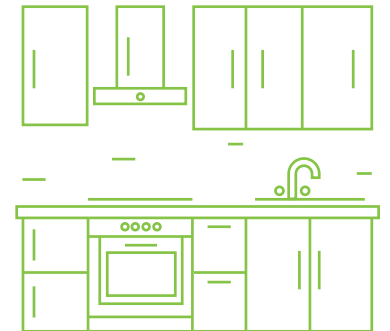


2018

HOUZZ KITCHEN TRENDS STUDY — NEW ZEALAND



Big Ideas

CUTTING THROUGH THE CLUTTER

Reducing clutter is one of the top motivations for upgrading cabinets during kitchen renovations. Most popular built-in cabinet storage includes cutlery organisers, deep drawer organisers, and pull-out waste or recycling cabinets.

LAMINATE ON THE RISE

Benchtops are the most common major feature to upgrade during kitchen renovations, followed by cabinets and sinks. Laminate has increased in popularity as the leading benchtop material and is most often chosen by homeowners between the ages of 25 and 34.

ENLARGING AND MAKING MORE OPEN

Nearly half of renovating homeowners increase the size of their kitchens during renovations, with those between the ages of 25 and 34 being the most likely to do so. More than half open their kitchen up to nearby rooms, and over a third open up to the outdoors.

KITCHEN COSTS

Kitchen renovation today average \$18,100, yet averages range between \$16,200 and \$19,600 depending on kitchen size. Over 20% of renovating homeowners spent over \$35,000 with those between the ages of 35 and 54 being the most willing to splurge.

Who We Are as Renovators

Charts below show characteristics of homeowners by home's purchase history and planned sale timing, overall and by homeowner's age, as well as the homeowners' age distribution, 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.

