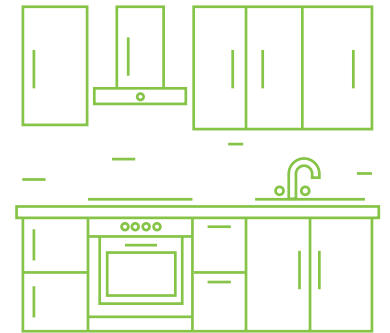


2017



HOUZZ KITCHEN TRENDS STUDY — IRELAND



Big Ideas



NEW KITCHEN, HEALTHY LIFESTYLE

Nearly half of Irish 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 GREY

Contemporary and traditional styles are the hallmark of new kitchens (53% and 9% each). Grey cabinetry appears in a quarter of updated kitchens (26%). 45% of new cabinetry is custom made.

BIG BUDGETS

More than one in 10 homeowners spent more than €50K on their kitchen renovation. Another fifth spent between €25K and €50K.

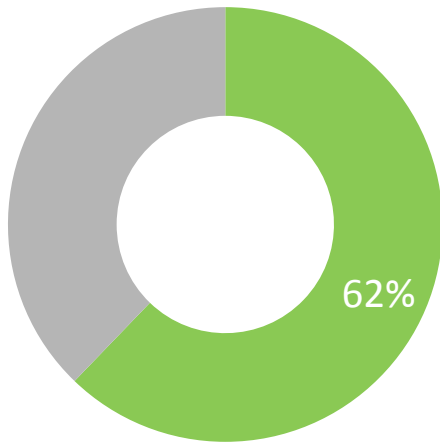
AN EVEN GREATER ROOM

Nearly two thirds of kitchen renovators are increasing the room's size (62%). Open-plan concepts continue to be en vogue with 59% of new kitchens more open to other rooms and 54% more open to the outdoors.

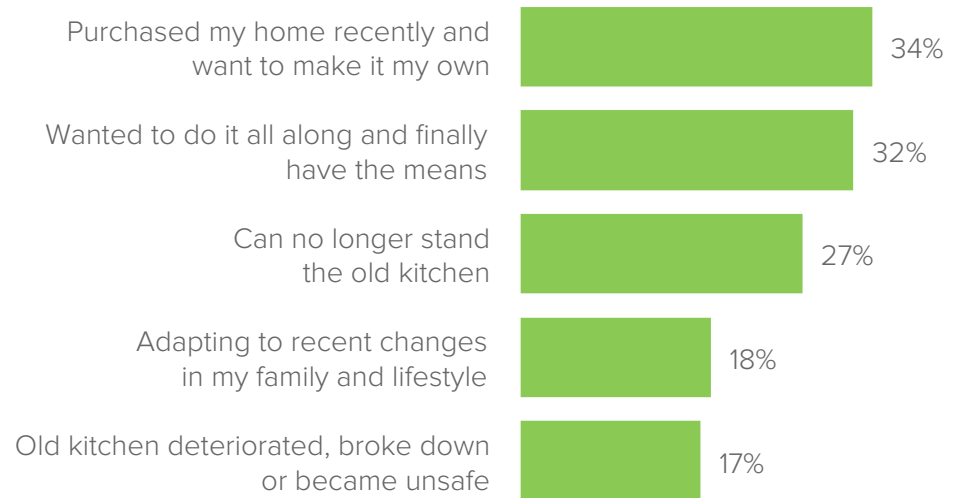
How And Why We Are Updating Our Kitchens

Charts below show frequency of increases in kitchen size and changes to kitchen floor plans, 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



