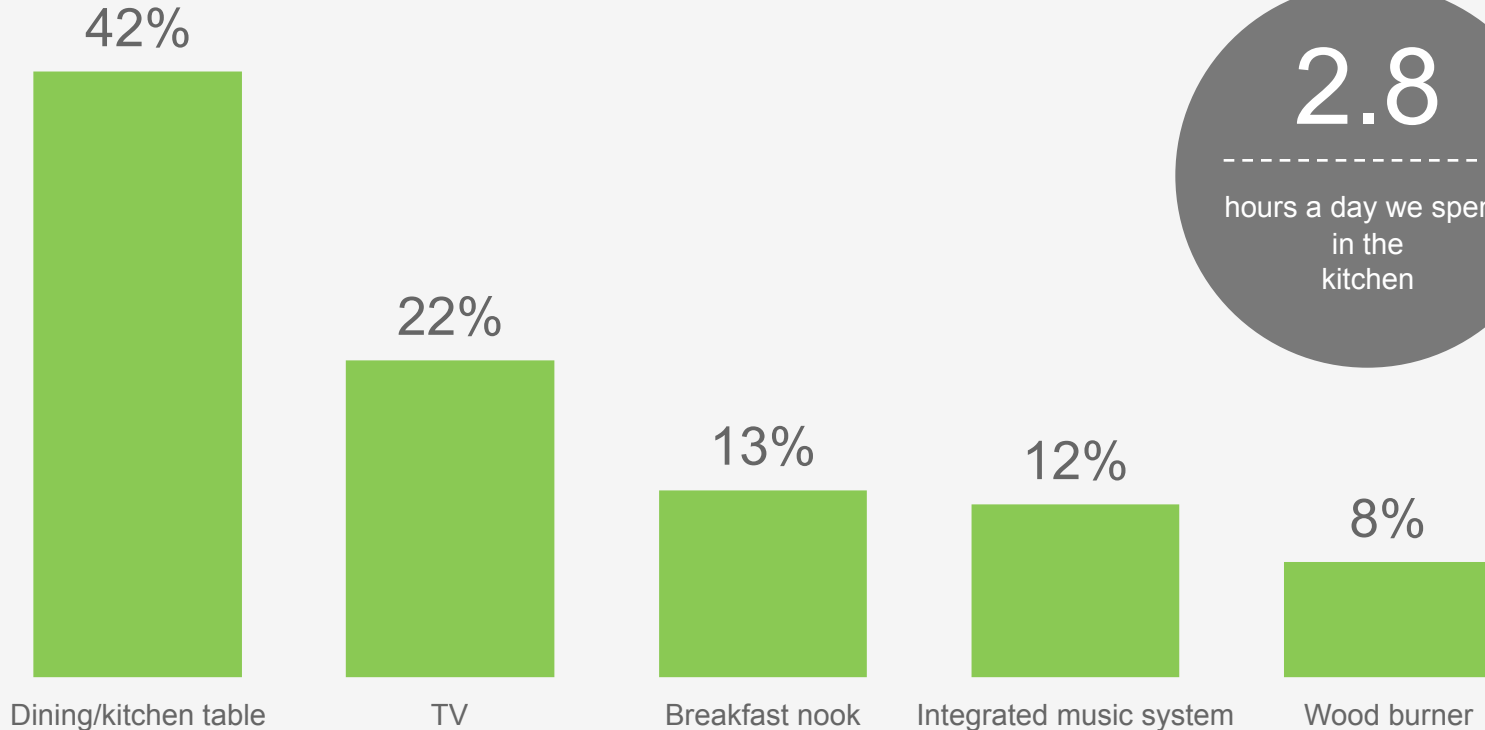


# Home is Where the Hob is



The kitchen is the heart of the home, as we spend more than 12% of our lives there, that's on average 2.8 hours a day. To create a personalised, welcoming environment, we're adding features like dining tables, wood-burning stoves and TVs.

## KITCHEN FEATURES



# Feature-happy Regions

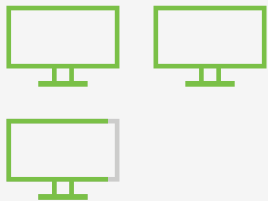
While respondents were fairly consistent in deciding which features to buy for their upgraded kitchens, there are some regional variations in the UK to note. Those living in the West Midlands are twice as likely to buy a wood-burning stove, while those in the Southeast are a third more likely to install an integrated music system.