CHARACTERISTICS OF RENOVATING HOMEOWNERS

HOMEOWNER'S AGE KEY

25-34

35-54

55+

Breakdown of Homeowners by Age



PURCHASED HOME WITHIN
PAST 10 YEARS

65%



PLAN TO SELL HOME
WITHIN NEXT 10 YEARS

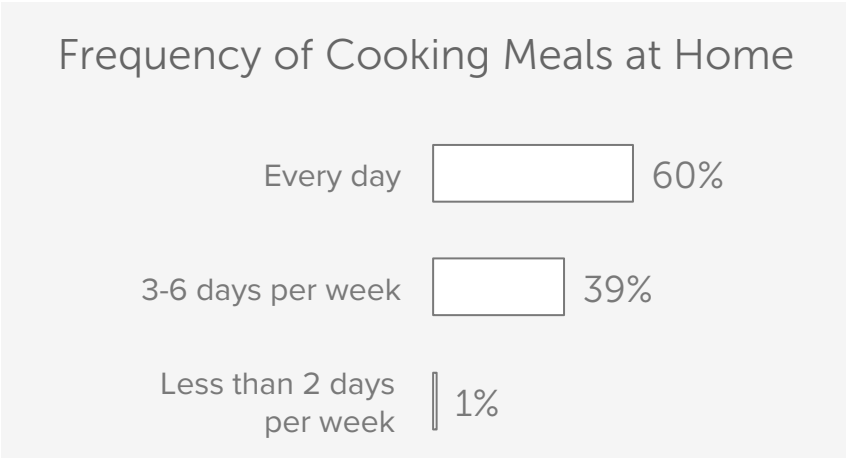
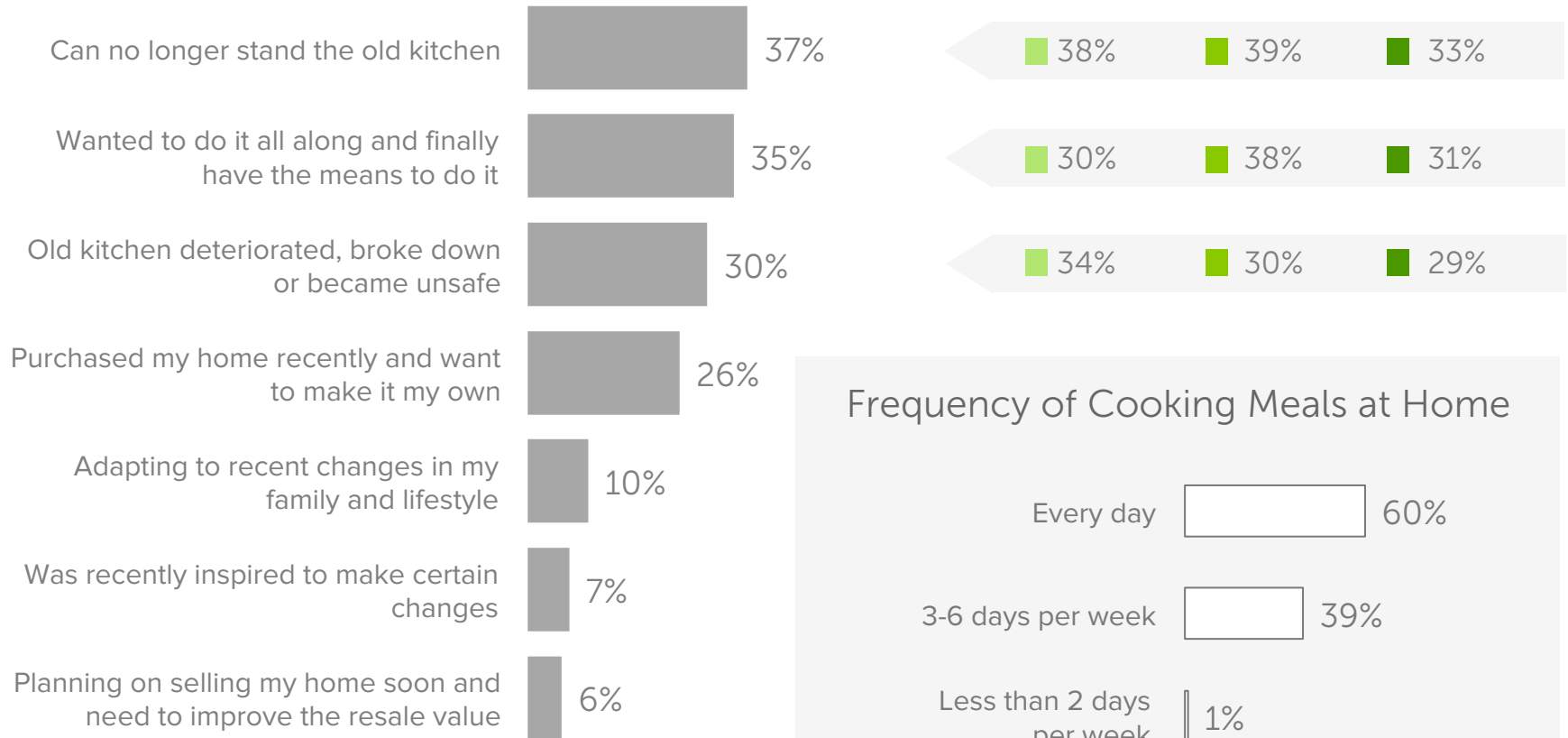
41%

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.

REASONS FOR STARTING KITCHEN RENOVATIONS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

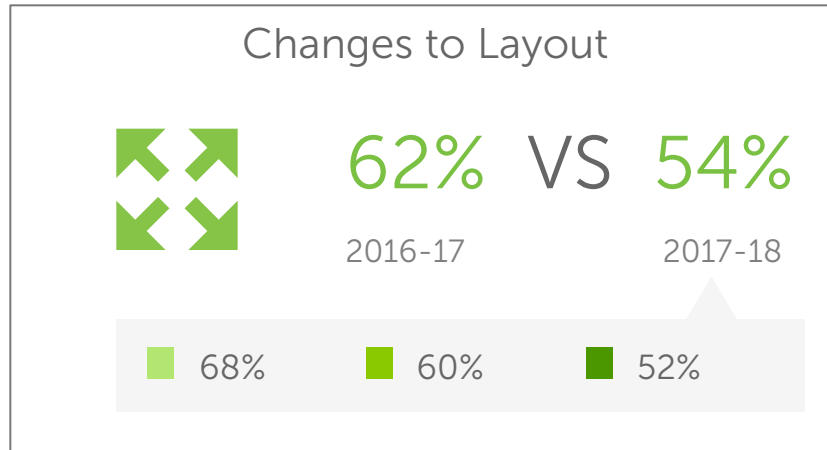


What Major Changes We Make in Our Kitchens

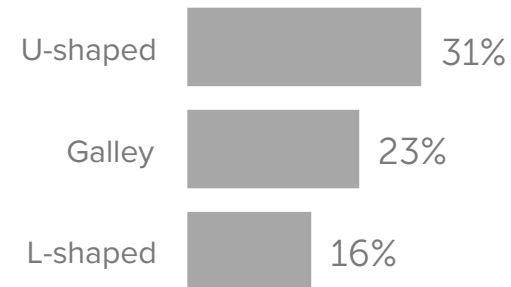
Charts below show frequency of making changes to the kitchen layout and openness to other spaces, as well as frequency of new layouts among 54% changing the layout, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

