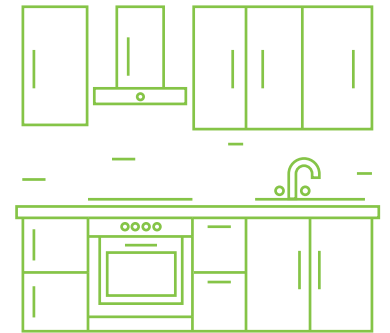


2017



HOUZZ KITCHEN TRENDS STUDY — NEW ZEALAND



Big Ideas



NEW KITCHEN, HEALTHY LIFESTYLE

Over a third of homeowners report leading a healthier lifestyle after a kitchen renovation, attributed to preparing more meals at home and ordering less takeaway.

LEADING WITH CONTEMPORARY AND WHITE

Contemporary and modern styles are the hallmark of the new kitchens (30% and 30% each). White cabinetry appears in a whopping half of updated kitchens (55%). More than half of new cabinetry is custom made (58%).

BIG BUDGETS

Almost a quarter of homeowners spent more than \$40K on their kitchen renovation. Nearly 40 percent spent between \$20K and \$40K.

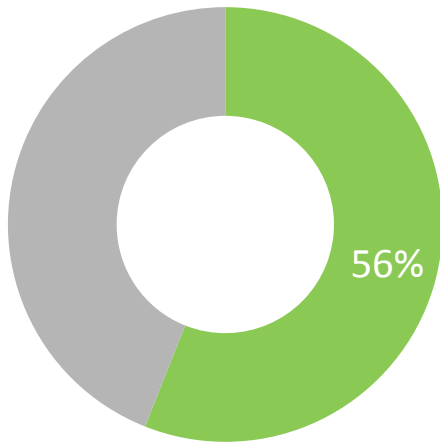
AN EVEN GREATER ROOM

Over half of kitchen renovators are increasing the room's size. Open concepts continue to be en vogue with 58% of new kitchens more open to other rooms and 36% more open to the outdoors.

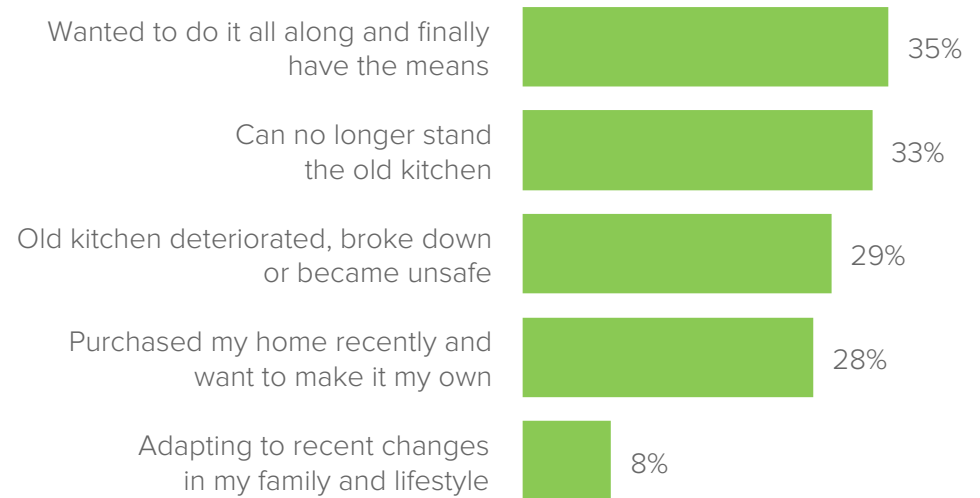
What And Why We Are Updating Our Kitchens

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.

