

HOUZZ RESEARCH

2024 U.S. Houzz Kitchen Trends Study





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Big Ideas

Openness Returns to the Kitchen

Over 2 in 5 homeowners make their kitchen more open to interior spaces. Nearly two-thirds (64%) remove any wall separation, and a quarter (25%) choose double doors, a row of doors or a wide opening. The most frequently cited reasons for creating an open-concept space are improving functionality (64%) and enhancing entertainment capability (54%).

Substantial Structural Work Is Popular

Among homeowners renovating the kitchen, 43% revamp the layout and 43% upgrade systems. The share of those modifying kitchen walls and completely changing the kitchen's location grew by 3 points each (to 39% and 7%, respectively). One in 7 renovating homeowners (13%) modifies the kitchen ceiling height, and 5% restructure the flooring.

High-Tech Appliance Features Gain Share

More homeowners (54%) prefer to replace all appliances during a renovation rather than just a few (34%). Homeowners increasingly are opting for appliances with high-tech capabilities, with the percentage up by 5 points, to 44%. Nearly a third of homeowners (30%) choose appliances with Wi-Fi connectivity, and 29% opt for models that can be controlled with a smartphone or tablet; both those figures rose by 5 percentage points year over year. Interest in features such as touch-screens, smart home connectivity, and built-in apps and cameras also has grown since last year.

Accommodating for Aging

Among renovating homeowners addressing special needs in the kitchen, the most common reason is to accommodate aging household members' future and current needs (36% and 27%, respectively). Functional elements incorporated for this purpose include pullout cabinets, extra lighting and wide drawer pulls (58%, 54% and 48%, respectively). Safety features, including nonslip flooring and rounded countertops (37% and 34%, respectively), also are a priority.

Kitchen Investment Rises

The median spend on major kitchen remodels, in which all the cabinets and appliances are replaced, has grown by 22%, increasing from \$45,000 in mid-2022 to \$55,000 in mid-2023. The median spend for major remodels of small and large kitchens has increased by 35% and 32%, respectively.

More Backsplashes Replaced

The vast majority of homeowners (86%) replace the backsplash during a kitchen renovation, and that share is up by 2 points since last year. Backsplashes most commonly extend to the cabinets or range hood (62%); however, 1 in 10 (10%) covers the entire wall up to the ceiling. The most popular backsplash material is ceramic or porcelain tile (54%), followed by engineered quartz (11%). Natural stone is sought as well, with homeowners choosing marble (9%), quartzite (6%) and granite (4%).



01

Scope & Spend





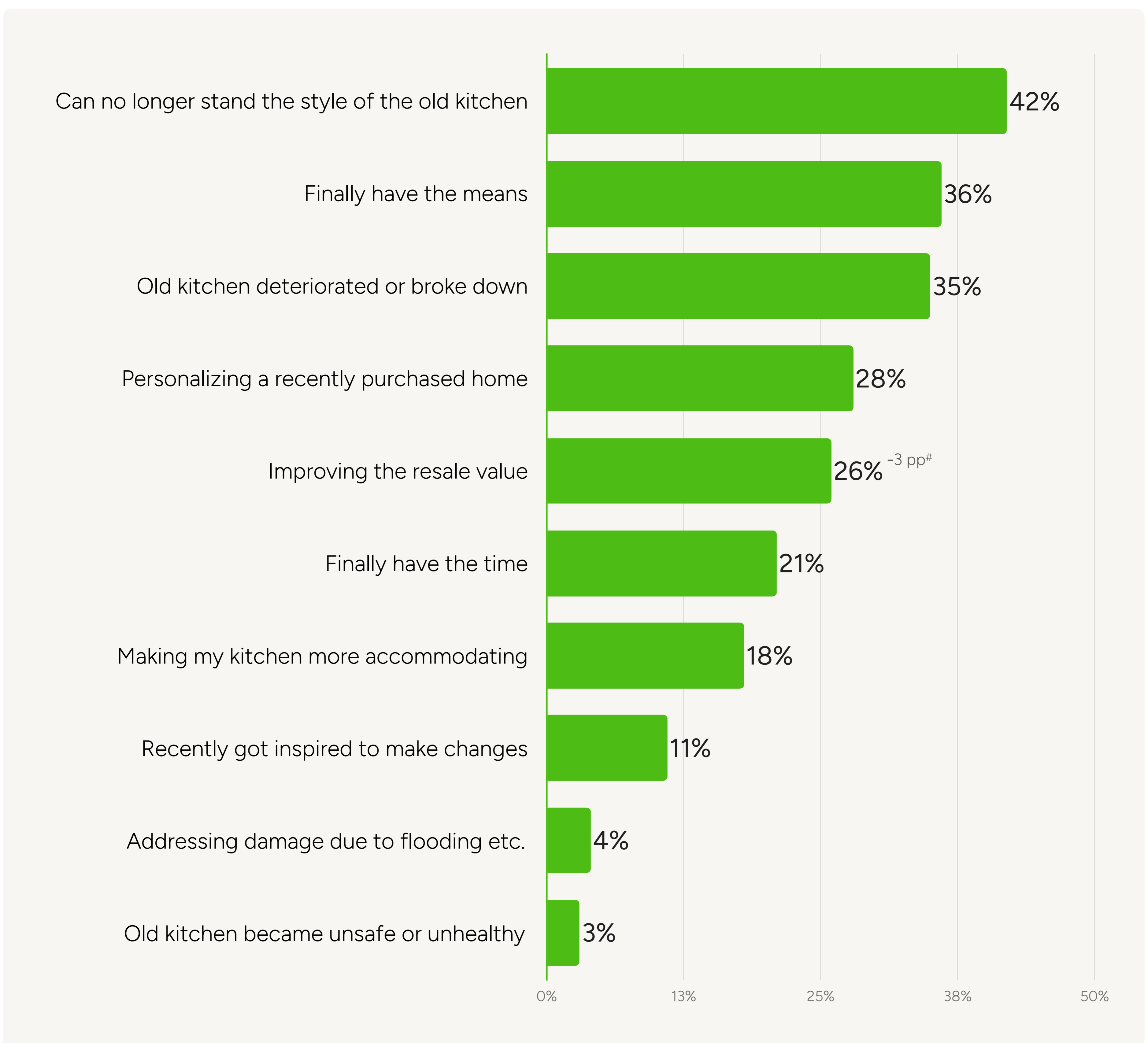
Style and Functionality Motivators Endure

More than 2 in 5 renovating homeowners (42%) upgrade their kitchen because they can no longer stand its style. While aesthetic improvement remains the strongest overall motivator for a remodel, functionality also is a significant factor: 35% of homeowners undertake a renovation because their kitchen has deteriorated or is dysfunctional. Finances are important as well, with 36% of renovating homeowners citing having financial means as a key motivator.

While improving the home's resale value remains a consideration in kitchen upgrades, it has declined in popularity, dropping by 3 percentage points (to 26%) year over year.

Some kitchen upgrades are driven by necessity. Among renovating homeowners, 4% address damage due to unforeseen situations, while 3% address unsafe or unhealthy conditions. Both of those categories have gained 1 percentage since the previous year.

EVENTS TRIGGERING KITCHEN RENOVATIONS*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Surface Upgrades Remain Common

A significant portion of homeowners make over countertops and backsplashes while renovating the kitchen. In fact, these are the leading features upgraded, with 91% of renovating homeowners redoing countertops and 86% redoing backsplashes.

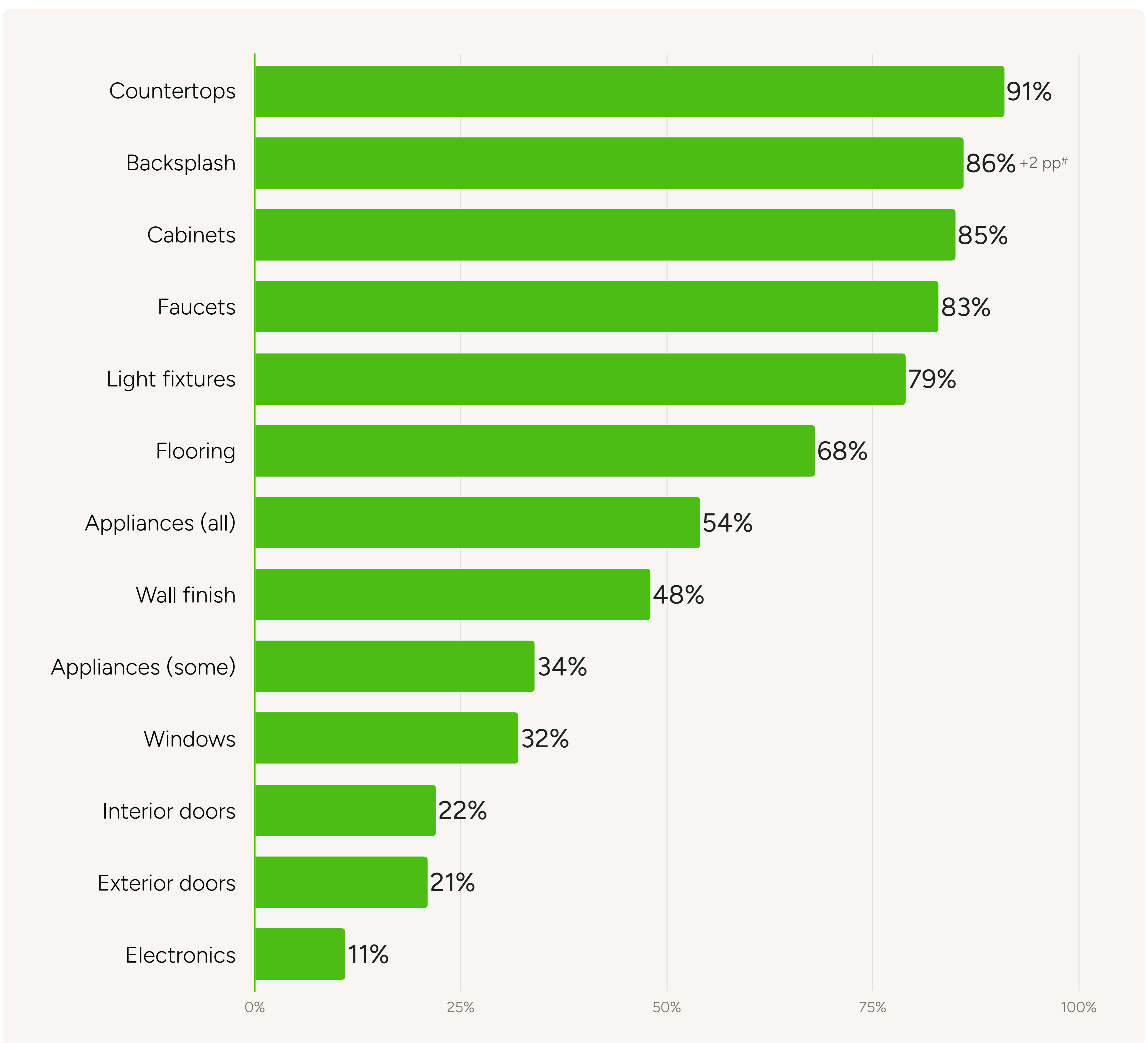
Cabinet upgrades closely follow in third place, cited by 85% of renovating homeowners.

Renovating homeowners are keen on updating kitchen fixtures too, with 83% opting for new faucets and 79% going for updated lighting.

As for appliances, more homeowners prefer to replace all of them (54%) rather than just a few (34%) during a kitchen remodel.

See Appendix A for more information on upgraded features and year-over-year comparisons.

FEATURES UPGRADED DURING KITCHEN RENOVATIONS*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Wall and Location Changes Trend Upward

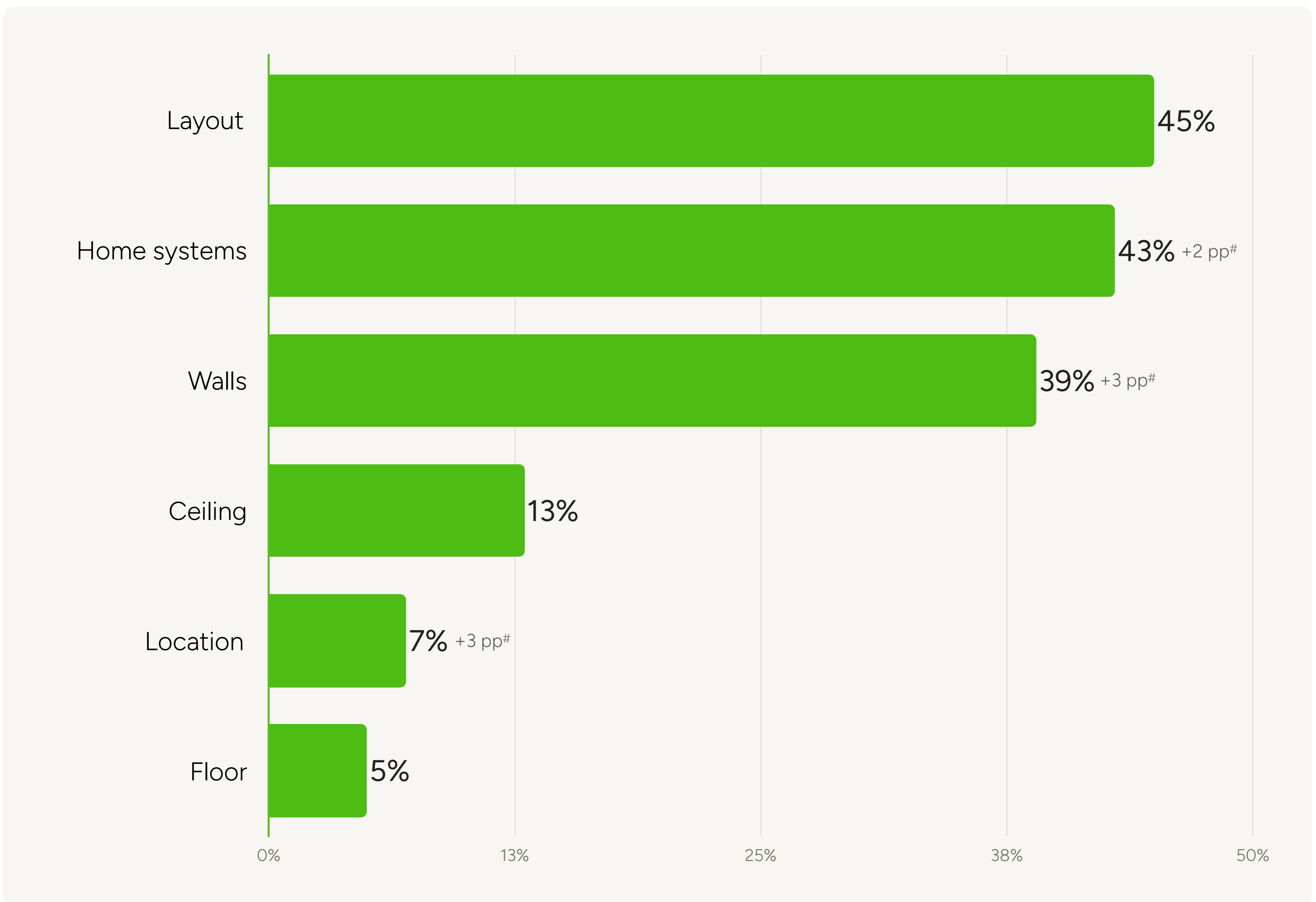
Though changing the kitchen’s style is the top trigger for a renovation, many makeovers involve substantial structural work. Among renovating homeowners, 45% revamp the kitchen’s layout and 43% upgrade systems.

The percentage of renovating homeowners modifying kitchen walls (39%) and completely changing the kitchen’s location (7%) grew by 3 points each.

Additionally, 13% of renovating homeowners modify the kitchen ceiling, and 5% modify the flooring by reframing and adjusting the height.

Many kitchens (37%) gain square footage during a renovation, and more than half of upgraded kitchens (52%) are 200 square feet or more.