MAJOR UPDATES TO KITCHEN LAYOUTS

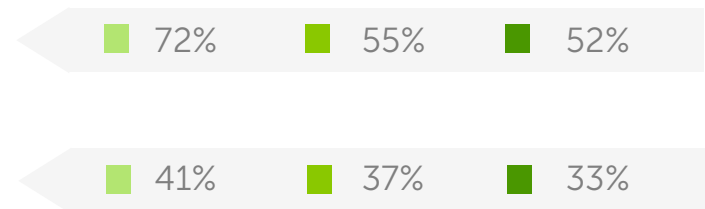
HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Top 3 New Layouts



Making The Kitchen More Open To Other Spaces

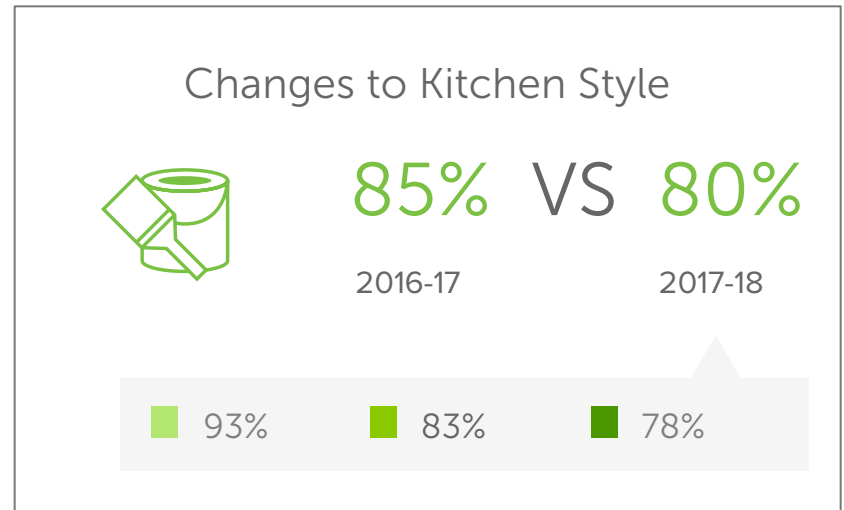


How We Design Our Kitchen

Charts below show frequency of new kitchen styles among 80% updating the 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

NEW KITCHEN STYLES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



What Major Features We Install in Our Kitchen

Charts below show frequency of new major kitchen elements 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.

NEW MAJOR KITCHEN FEATURES

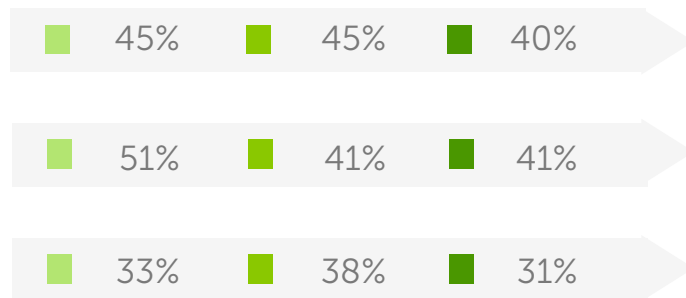
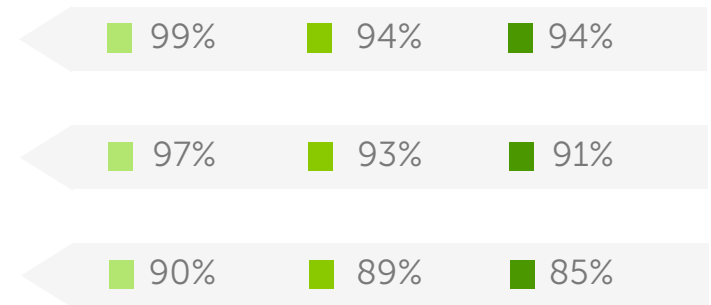
HOMEOWNER'S AGE KEY