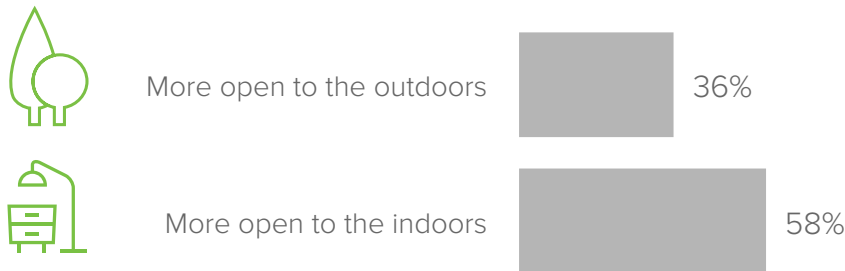
KITCHEN SIZE INCREASE



TOP EVENTS TRIGGERING KITCHEN UPDATE



KITCHEN OPENNESS TO NEARBY SPACES



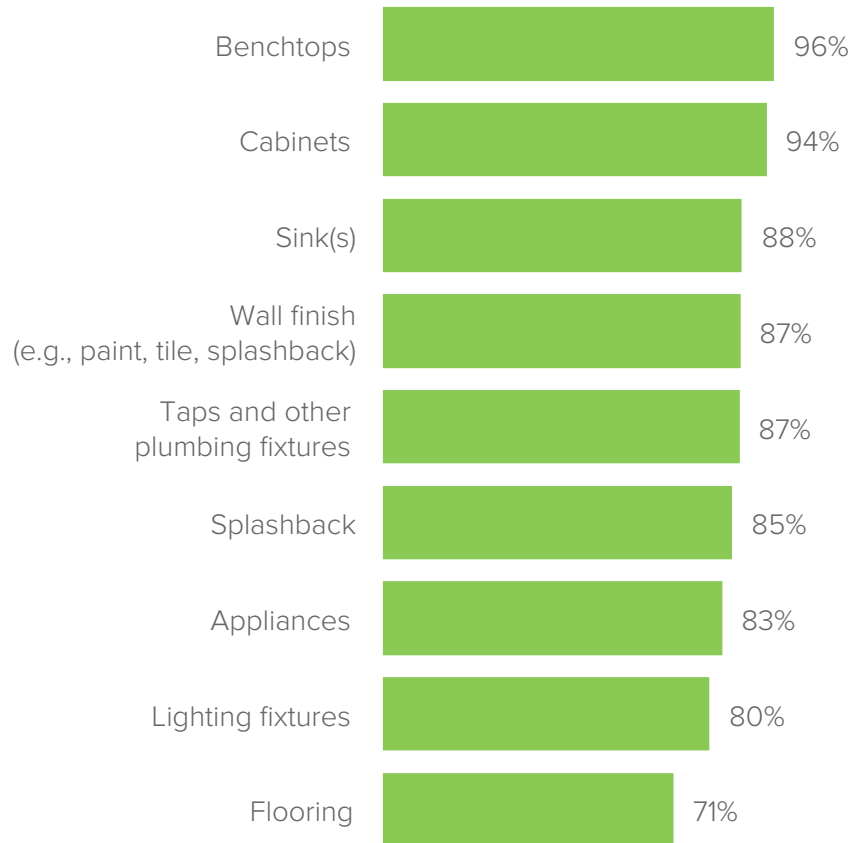
TOP LAYOUTS



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

16%

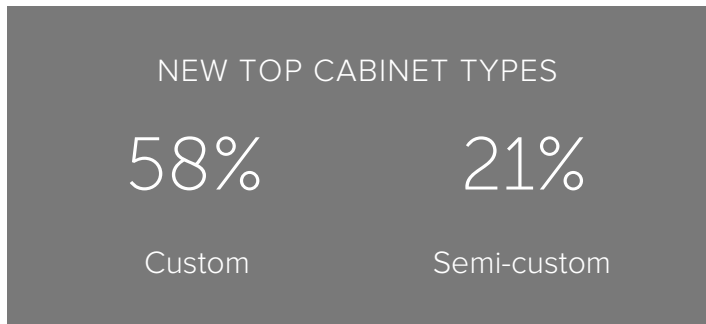
TV, computer screen, tablet etc.

