

2023 U.S. Houzz Kitchen Trends Study



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Big Ideas



Sustainability Influences Choices

The vast majority of homeowners (92%) incorporate sustainable features during a kitchen renovation. Popular choices include LED bulbs (65%), energy-efficient appliances (61%), water-efficient fixtures (34%) and energy-efficient windows (27%). Plus, nearly half of homeowners (47%) opt for a timeless design as a sustainable choice during renovations. While the most frequently cited reason for incorporating sustainable options is long-run cost-effectiveness (74%), making environmentally friendly choices is also top of mind for 3 in 5 renovating homeowners (54%).

Cabinet Styles Shift

While Shaker-style cabinet doors remain the most popular choice for kitchens, the percentage of homeowners choosing them is 3 points lower this year than last year, now standing at 61%. In contrast, flat-panel doors are on the upswing, with 1 in 5 renovators (20%) opting for them, up 3 percentage points from last year. When it comes to cabinet pulls, bar pulls are by far the most popular (72%), followed by knobs (34%) and cup pulls (10%). Six percent of renovators chose no cabinet pulls at all.

Wood Cabinets Gain Popularity

White cabinets remain the most popular choice in renovated kitchens (40%), followed by wood-tone cabinets, which gained 3 percentage points and now stand at 24%. Among the 46% of homeowners who select an island cabinet color that contrasts the color of the main cabinets, the popularity of blue and gray declined slightly (to 24% from 26%, and to 15% from 18%, respectively), while black, medium-tone wood and dark wood saw increases (to 12% from 10%, to 12% from 10% and to 11% from 6%, respectively).

Pro Hiring Remains Strong

The overwhelming majority (84%) of homeowners still work with a pro for their project, though this percentage is down slightly from 2022, when it was 89%. Hiring of cabinetmakers increased for the fourth consecutive year (it's at 32% this year, having steadily increased from 26% in 2020). General contractors remain in the highest demand for kitchen remodeling, hired by 50% of renovators; other popular hired pros include kitchen designers (22%), interior designers (15%), architects (11%) and kitchen remodelers (11%). Three percent of homeowners hire professionals to advise on eco-friendly options.

Electronic Upgrades Abound

Electronics for the kitchen are increasing in popularity; choices include docking stations (up 9 percentage points, to 49%), wireless speakers (up 11 percentage points, to 37%) and stereo systems (up 10 percentage points, to 20%). Meanwhile, 51% of homeowners install faucets with high-tech features, such as water efficiency (24%) and touch-only or touch-free activation (23%); and 39% install appliances with high-tech features, including Wi-Fi connectivity and smartphone/tablet controls (25% and 24%, respectively).

Recessed Lights Surpass Undercabinet Lights

For renovated kitchens, recessed lights gained 6 percentage points this year, with 72% of renovators choosing them; they've now claimed the No. 1 spot from undercabinet lights. Interestingly, however, undercabinet lights also gained favor, rising by 3 percentage points to come in a close second (70%).

Scope & Spend



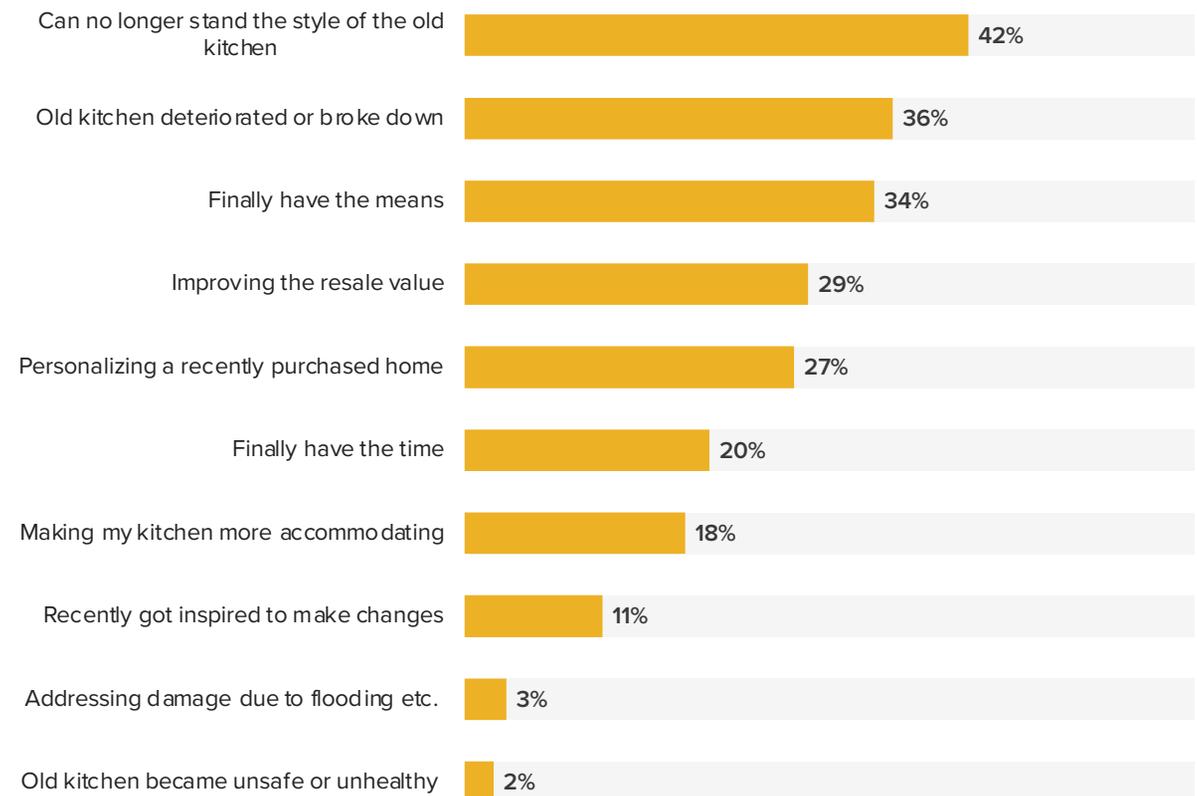
Style Changes Are Top Renovation Motive

Among renovating homeowners, 42% upgrade their kitchen because they can no longer stand the style of the old one. The second-most-common reason for renovations in 2023, cited by 36%, is that the kitchen deteriorated or broke down.

More than a third of homeowners (34%) cite “Finally have the means” as a trigger. And some kitchen upgrades are driven by necessity; 3% of renovators address damage due to unforeseen situations, while 2% address unsafe or unhealthy conditions.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

Events Triggering Kitchen Renovations*



Major Features Still Get Upgraded the Most

The top three kitchen upgrades remain countertops (chosen by 90% of renovating homeowners), backsplashes (84%) and sinks (83%), although these features are being renovated by a slightly smaller share of homeowners in 2023 compared with 2022.

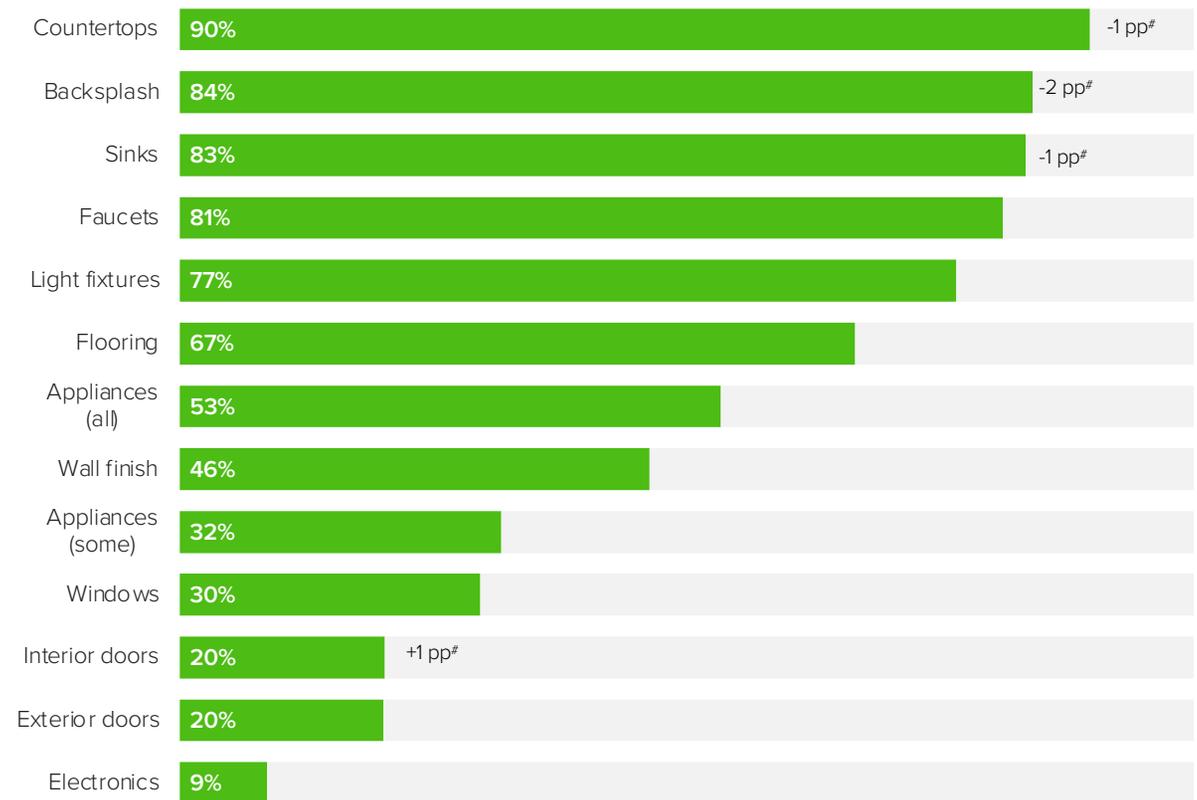
One in 5 homeowners also upgrades interior and exterior doors in the kitchen.

(See Appendix A for more information and year-over-year comparisons.)

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Features Upgraded During Kitchen Renovations*



Layout Changes Continue to Lead

The most popular kitchen element homeowners transform continues to be the layout (45%). Upgrading kitchen systems is almost as popular, with about 2 in 5 homeowners tackling that job.

Homeowners also don't shy away from modifying walls (36%), ceilings (11%) and floors (4%). And 4% even move the kitchen to a different location.

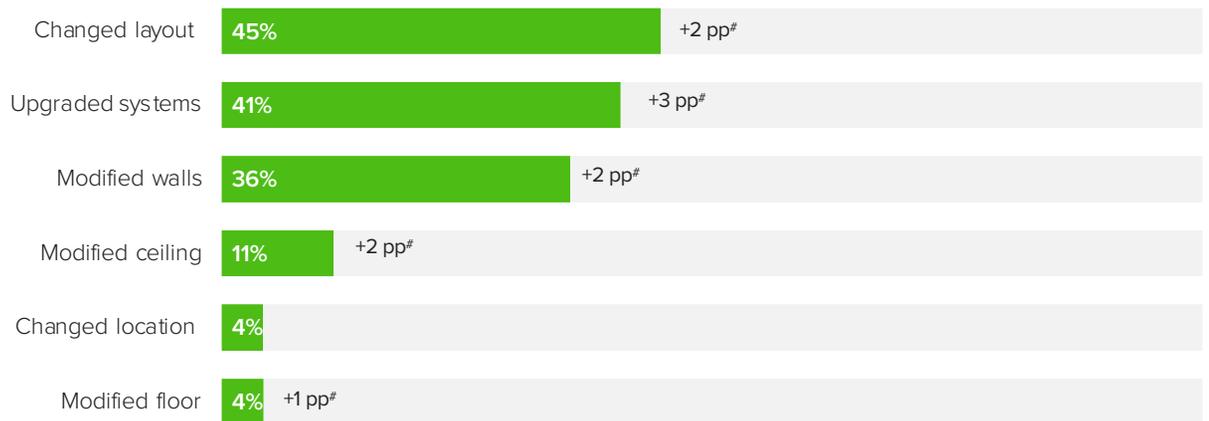
Many kitchens are increasing in size, with more than a quarter of homeowners (27%) making their kitchen somewhat larger as part of the renovation. And 6% of renovators end up with a significantly larger kitchen, increasing the size by more than 50%.