25-34

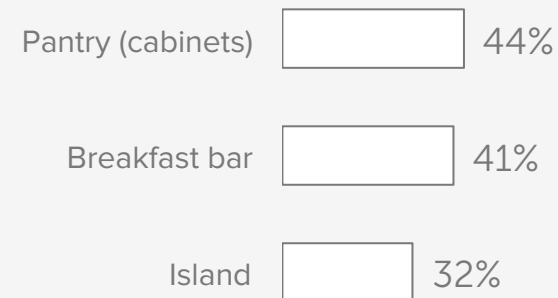
35-54

55+

Top 3 New Elements



Top 3 New Built-Ins



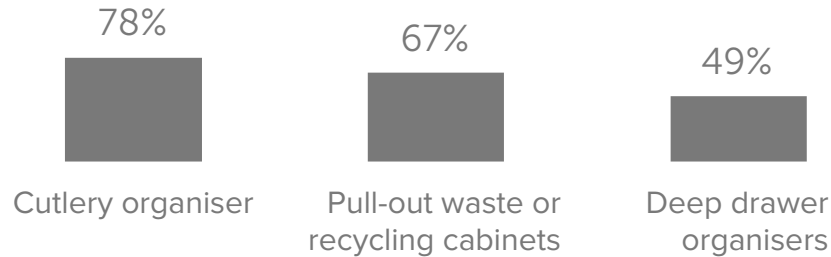
How We Update Our Kitchens: *Cabinets*

Charts below show frequency of new kitchen cabinet types, as well as new cabinet storage types and storage motivations among 90% 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.

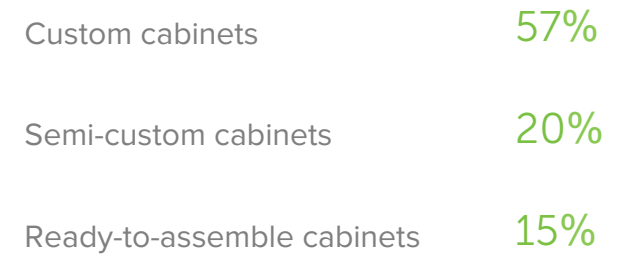
NEW KITCHEN CABINET FEATURES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

Top 3 Cabinet Storage Types



Top 3 Cabinet Types



Top 3 Cabinet Storage Motivations



#1 Cabinet Elements by Age

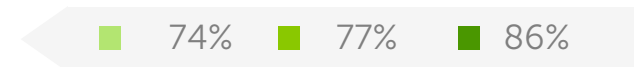
Cabinet Type:

Custom cabinets



Storage Type:

Cutlery organiser



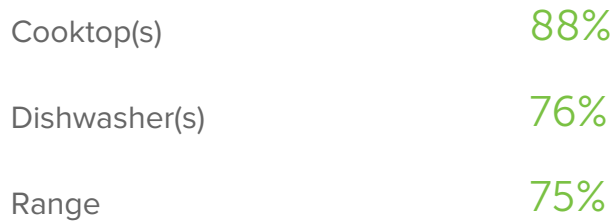
How We Update Our Kitchens: *Appliances*

Charts below show frequency of new kitchen appliance types and their high-tech features among 81% upgrading appliances, as well as new cooktop types among 93% upgrading cooktops or ranges, 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.