MAJOR CHANGES DURING KITCHEN RENOVATIONS*



CHANGE IN SIZE OF RENOVATED KITCHEN*

About the same	-3 pp#	63%
Somewhat larger (up to 50%)	+2 pp#	29%
Significantly larger (more than 50%)	+2 pp#	8%

FINAL SIZE OF RENOVATED KITCHEN*

Less than 100 square feet	-2 pp#	12%
100 to 199 square feet		36%
200 square feet or more	+1 pp#	52%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

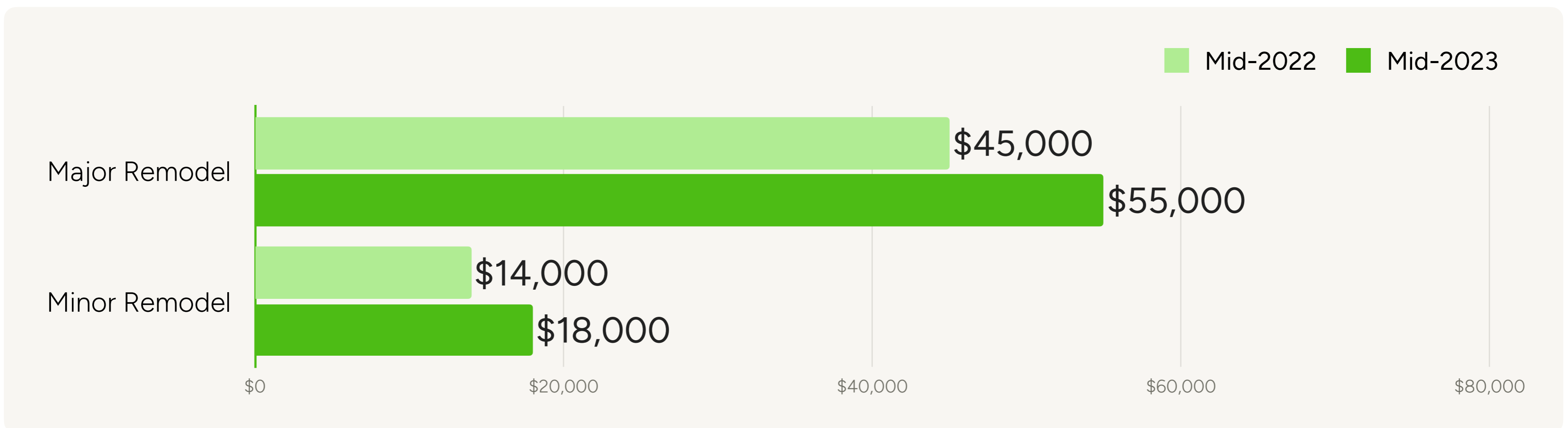


Investment in Kitchens Reaches New High

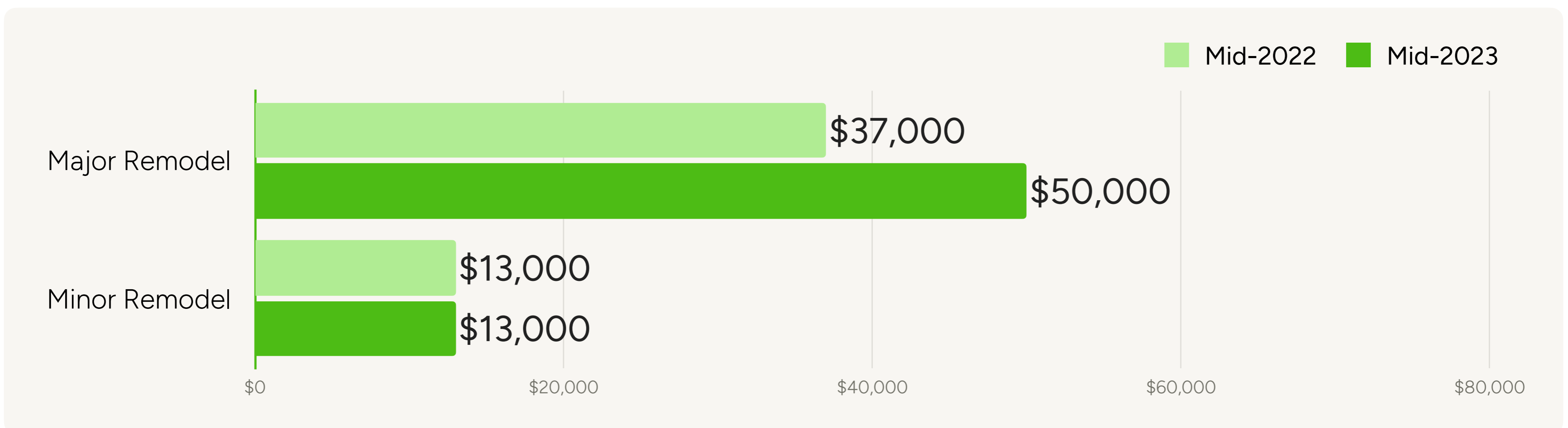
The median spend on kitchen remodels continues to rise. Between mid-2022 and mid-2023, the median spend of homeowners undertaking major remodels — meaning at least all the cabinets and appliances are replaced — was \$55,000. This is an increase of 22% year over year, and an increase of nearly 60% since mid-2020, when the median spend on major remodels was \$35,000.

The median spend on minor remodels continues to increase as well. It was \$18,000 in mid-2023, increasing by 29% year over year, and has more than doubled since mid-2020, when it was \$8,000.

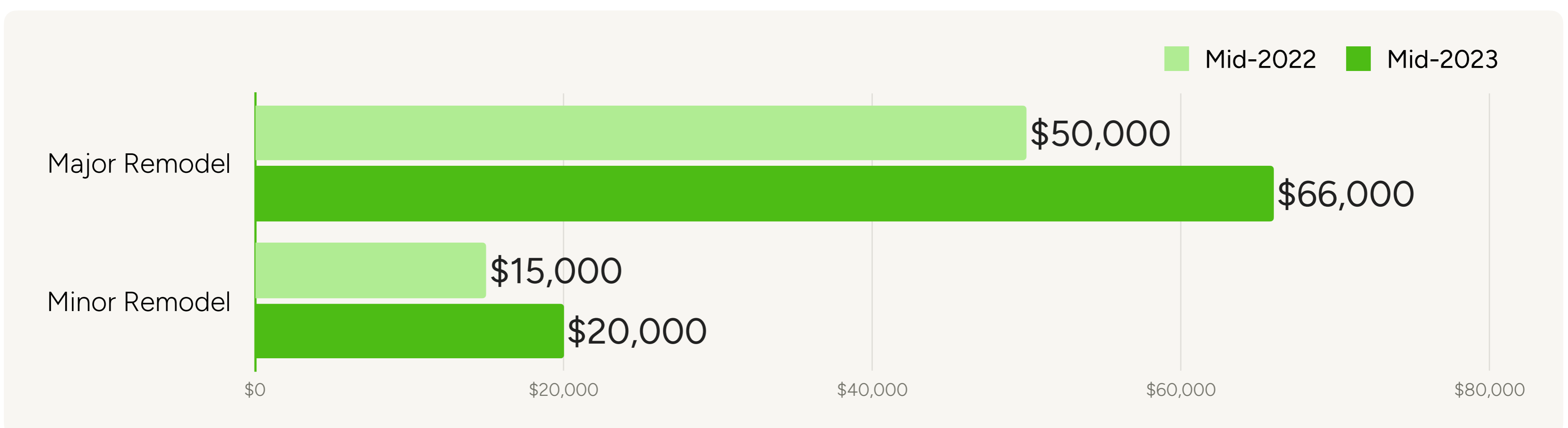
NATIONAL MEDIAN SPEND* FOR MAJOR AND MINOR KITCHEN REMODELS**



NATIONAL MEDIAN SPEND FOR REMODELS OF SMALLER KITCHENS (< 250 SQUARE FEET)



NATIONAL MEDIAN SPEND FOR REMODELS OF LARGER KITCHENS (250+ SQUARE FEET)



*Median spend reflects spend of homeowners who completed a kitchen remodel by mid-2023 (2024 study) and by mid-2022 (2023 study).

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



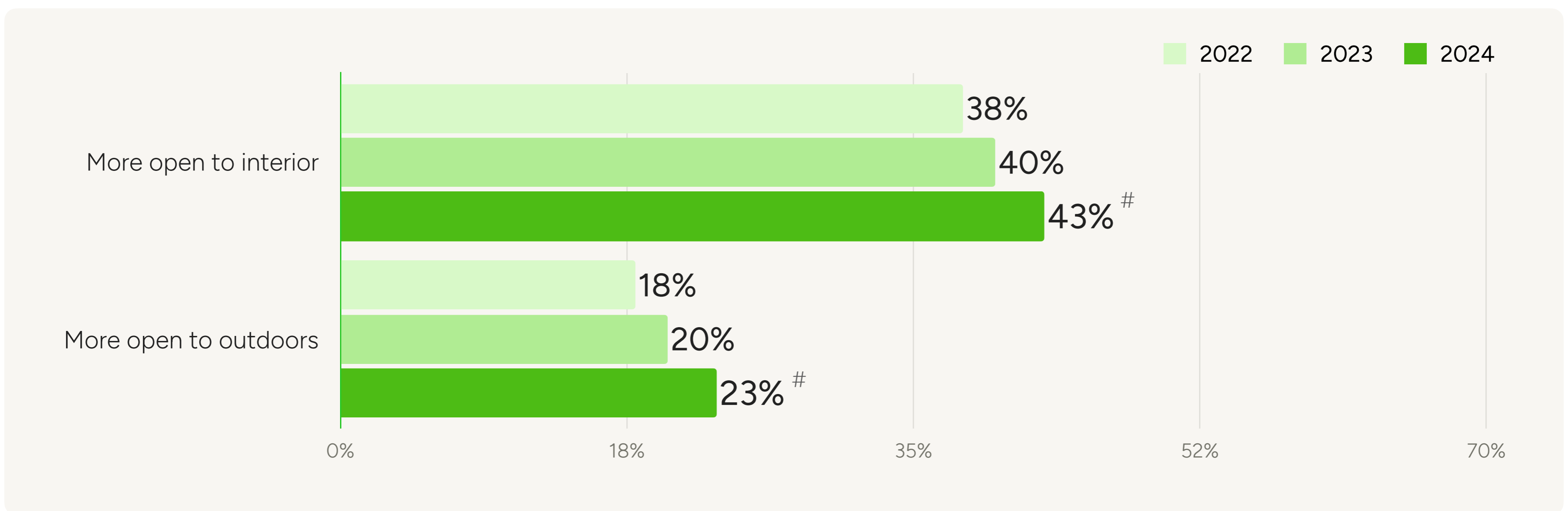
Open-Concept Kitchens Are on the Rise

The share of renovating homeowners opening their kitchen to other interior spaces reached 43% this year, compared with 38% in 2022. The most popular type is completely open, meaning no wall separates the kitchen from an adjacent room, selected by 64% of renovating homeowners. The second-most-popular choice is to open the kitchen via double doors or a row

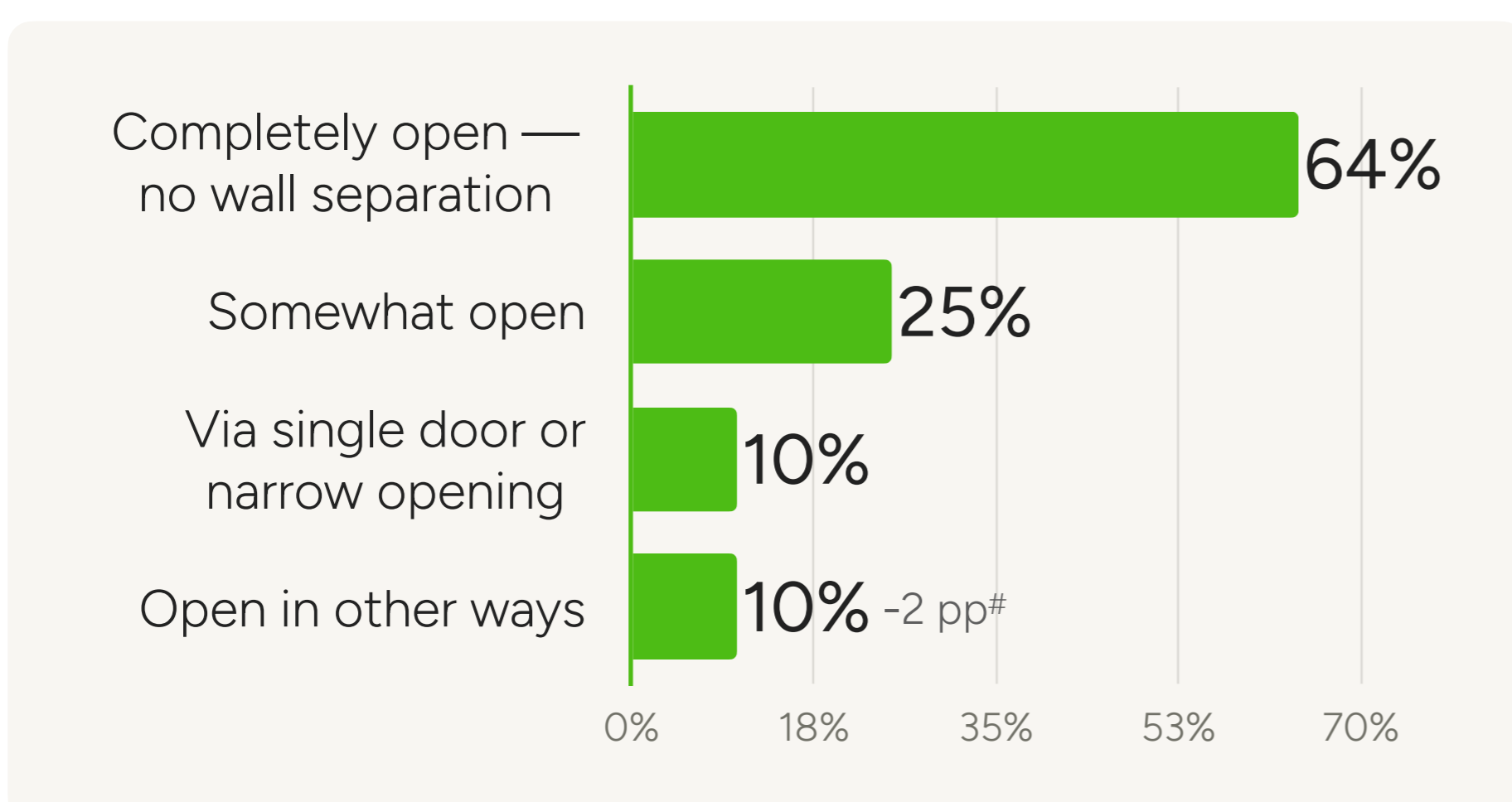
of doors, chosen by a quarter of renovating homeowners.

Opening the kitchen to an outdoor space grew in popularity as well, increasing by 3 percentage points year over year. This is most often done via double doors or a row of doors (46%). Among renovating homeowners, 11% use moving or folding wall systems to integrate their kitchen with the outdoors.

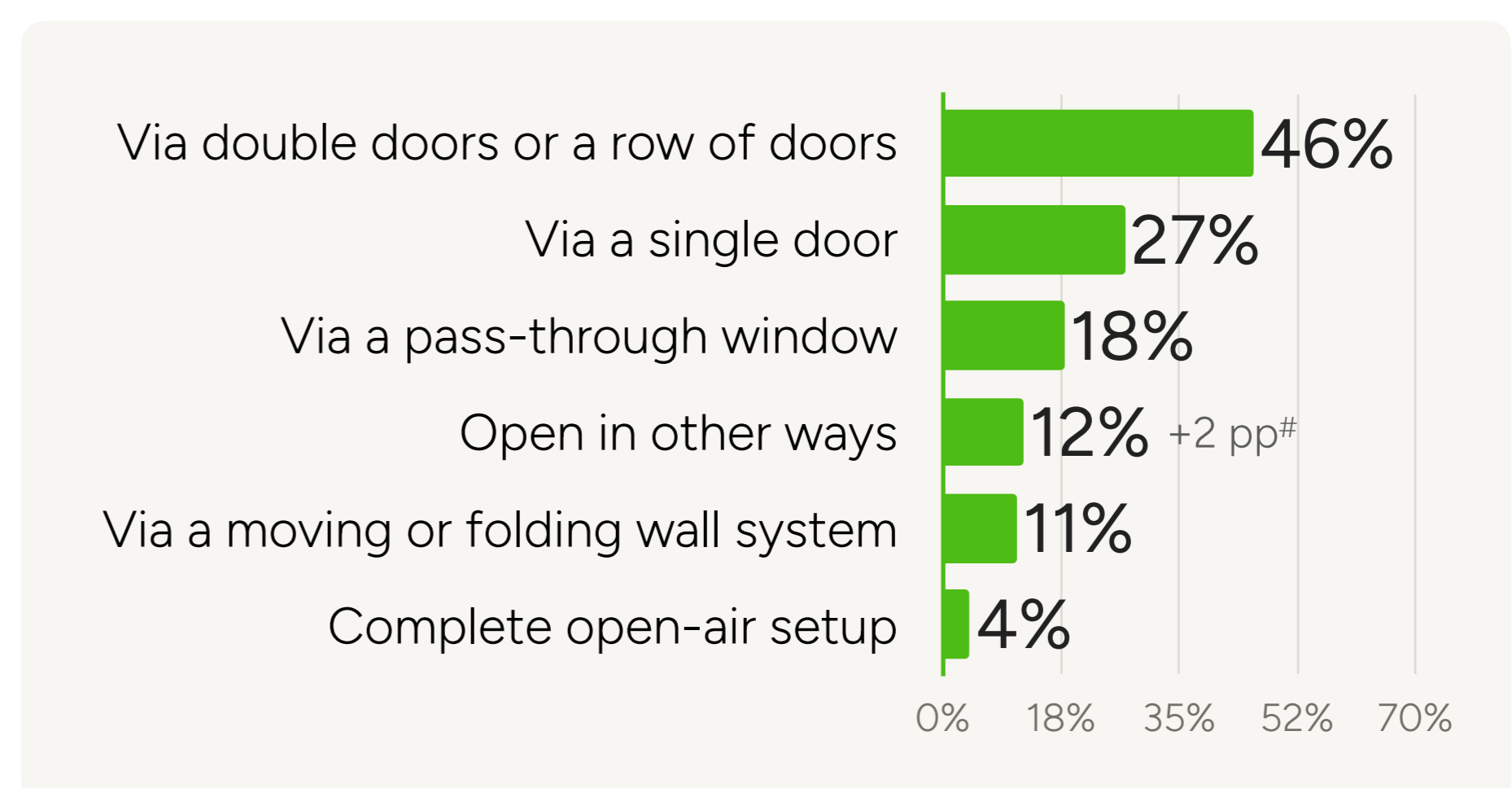
CHANGES TO HOW OPEN THE KITCHEN IS TO NEARBY SPACES*