54%



More open to the indoors



59%

TOP LAYOUTS

39%

L-shaped

24%

U-shape

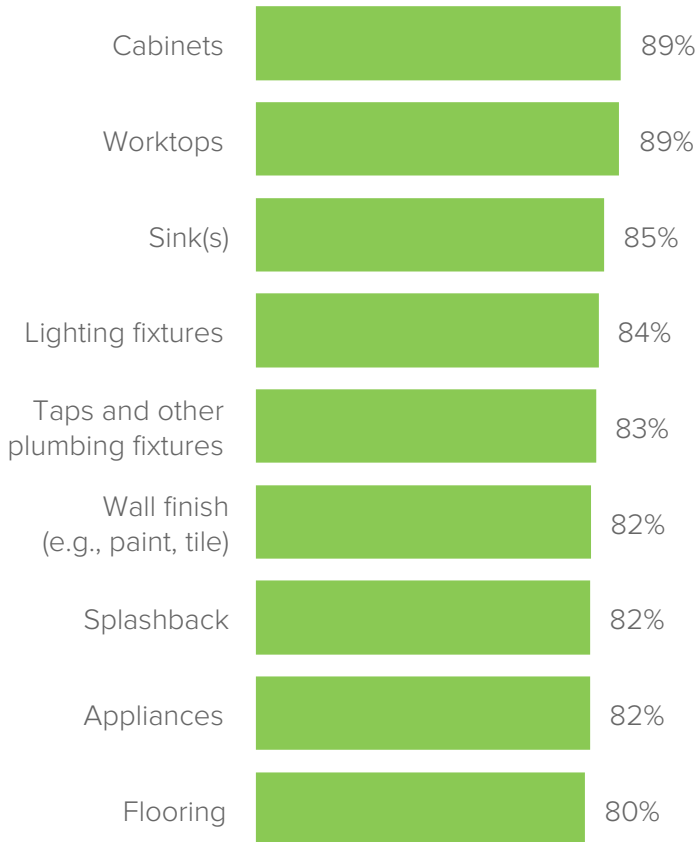
13%

Single wall

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 ELECTRONICS

39%

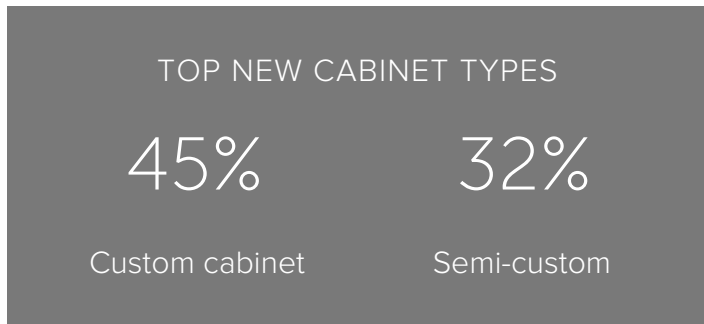
E.g. TV, computer screen, tablet etc.

TOP NEW BUILT-IN KITCHEN FEATURES

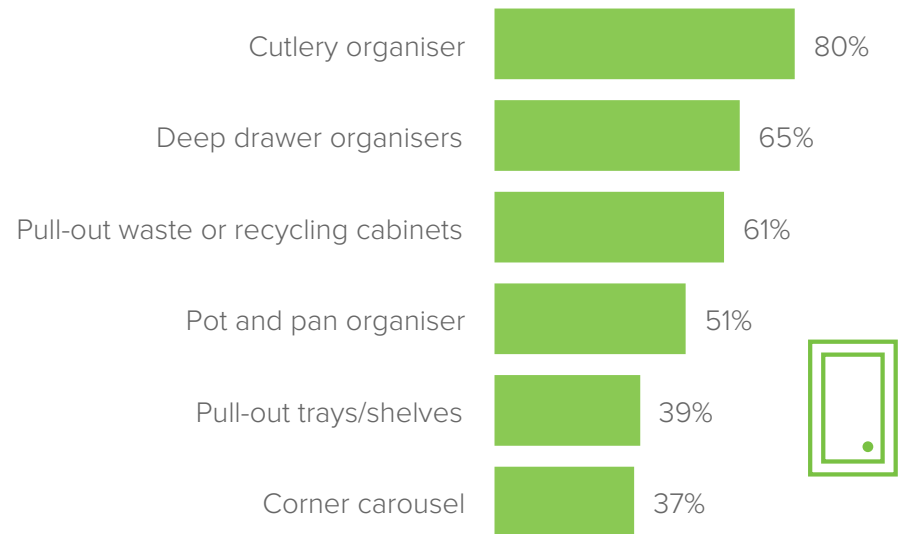
51%	Island
49%	Pantry cupboard
26%	Breakfast bar
19%	Built-in wine fridge/rack
15%	Wood burning stove