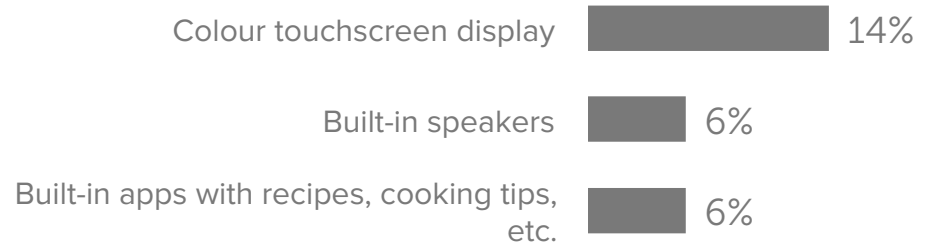
NEW KITCHEN APPLIANCE FEATURES



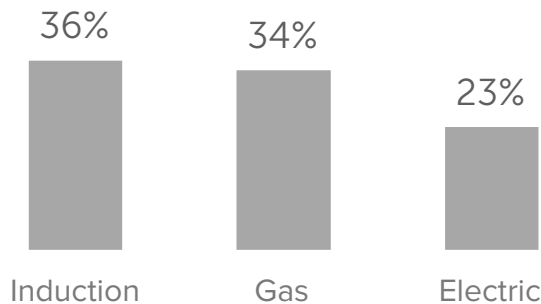
Top 3 Appliances Type



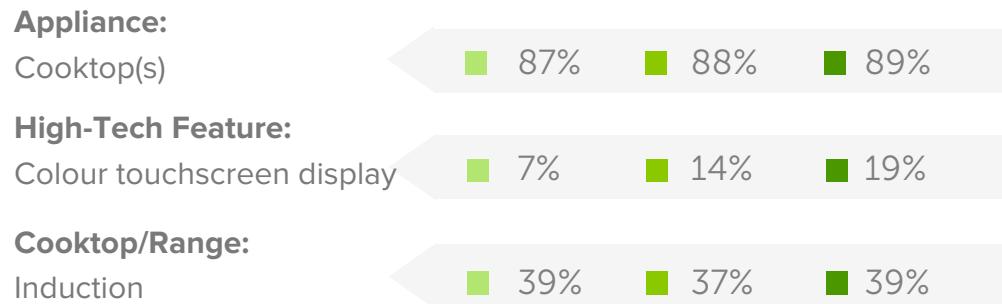
Top 3 High-Tech Appliance Features



Top 3 Cooktop/Range Types



#1 Appliance Elements by Age



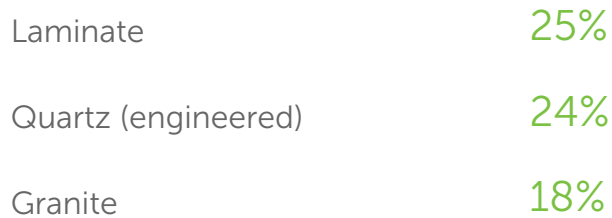
How We Update Our Kitchens: *Benchtops, Flooring & Lighting*

Charts below show frequency of new benchtop and flooring materials as well as lighting types, among 93%, 71% and 78% upgrading benchtops, flooring and lighting, respectively, 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.

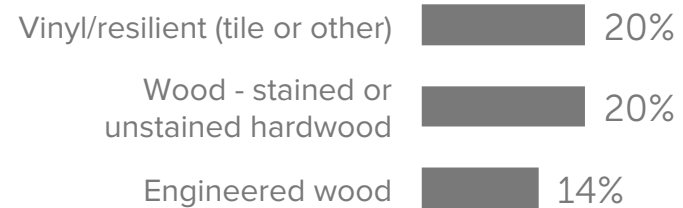
NEW KITCHEN FINISHES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