TOP NEW BUILT-IN KITCHEN FEATURES

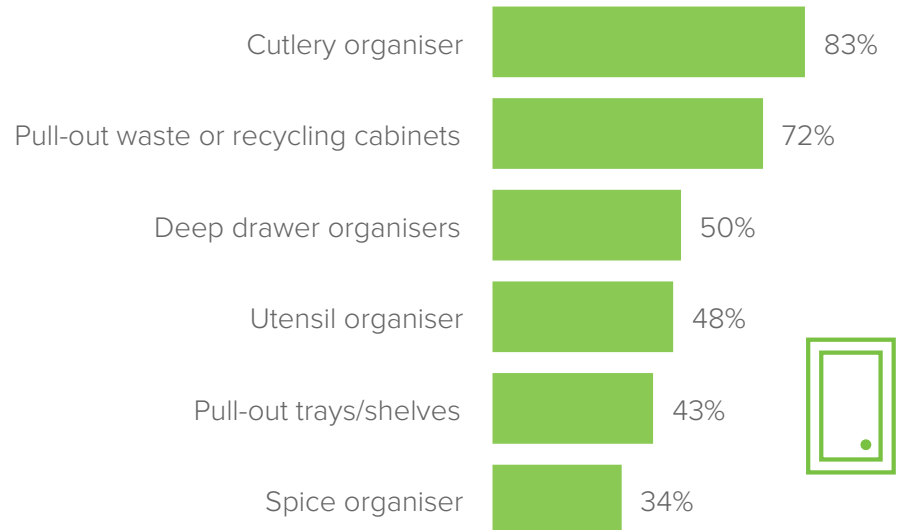
| | |
|-----|----------------------------|
| 42% | Pantry (cabinets) |
| 41% | Breakfast bar |
| 39% | Island |
| 28% | Pantry (reach-in cupboard) |
| 25% | Walk-in pantry |

What Cabinetry We Install in Our Kitchens

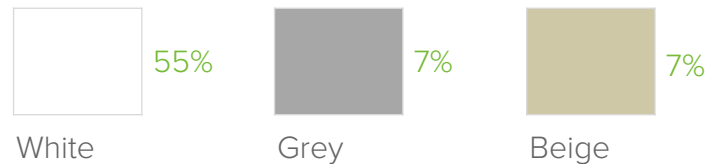
Charts below show frequency of upgraded kitchen cabinets types and storage types, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.



TOP STORAGE UPDATES



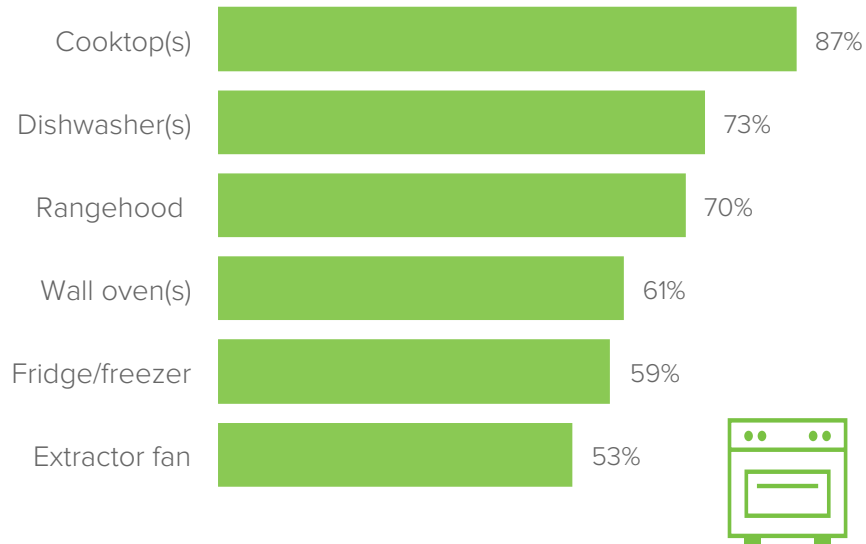
TOP UPGRADED CABINET COLORS



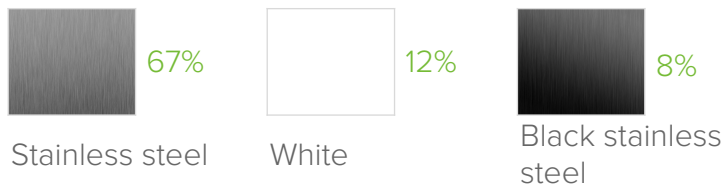
What Appliances We Value in Our Kitchens