Cabinetry We Install in Our Kitchens

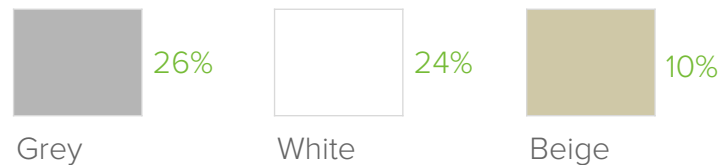
Charts below show frequency of upgraded kitchen cabinets types and storage types, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.



TOP STORAGE UPDATES



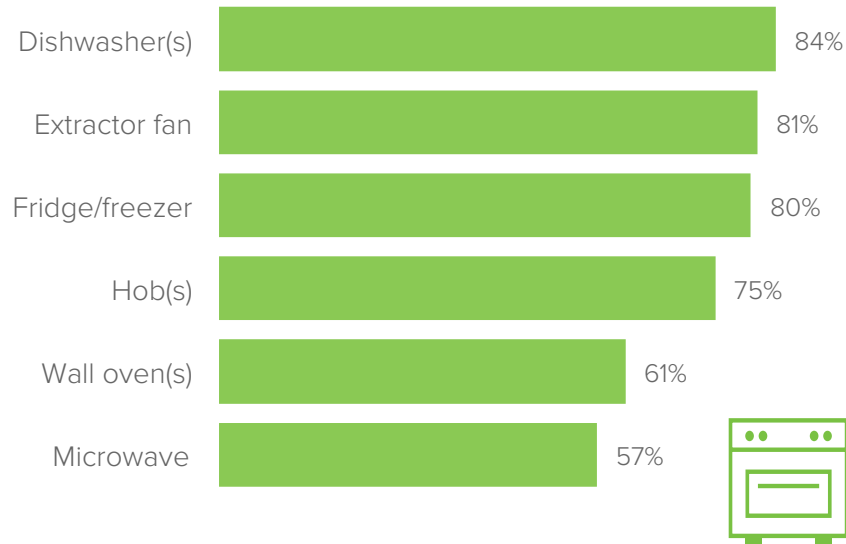
TOP UPGRADED CABINET COLOURS



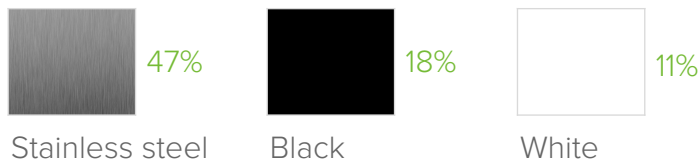
Appliances We Value in Our Kitchens

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 COLOURS



NEW TOP HIGH-TECH APPLIANCE FEATURES

17%

Colour touch screen

11%

Wireless control

TOP NEW COOKTOP TYPES

32%

Induction

31%

Gas

21%

Electric

16%

Gas/electric combo

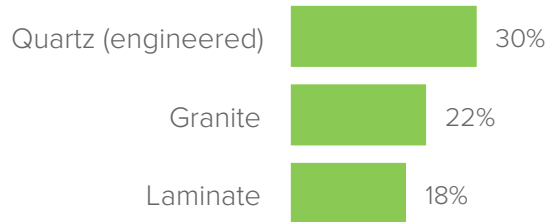
Materials We Choose in Our Kitchens

Charts below show frequency of upgraded worktop 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.