## PLACES WE'RE MOST LIKELY TO SEE...

1 IMAGE = 10%

29%

People in the Northeast are big fans of TVs in kitchens



X2

People in West Midlands are twice as likely to buy a wood-burner



17%

People in East Midlands who have created a breakfast nook



49%

People in Wales who have invested in a dining room table



16%

People in the Southeast are most likely to install a built-in music system

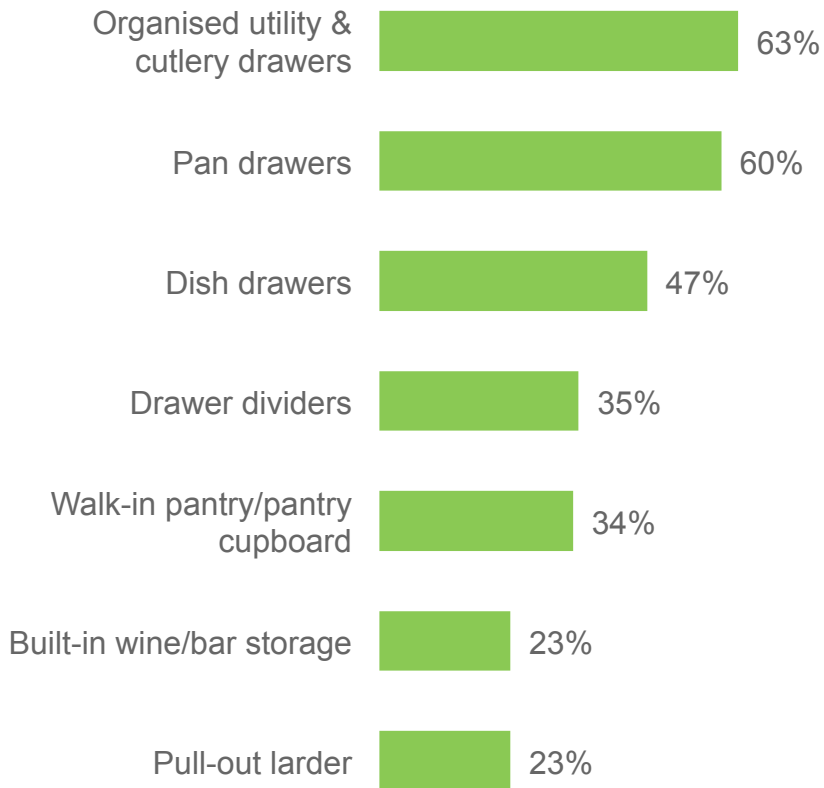


# Organised to Perfection

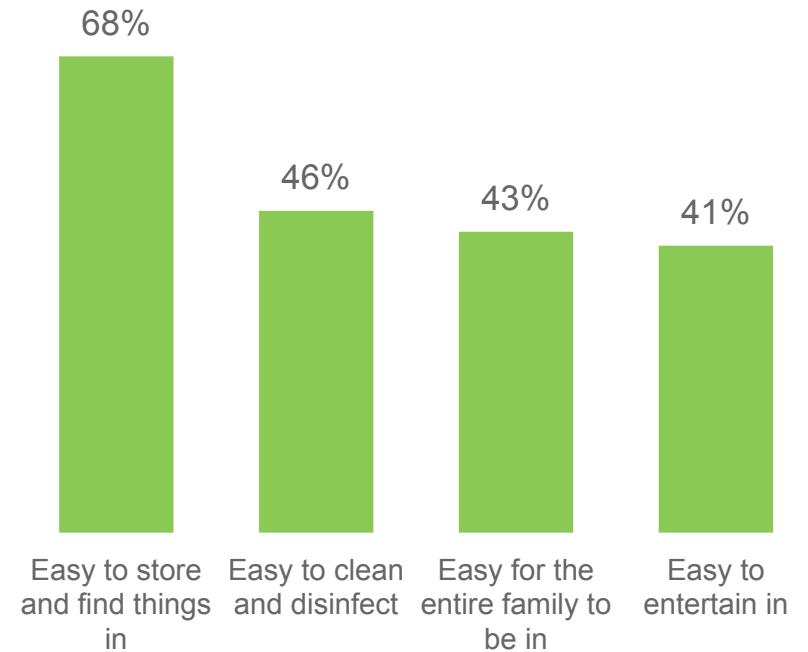


Practicality rules kitchen renovations with 68% of us prioritising the ease with which we can store and find things, with many of us including custom storage solutions to solve this.