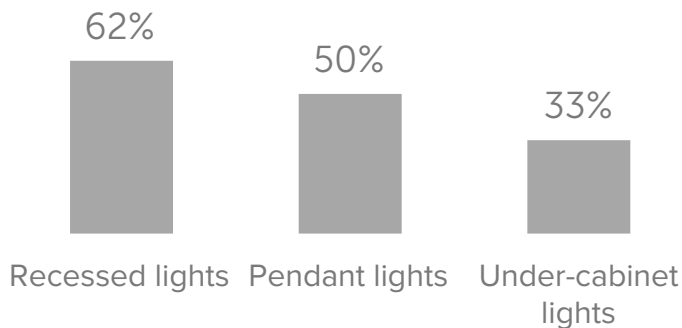
Top 3 Benchtop Materials



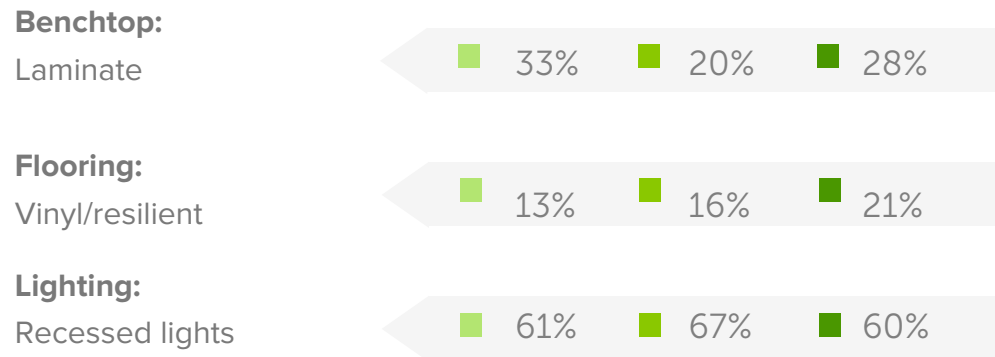
Top 3 Flooring Materials



Top 3 Lighting Types



#1 Kitchen Finish by Age

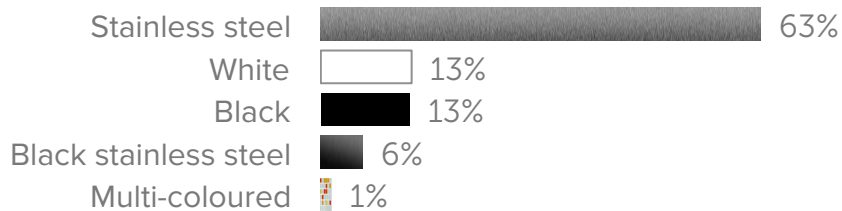


How We Add Colour in Our Kitchens

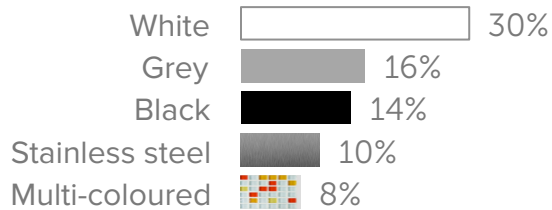
Charts below show frequency of colours of appliances, cabinets, countertops, backsplash, floors, and walls, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