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

17%

Colour touch screen

6%

Wireless control

TOP NEW COOKTOP/RANGE TYPES

42%

Induction

35%

Gas

16%

Electric

8%

Gas/electric combo

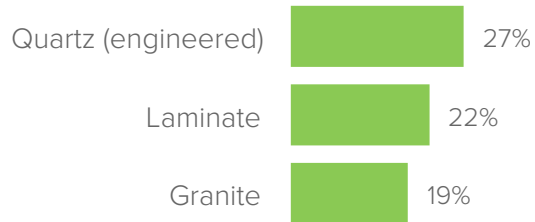
What Materials We Choose in Our Kitchens

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.

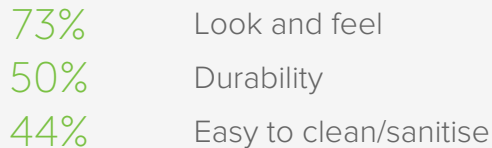
TOP KITCHEN BENCHTOP CHOICES

Among the 96% of homeowners who updated countertops

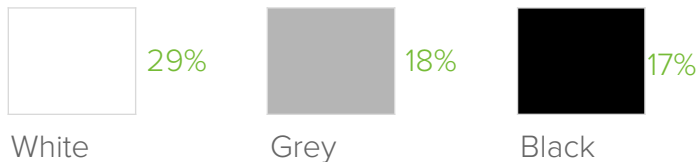
TOP MATERIALS



TOP PURCHASE MOTIVATIONS



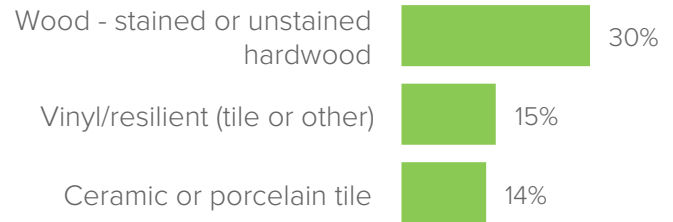
TOP COLORS



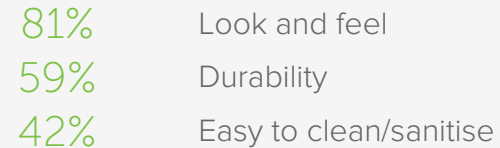
TOP KITCHEN FLOORING CHOICES

Among the 71% of homeowners who updated flooring

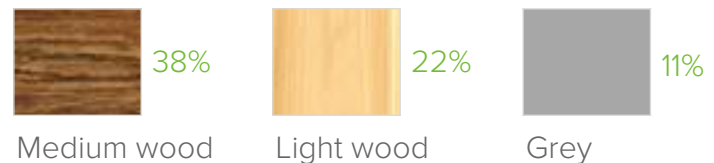
TOP MATERIALS



TOP PURCHASE MOTIVATIONS