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Major Changes During Kitchen Renovations*



Change in Size of Renovated Kitchen*

| | | |
|--------------------------------------|--------|------------|
| About the same | -4 pp# | 66% |
| Somewhat larger (up to 50%) | +3 pp# | 27% |
| Significantly larger (more than 50%) | | 6% |

Final Size of Renovated Kitchen*

| | | |
|---------------------------|--------|------------|
| Less than 100 square feet | +2 pp# | 14% |
| 100 to 199 square feet | | 35% |
| 200 square feet or more | | 51% |

Minor Remodels Draw Larger Median Spend

The median spend on minor remodels has increased by \$4,000 year over year, regardless of the size of the kitchen. It is now \$14,000, compared with \$10,000 the previous year; homeowners spend \$15,000 on a minor remodel of a larger kitchen and \$13,000 on a smaller kitchen.

The median spend on major remodels, during which at least all of the cabinets and appliances are replaced, is \$45,000 — three times more than the median spend on minor remodels.

Interestingly, the median spend on major remodels of larger kitchens (250 or more square feet) remains unchanged from the previous year, at \$50,000.

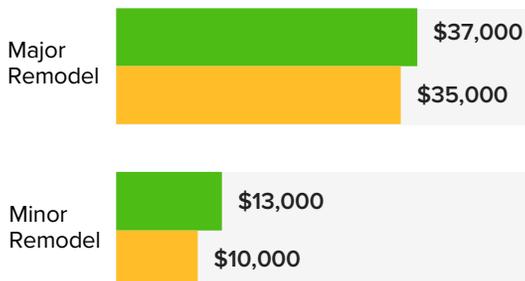
*Median spend reflects spend of homeowners who completed a kitchen remodel by mid-2022 (2023 study) and by mid-2021 (2022 study).

**Major kitchen remodel refers to a remodel in which at least all of the cabinets and appliances are replaced. Minor kitchen remodel refers to all other remodels.

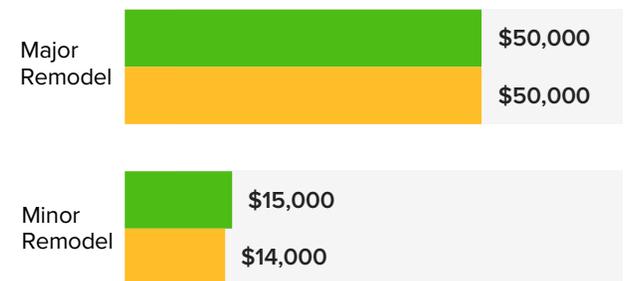
National Median Spend* for Major and Minor Kitchen Remodels**



Smaller Kitchen (< 250 square feet)



Larger Kitchen (250+ square feet)



Open Kitchens See Strong Gains

Following a dip in the trend of open kitchens last year, this year renovators are once again more likely to open their kitchen to other interior spaces (40%, up from 38% in 2022) and outdoor spaces (20%, up from 18% in 2022).

The most popular choice for kitchens newly open to interior spaces still is to have no wall separation, although that option declined in popularity by 4 percentage points from the previous year. For the transition between the kitchen and outdoor areas, the most common choice is double doors or a row of doors; nearly half of homeowners (46%) go this route.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study) and 2020-21 (2021 study).

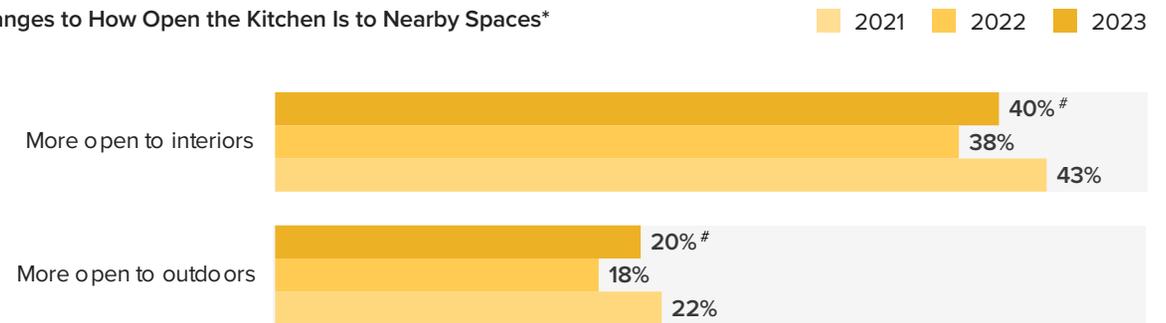
**Percentages reflect proportion of homeowners who are making, or have made, the kitchen more open to nearby interior spaces as part of a completed, current or planned kitchen renovation during 2022-23.

***Percentages reflect proportion of homeowners who are making, or have made, the kitchen more open to outdoor spaces as part of a completed, current or planned kitchen renovation during 2022-23.

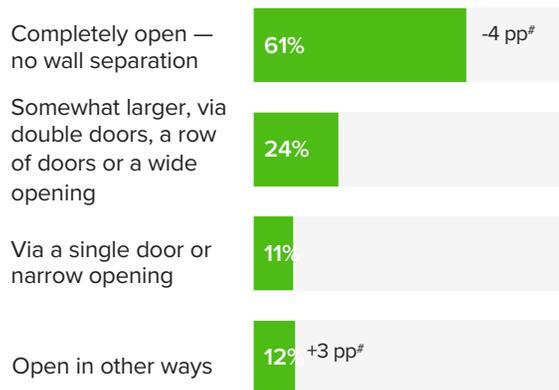
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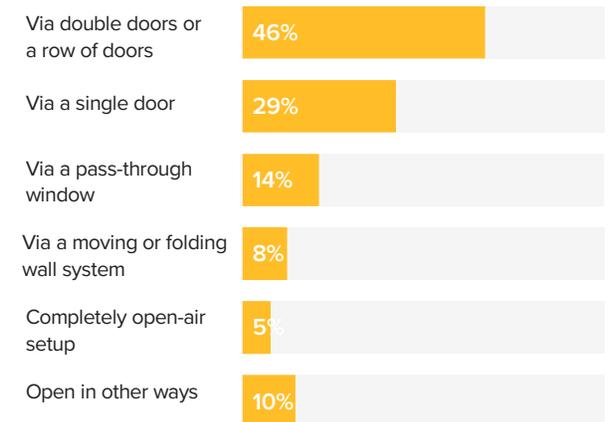
Changes to How Open the Kitchen Is to Nearby Spaces*



New Opening to Nearby Interiors**



New Opening to Outdoors***



L Shape Is Top Kitchen Layout

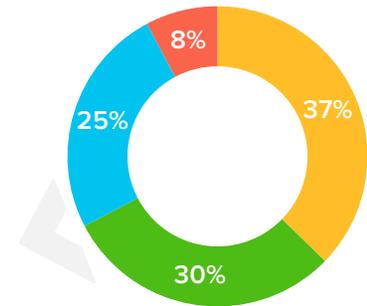
Among the 45% of homeowners changing their kitchen's layout, L-shaped (40%) and U-shaped (31%) kitchens are the most popular styles. Far fewer homeowners opt for a galley layout (11%) or single-wall setup (8%).

The majority of renovating homeowners (55%) either add an island or upgrade an existing one, while more than a third (37%) have no island at all. Relatively few renovators (8%) keep their island as is.

Island Changes During Kitchen Renovations*

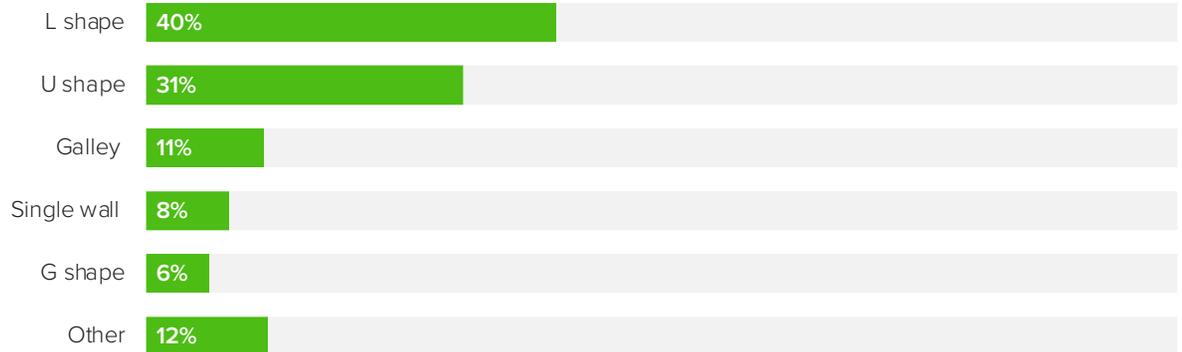
- No change, no island
- Add an island
- Upgrade an existing island
- No change, keep island as is

55%
Add an island or upgrade an existing island



New Layout Among Those Changing Layout**

45%
Change kitchen layout



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

**Percentages reflect proportion of homeowners who are changing, or have changed, the kitchen layout as part of a completed, current or planned kitchen renovation during 2022-23.

Partial Cabinet Upgrades Include Adding More

The percentage of homeowners who partially upgrade their kitchen cabinets remains unchanged this year, at 29%. The most popular partial cabinet upgrade is refinishing the exteriors, with 54% of renovators choose that option — although that percentage is down by 10 points this year. Only 13% refinish the interiors.

Notably, the share of homeowners adding some cabinets during a partial upgrade is up by 5 percentage points. Replacing only the doors and replacing only some of the cabinets also are popular choices, at 20% each.