DOMINANT COLOURS IN UPDATED KITCHENS

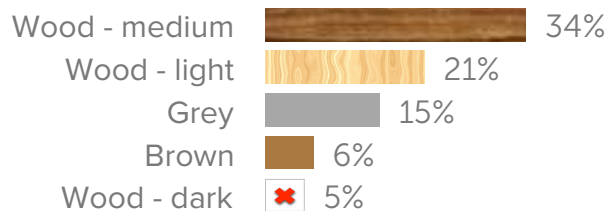
Appliances



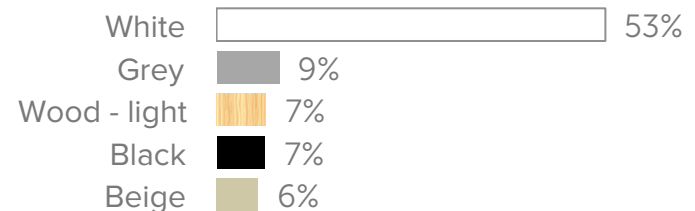
Countertops



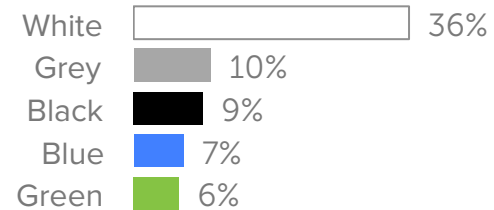
Floors



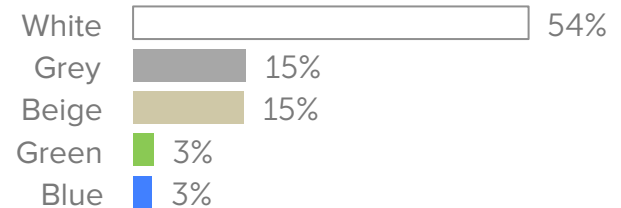
Cabinets



Backsplash



Walls

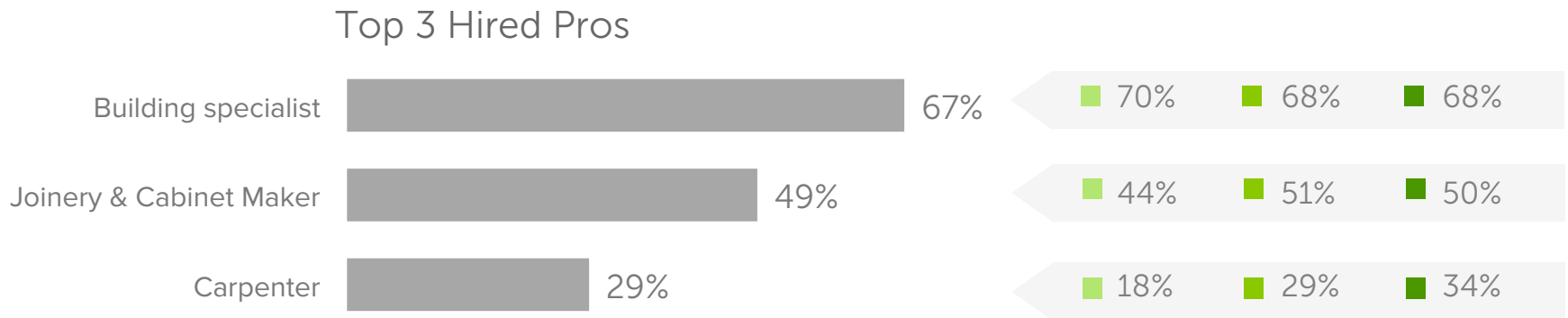
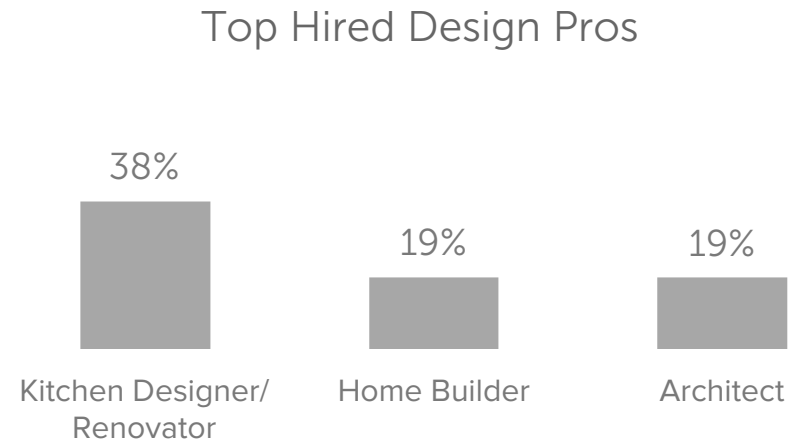
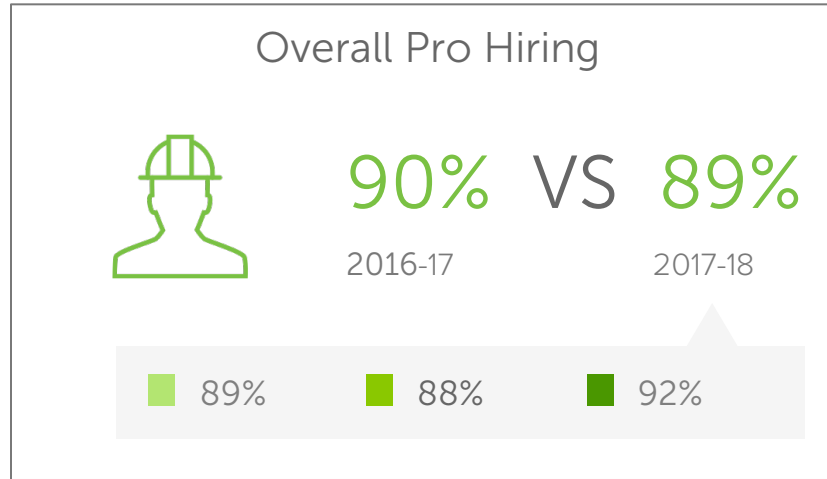


Who We Turn to For Renovations Help

Charts below show frequency of professional hiring, 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.