## TOP ORGANISATION FEATURES



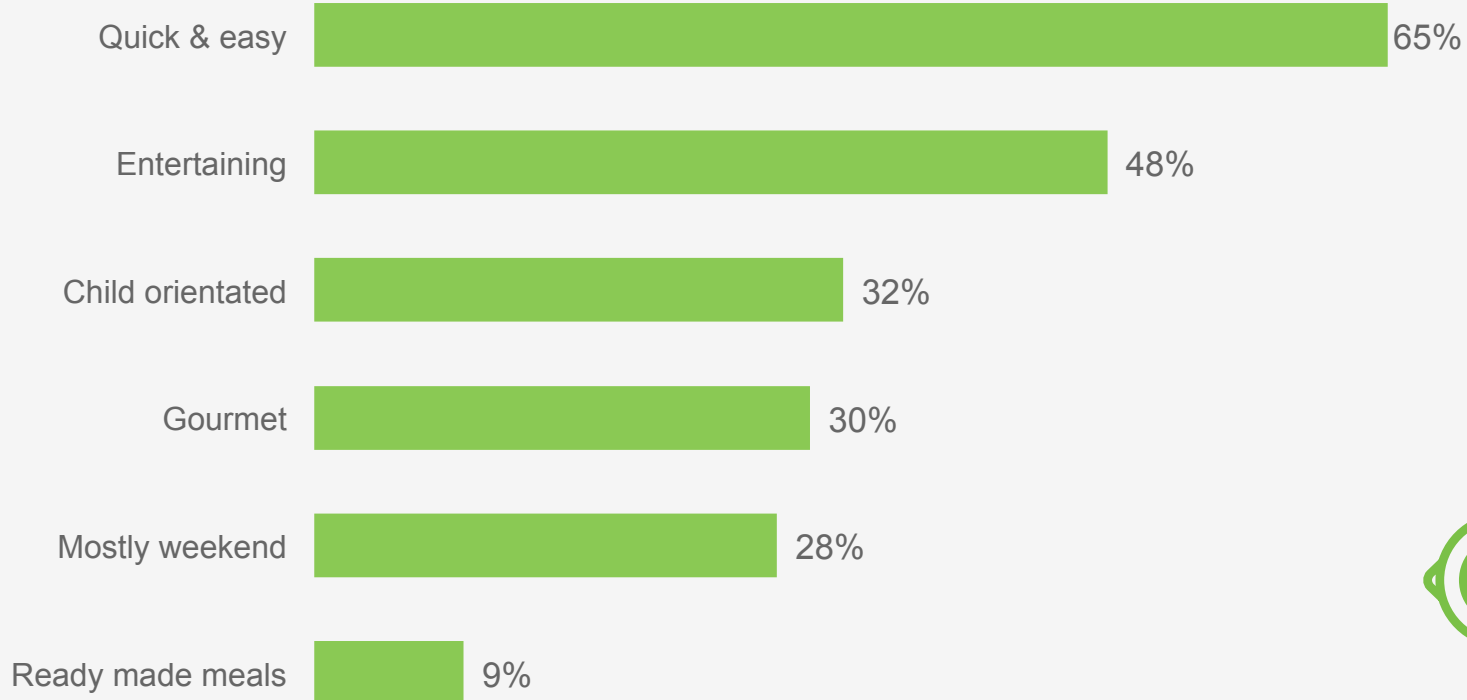
## TOP FUNCTIONAL FEATURES



# What's Cooking Good-looking?

While the majority, 65%, admit to quick and simple cooking, almost half highlighted that they cook to entertain on a regular basis. Almost a third give gourmet cuisine a go.

## THE TYPE OF COOKING WE DO



# Cooking Hot Spots

Quick and easy is by far the most common cooking style across the UK and Ireland, however the regions differ in other aspects. People in Northern Ireland are more likely to try out gourmet cooking at home, whereas homeowners in Ireland are the most family-orientated.

## TOP COOKING STYLES ACROSS THE REGIONS

= 10%

### 36%

People in Northern Ireland enjoy gourmet cooking



### 54%

People in Yorkshire & the Humber cook to entertain



### 73%

People in the Northwest opt for quick and easy cooking



### 40%

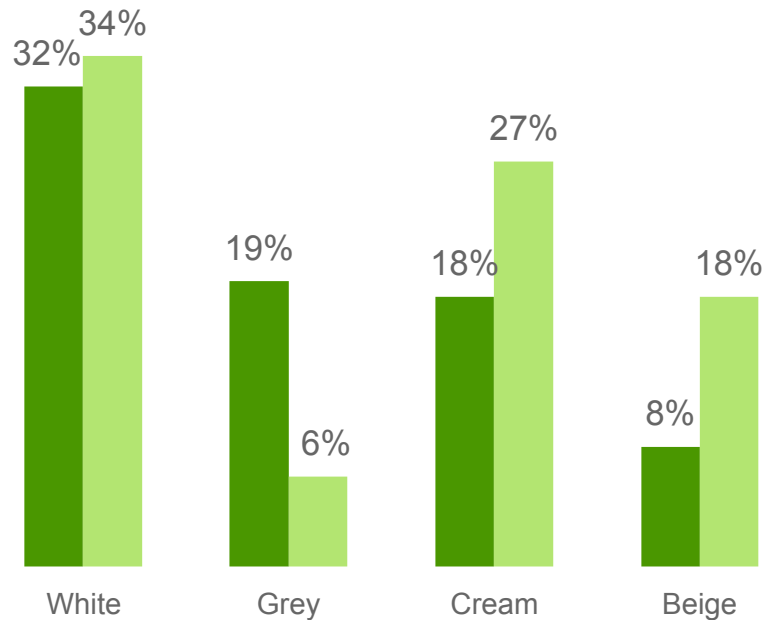
People in Ireland cook child-orientated meals