The majority of homeowners (66%), however, continue to replace all the cabinets during a kitchen remodel.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

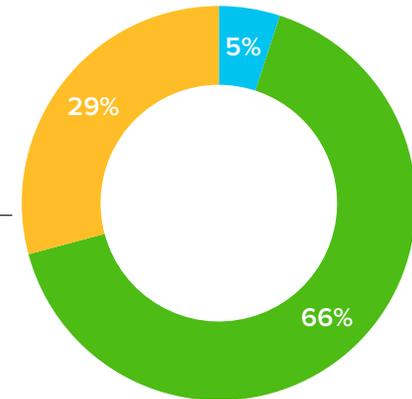
**Percentages reflect proportion of homeowners who are partially upgrading, or have partially upgraded, kitchen cabinets as part of a completed, current or planned kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

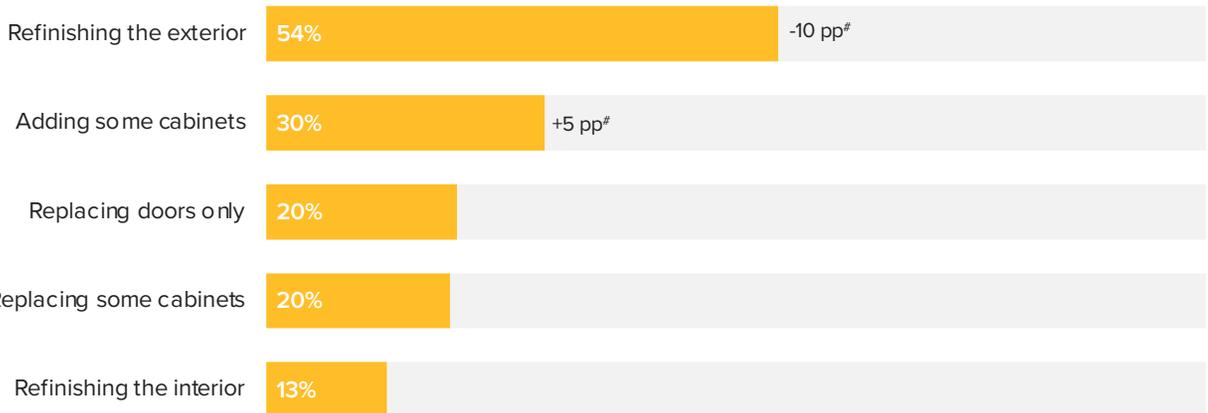
Cabinet Upgrades During Kitchen Renovations*

- Do not replace or upgrade cabinets
- Replace all cabinets
- Partially replace cabinets

29%
Partially replace cabinets



Types of Partial Cabinet Upgrades**



Reliance on Cabinetmakers Increases

For the fourth consecutive year, many homeowners are hiring cabinetmakers during kitchen renovations (32% in 2023, compared with 31% in 2022, 27% in 2021 and 26% in 2020).

Although pros still are in very high demand, the share of homeowners hiring them declined by 5 percentage points from a high of 89% in 2022. General contractors still are the most sought after, hired by half of homeowners (50%), although that percentage is down by 3 points from the previous year's peak — a significant decrease.

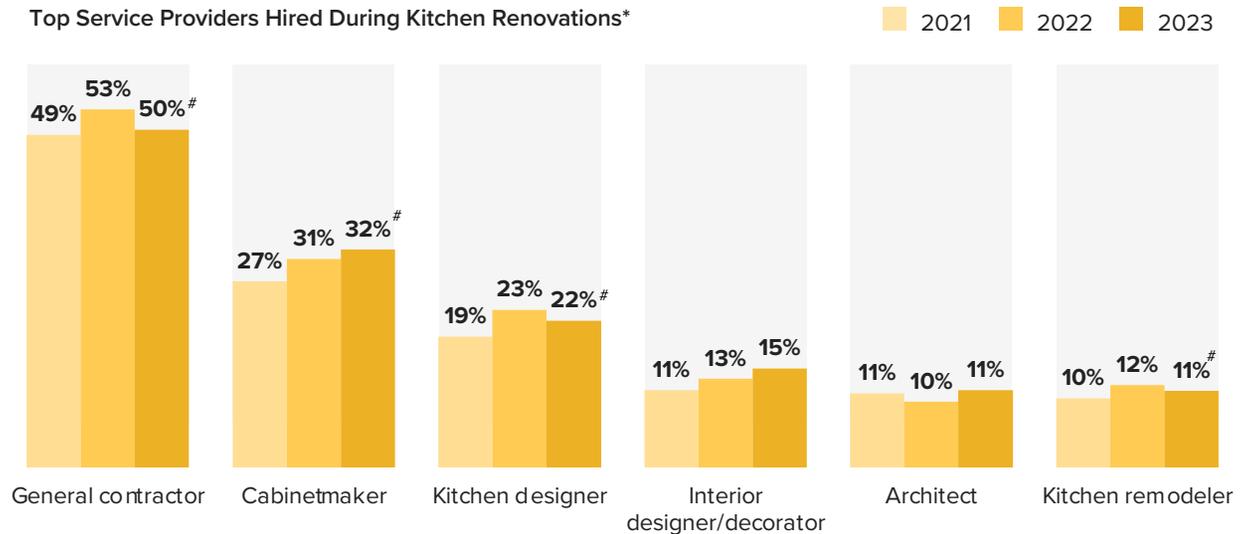
One in 5 homeowners also hires one or more pros directly, without relying on a project manager.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study) and 2020-21 (2021 study).

***Specialty service providers* refers to electricians, plumbers, tile specialists, cabinetmakers and other tradespeople. *Project manager* refers to general contractors and remodelers.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Top Service Providers Hired During Kitchen Renovations*



Overall Pro Hiring*

| | |
|------|------|
| 2023 | 84%# |
| 2022 | 89% |
| 2021 | 85% |

Hiring of Specialty Service Providers (Without a Project Manager)**

| | |
|------|-----|
| 2023 | 20% |
| 2022 | 18% |
| 2021 | 18% |

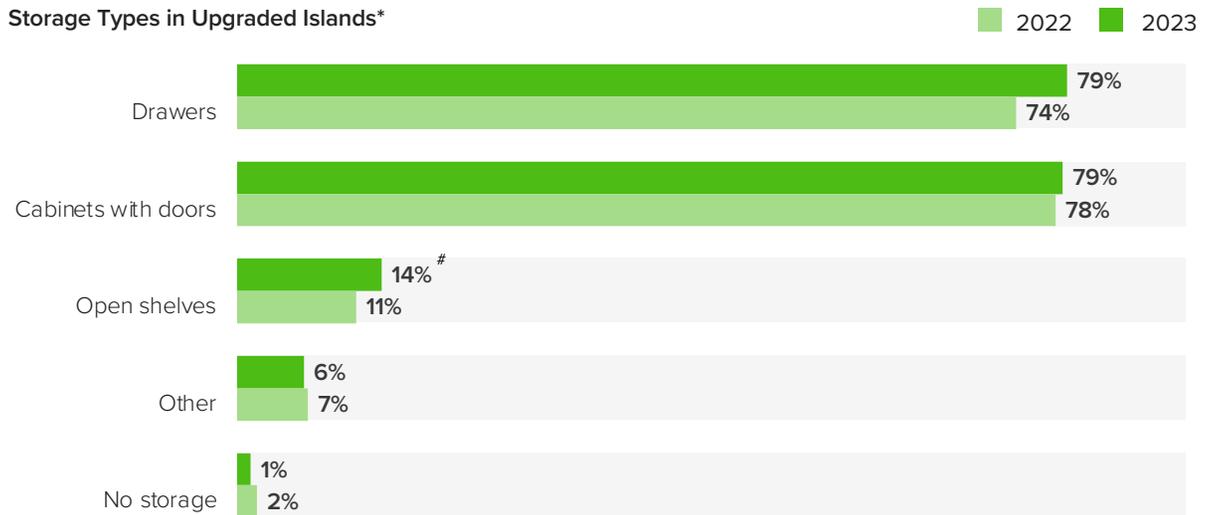
Islands Serve as a Storage Solution

Drawers and cabinets with doors are the most popular storage options in upgraded islands, at 79% each. Using upgraded islands for storage is not surprising, as the majority of them (74%) are 6 feet or longer — meaning they have plenty of room.

Homeowners don't go for only closed storage in the island; open shelves gained 3 percentage points compared with 2022.

Rectangular or square remains the most common shape for upgraded islands, with 82% of renovators choosing it.

Storage Types in Upgraded Islands*



Lengths of Upgraded Islands*

| | |
|------------------|------------|
| Less than 6 feet | 26% |
| 6 to 7 feet | 36% |
| More than 7 feet | -1 pp# 38% |

Shapes of Upgraded Islands*

| | |
|-----------------------|------------|
| Rectangular or square | -1 pp# 82% |
| L shape | 7% |
| U shape | 4% |

*Percentages reflect proportion of homeowners who are adding or upgrading, or have added or upgraded, a kitchen island as part of a completed, current or planned kitchen renovation during 2022-23 (2023 study) and 2021-22 (2022 study).

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Assorted Activities Take Place in the Kitchen

While of course the majority of homeowners (96%) use the kitchen for cooking, they also eat (71%), bake (69%), entertain (57%) and socialize (46%) there. Nearly a quarter of homeowners (23%) also work in their kitchen, and that number remains relatively unchanged since 2019.

Many of the above activities happen around the island, with half of renovating homeowners (50%) using the island primarily for entertaining, and nearly half (44%) using it primarily for socializing.

Three in 10 homeowners (31%) report that their lifestyle is healthier post-renovation, and 68% report no change in healthy lifestyle choices.

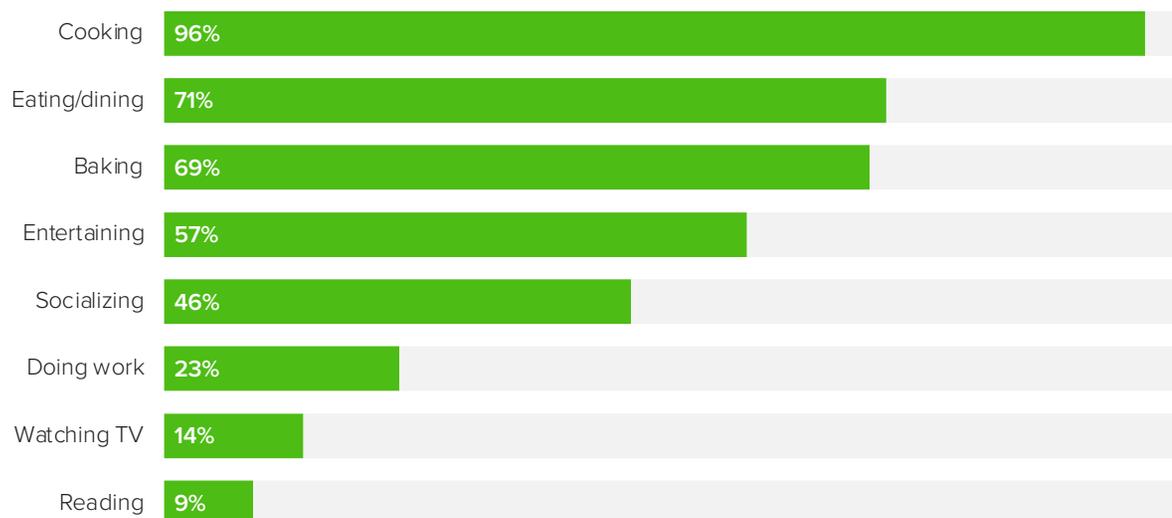
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

**Percentages reflect proportion of homeowners who have a kitchen island and who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.



Top Activities in the Kitchen Following Renovation*



Change in Lifestyle After Kitchen Renovation*

| | |
|-----------------|------------|
| Healthier | 31% |
| Equally healthy | 68% |
| Less healthy | 1% |

Primary Activities at the Island After Kitchen Renovation, Besides Cooking and Baking**

| | |
|--------------|-------------------|
| Entertaining | 50% |
| Socializing | 44% |
| Working | -2 pp# 18% |

Look & Feel



Style Makeovers Are Still Widespread

Once again, more than 4 in 5 homeowners change the style of the kitchen while renovating. Transitional remains the No. 1 style choice for renovated kitchens in 2023, though the percentage of homeowners choosing it is down by 2 points compared with 2022. Modern style has overtaken contemporary as the No. 2 pick this year.