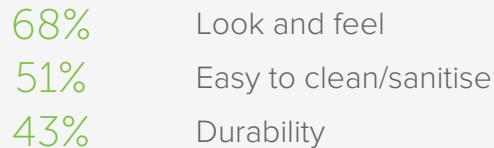
TOP KITCHEN WORKTOP CHOICES

Among the 89% of homeowners who updated worktops

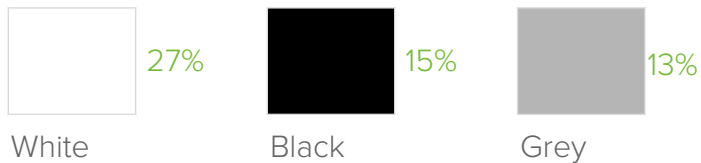
TOP MATERIALS



TOP PURCHASE MOTIVATIONS



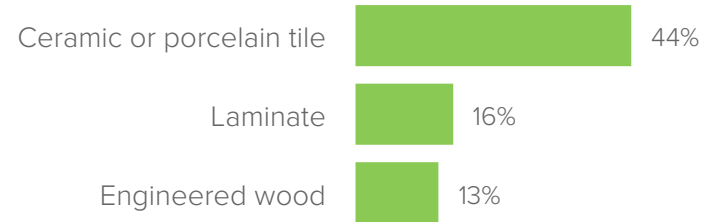
TOP COLOURS



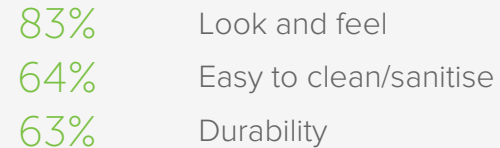
TOP KITCHEN FLOORING CHOICES

Among the 80% of homeowners who updated flooring

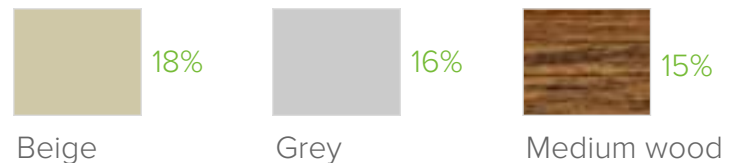
TOP MATERIALS



TOP PURCHASE MOTIVATIONS

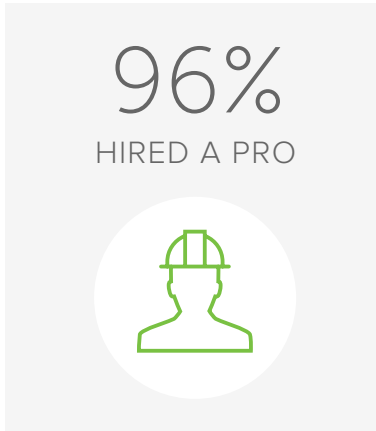


TOP COLOURS

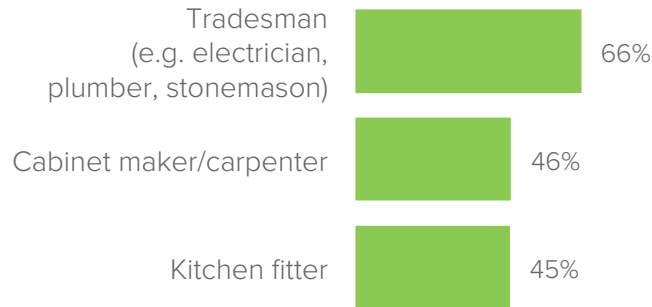


Who We Hire and How We Budget Our Kitchen Updates

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

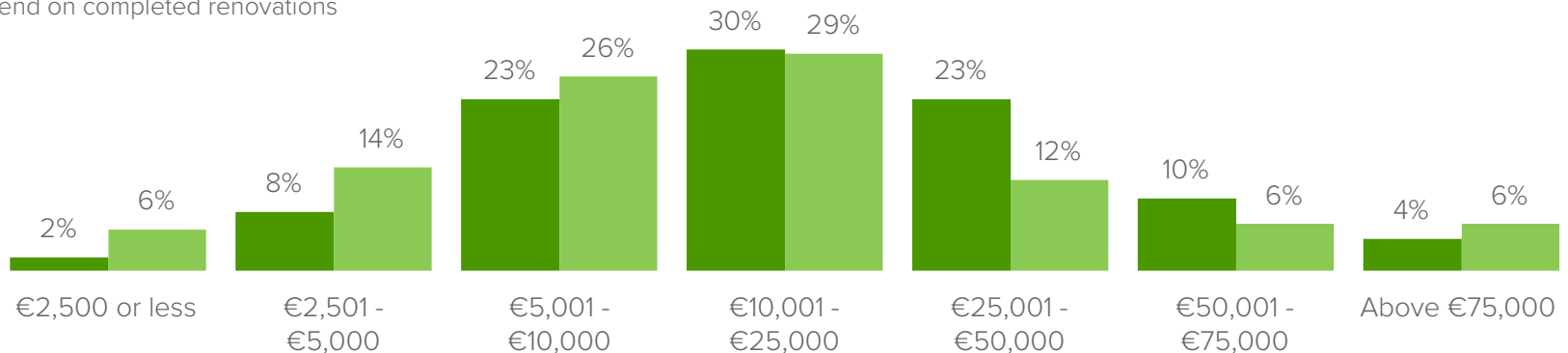