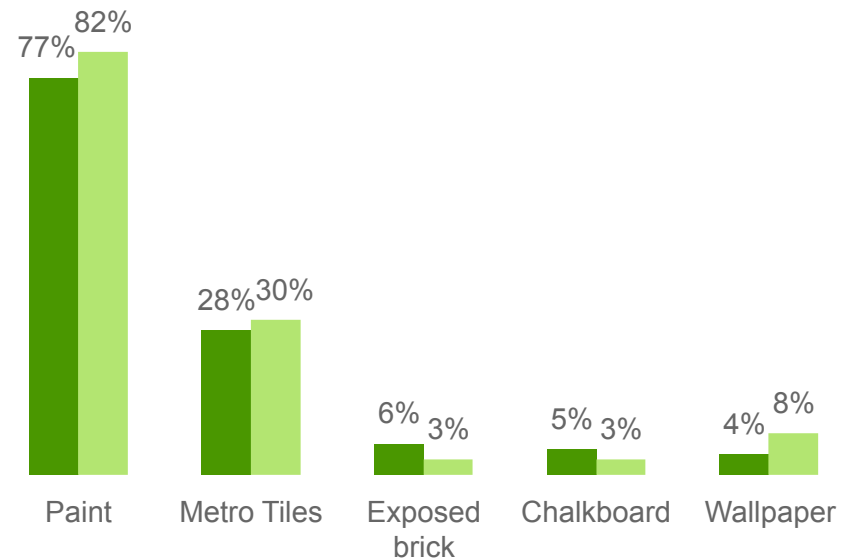
# 50 Shades

Neutral colours dominate in the kitchen with grey gaining in popularity, appearing in 19% of upgraded kitchens versus just 6% of kitchens that haven't been updated in the last year or more. Unsurprisingly, paint dominates on wall coverings, with metro tiles a distant second.

## PREFERRED WALL COLOUR



## PREFERRED WALL MATERIAL



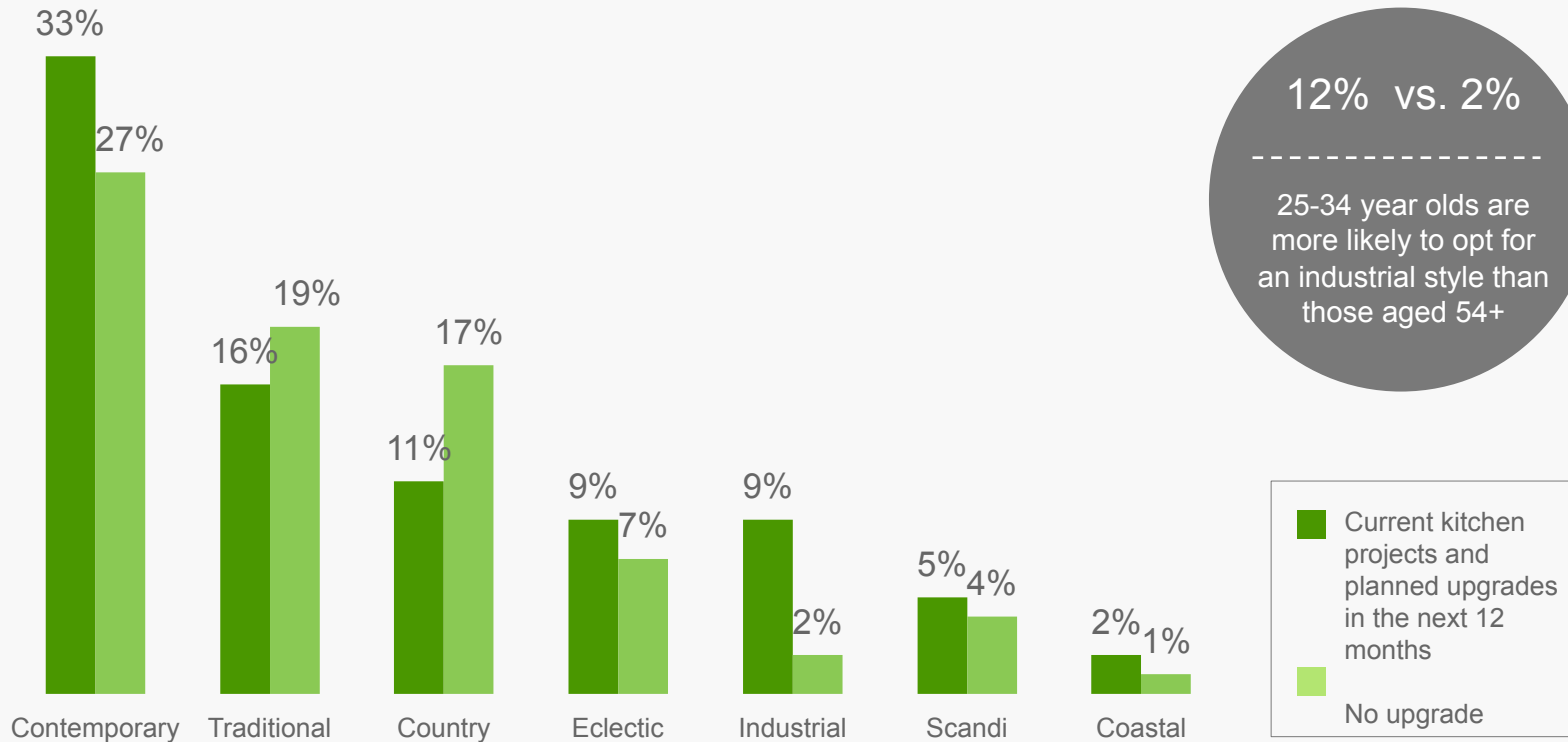
■ Upgraded kitchen      ■ No upgrade

Exposed brick and chalkboard are more popular than wallpaper in an upgraded kitchen.