More than 1 in 10 homeowners choose farmhouse or traditional style (11% each); those options continue to hold the fourth and fifth positions on the list.

(See Appendix B for more information on kitchen styles over time.)

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study) and 2020-21 (2021 study).

**Percentages reflect proportion of homeowners who are changing or have changed the kitchen style as part of a completed, current or planned kitchen renovation during 2022-23, 2021-22 and 2020-21.

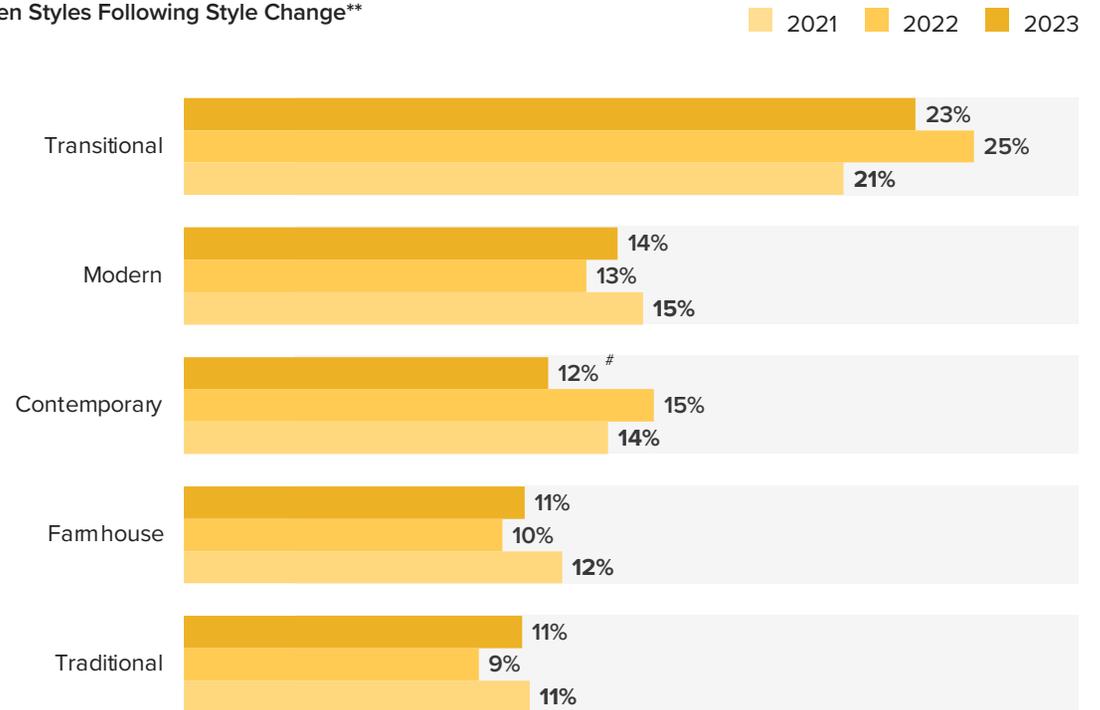
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Style Change During Renovation*



Top Kitchen Styles Following Style Change**



Wood-Tone Cabinets Find Favor Again

While white continues to be the dominant color for the main cabinets in renovated kitchens, with 40% of homeowners choosing it, wood tones have gained 3 points to return to 2021's level. Multicolored cabinets, on the other hand, have lost popularity; they're down by 3 percentage points.

The same share of homeowners as the previous year (46%) choose an island cabinet color that contrasts the color of the main cabinets. The most popular contrasting island cabinetry color is blue, chosen by nearly a quarter of homeowners, followed by gray (15%) and black (12%). Other homeowners opt for medium to dark wood tones for contrasting island cabinets (12% and 11%, respectively).

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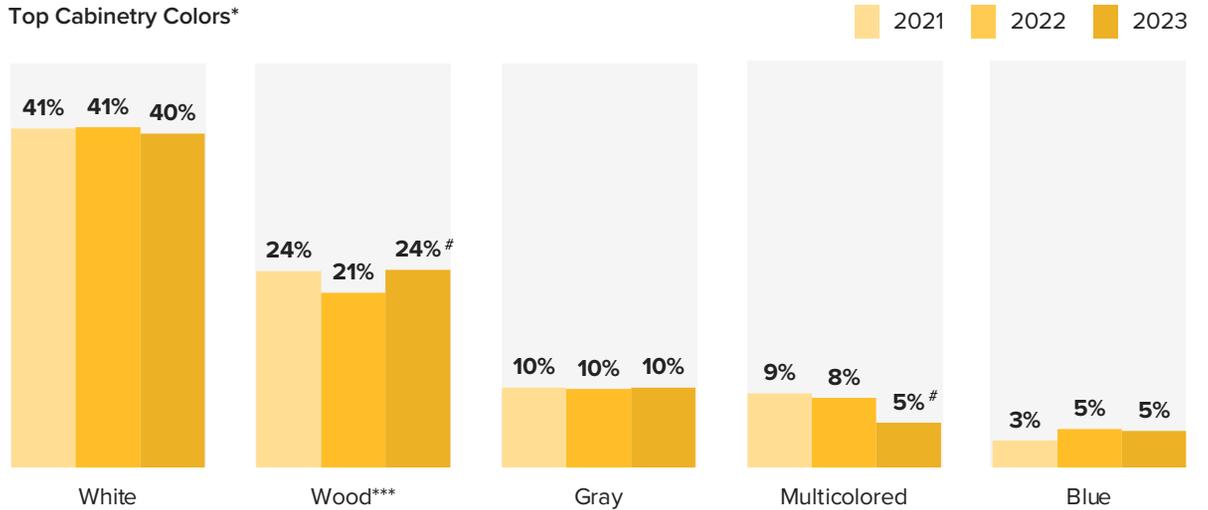
**Percentages reflect proportion of homeowners who are adding or upgrading, or have added or upgraded, a kitchen island and are opting, or have opted, for a cabinetry color distinct from the main cabinetry color as part of a completed, current or planned kitchen renovation during 2022-23.

***Wood tone includes light, medium and dark wood tones.

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Top Cabinetry Colors*



46%

Contrast the island cabinetry color

Top Contrasting Cabinetry Colors for Upgraded Islands**

| | | | | | |
|-------|------------|------------------|-------------------|------------|-----------|
| Blue | 24% | Medium-tone wood | 12% | Light wood | 5% |
| Gray | 15% | Dark wood | +5 pp# 11% | Green | 5% |
| Black | 12% | White | -3 pp# 5% | Brown | 5% |

Multicolored Countertops Fall Further Out of Favor

Multicolored countertops have been steadily declining in popularity for two years now (chosen by 19% in 2023, 24% in 2022 and 26% in 2021). Meanwhile, white counters continue to top the list, steadily increasing in popularity (41% in 2023, 39% in 2022, and 33% in 2021).

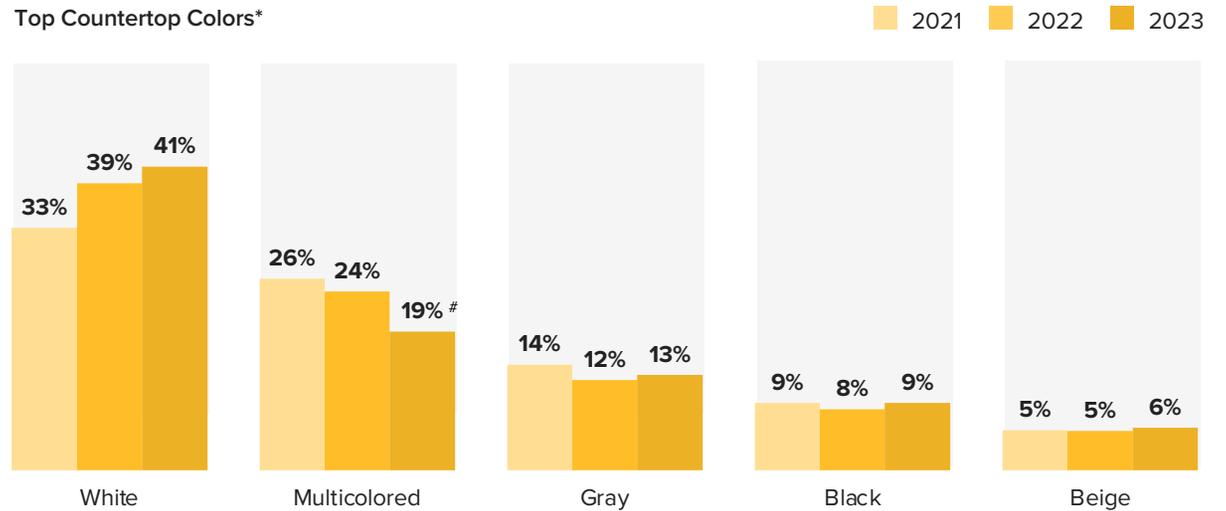
However, even though white dominates for upgraded main countertops, homeowners contrast it with medium-tone wood (16%) and even black (11%) island countertops. In fact, black notably gained 4 percentage points compared with 2022. While wood tones as a group are the second most frequently chosen contrasting color for upgraded island countertops, dark wood is down by 4 percentage points.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study) and 2020-21 (2021 study).

**Percentages reflect proportion of homeowners who are updating or adding, or have updated or added, a kitchen island and are opting, or have opted, for a countertop color distinct from the main countertop color, as part of a completed, current or planned kitchen renovation during 2022-23.

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Top Countertop Colors*



25%

Contrast the island countertop color

Top Contrasting Countertop Colors for Upgraded Islands**

| | | | |
|------------------|-------------------|------------|------------------|
| White | 29% | Gray | 11% |
| Medium-tone wood | 16% | Light wood | 8% |
| Black | +4 pp# 11% | Dark wood | -4 pp# 3% |

Demand for Gray Walls Fades Yet Again

White still reigns for walls in upgraded kitchens, and in fact is even more popular this year, with 35% of renovators choosing it. Less desired, however, are multicolored backsplashes (16%, down 4 percentage points compared with 2022).

Though it's still the second-most-popular wall color, gray has lost another 4 percentage points, making this its fourth consecutive year of decline (24% in 2023, 27% in 2022, 28% in 2021, 30% in 2020, 31% in 2019).