TOP PROS HIRED



BUDGET VS. SPEND

■ Budgets for current/planned renovations
■ Spend on completed renovations

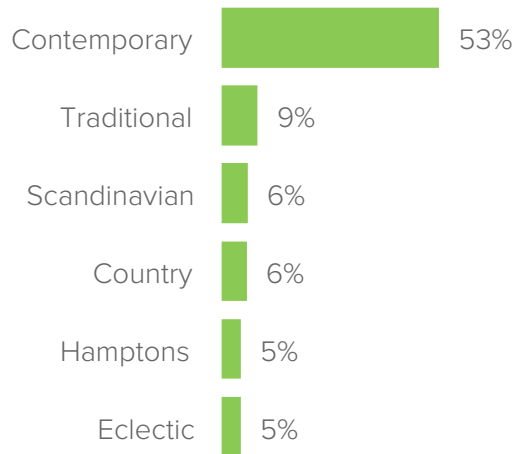


How We Are Styling Our Kitchens

Charts below show frequency of updated kitchen styles and lighting fixture choices, 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.

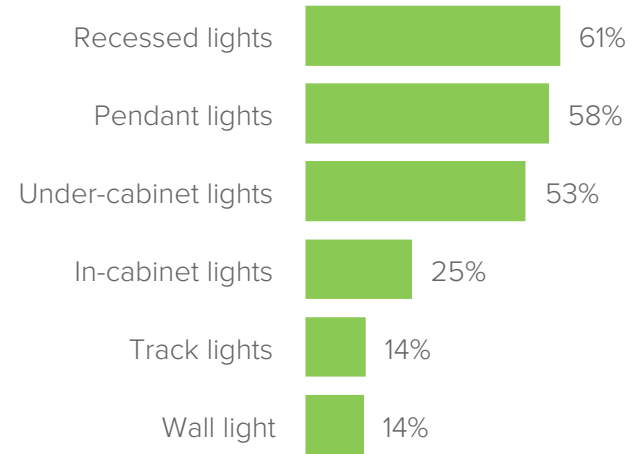
TOP KITCHEN STYLE CHOICES

Among the 87% of homeowners who updated style



TOP LIGHTING CHOICES

Among the 84% of homeowners who updated lighting fixtures



TOP STYLES PRIOR TO UPGRADES

36%

Traditional

28%

No particular style

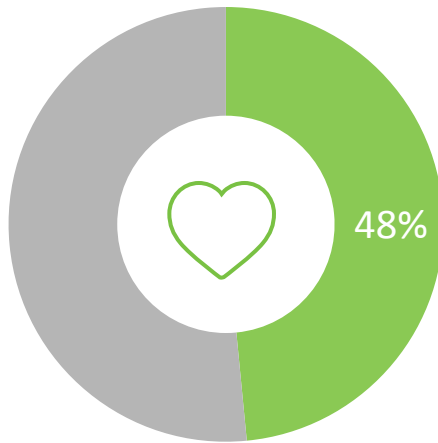
13%

Contemporary

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.