# Cooking up Style

The 2015 kitchen is contemporary in style, followed by traditional and country. Those of us 34 years and younger are 6 times more likely to embrace industrial kitchens, than those aged 54+.

## KITCHEN STYLES



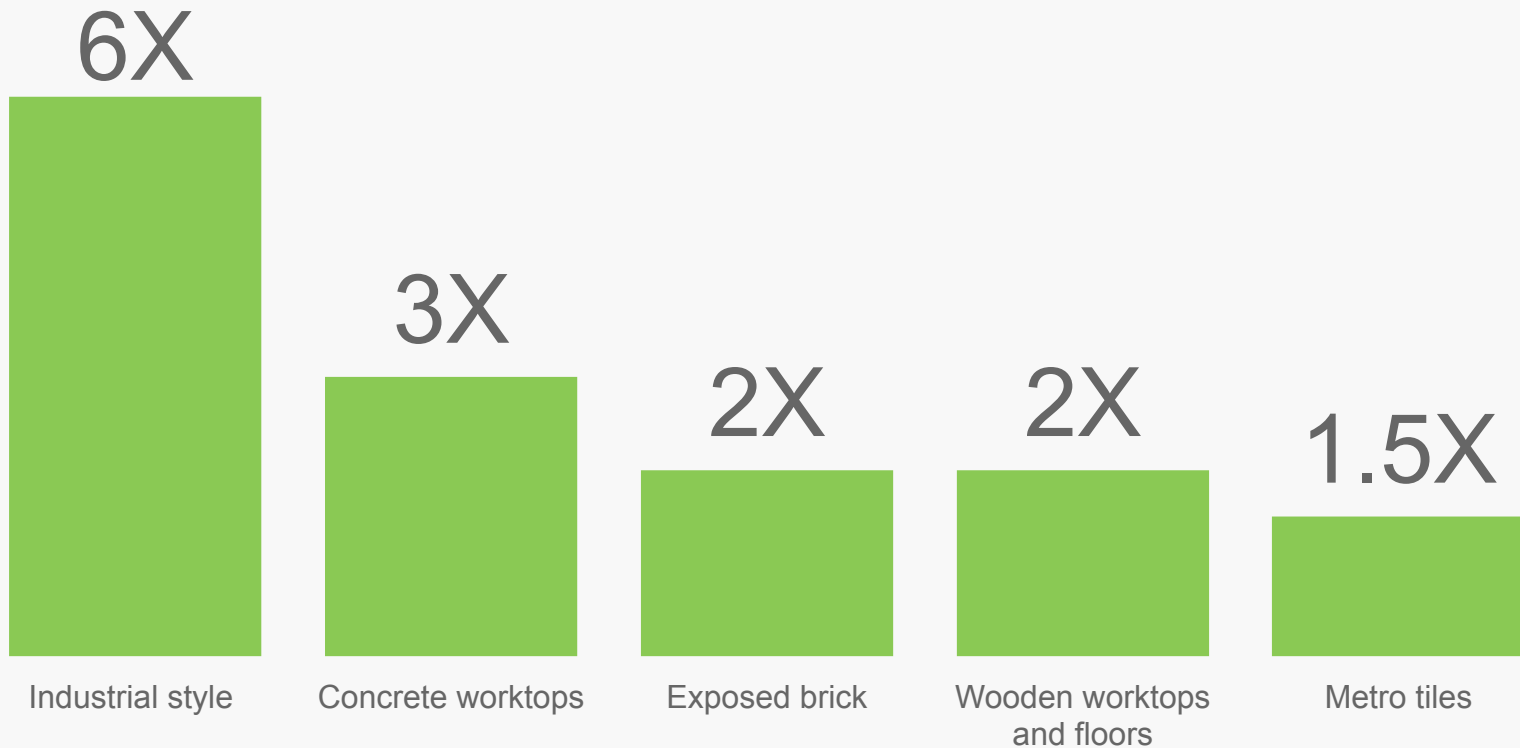


# Millennials Stepping Out



In addition to being more likely to choose industrial style kitchens than those aged 55+, Millennials are also more likely to opt for industrial style features such as metro tiles and exposed brick.