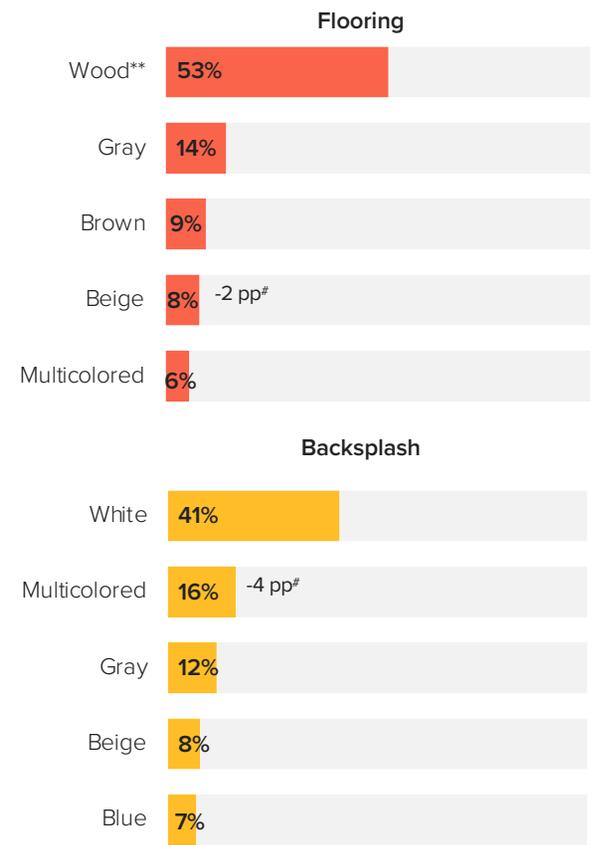
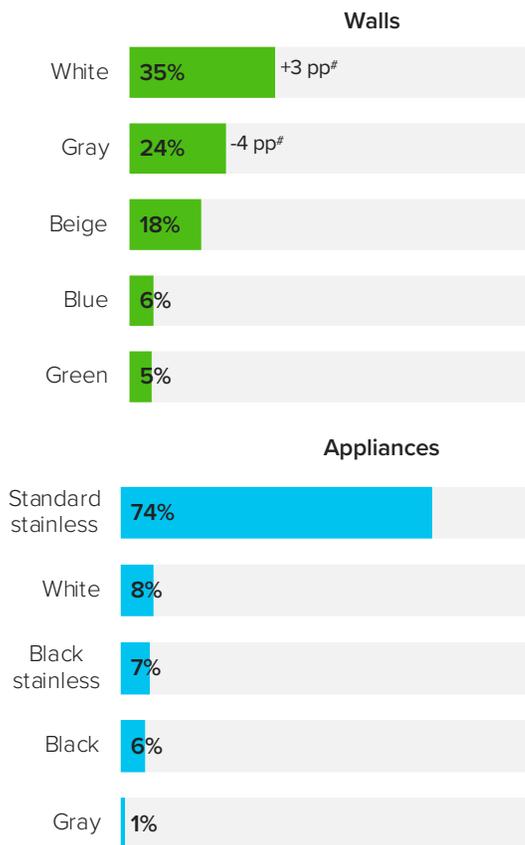
When it comes to appliances, standard stainless is the overwhelming favorite, with three-quarters (74%) of homeowners choosing it.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

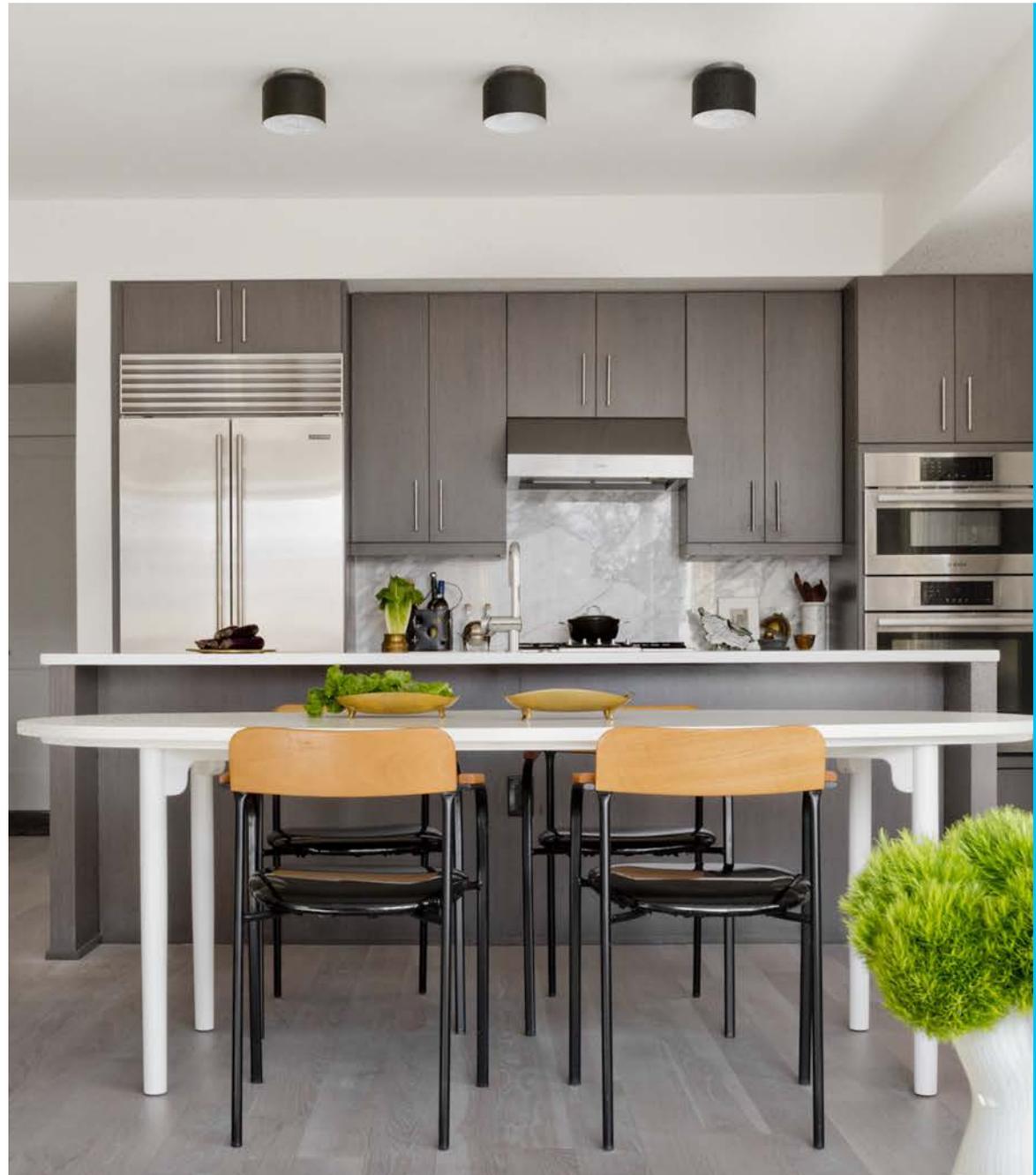
**Wood includes light, medium and dark tones.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Top Colors in Kitchen Renovations*



Products & Features



Partial Backsplash Coverage Gains Popularity

Backsplashes providing coverage from the countertop up to the cabinets or range hood declined in popularity by 5 percentage points compared with the previous year. The share of renovators choosing backsplash coverage up to the ceiling remains stable.

About 1 in 5 homeowners (21%) partially covers the area up to the cabinets with a backsplash, while 4% partially cover the area up to the ceiling.

Tiles are the overwhelming choice (76%) versus quartz (9%), slabs (7%) and paint (2%). For materials, the majority of renovators choose ceramic or porcelain (67%), followed by glass (17%) and marble (9%).

*Percentages reflect proportion of homeowners who are updating, or have updated, the backsplash as part of a completed, current or planned kitchen renovation during 2022-23.

**Percentages reflect proportion of homeowners who are selecting, or have selected, tiles or slabs when updating the backsplash as part of a completed, current or planned kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.



Types of Upgraded Backsplashes*

| | | | |
|------|------------|---------------------|-----------|
| Tile | 76% | Quartz (engineered) | 9% |
| Slab | 7% | Paint | 2% |

Top Materials for Upgraded Tile or Slab Backsplashes**



Coverage of Upgraded Backsplashes**

Up to the Cabinets or Range Hood

| | | |
|------------------|--------|------------|
| Full coverage | -5 pp# | 61% |
| Partial coverage | +2 pp# | 21% |

Up to the Ceiling

| | |
|------------------|------------------|
| Full coverage | 11% |
| Partial coverage | +1 pp# 4% |

Wood Cabinets Dominate

The majority of homeowners (77%) select solid wood as the primary material for new kitchen cabinets. Plywood (20%) and medium-density fiberboard (16%) are the distant second and third choices, although the latter gained 2 percentage points compared with the previous year.

Only a very small share of homeowners selects either acrylic or stainless steel (1% each) as the primary material for new cabinets.

In line with the previous year, the most popular reasons for material choice are look and feel (77%) and durability (48%). Additionally, more than 2 in 5 homeowners cite cost (44%) as a factor.

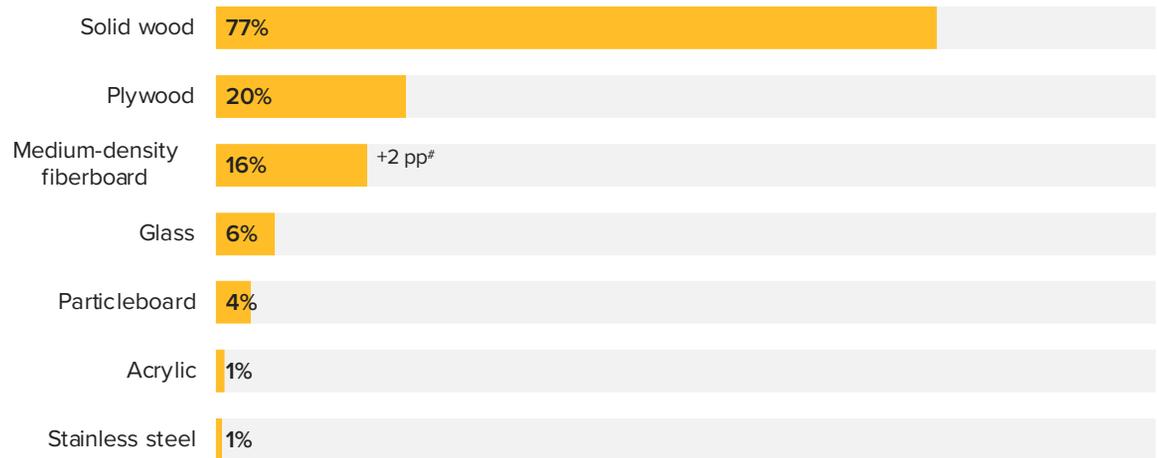
Paint is the most common finish for new cabinets (57%), followed by stain (14%) and wood veneer (7%).

*Percentages reflect the proportion of homeowners who are adding or replacing, or have added or replaced, some or all of the cabinets as part of a completed, current or planned kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.



Primary Materials of New Cabinets*



Top 3 Finishes of New Cabinet Materials*

| | |
|-------------|------------|
| Paint | 57% |
| Stain | 14% |
| Wood veneer | 7% |

Top 3 Reasons for Choosing New Cabinet Materials*

| | |
|---------------|------------|
| Look and feel | 77% |
| Durability | 48% |
| Cost | 44% |

Cabinet Door Style Choices Shift

Tastes in kitchen cabinet door styles are changing. While Shaker-style doors still are the most popular choice, the percentage of homeowners choosing them is 3 points lower this year. In contrast, flat-panel doors are on the upswing, with 1 in 5 (20%) renovators opting for them. Additionally, louvered doors are back on the list at 1%, after disappearing for a few years. (They were at 1% in 2019.)

Custom cabinets continue to dominate. The share of renovators choosing fully custom cabinets this year remains consistent with 2022, at 44%, while semicustom has dropped in popularity after remaining stable for the previous two years (35% in 2022 and 2021); it's now at 31%.

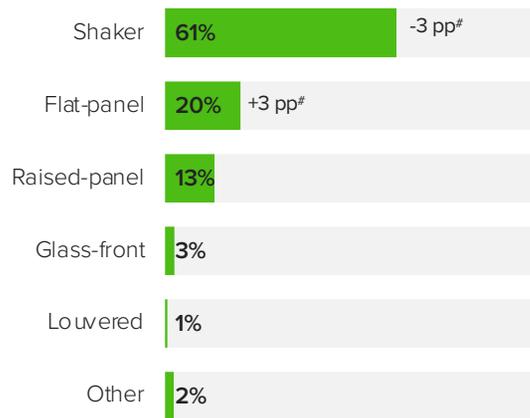
The vast majority (94%) of new cabinet doors have handles. Bar pulls are the overwhelming favorite type (72%), with knobs coming in a distant second (34%).