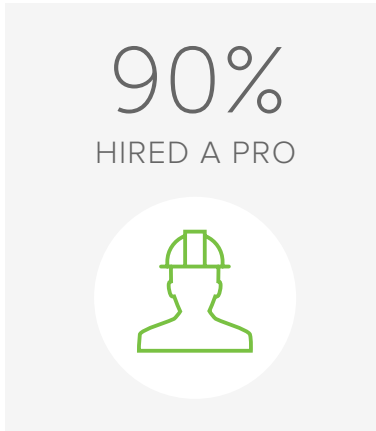


TOP COLORS

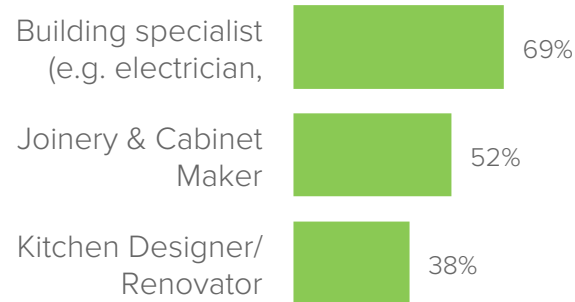


Who We Hire and How We Budget Our Kitchen Update

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

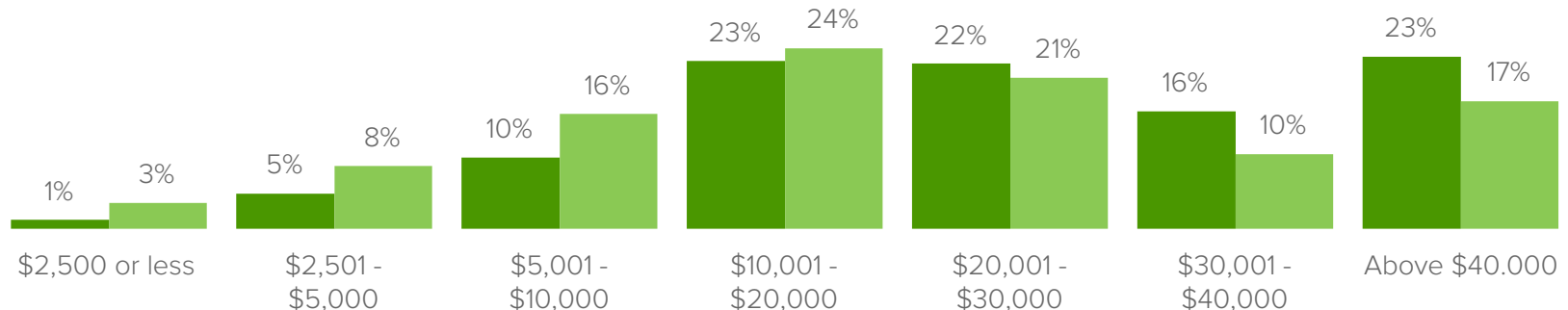


TOP PROS HIRED



BUDGET VS. SPEND

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

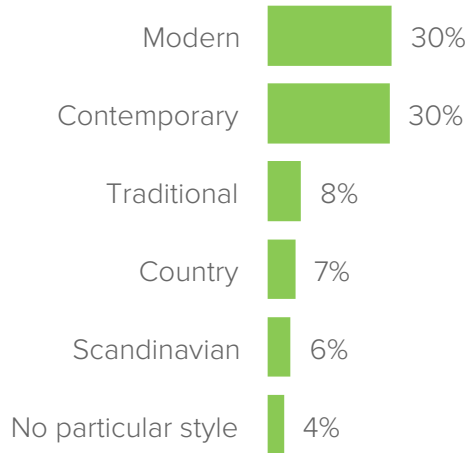


How We Are Styling and Lighting Our Kitchens

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.

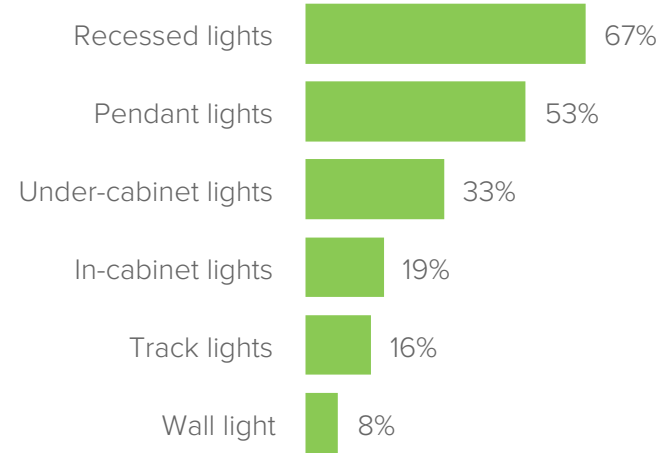
TOP KITCHEN STYLE CHOICES

Among the 85% of homeowners who updated style



TOP KITCHEN LIGHTING CHOICES

Among the 80% of homeowners who updated lighting



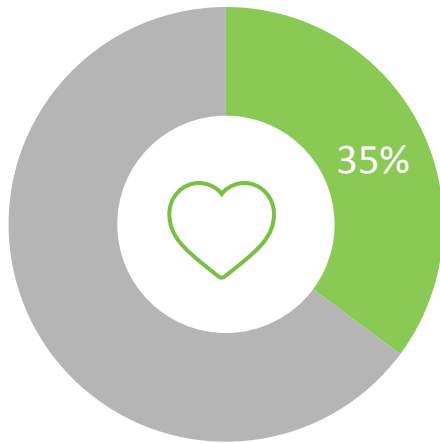
TOP STYLES PRIOR TO UPGRADES



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.