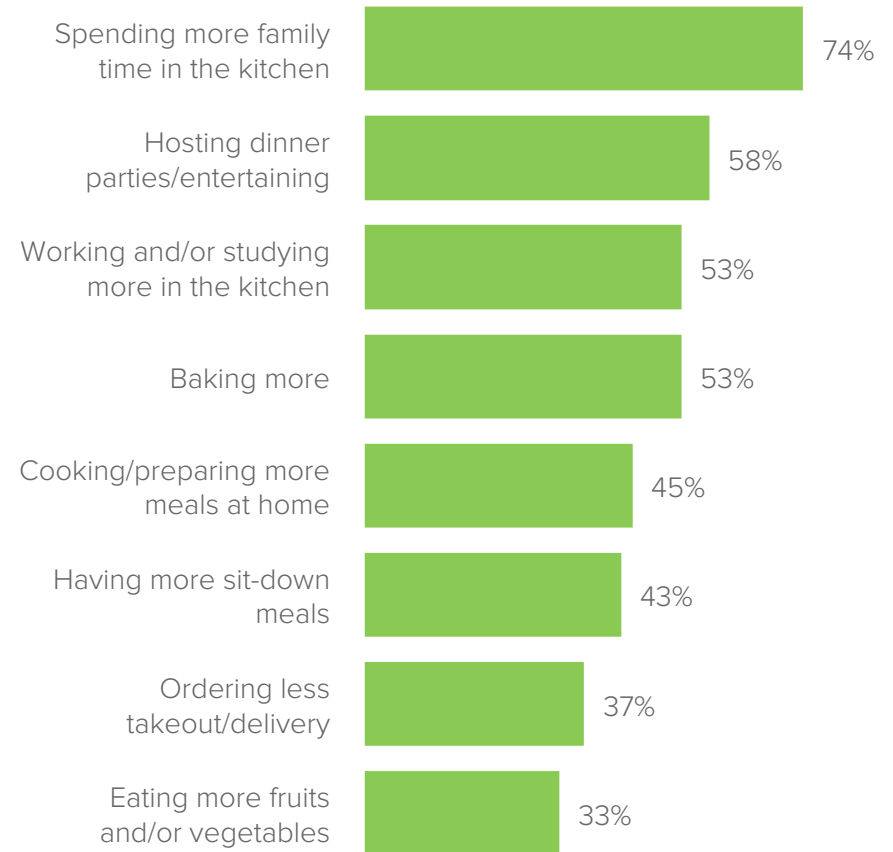
CHANGE TO A HEALTHIER LIFESTYLE



FREQUENCY OF COOKING MEALS AT HOME

96%	5+ days a week
4%	3-4 days a week
0%	<3 days a week

CHANGES IN LIFESTYLE



Methodology

The survey was sent to registered Houzz users in Ireland, 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=500.

Links to Resources on Houzz Ireland

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Kitchen	Architects & Building Designers	Kitchen and Dining Furniture	Kitchen Tours
Dining Room	Cabinet Makers	Tableware	Kitchen Planning
Open-plan Kitchen	Design and Build Firms	Large Kitchen Appliances	Kitchen Ideas
Enclosed	Home Builders	Small Kitchen Appliances	Dining Rooms
L-shape	Interior Designers	Kitchen storage and Organisation	
U-shape	Kitchen Designers and Fitters	Kitchen Gadgets and Tools	
Galley	Carpenters and Joiners	Kitchen & Table Linens	
Single-wall	Painters and Decorators	Cookware	
Contemporary Kitchen	Tiles and Worktops	Bakeware	
Traditional Kitchen		Kitchen Knives & Accessories	
Country Kitchen		Kitchen Cabinets	
		Kitchen Fixtures	