*Percentages reflect the proportion of homeowners who are adding or replacing, or have added or replaced, some or all of the cabinets as part of a completed, current or planned kitchen renovation during 2022-23.

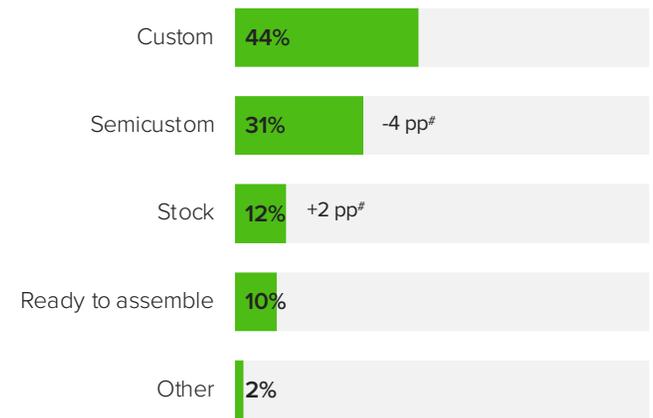
#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.



Primary Door Styles of New Cabinets*



Primary Types of New Cabinets*



Top Styles of Door Handles for New Cabinets*

| | |
|--------------|------------|
| Bar pulls | 72% |
| Knobs | 34% |
| Cup pulls | 10% |
| Finger pulls | 8% |
| No handles | 6% |

Top Finishes of Door Handles for New Cabinets*

| | |
|----------------|------------|
| Brushed nickel | 34% |
| Black | 21% |
| Bronze | 13% |
| Brass | 12% |
| Chrome | 6% |

Preference for Contrasting Countertops Rises

Using an island countertop material that contrasts the main countertop material is a popular choice, with a quarter of homeowners doing so; the percentage increased by 3 points this year. The contrasting materials come in many forms, with butcher block or wood slab being the most popular (31%). Engineered quartz as a contrasting island countertop material lost 6 percentage points; however, this material is on the decline for new countertops in general. Only 36% of homeowners now choose engineered quartz as a countertop material, compared with 42% in 2022 — a significant decline.

Look and feel (69%) remains the top factor in choosing among many options, followed by durability (57%) and ease of cleaning (38%).

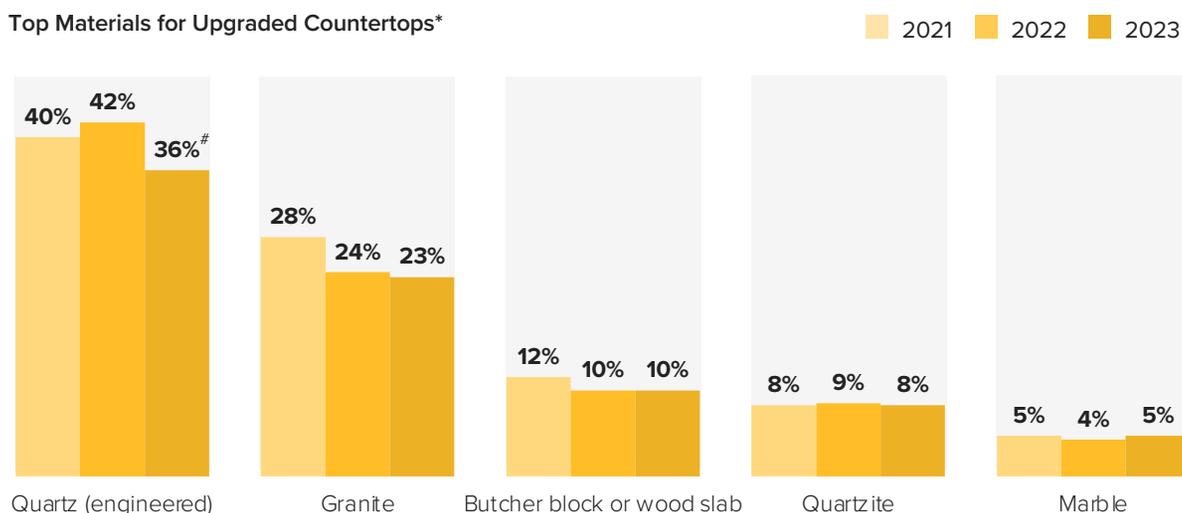
*Percentages reflect proportion of homeowners who are updating countertops, or have updated countertops, as part of a completed, current or planned kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study) and 2020-21 (2021 study).

**Percentages reflect proportion of homeowners who are adding or upgrading, or have added or upgraded, a kitchen island and are opting, or have opted, for a countertop material distinct from the main countertop material as part of a completed, current or planned kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.



Top Materials for Upgraded Countertops*



Top 3 Reasons for Choosing New Countertop Materials*

| | |
|----------------------------|-----|
| Look and feel | 69% |
| Durability | 57% |
| Easy to clean and sanitize | 38% |

25% +3 pp#

Contrast the island countertop materials

Top Contrasting Countertop Materials for New Islands**

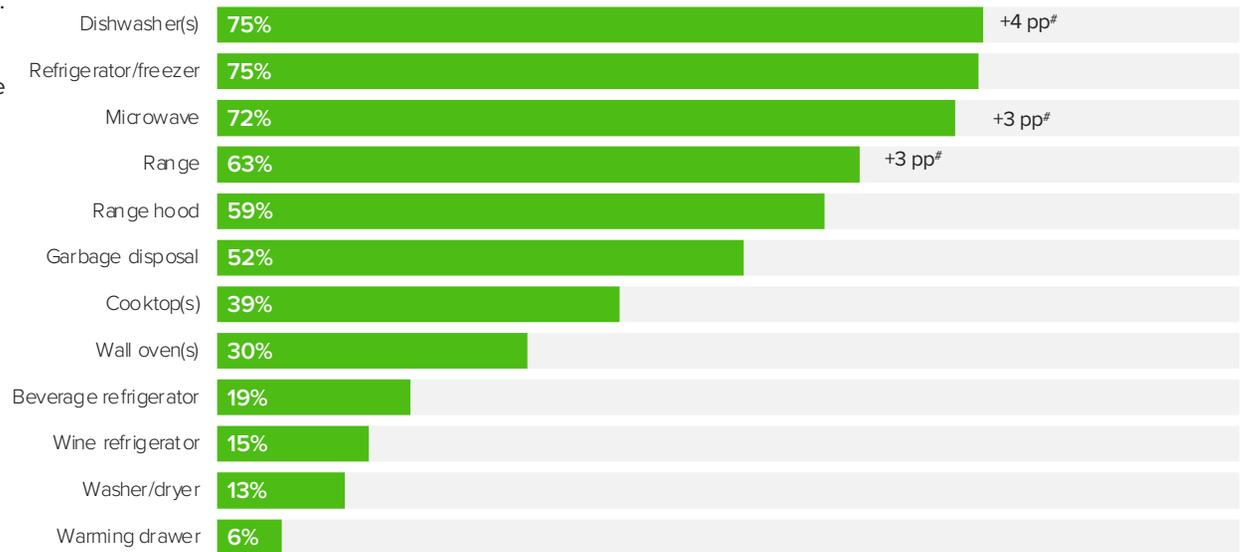
| | |
|----------------------------|------------|
| Butcher block or wood slab | 31% |
| Quartz (engineered) | -6 pp# 20% |
| Granite | 16% |

Dishwashers Are in High Demand

The percentage of renovators bringing in a new dishwasher gained 4 points this year, and now fully three-quarters do so. An equal share (75%) also upgrade the refrigerator/freezer. Additionally, bringing in new microwaves and ranges is more popular this year, with a gain of 3 percentage points each.

When selecting new appliances, the majority of homeowners prioritize functionality (64%) and quality (63%). Look and feel comes in a close third as a factor, at 54%, as many appliances take up visible space in kitchens. While quality and aesthetics play a significant role, many homeowners (22%) also care about energy efficiency.

Top Choices for New or Upgraded Appliances*



Top Reasons for Choosing New Appliances*

| | | | |
|---------------|-----|-------------------|-----|
| Functionality | 64% | Cost | 28% |
| Quality | 63% | Size | 24% |
| Look and feel | 54% | Energy efficiency | 22% |

*Percentages reflect proportion of homeowners who are updating, or have updated, some or all of the appliances as part of a completed, current or planned kitchen renovation during 2022-23.

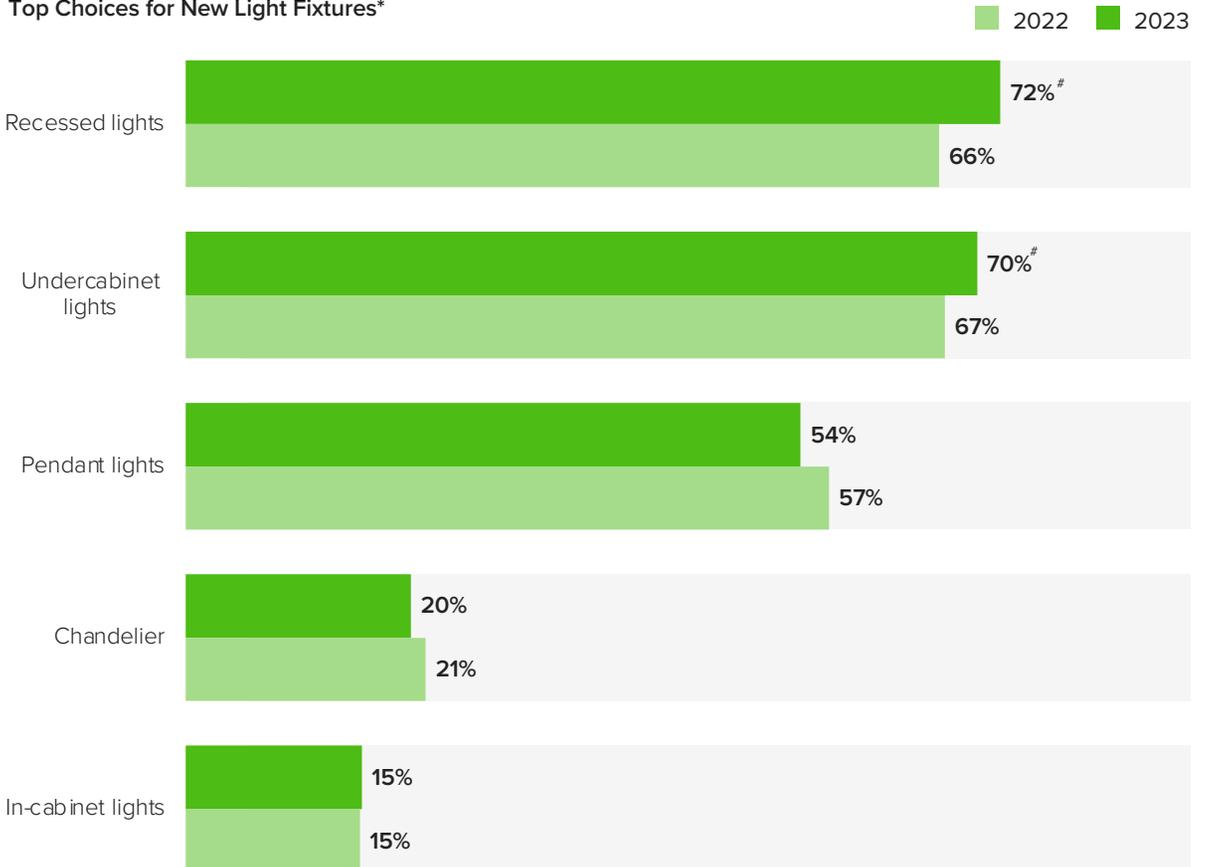
#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Recessed Lights Reach Top Popularity Spot

In renovated kitchens, recessed lights gained 6 percentage points this year to claim the No. 1 spot from undercabinet lights, with 72% of renovators choosing them. Interestingly, however, undercabinet lights also gained favor, rising by 3 percentage points to come in a close second (70%).