STYLE PREFERENCES OF THOSE AGED 25 – 34 VS. THOSE AGED 55+

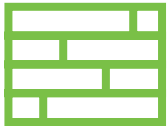


# Look and Feel

Streamlined, natural and hard-wearing are all key kitchen trends in 2015. Over 80% of those upgrading their kitchens in 2015 are changing flooring, worktops, cabinets and sinks.

## WHAT MATERIALS ARE WE USING?

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### Top Flooring Choices

- 21% Hardwood
- 16% Ceramic tiles
- 13% Porcelain



### Top Worktop Choices

- 21% Granite
- 20% Wood
- 11% Laminate



### Top Cabinet Styles

- 41% Flat-panel cabinets
- 22% Shaker style
- 8% Recessed panel



### Sinks

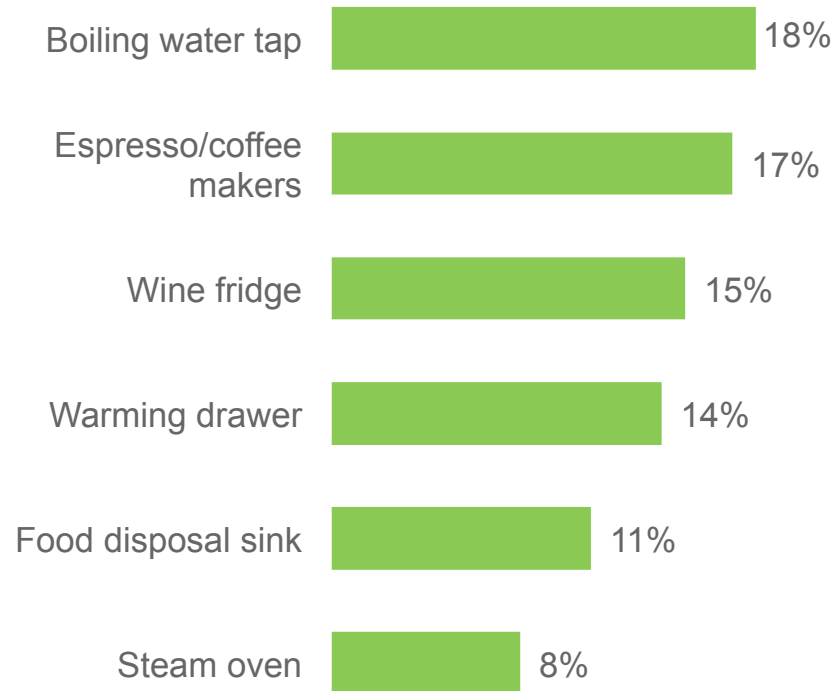
- 43% Opt for double sinks
- 15% Love the Butler sink look
- 56% Choose chrome taps

# Going Gaga for Gadgets

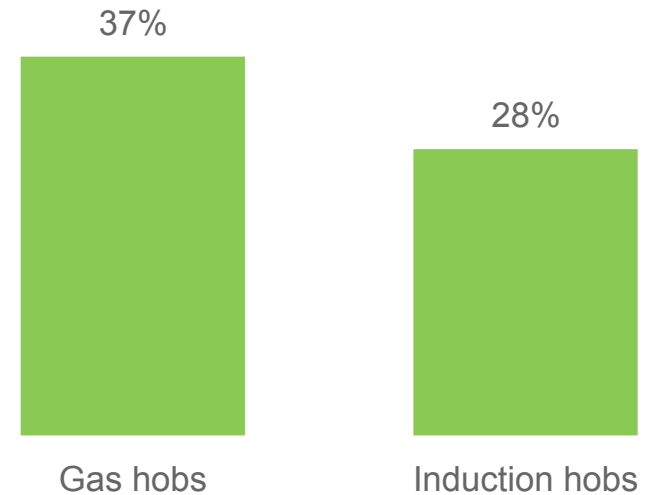


The UK and Ireland can't get enough shiny new toys for their kitchens. Aside from the usual kitchen staples, such as dishwashers and fridges, upgraded kitchens will also feature the likes of boiling water taps, wine fridges, warming drawers and coffee machines. While we still prefer to cook on gas, the induction hob is not far behind.