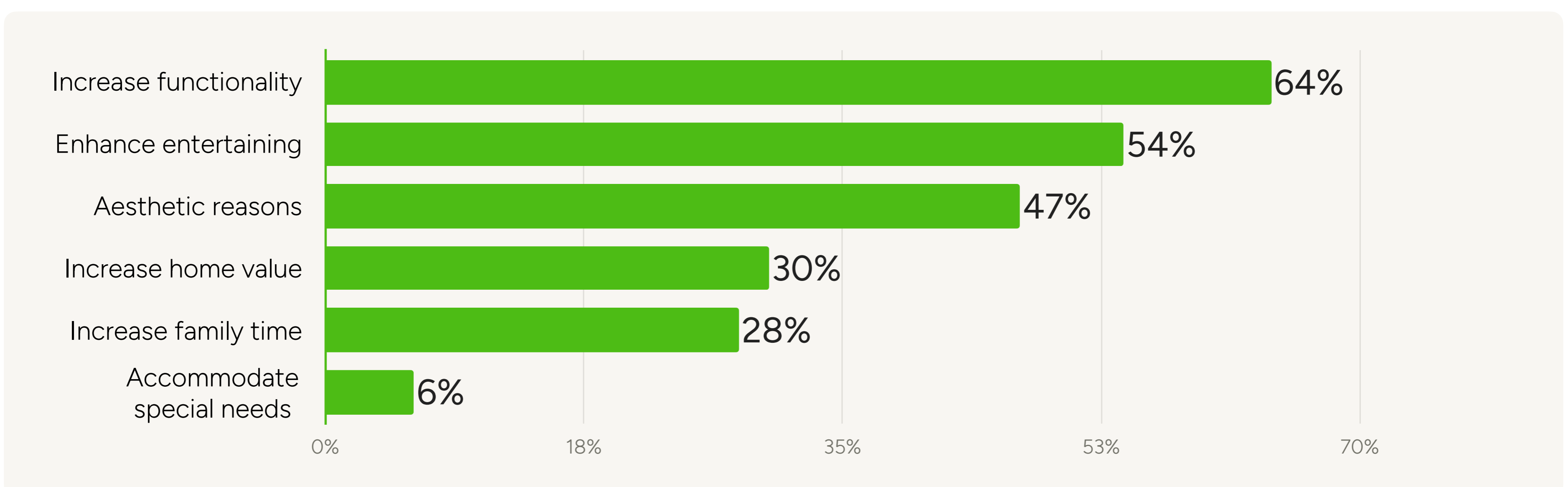
NEW OPENING TO NEARBY INTERIORS**



NEW OPENING TO OUTDOORS***



REASONS FOR HAVING AN OPEN LAYOUT****



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24 (2024 study), 2022-23 (2023 study) and 2021-22 (2022 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 2023-24.

***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 2023-24.

****Percentages reflect proportion of homeowners who have made or are making the kitchen open to nearby interior spaces with no wall separation.



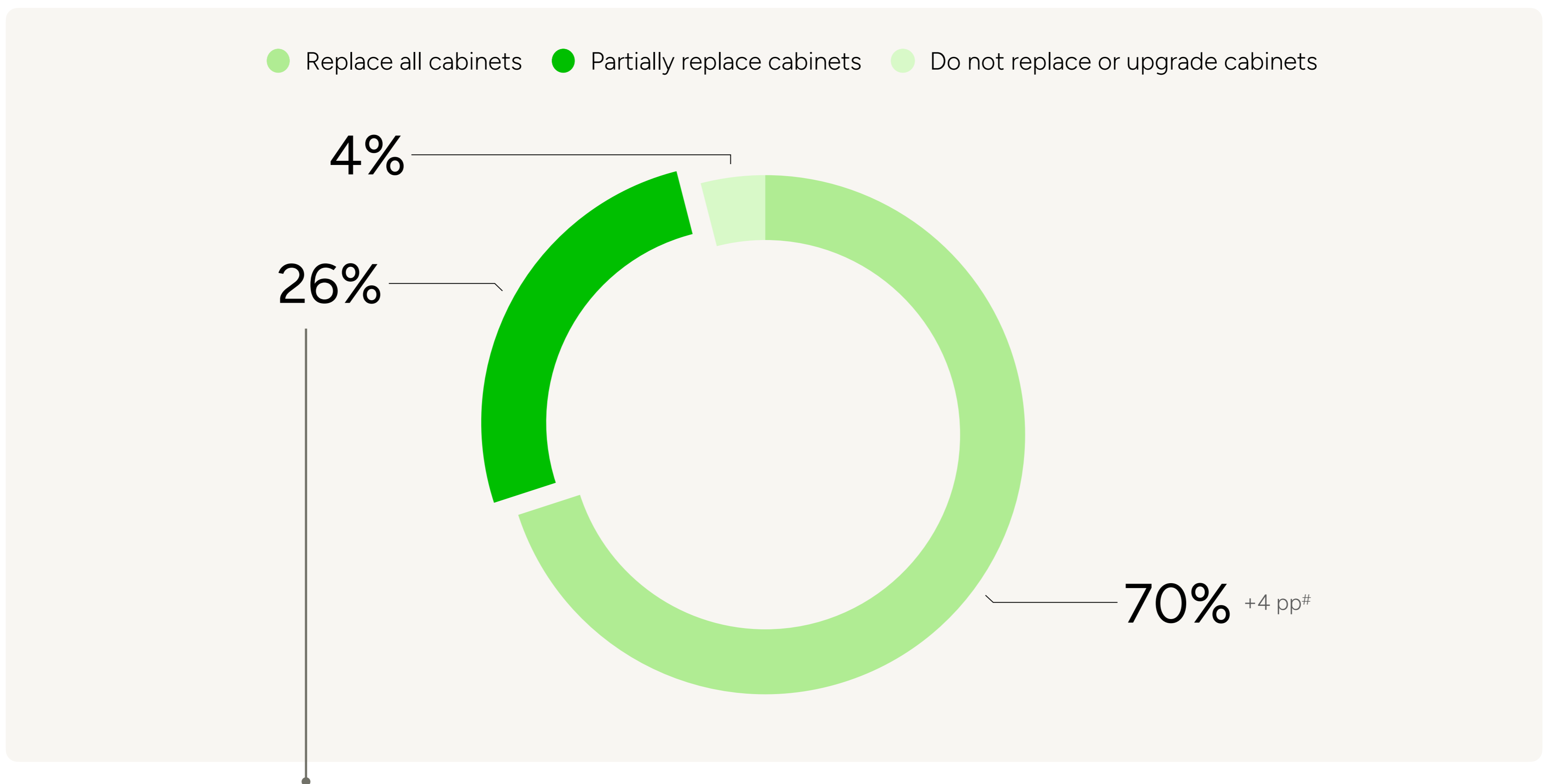
Complete Cabinet Replacement Increases

Nearly all renovating homeowners (96%) upgrade their cabinets either completely or partially during a kitchen remodel. Seven out of 10 opt for complete replacements, with the share increasing by 4 percentage points year over year.

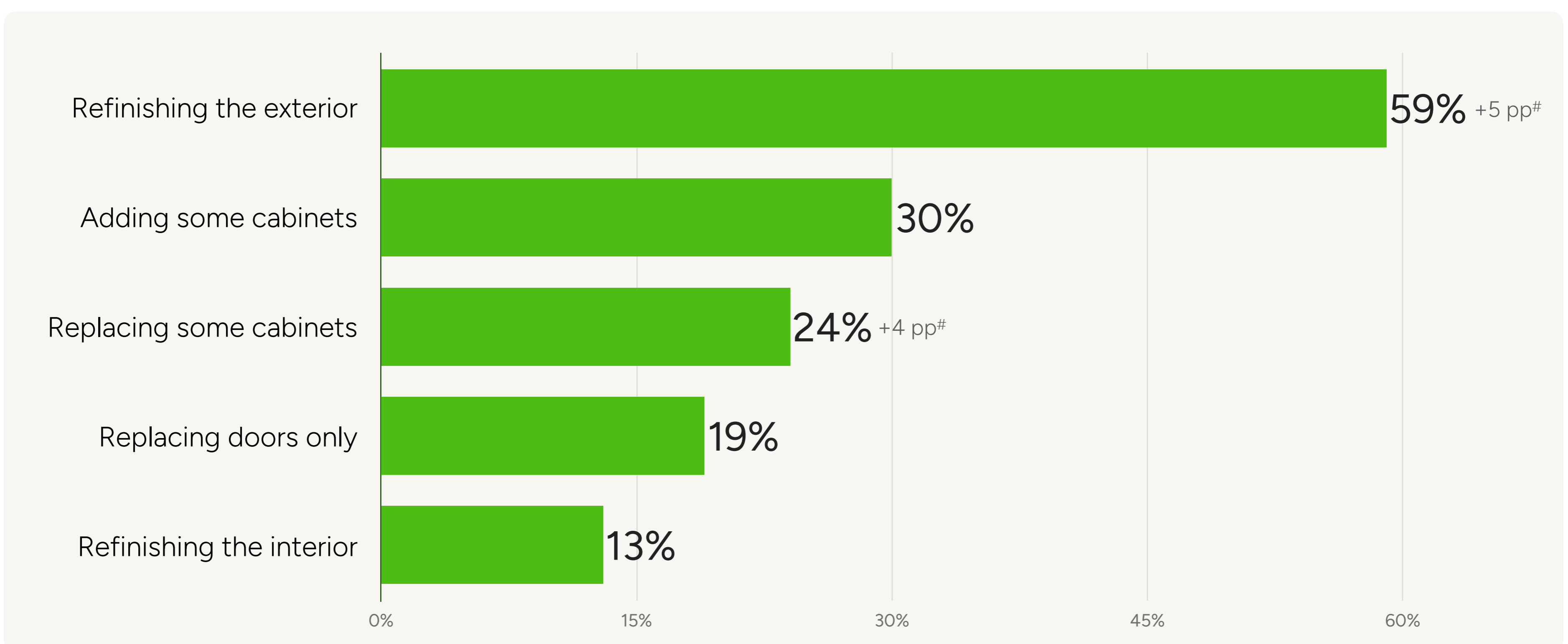
Homeowners are less likely to only partially replace their kitchen cabinets compared with the previous year (26% versus 29%, respectively).

Refinishing the exteriors remains the most popular upgrade (59%). Adding and replacing some cabinets also were among the top three types of upgrade (30% and 24%, respectively); the latter percentage increased by 4 points year over year. And 19% of homeowners replace only cabinet doors while upgrading their cabinets.

CABINET UPGRADES DURING KITCHEN RENOVATIONS*



TYPES OF PARTIAL CABINET UPGRADES**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

**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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Pro Hiring Remains Stable

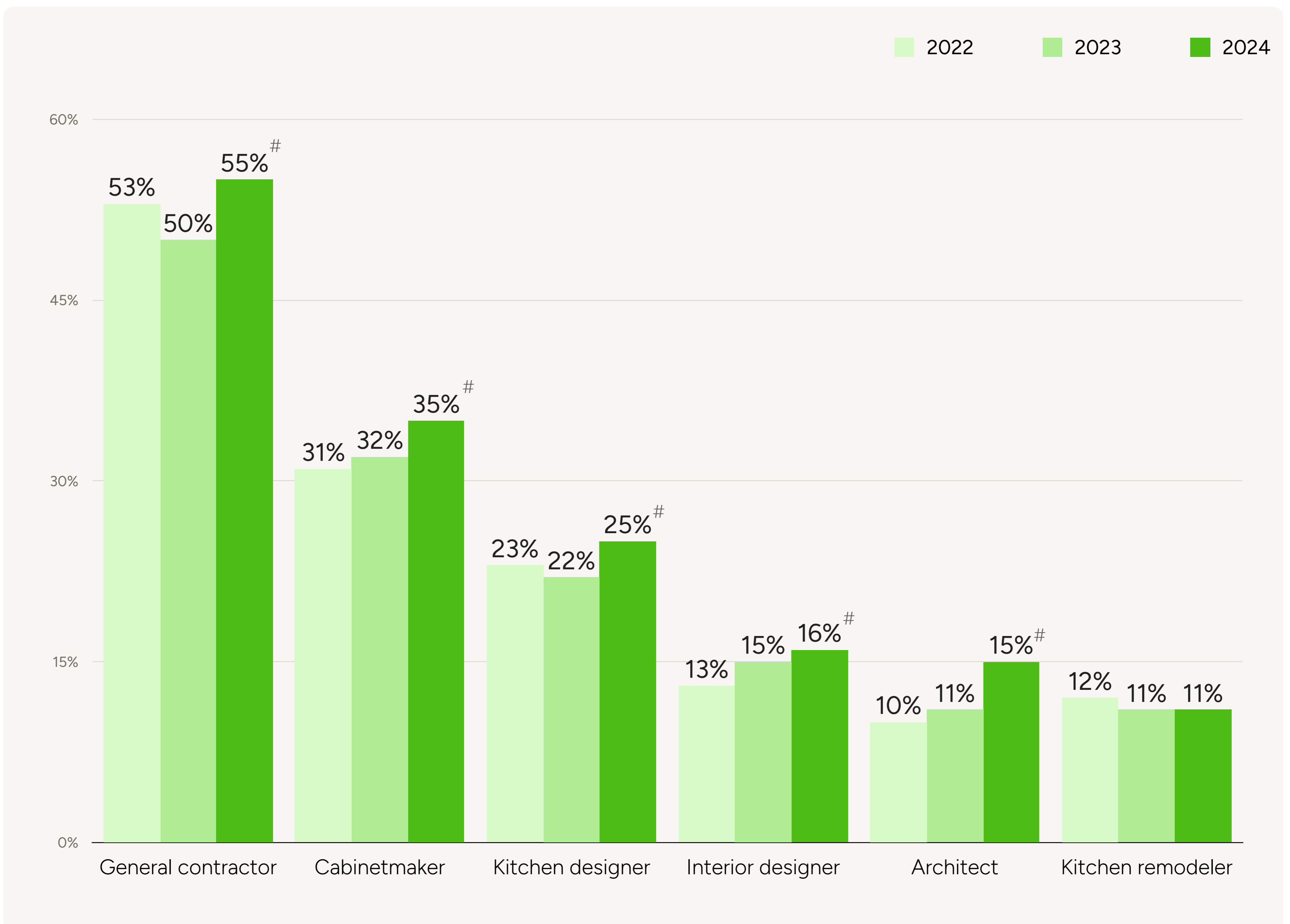
A quarter of renovating homeowners hire a kitchen designer, and 16% bring in an interior designer for their kitchen remodel.

General contractors remain the most frequently hired professionals, with more than half of homeowners (55%) relying on them. However, homeowners have been hiring

cabinetmakers more frequently every year since 2020 (35% in 2024 versus 26% in 2020).

Nearly 1 in 5 homeowners also hires one or more pros directly, without relying on a project manager. Overall pro hiring is stable compared with the previous year, at 84%.

TOP SERVICE PROVIDERS HIRED DURING KITCHEN RENOVATIONS*



OVERALL PRO HIRING *

2024	84%
2023	84%
2022	89%

HIRING OF SPECIALTY SERVICE PROVIDERS (WITHOUT A PROJECT MANAGER)**

2024	19%
2023	20%
2022	18%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24 (2024 study), 2022-23 (2023 study) and 2021-22 (2022 study).