At the other end of the demand spectrum, the number of renovators choosing in-cabinet lights remains in line with last year (15% in both 2022 and 2023).

Top Choices for New Light Fixtures*



*Percentages reflect proportion of homeowners who are adding or upgrading, or have added or upgraded, lighting as part of a completed, current or planned kitchen renovation during 2022-23 (2023 study) and 2021-22 (2022 study).

[#]Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

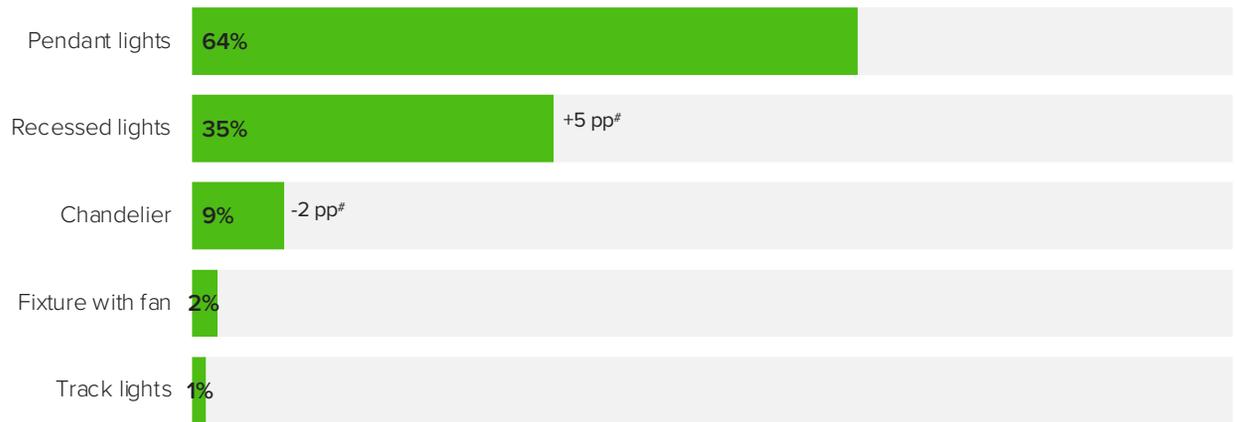
Pendant Lights Shine Over Islands

Pendant lights once again are the most popular option (64%) for light fixtures above an upgraded island. However, recessed lights gained favor, seeing an increase of 5 percentage points compared with 2022.

Chandeliers, on the other hand, are losing ground; 9% of homeowners now install them above the island, compared with 11% in 2022.

Many homeowners (43%) install at least three lights above their new island.

Top Light Fixtures Appearing Above Upgraded Islands*



92%

Install new light fixtures above the island

Number of Light Fixtures Appearing Above Upgraded Islands*

| | | | |
|------------|------------|---------------------|------------|
| One light | 15% | Three lights | 33% |
| Two lights | 42% | Four or more lights | 10% |

*Percentages reflect proportion of homeowners who are adding or upgrading, or have added or upgraded, a kitchen island and are opting, or have opted, for light fixtures above it as part of a completed, current or planned kitchen renovation during 2022-23.

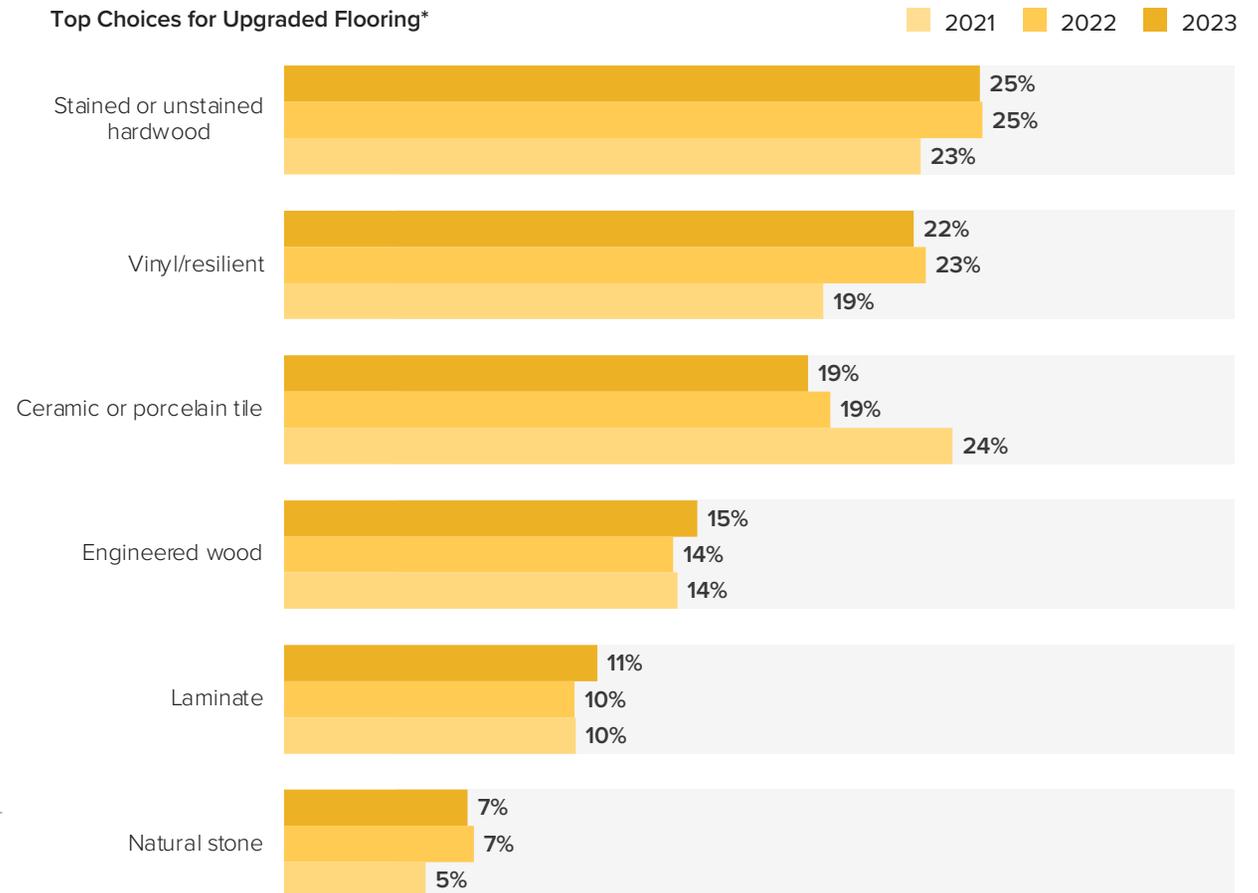
#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Vinyl Trails Hardwood Again for Flooring

Consistent with last year, a quarter of renovators choose stained or unstained hardwood for flooring. Vinyl/resilient flooring came in a close second, with 22% of homeowners selecting it.

Engineered wood has gained a bit of favor after holding stable for the previous two years (15% in 2023, 14% in 2022 and 14% in 2021).

Top Choices for Upgraded Flooring*



*Percentages reflect proportion of homeowners who are upgrading flooring as part of a completed, current or planned kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study) and 2020-21 (2021 study).

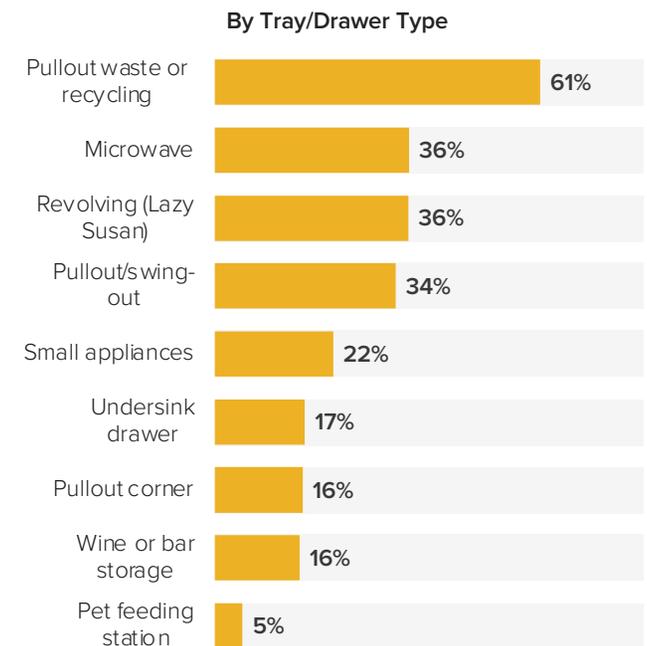
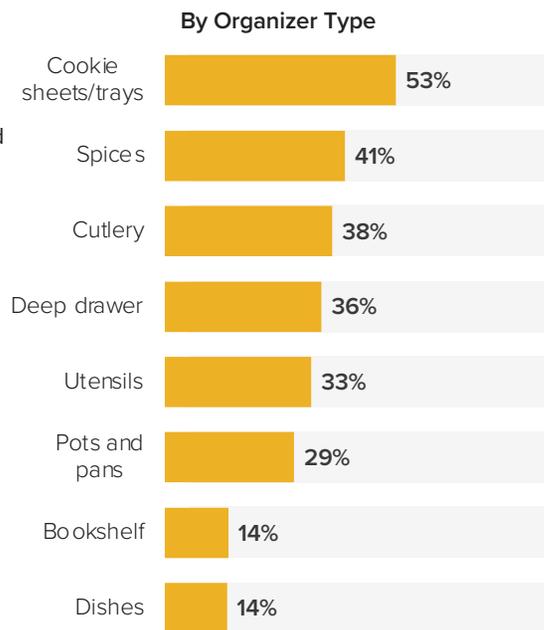
Built-In Storage Enhances Cabinets

Built-in cabinet storage has strongly caught on among renovators. Pullout waste or recycling drawers are the top choice for tray and drawer types, at 61%. Additionally, more than a third of homeowners install microwave cabinets (36%); revolving trays, also known as Lazy Susans (36%); and pullout or swing-out drawers (34%).

Storage for cookie sheets is the most popular organizer type, chosen by 53% of homeowners. Also in demand is built-in storage for spices (41%) and cutlery (38%).

Interestingly, 14% of homeowners opt for built-in bookshelves in their new kitchen cabinets.

Specialty Storage in Upgraded Cabinets*



*Percentages reflect proportion of homeowners who are adding or replacing, or have added or replaced, cabinets as part of a completed, current or planned kitchen renovation during 2022-23.

**Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

Pantry Upgrades During Kitchen Renovations**

Pantry cabinet

47%

Walk-in pantry

15%

High-Tech Kitchen Features Are Highly Sought-After

Homeowners continue to choose faucets, appliances and other kitchen elements with high-tech features. For appliances, renovators most favor products with Wi-Fi capability (25%) and the ability to control them with smartphones and tablets (24%). For faucets, in-demand features include water efficiency (24%), touch-only or touch-free activation (23%) and a no-fingerprint finish (23%).

Docking stations, wireless speakers and stereo systems have gained substantial favor this year, with increases of 9, 11 and 10 percentage points, respectively. And a smaller share of homeowners upgrades kitchen electronics, such as tablets (12%) and computers (4%).

*Percentages reflect proportion of homeowners who are adding or upgrading, or have added or upgraded, faucets as part of a completed, current or planned kitchen renovation during 2022-23.

**Percentages reflect proportion of homeowners who are updating, or have updated, some or all of the appliances as part of a completed, current or planned kitchen renovation during 2022-23.

***Percentages reflect proportion of homeowners who are updating, or have updated, electronics as part of a completed, current or planned kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

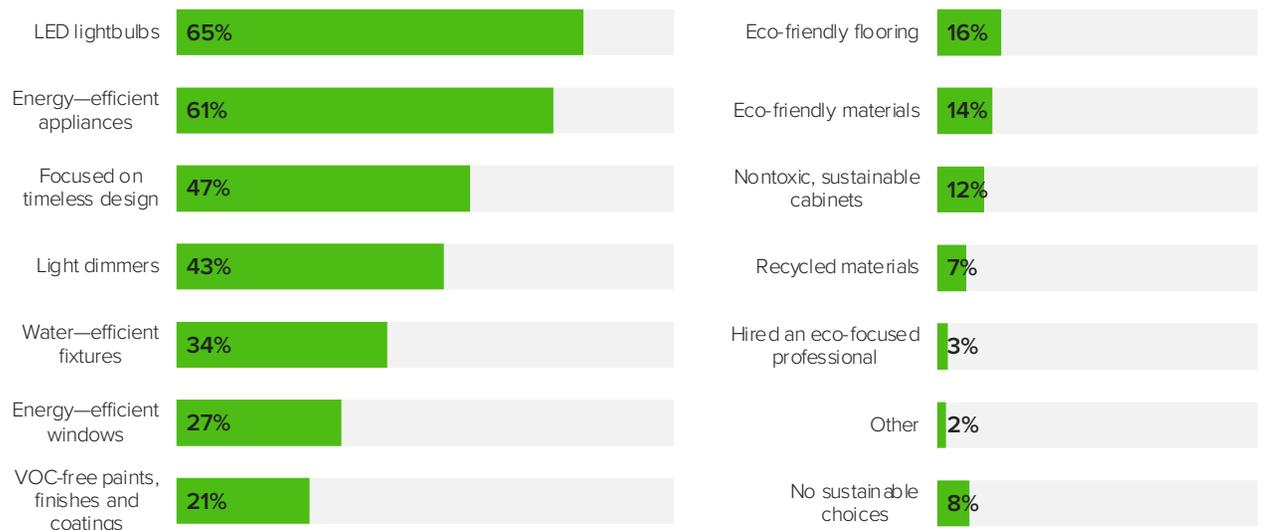
| 51% | | +4 pp# 39% | |
|---|-----|---|-----|
| High-Tech Features in Upgraded Faucets* | | High-Tech Features in Upgraded Appliances** | |
| Water efficiency | 24% | Wi-Fi connectivity | 25% |
| Touch-only/touch-free activation | 23% | Wireless smartphone and tablet controls | 24% |
| No-fingerprint coating | 23% | Color touch-screen display | 14% |
| LED light display (temperature) +2 pp# | 6% | Smart home connectivity | 10% |
| LED light display (single color) | 2% | Built-in apps (e.g., for recipes) | 7% |
| | | Voice-activated controls | 3% |
| | | Built-in speakers | 2% |
| | | Built-in cameras | 1% |
| Select Electronic Upgrades*** | | | |
| Docking/charging station +9 pp# | 49% | Wireless/Bluetooth speaker +11 pp# | 37% |
| Home assistant | 37% | Kitchen tablet | 12% |
| | | Stereo system +10 pp# | 20% |
| | | Kitchen computer | 4% |

Sustainability Influences Choices

The vast majority of homeowners incorporate sustainable options during a kitchen renovation. Popular choices include LED lightbulbs (65%), energy-efficient appliances (61%) and energy-efficient windows (27%). And nearly half of homeowners (47%) go for a timeless design that will last. Also in demand are light dimmers (43%) and water-efficient fixtures (34%). A small number of homeowners (3%) even hire dedicated professionals to advise on eco-friendly options.

While the most frequently cited reason for incorporating sustainable options is “cost-effective in long run” (74%), being environmentally friendly is also top of mind for more than half of renovating homeowners.

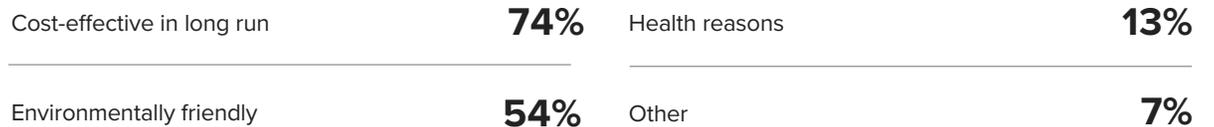
Sustainable Choices During Kitchen Renovations*



92%

Chose at least one sustainable options

Reasons for Choosing Sustainable Options**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2022-23.

**Percentages reflect proportion of homeowners who are incorporating, or have incorporated, sustainable options as part of a completed, current or planned kitchen renovation during 2022-23.

Kitchen Bestsellers

The top five kitchen categories in the Houzz Shop for 2023 are shown here, including a bestseller for each.

Kitchen
Faucets



Kitchen
Sinks



Gas and
Electric Ranges



Bar and
Counter
Stools



Pendant
Lights



Pantry and
Cabinet
Organizers



Links to the products, clockwise from top left: [Bolden Touchless Sensor 2-Function Pull-Down 1-Handle 1-Hole Kitchen Faucet SFS; 33"L x 19"W](#), [Stainless Steel Single Basin Undermount Workstation Kitchen Sink; 2-Piece Kitchen; 36" Dual Fuel Range and 36" Wall Mount Range Hood](#), [Tapestry Bar/Counter Stool, Indoor, Taupe & White Flat Rope, Pumice, Natural Gray, 26" Seat Height, Open Weave Cane Rib Dome Pendant Lamp, Natural](#), [Wood Base Cabinet Pull Out Organizer, 5"](#).

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 provides unprecedented insights into 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 July 7 and Sept. 1, 2022.

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 were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own kitchen renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Completeness and Qualifications

The 95-question survey gathered information from a total of 3,627 users, who reported they were 18 or older; were homeowners; and had completed a kitchen remodel or addition in the past 12 months, were currently working on one or planned to start one in the next three months.

Appendix A

Feature Upgrades During Kitchen Renovations*

| | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------|------|------|------|------|------------------|
| Countertops | 93% | 89% | 88% | 91% | 90% |
| Backsplash | 87% | 84% | 83% | 86% | 84% [#] |
| Sink(s) | 85% | 83% | 80% | 84% | 83% |
| Faucets/plumbing fixtures | 83% | 81% | 79% | 81% | 81% |
| Light fixtures | 80% | 79% | 74% | 76% | 77% |
| Flooring | 69% | 67% | 65% | 64% | 67% [#] |
| Appliances (all) | 54% | 55% | 51% | 50% | 53% [#] |
| Wall finish | 52% | 49% | 46% | 48% | 46% |
| Appliances (some) | 34% | 31% | 33% | 33% | 32% |
| Windows | 32% | 28% | 28% | 28% | 30% |
| Interior doors | 22% | 20% | 17% | 19% | 20% [#] |
| Exterior doors | 22% | 19% | 19% | 18% | 20% |
| Electronics | 11% | 11% | 10% | 9% | 9% |

*Percentages reflect proportion of homeowners who are changing, or have changed, the kitchen style as part of a completed, current or planned kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study), 2020-2021 (2021 study), 2019-20 (2020 study), 2018-2019 (2019 study).

[#]Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Appendix B

Kitchen Styles After Renovation*

| | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------|------|------|------|------|------------------|
| Transitional | 21% | 21% | 21% | 25% | 23% |
| Modern | 11% | 15% | 15% | 13% | 14% |
| Contemporary | 15% | 16% | 14% | 15% | 12% [#] |
| Farmhouse | 14% | 11% | 12% | 10% | 11% |
| Traditional | 12% | 11% | 11% | 9% | 11% |
| Craftsman | 4% | 4% | 4% | 4% | 5% |
| Midcentury | 3% | 3% | 3% | 4% | 4% |
| Beach | 4% | 2% | 3% | 3% | 4% |
| Eclectic | 3% | 2% | 3% | 3% | 2% |
| Scandinavian | 1% | 1% | 2% | 1% | 2% [#] |
| Rustic | 3% | 2% | 2% | 2% | 1% |
| Industrial | 1% | 1% | 2% | 1% | 1% |
| Other | 2% | 4% | 4% | 4% | 5% |
| No particular style | 2% | 3% | 4% | 4% | 4% |

*Percentages reflect proportion of homeowners who are changing, or have changed, the kitchen style as part of a completed, current or planned kitchen renovation during 2022-23 (2023 study), 2021-22 (2022 study), 2020-2021 (2021 study), 2019-20 (2020 study), 2018-2019 (2019 study).

[#]Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Appendix C

Kitchen Colors After Renovation in 2022-23*

| | Walls | Cabinetry | Countertops | Backsplash | Appliances | Flooring |
|--------------------|-----------------------|----------------------|-----------------------|-----------------------|----------------------|-----------------------|
| White | 35% ^{+3 pp#} | 40% | 41% | 41% | 8% | 4% |
| Gray | 24% ^{-4 pp#} | 10% | 13% | 12% | 1% | 14% |
| Beige | 18% | 4% | 6% | 8% | 0% | 8% ^{-2 pp#} |
| Blue | 6% | 5% | 1% | 7% | 0% | 0% |
| Green | 5% | 3% | 1% | 3% | 0% | 0% |
| Yellow | 3% | 0% | 0% | 0% | 0% | 0% |
| Multicolored | 1% ^{-1 pp#} | 5% ^{-3 pp#} | 19% ^{-5 pp#} | 16% ^{-4 pp#} | 1% ^{-1 pp#} | 6% |
| Brown | 1% | 3% ^{-1 pp#} | 2% ^{+1 pp#} | 2% | 0% | 9% |
| Medium wood | 1% ^{+1 pp#} | 12% | 2% | 0% | 0% | 28% |
| Light wood | 0% | 8% ^{+2 pp#} | 1% | 0% | 0% | 17% ^{+2 pp#} |
| Dark wood | 0% | 3% | 0% | 0% | 0% | 7% |
| Standard stainless | 0% | 0% | 0% | 1% | 74% | 0% |
| Black stainless | 0% | 0% | 0% | 0% | 7% | 0% |
| Black | 0% | 3% | 9% | 2% ^{+1 pp#} | 6% | 1% |
| Other | 5% ^{+1 pp#} | 3% ^{-1 pp#} | 4% | 7% | 2% | 3% |

*Percentages reflect proportion of homeowners who are changing, or have changed, the kitchen style as part of a completed, current or planned kitchen renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.