HIRING PROFESSIONAL HELP

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

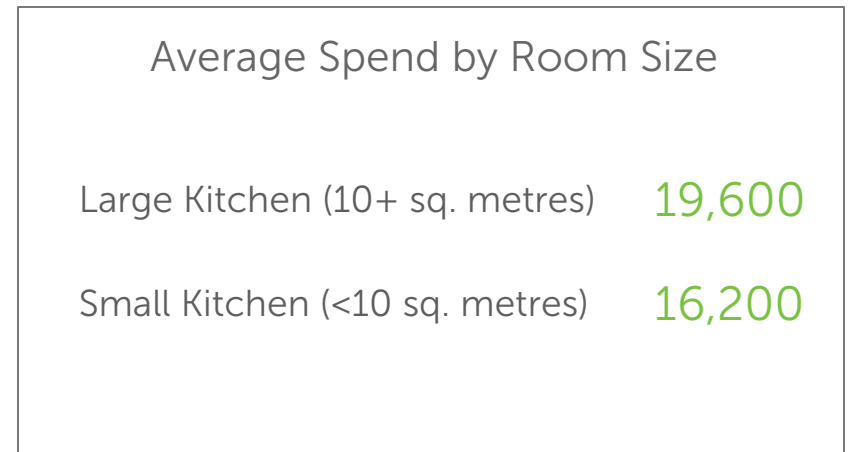
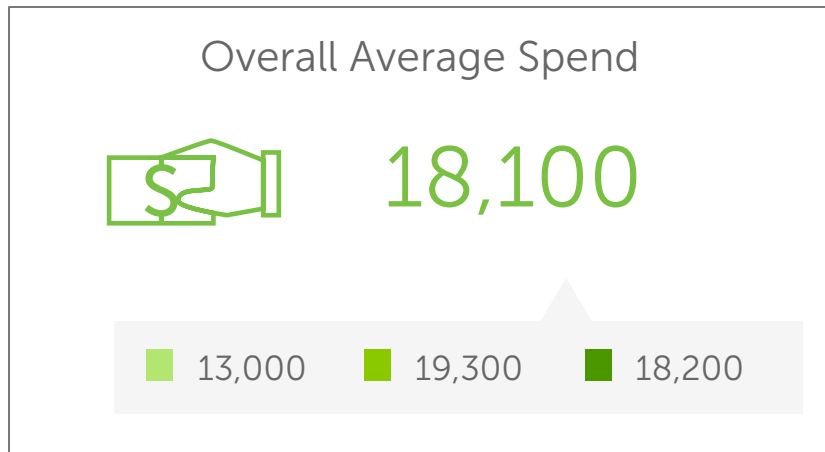


How Much We Spend on Our Kitchens

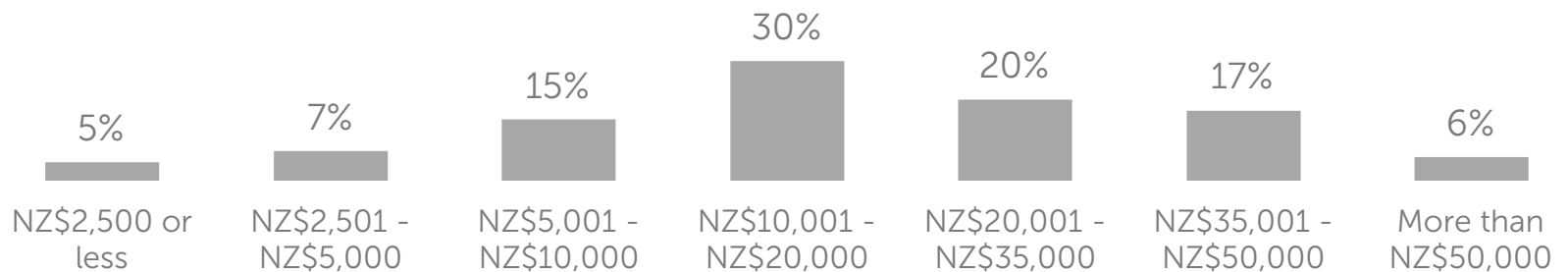
Charts below show the average spend on kitchens renovated in 2015-2016 (Source: New Zealand Houzz and Home 2016-17 Studies); as well as the planned kitchen budget, as reported by homeowners who are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

SPEND AND BUDGET ON KITCHEN RENOVATIONS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



Budget For Current/Planned Renovations



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 in New Zealand regarding kitchen renovation projects, fielded between 18 September and 29 September, 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 646 respondents with a kitchen project. Additionally, when reporting findings by homeowners' age, the sample combines data from this and last year's survey (see [last year's report](#) for more information), with 87, 515, and 402 respondents falling in the 25-34, 34-54, and 55+ age groups, respectively. The final data were reviewed to ensure representativeness of the Houzz user populations.

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	