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

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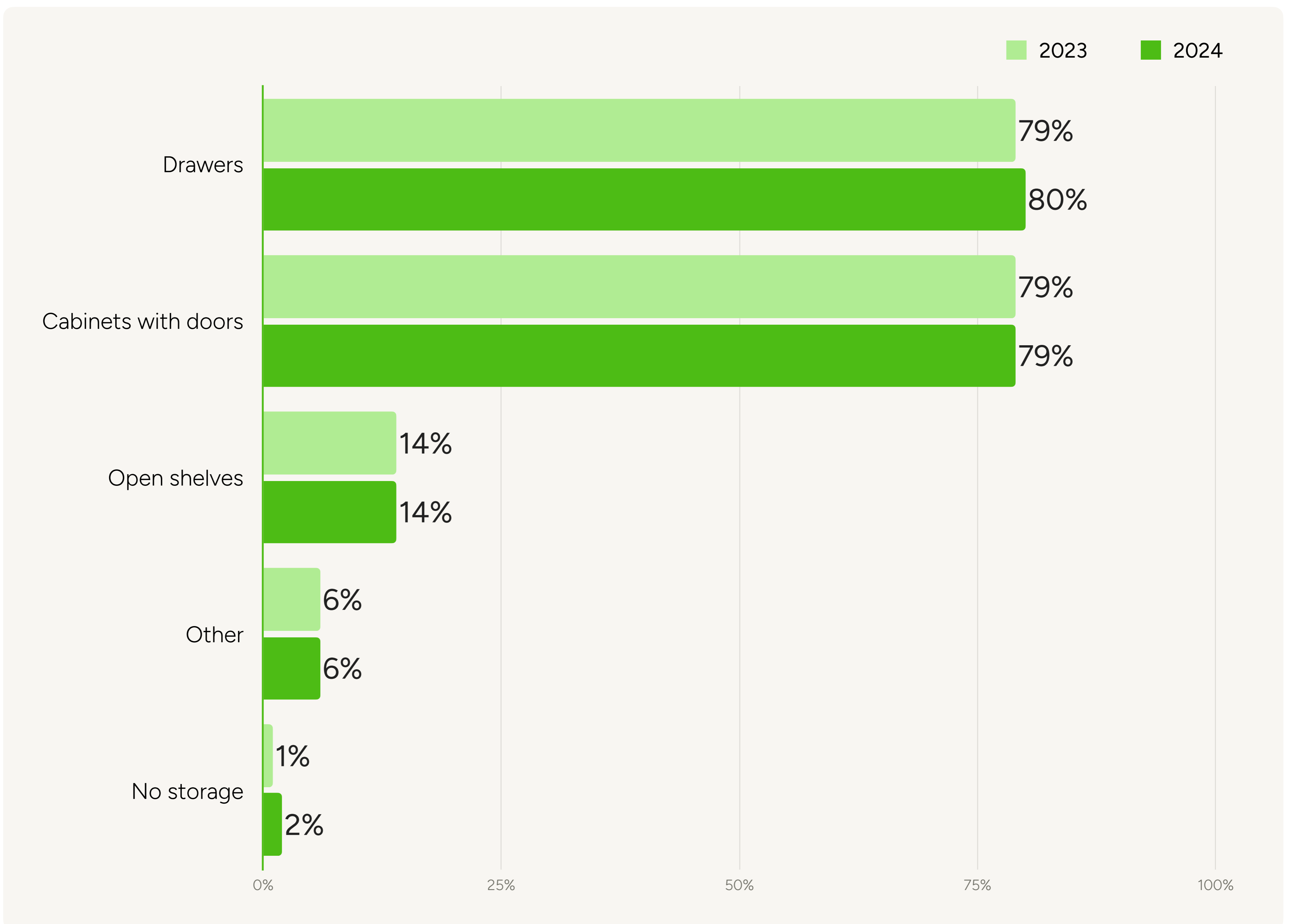
Preference for Long Islands Grows

More than 2 in 5 homeowners opt for islands that are 7 feet or longer. This preference has been gradually rising, increasing by 10 percentage points since 2020. In contrast, islands less than 6 feet long are declining in popularity, losing 5 points year over year.

Drawers and cabinets with doors are the two most common features in kitchen islands, selected by 80% and 79% of renovating homeowners, respectively.

Rectangular or square remains the most common shape for upgraded islands, with 80% of renovators choosing it.

STORAGE TYPES IN UPGRADED ISLANDS*



LENGTH OF UPGRADED ISLANDS*

Less than 6 feet	-5 pp#	21%
6 to 7 feet		37%
More than 7 feet	+4 pp#	42%

SHAPE OF UPGRADED ISLANDS*

Rectangular or square	-2 pp#	80%
L shape		7%
U shape		5%

*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 2023-24 (2024 study) and 2022-23 (2023 study).

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

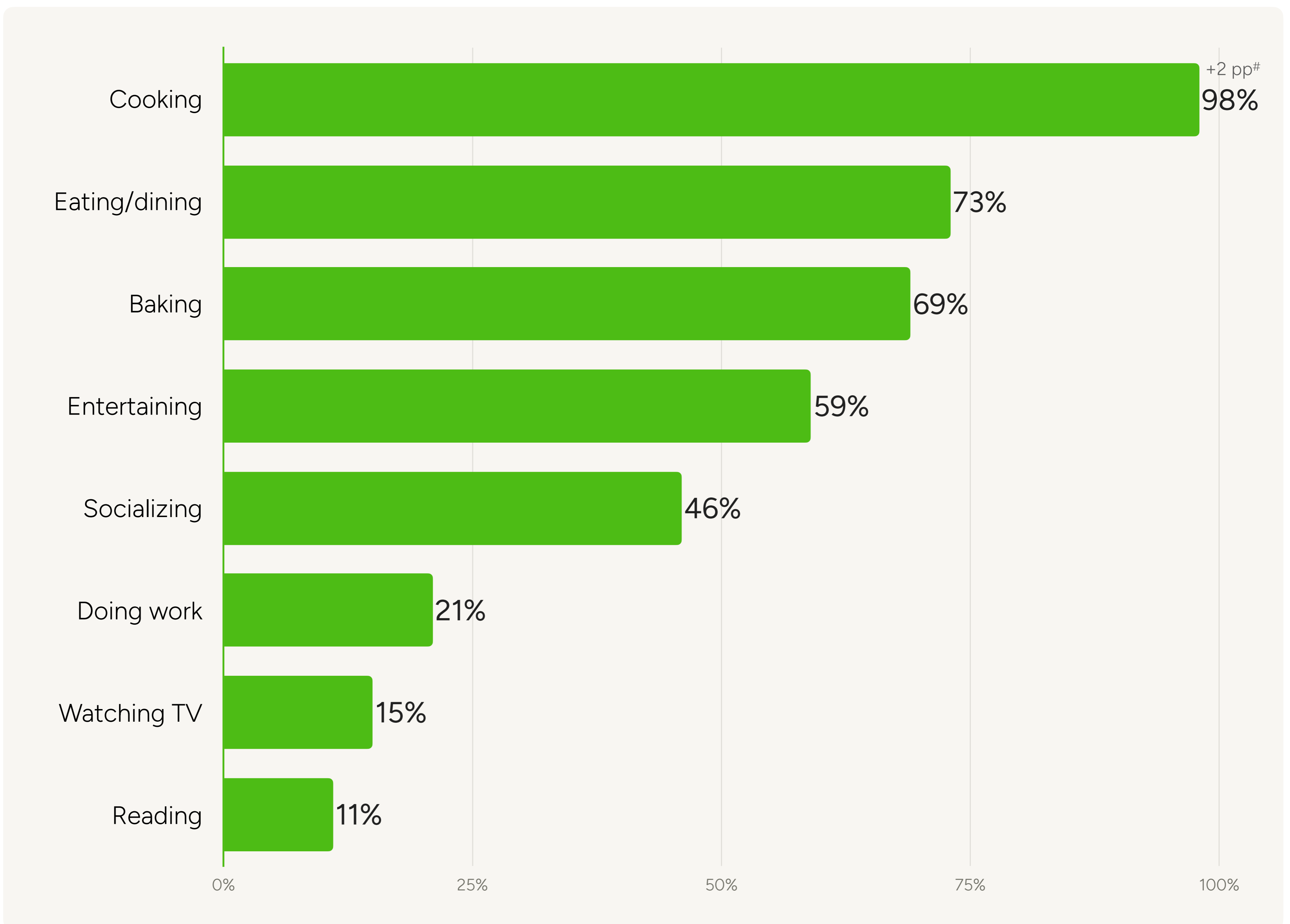


Many Kitchens Serve as a Social Hub

Consistent with expectations, the most popular activities in an upgraded kitchen are cooking (98%), eating (73%) and baking (69%). However, nearly 3 in 5 homeowners (59%) use the kitchen as a hub for entertaining, and 46% use it for casual socializing. This is consistent with the data for upgraded kitchen islands; many homeowners use those islands for entertaining (54%) and socializing (44%).

Homeowners also work or help with homework in the kitchen, although those uses are less widely popular for both the overall kitchen (21%) and the island (18%).

TOP ACTIVITIES IN THE KITCHEN FOLLOWING RENOVATION*



PRIMARY ACTIVITIES AT THE ISLAND AFTER KITCHEN RENOVATION, BESIDES COOKING AND BAKING**

Entertaining	+4 pp# 54%
Socializing	44%
Doing work	18%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

**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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



02

Look & Feel





4 Styles Compete for Second Place

Transitional remains the most popular style choice post-remodel, selected by over a quarter of homeowners, and four other styles continue to vie for second place. More than 1 in 10 renovating homeowners go for modern or contemporary style (12% and 11%, respectively), though the latter style is losing popularity, down by 4 percentage points since 2022.

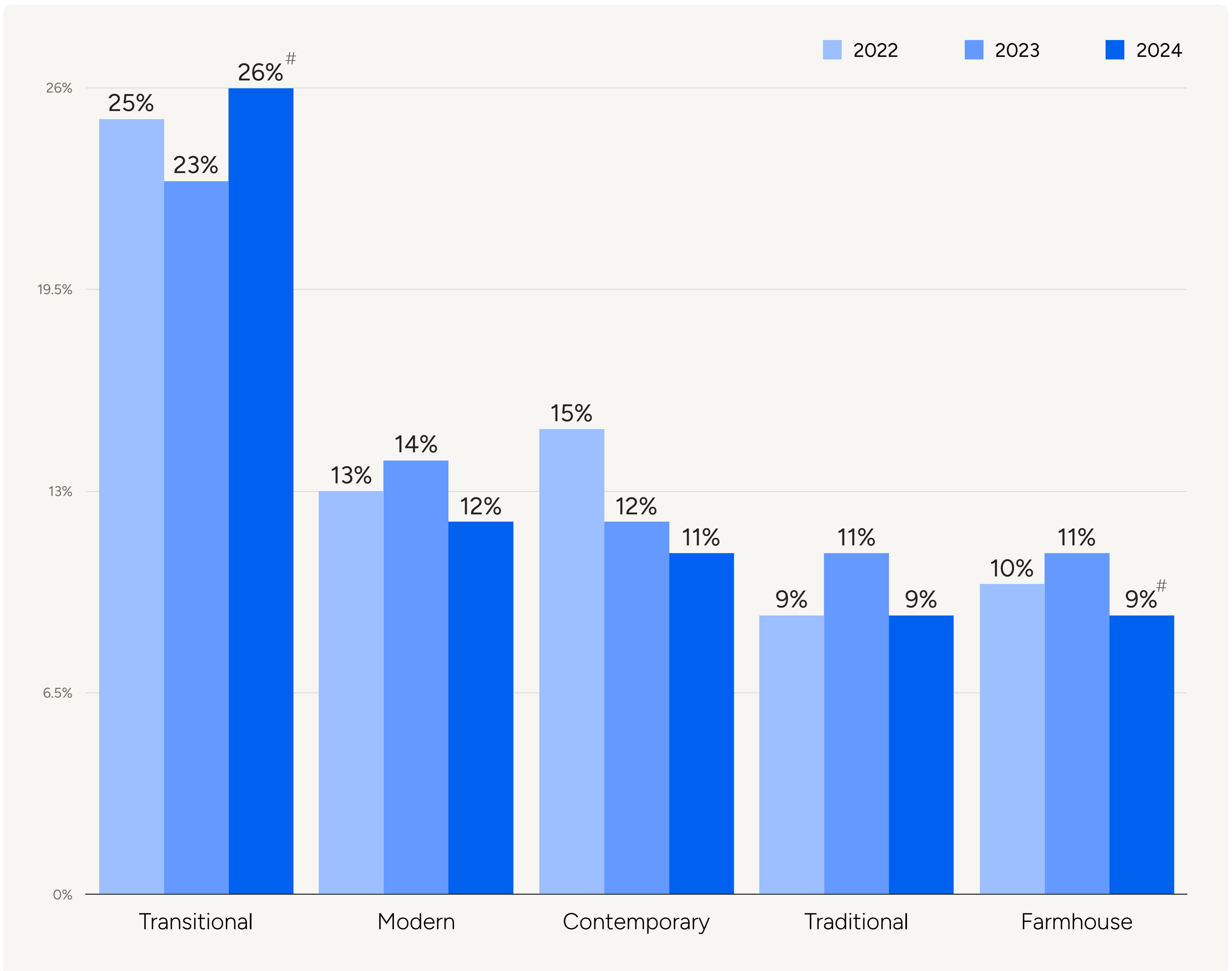
Traditional and farmhouse styles both declined in popularity as well, decreasing from 11% in 2023 to 9% in 2024.

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

STYLE CHANGE DURING RENOVATION*



TOP KITCHEN STYLES FOLLOWING STYLE CHANGE**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24 (2024 study), 2022-23 (2023 study) and 2021-22 (2022 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 2023-24, 2022-23 and 2021-22.

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



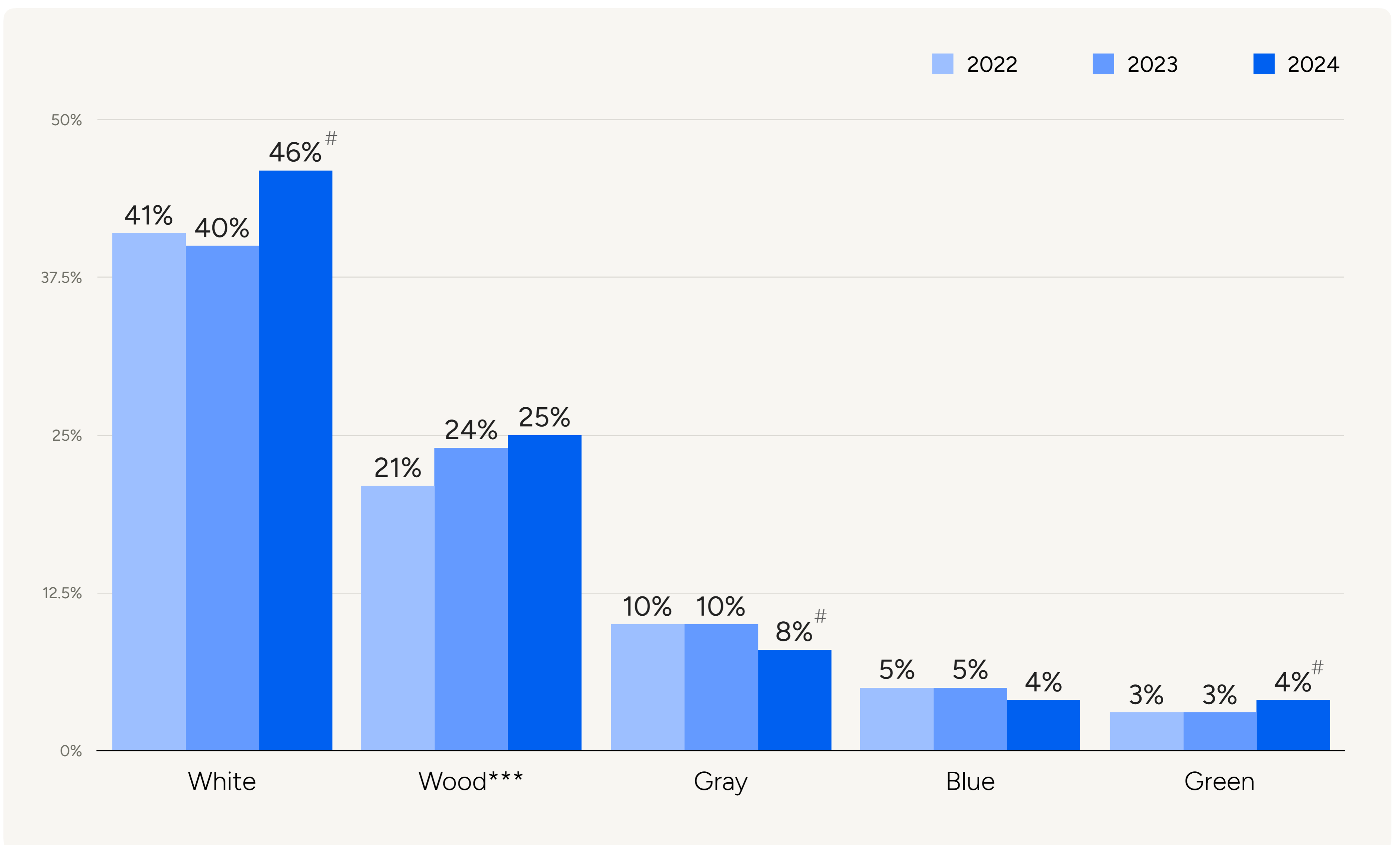
White Cabinets Lead in Popularity

Nearly half of renovating homeowners (46%) still opt for white cabinets, and that figure is up by 6 percentage points year over year. Wood tones (light, medium and dark) remain the second-most-popular color choice, with a quarter of homeowners going this route. After holding steady at 10% for the past three years, gray has decreased by 2 percentage points.