## NEW APPLIANCES AND FEATURES



## PREFERRED HOB CHOICES



21%

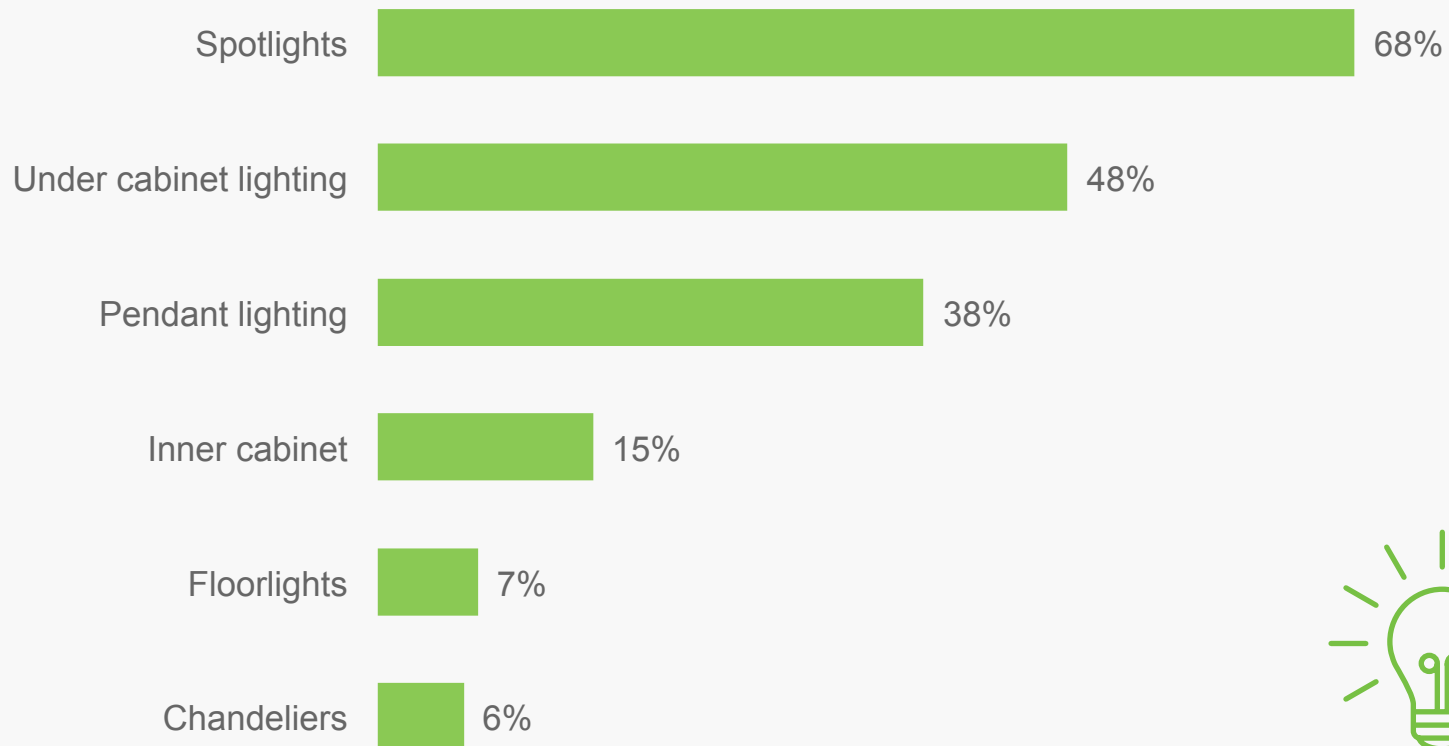
People in London adding a wine fridge to their upgraded kitchen.

# Let There Be Light

Sunny weather isn't always a given, so those making renovations are lighting up their kitchens to keep the darkness out. More than a third have embraced pendant lights – a key trend for 2015 kitchens.