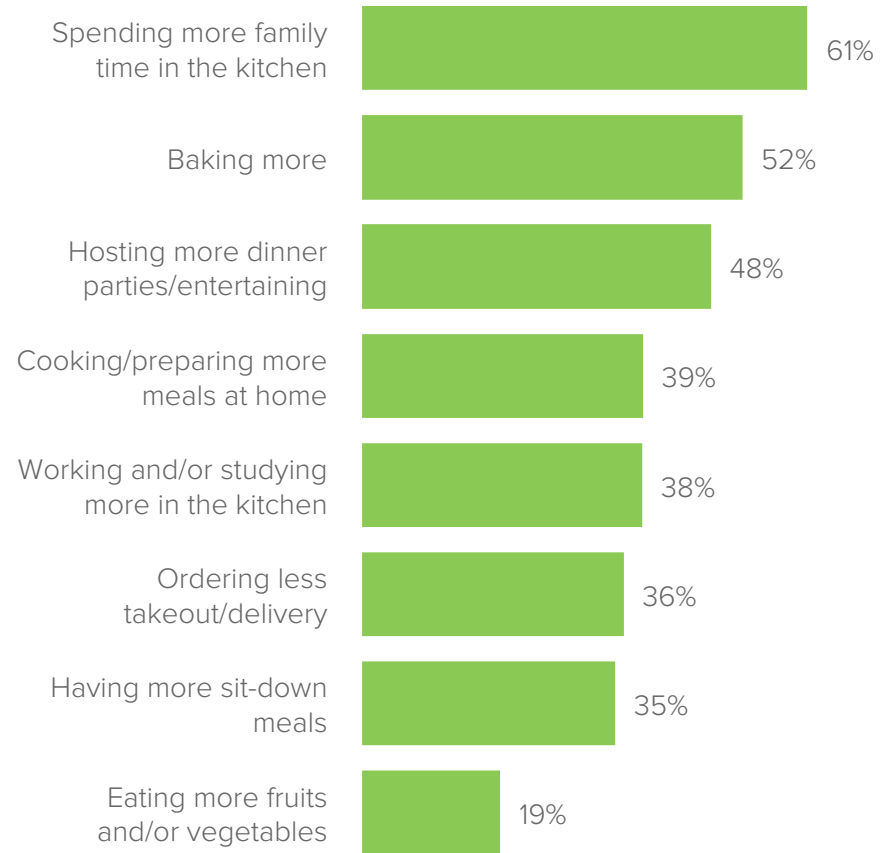
CHANGE TO A HEALTHIER LIFESTYLE



FREQUENCY OF COOKING MEALS AT HOME

| | |
|-----|-----------------|
| 92% | 5+ days a week |
| 6% | 3-4 days a week |
| 2% | <3 days a week |

CHANGES IN LIFESTYLE



Methodology

The survey was sent to registered Houzz users in New Zealand, 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=407

Links to Resources on Houzz New Zealand

| PHOTOS | FIND PROS | BROWSE PRODUCTS | ARTICLES |
|----------------------|---------------------------------|--------------------------------|------------------|
| Kitchen | Architects | Kitchen & Dining | Kitchen Ideas |
| Kitchen/dining | Home Builders | Major Kitchen Appliances | Kitchen Styles |
| L-shape | Architectural Designers | Small Kitchen Appliances | Kitchen Features |
| U-shape | Interior Designers & Decorators | Kitchen storage & Organisation | Small Kitchens |
| Galley | Design & Construction | Kitchen Tools & Gadgets | |
| Single-wall | Kitchen Designers & Renovators | Kitchen & Table Linens | |
| Contemporary Kitchen | Bathroom Designers & Renovators | Kitchen Knives & Accessories | |
| Modern Kitchen | Joinery & Cabinet Makers | Tile | |
| Transitional Kitchen | Carpenters | Kitchen & Cabinet Lighting | |
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