Green kitchen cabinets are on the rise, with 4% of homeowners choosing them, up from just 1% in 2020.

Meanwhile, despite a slight dip in popularity as the primary cabinet color, blue remains the top pick for island cabinets that are a different color than the main cabinets. Additionally, green is gaining momentum (up by 5 percentage points) as a contrasting color for kitchen island cabinets.

TOP CABINETRY COLORS*



46%

Contrast the island cabinetry color

TOP CONTRASTING CABINETRY COLORS FOR UPGRADED ISLANDS**

Blue	25%	Gray	11%	Light wood	6%
Medium-tone wood	15%	Green	+5 pp [#] 10%	Brown	4%
Black	11%	Dark wood	-3 pp [#] 8%	White	3%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24 (2024 study), 2022-23 (2023 study) and 2021-22 (2022 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 cabinetry color distinct from the main cabinetry color as part of a completed, current or planned kitchen renovation during 2023-24.

***Wood tone includes light (9%), medium (13%) and dark (3%) wood tones.

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Wood Is Tops for Lower Cabinets

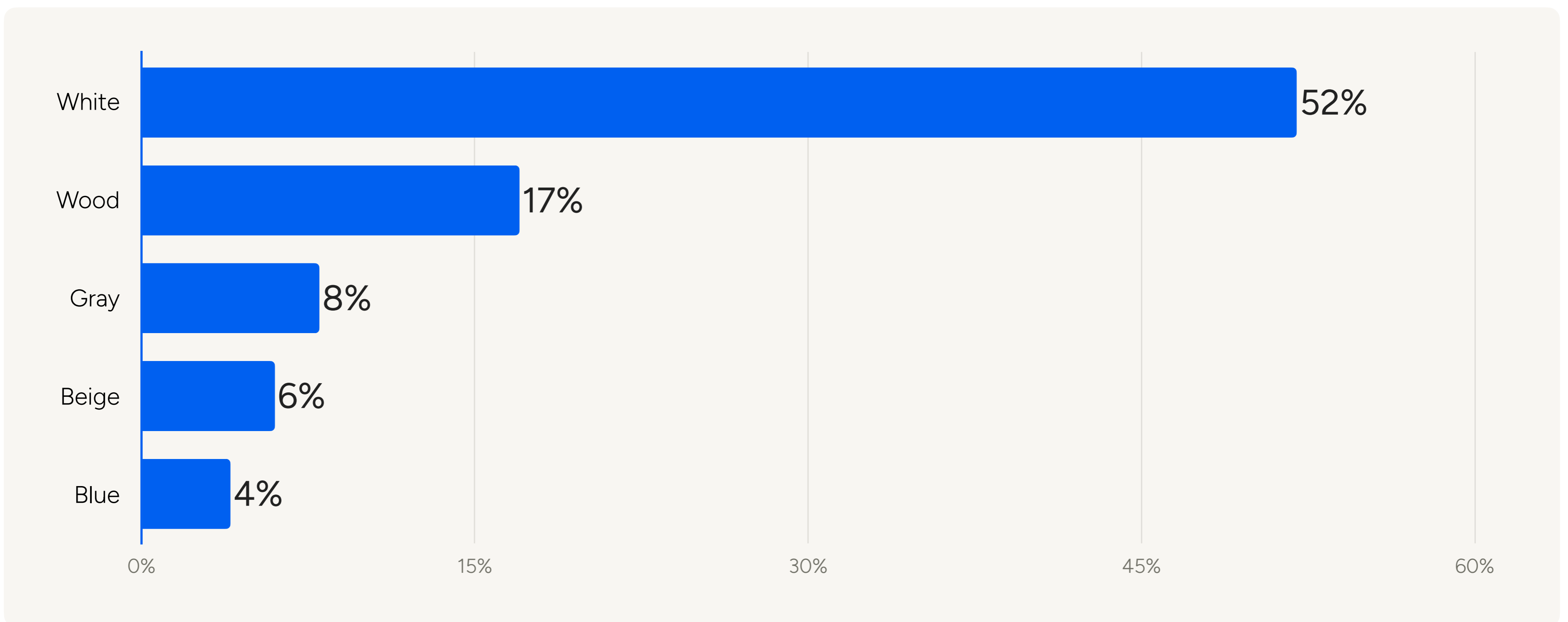
Nearly a quarter of homeowners choose different colors for their upper and lower cabinets. The most popular color for upper cabinets is white, chosen by 52% of homeowners. For lower cabinets, wood tones are the most common, selected by 28% of homeowners.

Interestingly, blue is a more popular choice for the lower cabinets (20%) than it is for the upper ones, preferred by only 4%. Gray also is a popular choice for lower cabinets, preferred by 14% of homeowners. Other popular colors for lower cabinets include green (11%) and white (10%).

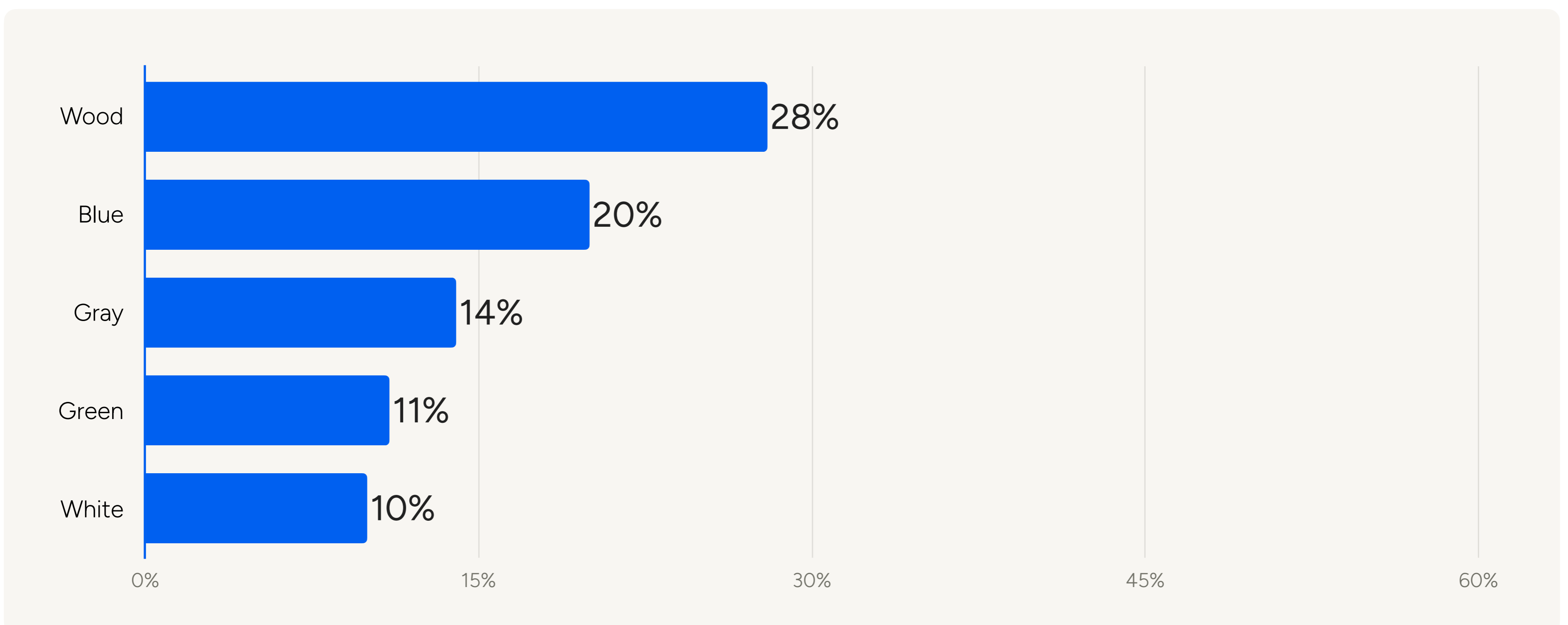
23%

Contrast upper and lower cabinetry colors

TOP COLORS FOR UPPER CABINETS*



TOP COLORS FOR LOWER CABINETS*



*Percentages reflect proportion of homeowners who are opting or have opted for different-color upper and lower cabinets as part of a completed, current or planned kitchen renovation during 2023-24.

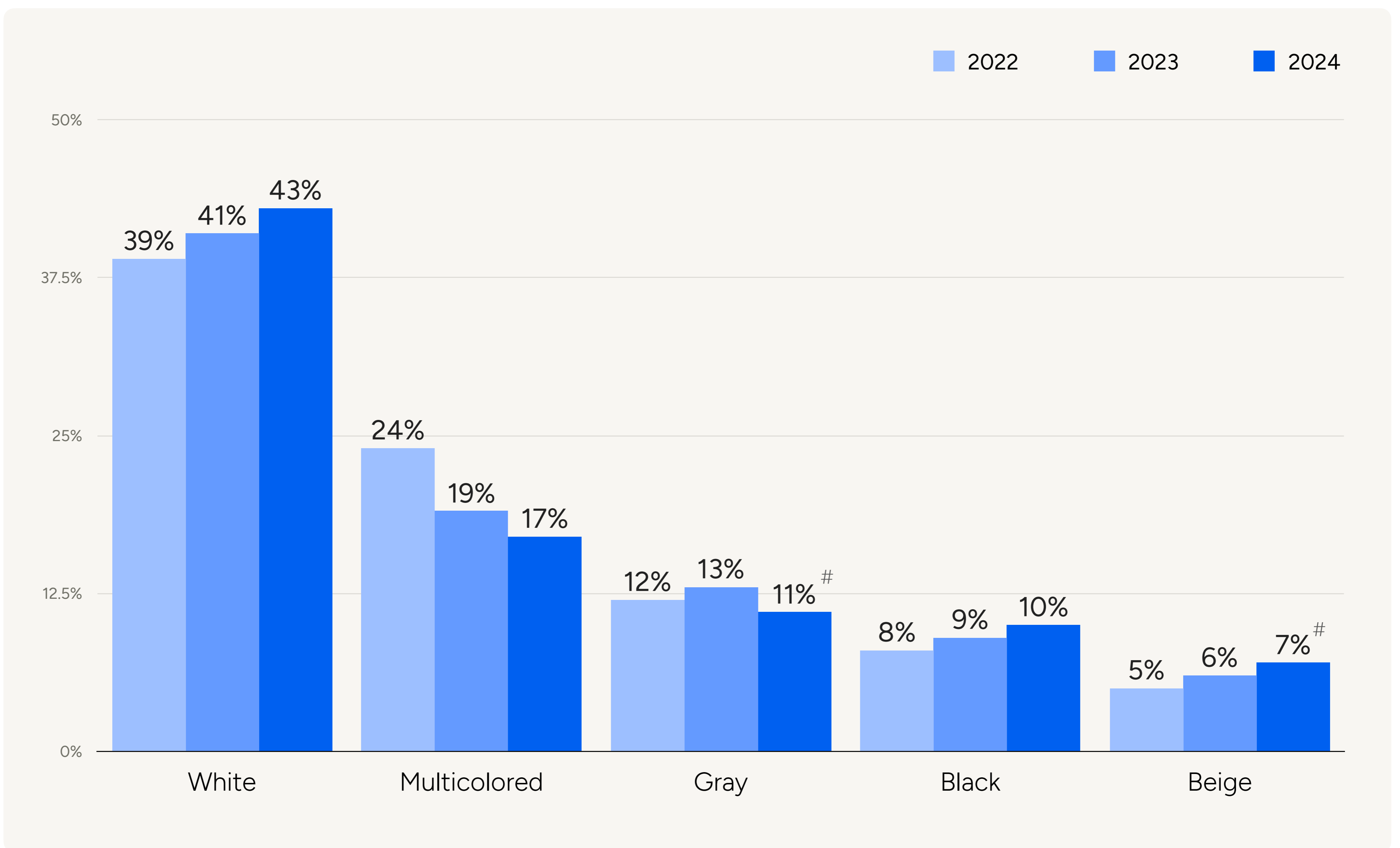


White Countertops Reign, Gray Ones Wane

White countertops remain the leading choice among renovating homeowners, with 43% opting for them. This year marks the highest preference for white since 2020. Meanwhile, gray has declined slightly, dropping by 2 percentage points, to 11%. Multicolored countertops also continue to lose popularity, with only 17% of homeowners now selecting them.

More than a quarter of homeowners go for different-color main countertops and island countertops. Among these, nearly 3 in 10 choose a white island countertop; the second-most-popular choice is a wood tone (medium, 14%; light, 8%; or dark, 4%).

TOP COUNTERTOP COLORS*



26%

Contrast the island countertop color

TOP CONTRASTING COUNTERTOP COLORS FOR UPGRADED ISLANDS**

White	29%	Black	10%
Medium-tone wood	14%	Light wood	8%
Gray	11%	Dark wood	4%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24 (2024 study), 2022-23 (2023 study) and 2021-22 (2022 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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Wood Tones Prevail for Flooring

Wood-tone flooring is even more popular among renovating homeowners this year (56%, up by 3 percentage points). In contrast, gray (12%) and beige (8%) have dipped in popularity, with each losing 2 percentage points.

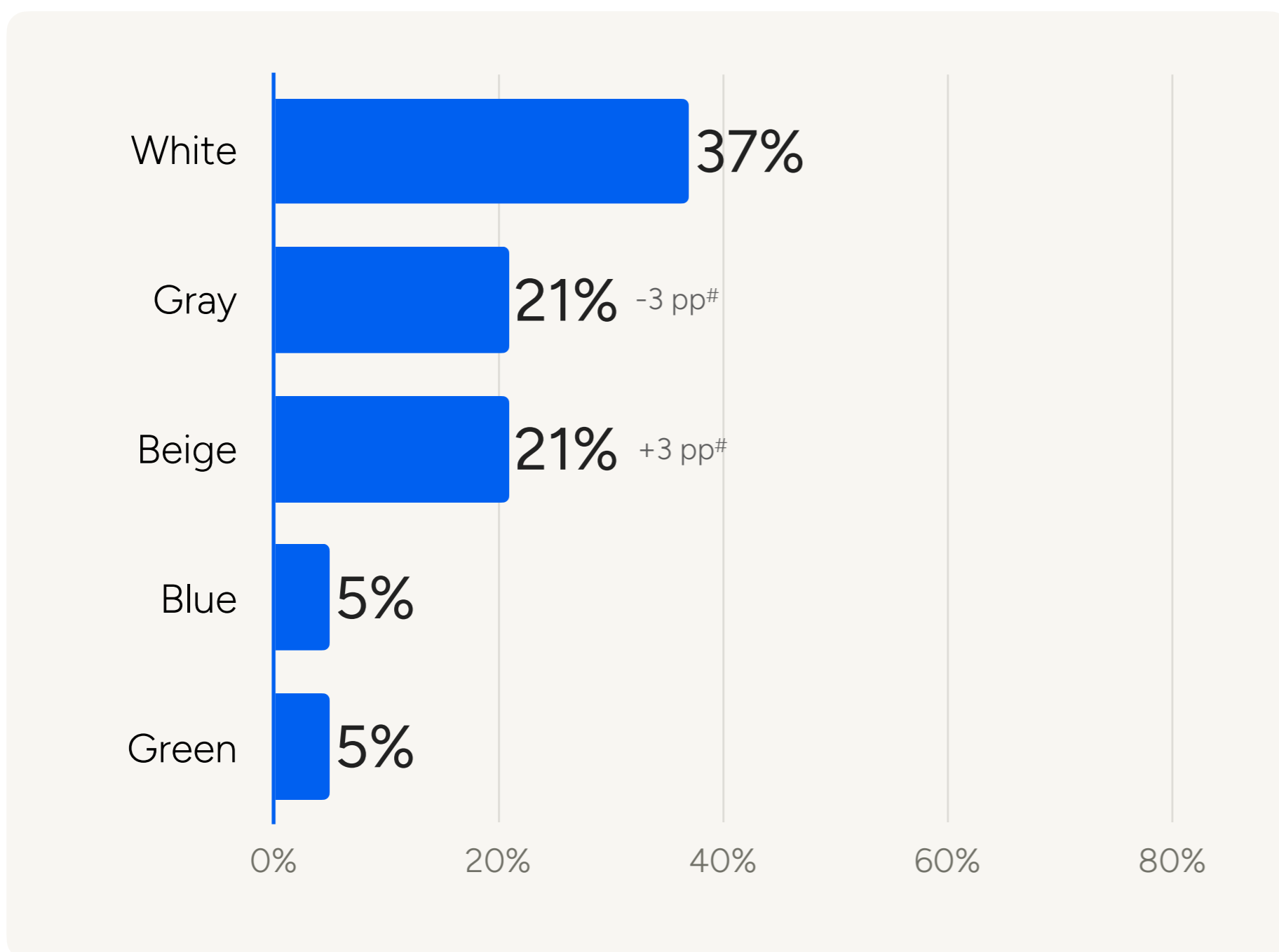
Standard stainless steel remains the overwhelming favorite

appliance finish, and in fact has increased in popularity, rising by 3 percentage points year over year. While white appliances follow at 7%, the combined preference for appliances in black stainless steel (6%) or another black finish (5%) totals 11%, meaning black is actually a more popular choice.