## NEW KITCHEN LIGHTING

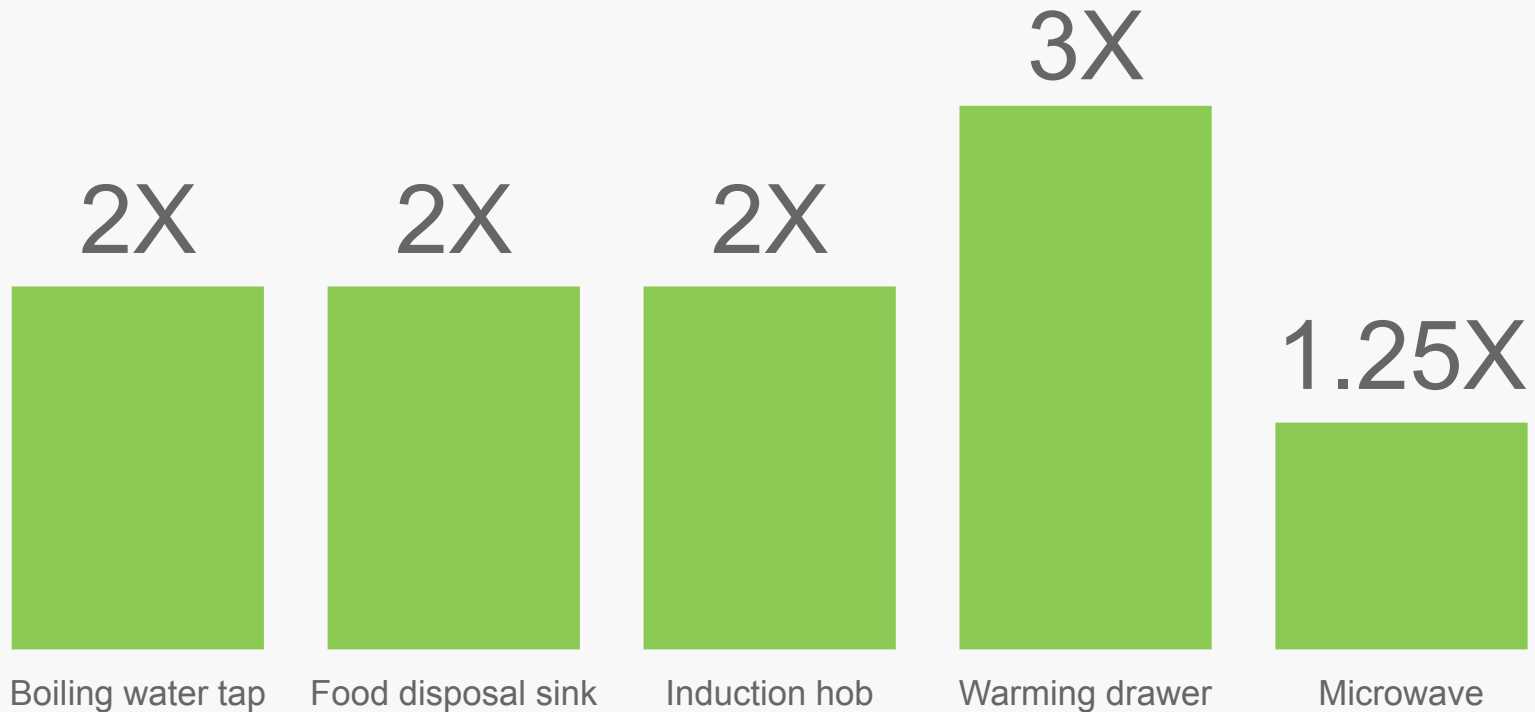
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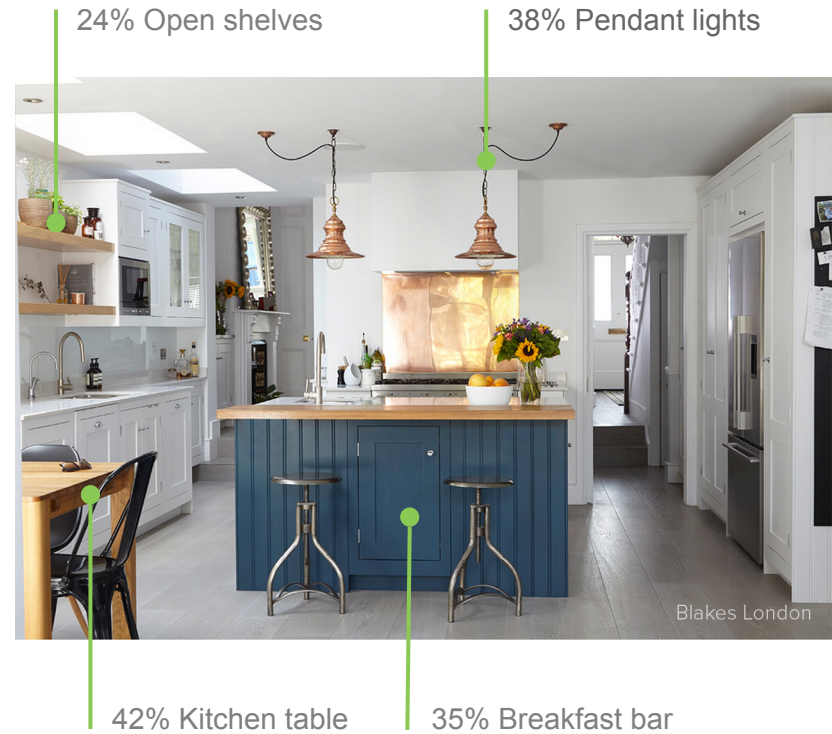
# The Comfortable Clique

The over 55s are more likely to invest in appliances that make our lives easier. They also appear to be more eco-conscious than Millennials; they're more likely to install boiling water taps, food disposal sinks, and use induction hobs.

## APPLIANCES 55+ VS. THOSE AGED 25 – 34 YEARS



# Key 2015 Kitchen Trends



# Methodology & Notes



Houzz UK surveyed 2,825 people from the UK and Ireland in December 2014. Respondents were Houzz UK users who qualified whether they had completed a kitchen project in 2014, were currently working on or were planning to start a kitchen project in 2015, or had not made any changes to their kitchen in the past year or more.

(Currently working on a kitchen project or planning to start a kitchen project in 2015, n=1476)

<sup>2</sup> Houzz & Home survey 2013 n=>100,000

Houzz is the leading platform for home design and renovation. Since it was founded as a side project by married co-founders Adi Tatarko and Alon Cohen in 2009, Houzz has completely transformed the home renovation industry by applying technology to make the process more productive and fun for both homeowners and home professionals.

Launched in July 2014, the UK site offers professional photos of interiors, exteriors and gardens, daily editorial on the latest in UK and Irish home design, and a comprehensive directory of home design products. Houzz users can also find and connect with more than 15,000 of the UK and Ireland's leading home improvement professionals and interact with over 1 million of UK and Irish-based homeowners.

## PR Contact

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