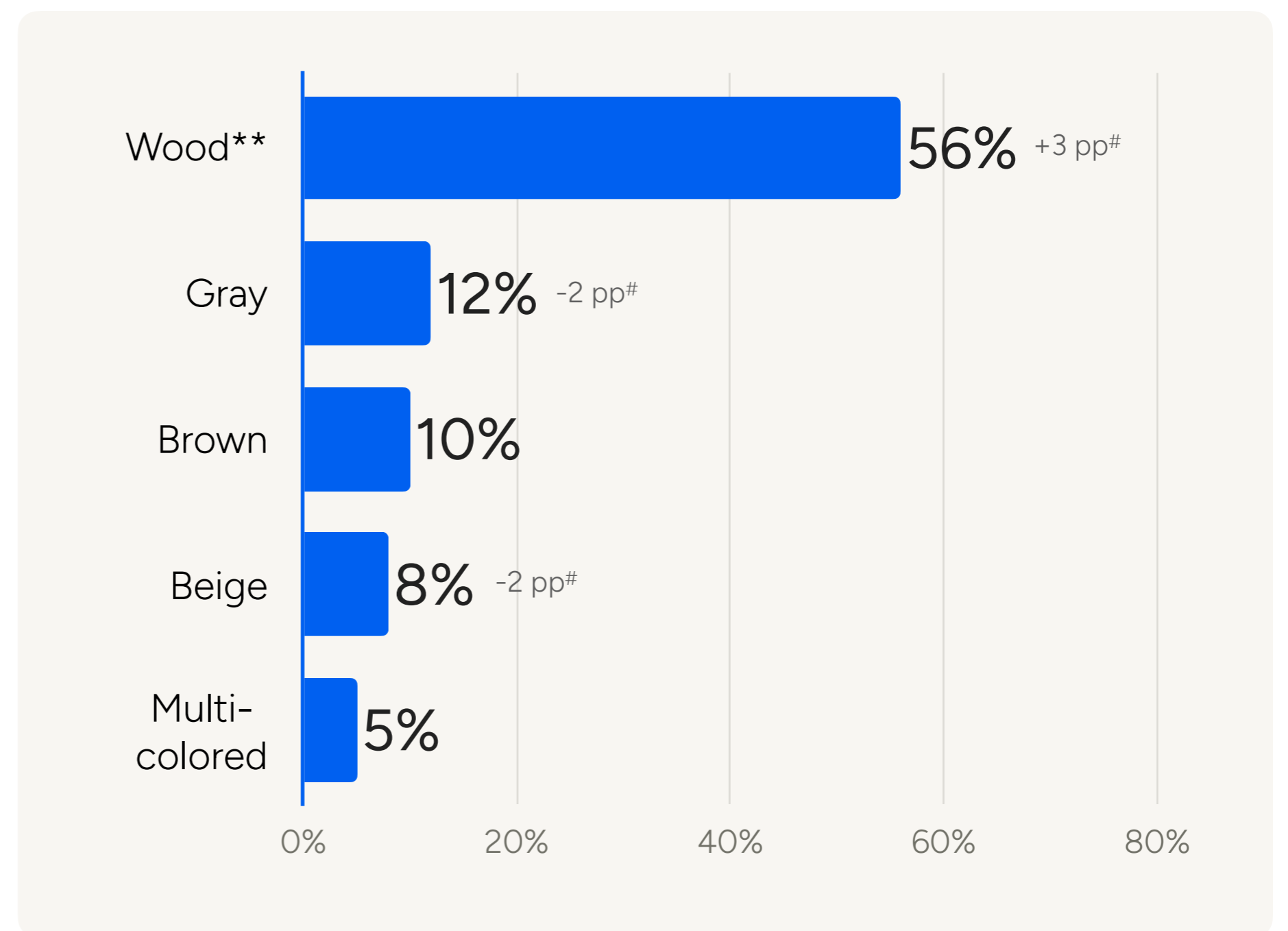
See Appendix C for more color choices in the kitchen.

TOP COLORS IN KITCHEN RENOVATIONS*

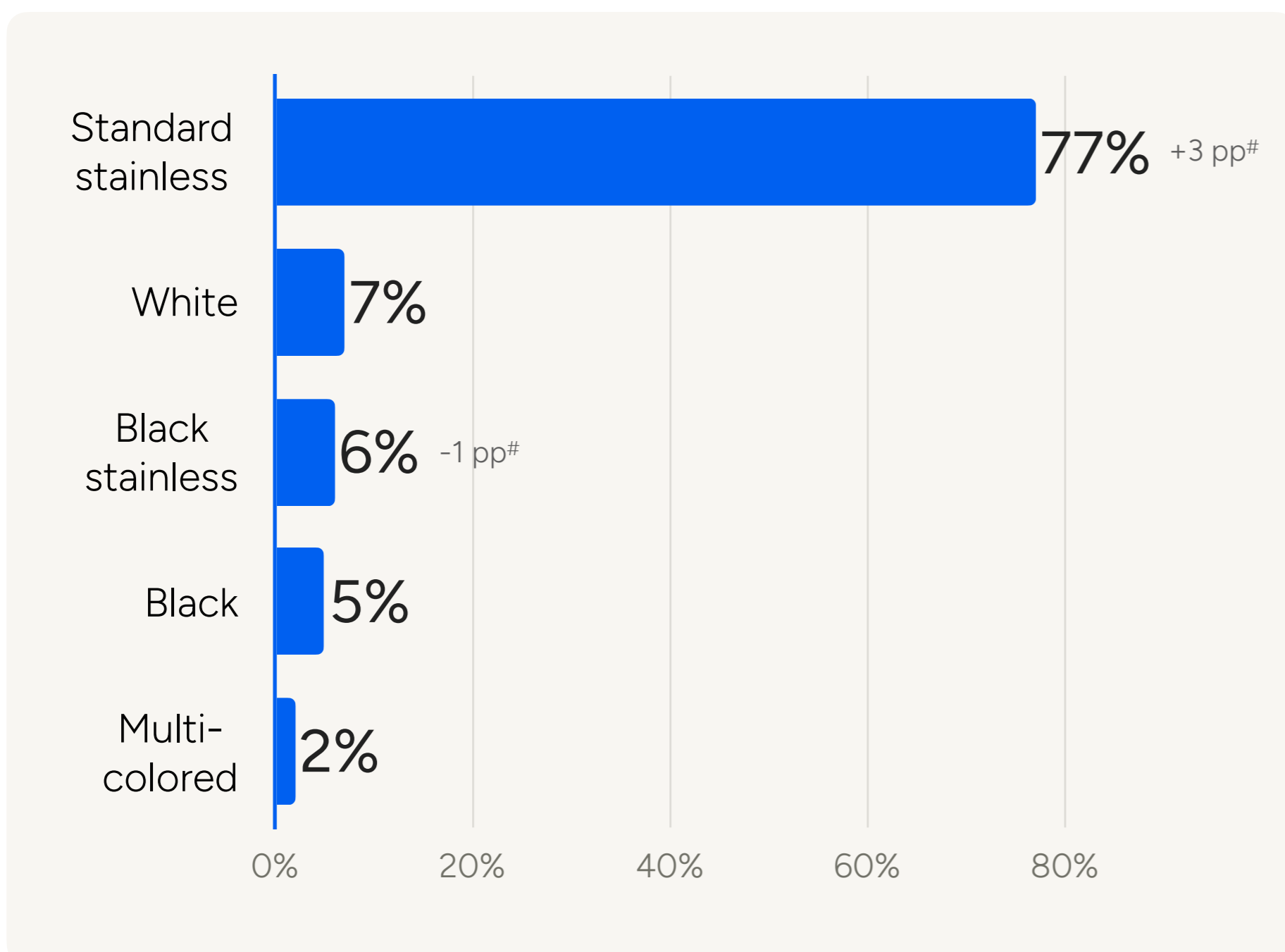
WALLS



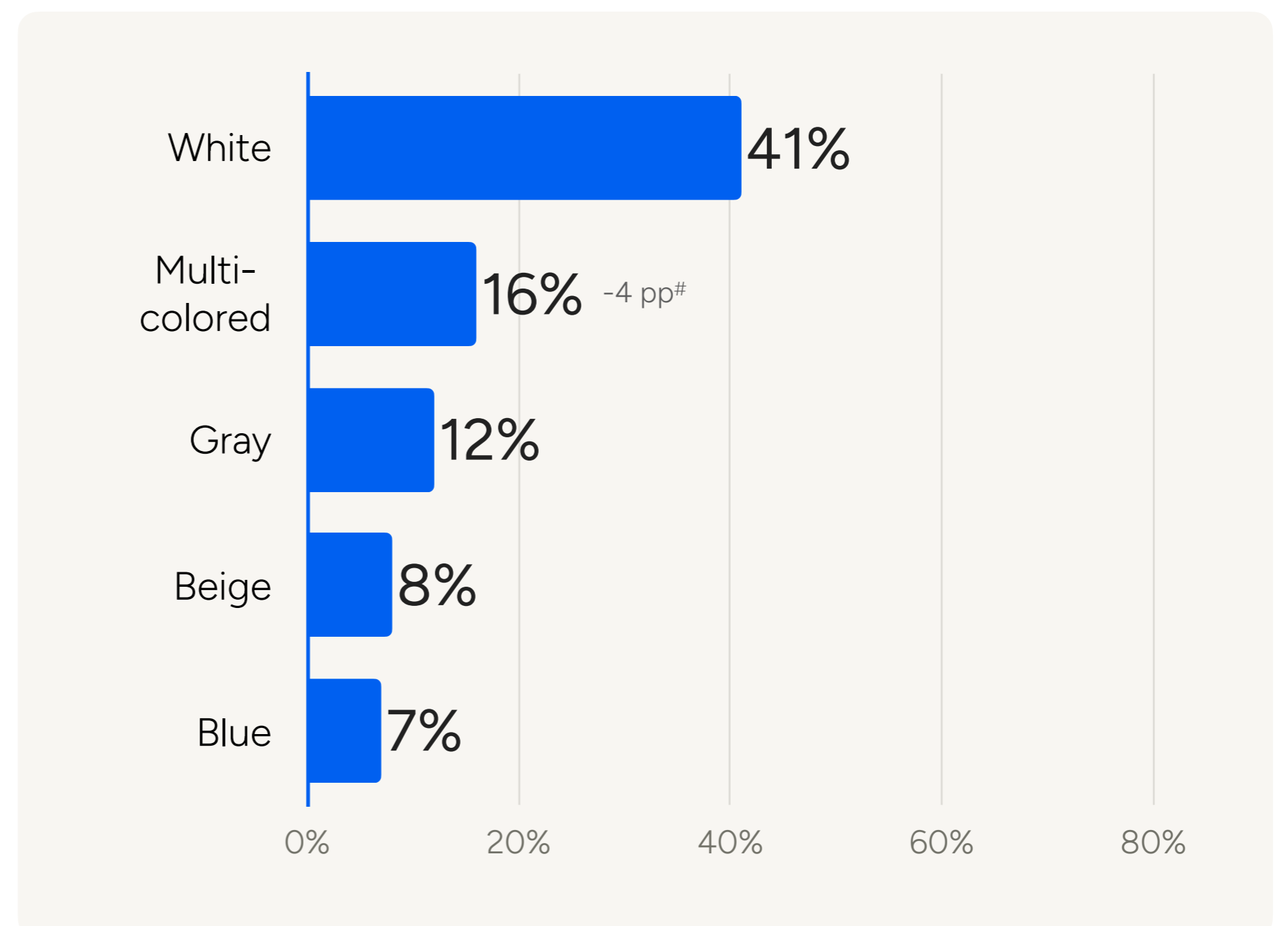
FLOORING



APPLIANCES



BACKSPLASH



KITCHEN WALLS

Same as in nearby rooms **61%**

Different than in nearby rooms **39%**

KITCHEN FLOORS

Same as in nearby rooms **79%**

Different than in nearby rooms **21%**

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

**Wood includes light (20%), medium (30%) and dark (6%) wood tones.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Many Plan Ahead for Aging

Although more than half of homeowners (52%) anticipate special needs arising within the next five years rather than immediately, many are proactively addressing those needs right now. Among renovating homeowners addressing special needs in the kitchen, the most common reason is to accommodate aging household members. Presently, 27% have an aging

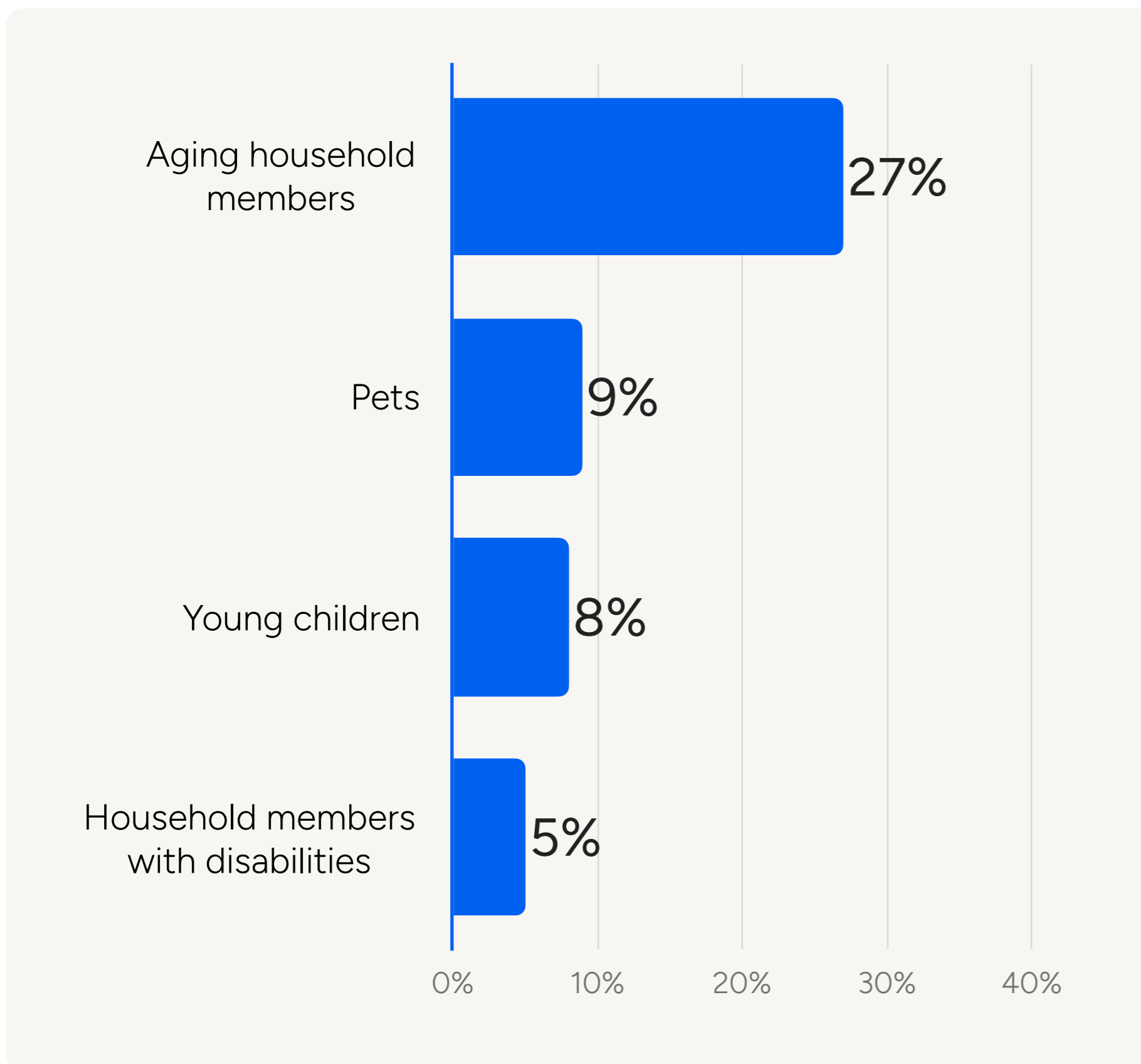
household member with special needs, while 36% are planning for future age-related needs.

Pets are the second major consideration, with 9% of renovating homeowners addressing current needs and 6% planning for future pet-related needs.

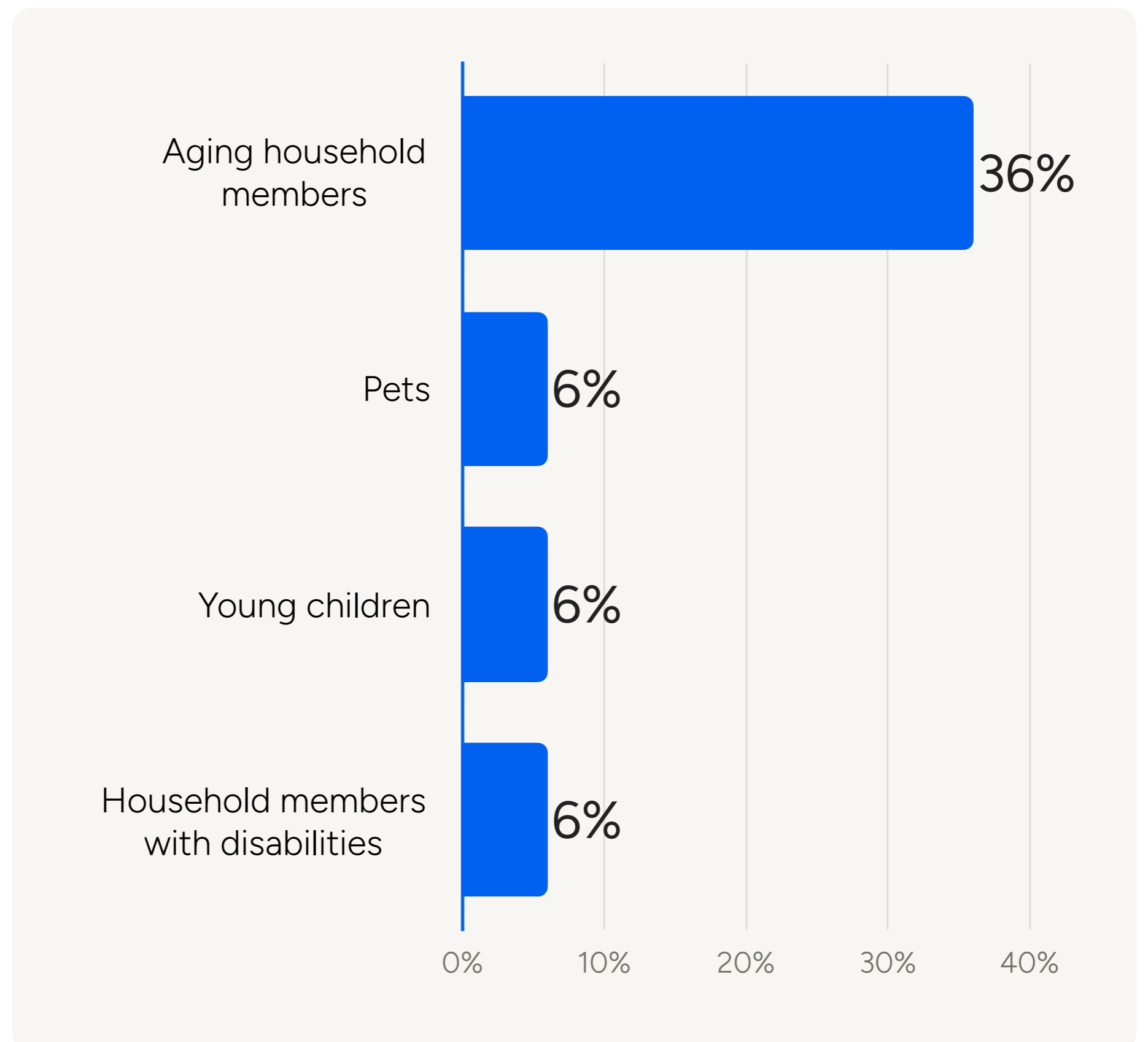
SPECIAL NEEDS ADDRESSED BY KITCHEN RENOVATIONS*

2024 **52%**

CURRENT NEEDS



FUTURE NEEDS



WHEN HOMEOWNERS EXPECT FUTURE NEEDS TO ARISE**

In the next 12 months **28%**

In the next 1-2 years **8%**

In the next 3-4 years **12%**

In the next 5 or more years **51%**

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

**Percentages reflect proportion of homeowners who are addressing current and future special needs in their kitchen renovation.



Universal Design for Safety and Functionality

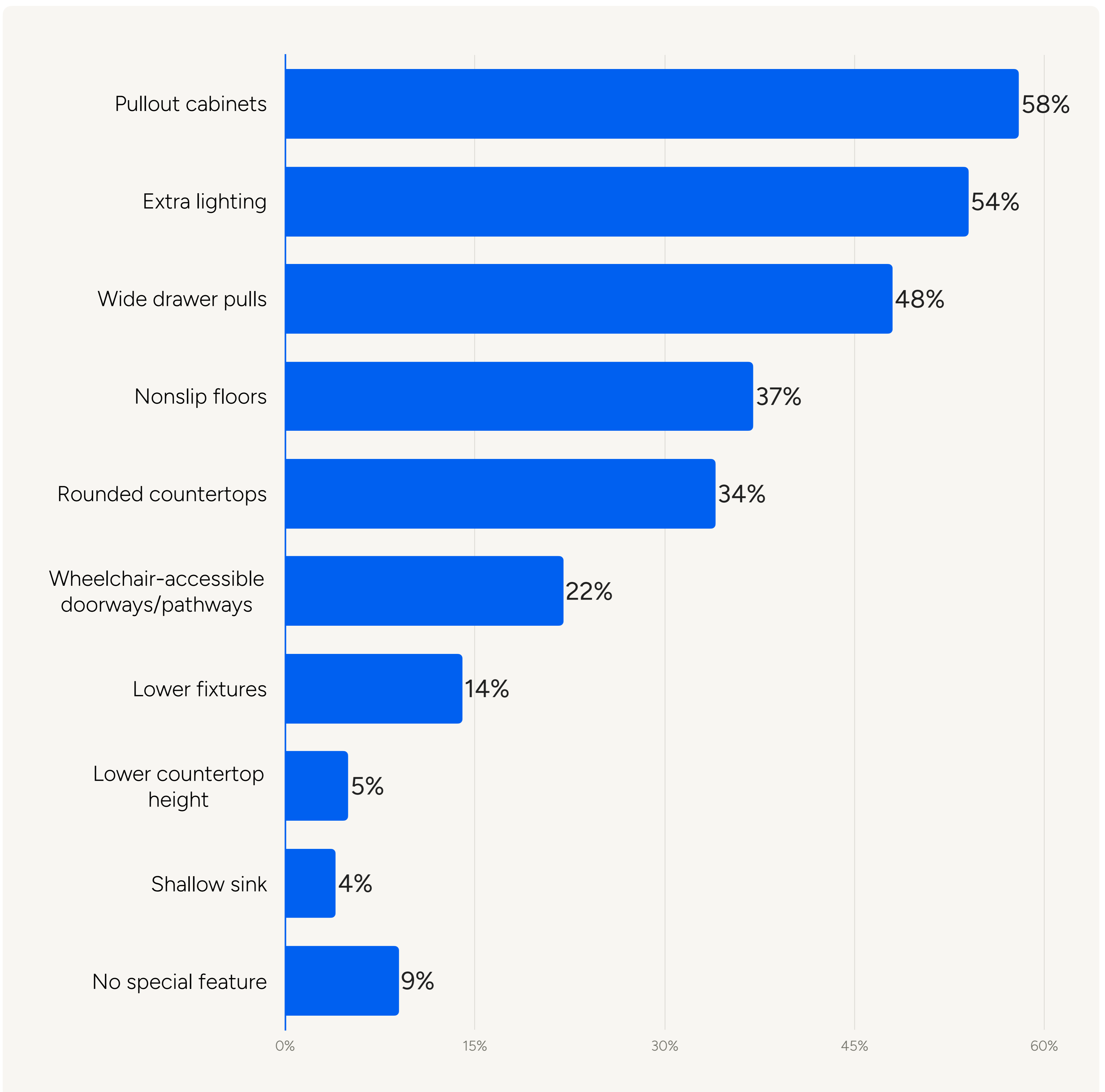
To accommodate aging household members, renovating homeowners are focusing on functionality with elements such as pullout cabinets (58%), extra lighting (54%) and wide drawer pulls (48%).

Safety features also are a priority for many renovating homeowners, with 37% installing nonslip flooring and 34%

opting for rounded countertops.

Moreover, 22% are making their homes more wheelchair-friendly by widening doorways and pathways. And some are creating more accessible spaces by lowering the height of their fixtures (14%) and countertops (5%).

TOP FEATURES INCORPORATED TO ADDRESS AGING IN PLACE*



*Percentages reflect proportion of homeowners who are addressing current and future needs of aging household members in their kitchen renovation.



03

Products & Features





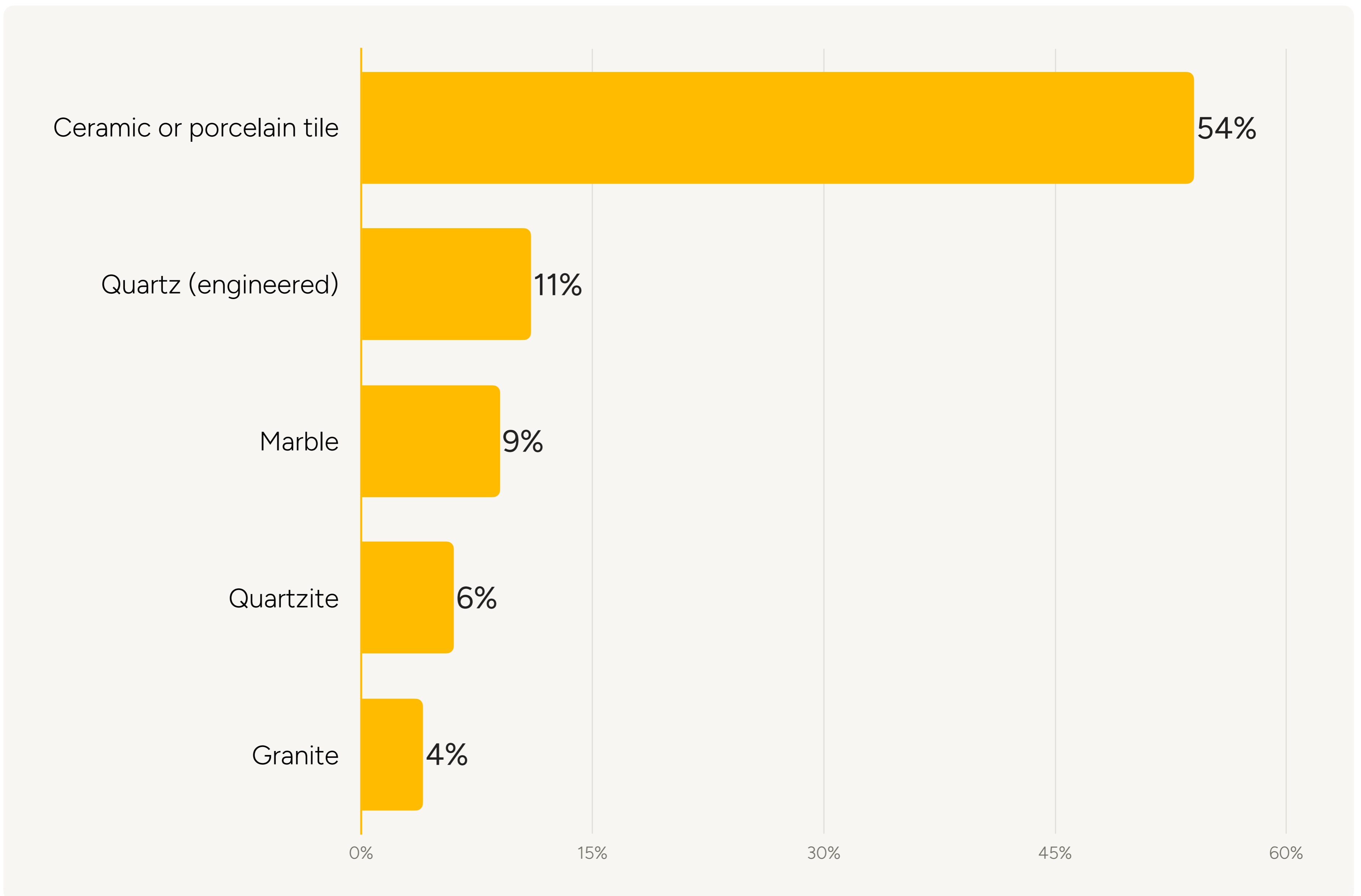
Full Backsplash Coverage Prevails

Backsplashes most commonly fully extend to the cabinets or range hood (62%), and 10% of renovating homeowners opt for a backsplash that covers the entire wall up to the ceiling.

for a natural stone, such as marble (9%), quartzite (6%) or granite (4%).

The most popular backsplash material is ceramic or porcelain (54%). Engineered quartz, while less common, is still a popular choice, selected by 11%. Some renovating homeowners also go

TOP MATERIALS FOR UPGRADED BACKSPLASHES*



COVERAGE OF UPGRADED BACKSPLASHES*

UP TO THE CABINETS OR RANGE HOOD		UP TO THE CEILING	
Full coverage	62%	Full coverage	10%
Partial coverage	20%	Partial coverage	5%

*Percentages reflect proportion of homeowners who are updating the backsplash as part of a completed, current or planned kitchen renovation during 2023-24. Note that year-over-year comparisons aren't possible due to a revision of the survey question.



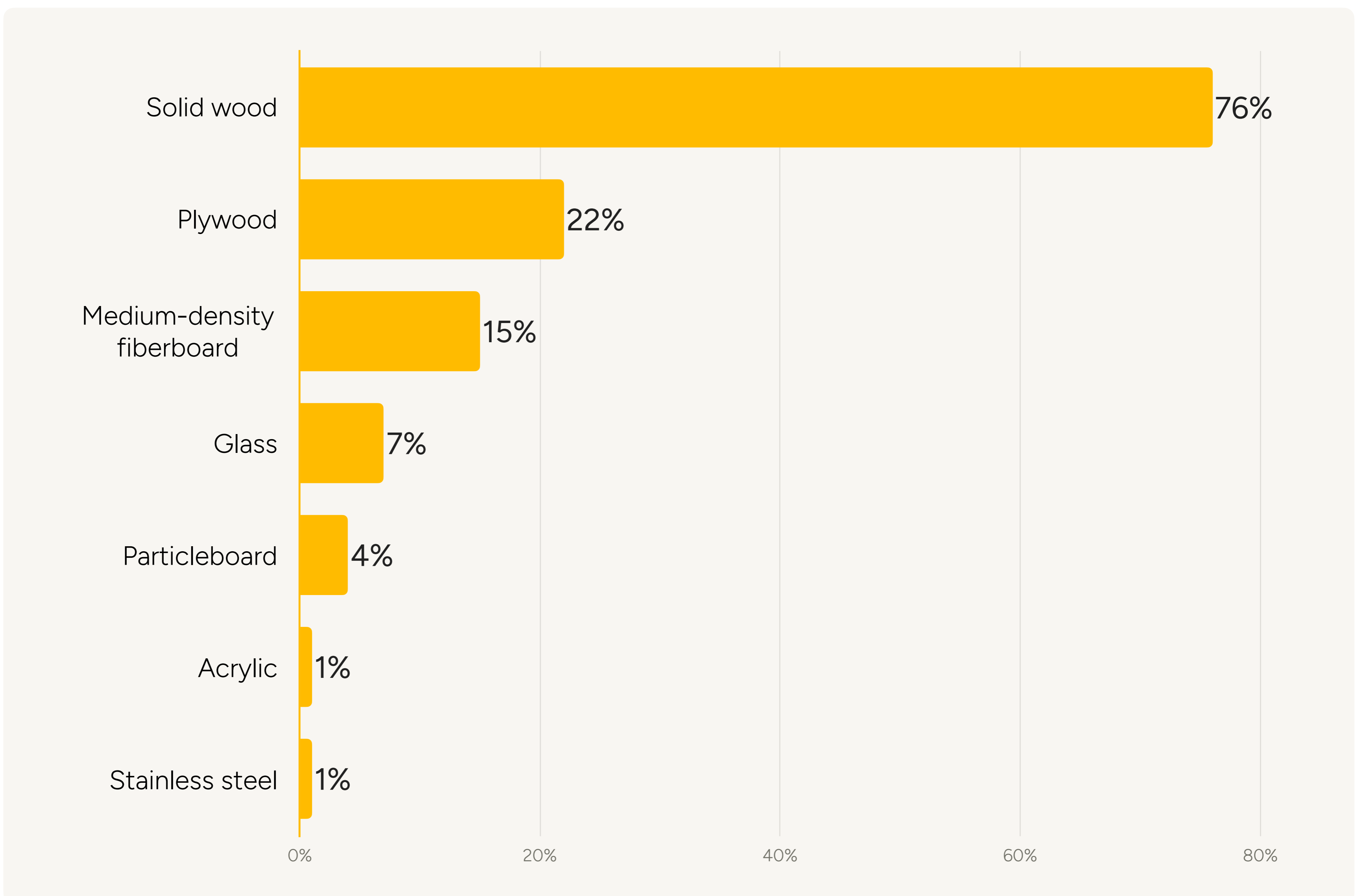
Cabinet Material Aesthetics Top Cost

Although 40% of renovating homeowners choose a cabinet material based on price, this factor has declined by 4 percentage points year over year. Look and feel, on the other hand, are even more important now and are the primary consideration for 80% of renovating homeowners — an increase of 3 percentage points.

As for the cabinet material itself, solid wood leads in popularity (76%), followed by plywood (22%). Only a few homeowners (7%) opt for glass as the primary kitchen cabinet material.

Among finishes, paint remains the most popular choice for new cabinets, preferred by 58% of renovating homeowners.

PRIMARY MATERIALS OF NEW CABINETS*



TOP 3 FINISHES OF NEW CABINET MATERIALS*

Paint	58%
Stain	14%
Wood veneer	8%

TOP 3 REASONS FOR CHOOSING A NEW CABINET MATERIAL*

Look and feel	+3 pp# 80%
Durability	47%
Cost	-4 pp# 40%

*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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

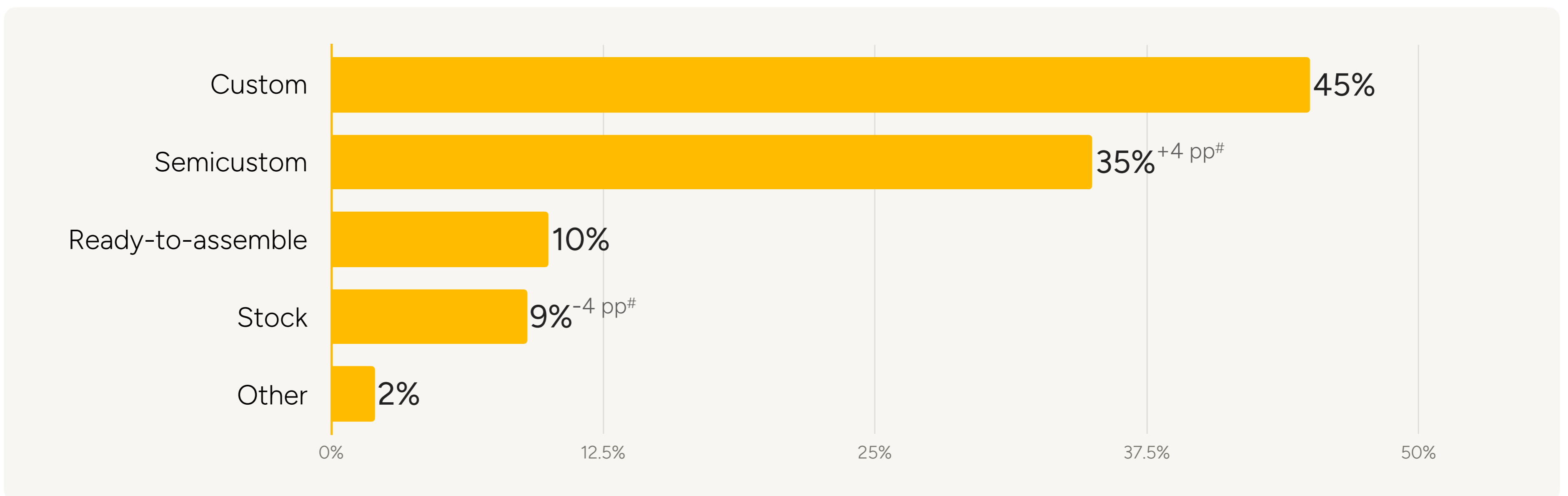


Homeowners Prefer Customized Cabinets

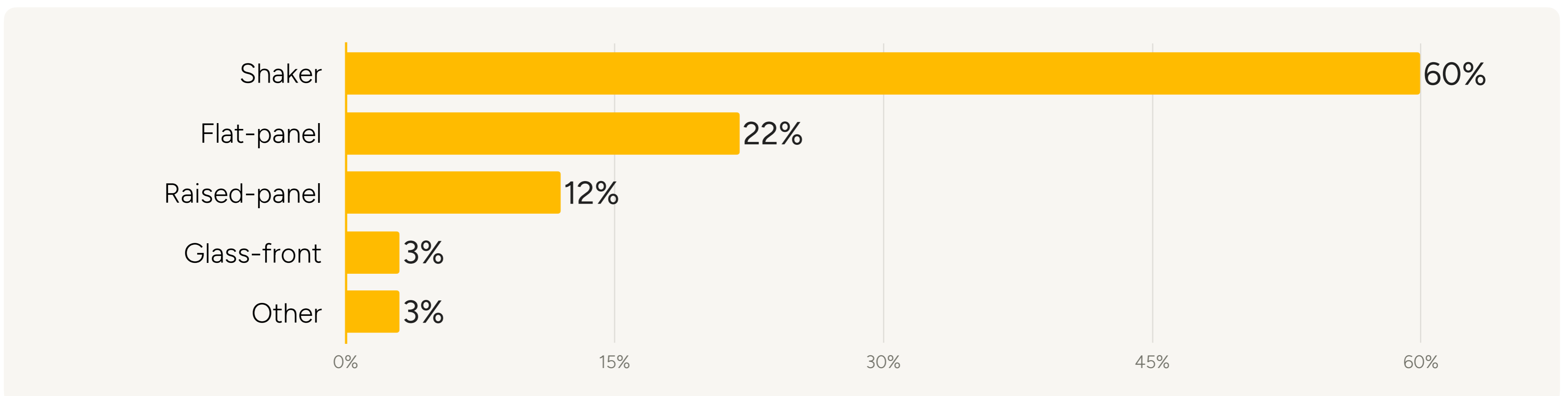
Custom and semicustom cabinets continue to be the top choices for renovating homeowners. The preference for fully custom cabinets has risen slightly, from 44% to 45%, while the preference for semicustom cabinets has risen more noticeably, from 31% to 35% year over year. In contrast, stock cabinets are falling out of favor, dropping by 4 percentage points, to 9%. They now trail ready-to-assemble cabinets, which stand at 10%.

Shaker doors remain the most popular door style (60%), and bar pulls are the overwhelming favorite type of handle (75%). While brushed nickel remains the most favored finish for handles, at 31%, it has lost 3 percentage points year over year.

PRIMARY TYPES OF NEW CABINETS*



PRIMARY DOOR STYLES OF NEW CABINETS*



TOP STYLES OF DOOR HANDLES FOR NEW CABINETS*

Bar pulls	+3 pp# 75%
Knobs	36%
Cup pulls	10%
Finger pulls	8%
No handles	6%

TOP FINISHES OF DOOR HANDLES FOR NEW CABINETS*

Brushed nickel	-3 pp# 31%
Black	22%
Brass	+4 pp# 15%
Bronze	13%
Chrome	-1 pp# 5%

*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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Engineered Quartz Sees a Boost

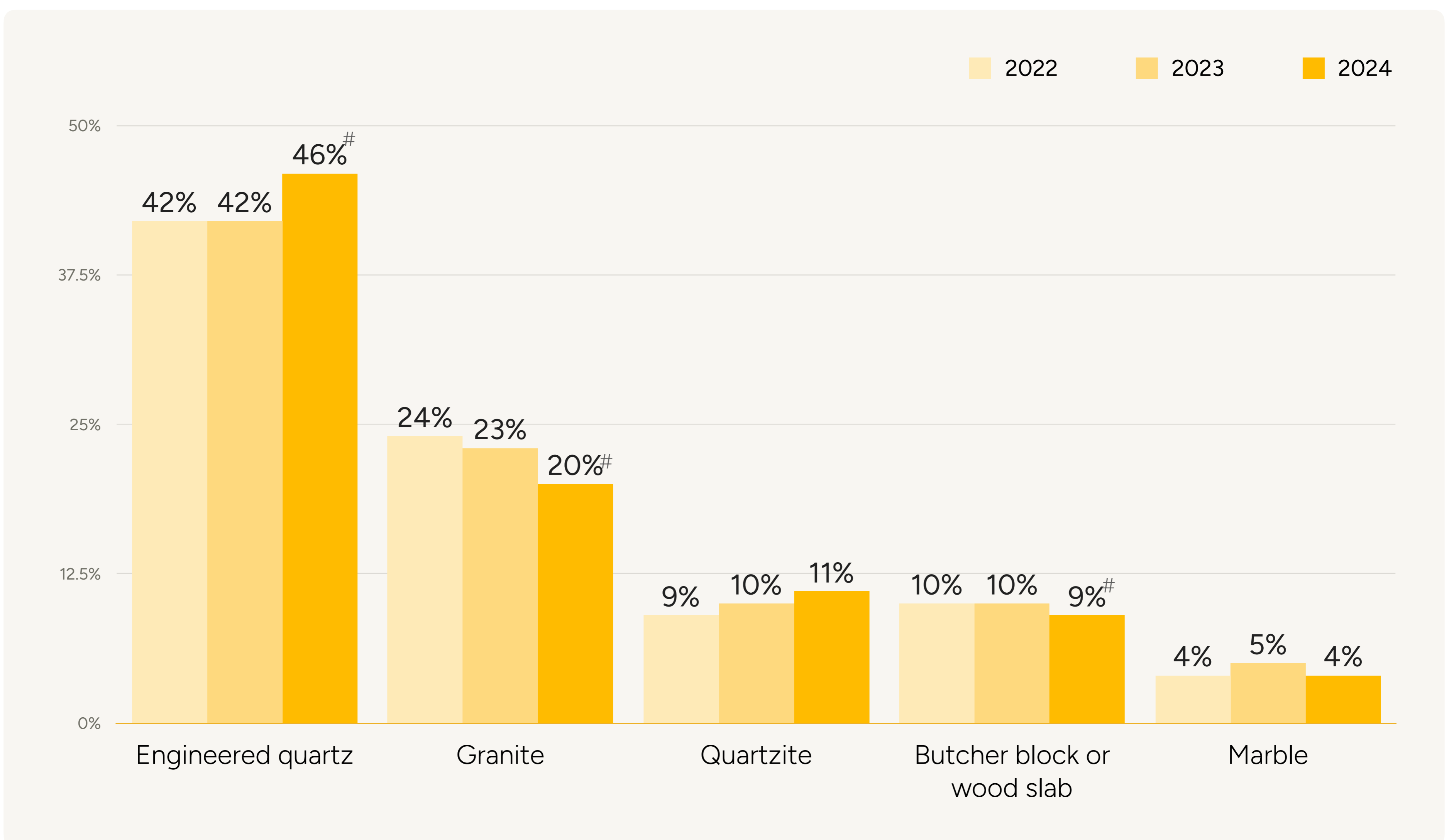
Engineered quartz has notably increased in popularity as a countertop material, rising by 4 percentage points compared with the previous year. Natural stones, such as granite, quartzite and marble, are less favored, selected by 20%, 11% and 4% of homeowners, respectively.

The look and feel of the material is the deciding factor for nearly

three-quarters of homeowners choosing new countertops.

Additionally, nearly a quarter of homeowners opt for different materials for the island countertop and the main countertops. In these cases, butcher block or wood slab stands out as the primary choice for the island, with 34% of homeowners selecting it.

TOP MATERIALS FOR UPGRADED COUNTERTOPS*



23%

Contrast the island countertop materials

TOP 3 REASONS FOR CHOOSING A NEW COUNTERTOP MATERIAL*

Look and feel	+4 pp# 73%
Durability	58%
Easy to clean and sanitize	+3 pp# 41%

TOP CONTRASTING COUNTERTOP MATERIALS FOR UPGRADED ISLANDS**

Butcher block or wood slab	34%
Engineered quartz	18%
Granite	19%

*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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

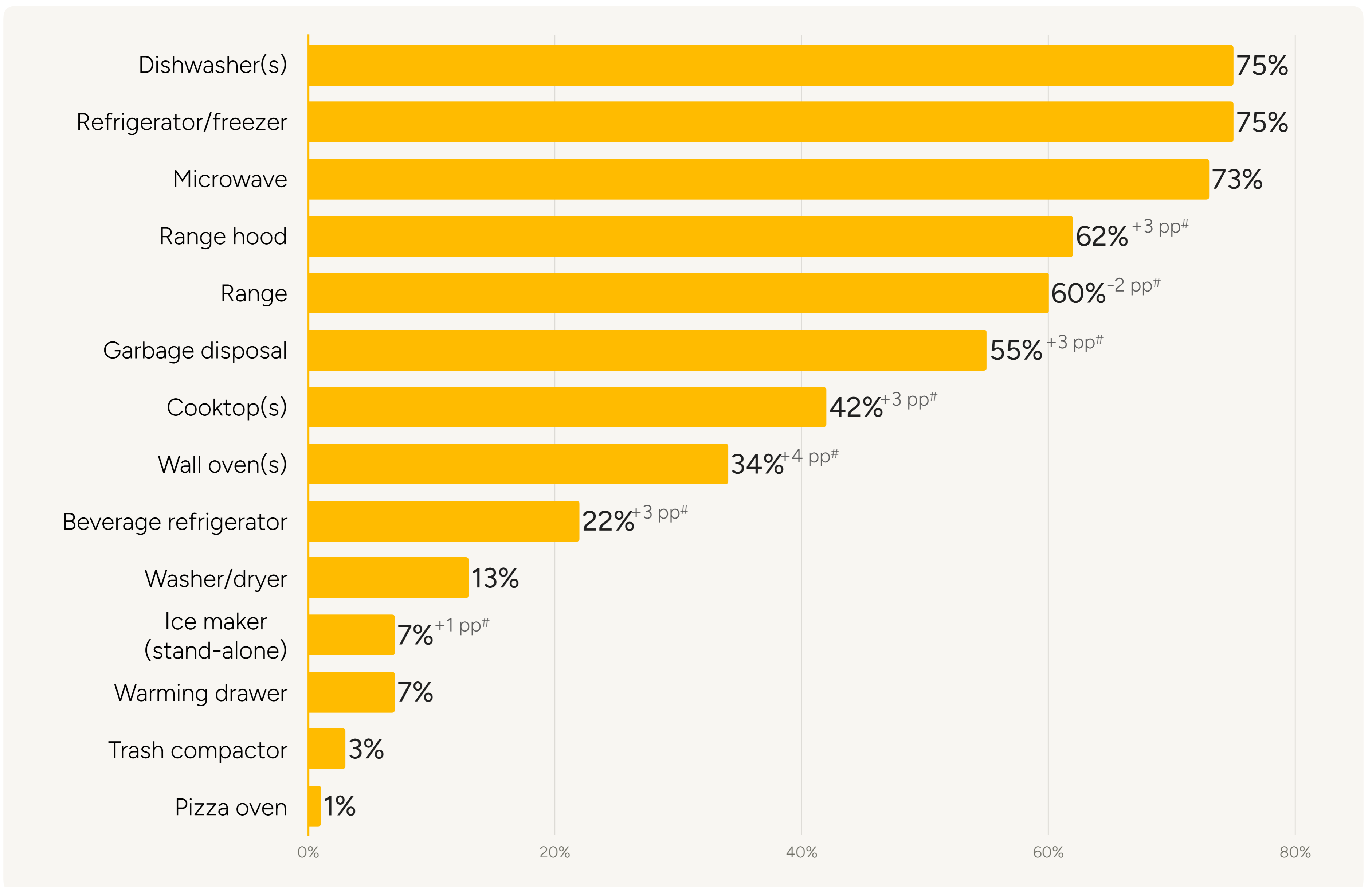


For Appliances, Functionality Comes First

Functionality and quality are the top two factors influencing the purchase of large and small appliances. This year, a significant 69% of renovating homeowners cited functionality as their top reason for selecting a new appliance, an increase of 5 percentage points from the previous year. Similarly, the quality of the appliance is an important consideration for 65% of homeowners, while 22% prioritize energy efficiency.

In terms of specific appliances, there has been a noticeable rise in the popularity of range hoods, garbage disposals, cooktops, wall ovens and beverage refrigerators. Each of these has increased by at least 3 percentage points year over year.

TOP CHOICES FOR NEW OR UPGRADED APPLIANCES*



57%

Install at least one new appliance in the island

TOP REASONS FOR CHOOSING NEW APPLIANCES*

Functionality	+5 pp# 69%
Quality	58%
Look and feel	55%
Cost	27%
Size	23%
Energy efficiency	22%

TOP NEW APPLIANCES IN UPGRADED ISLANDS**

Microwave	38%
Dishwasher(s)	34%
Garbage disposal	26%
Cooktop(s)	13%
Beverage refrigerator	10%
Wine refrigerator	9%

*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 2023-24.

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for new appliances in the island as part of their completed, current or planned 2023-24 kitchen renovation.

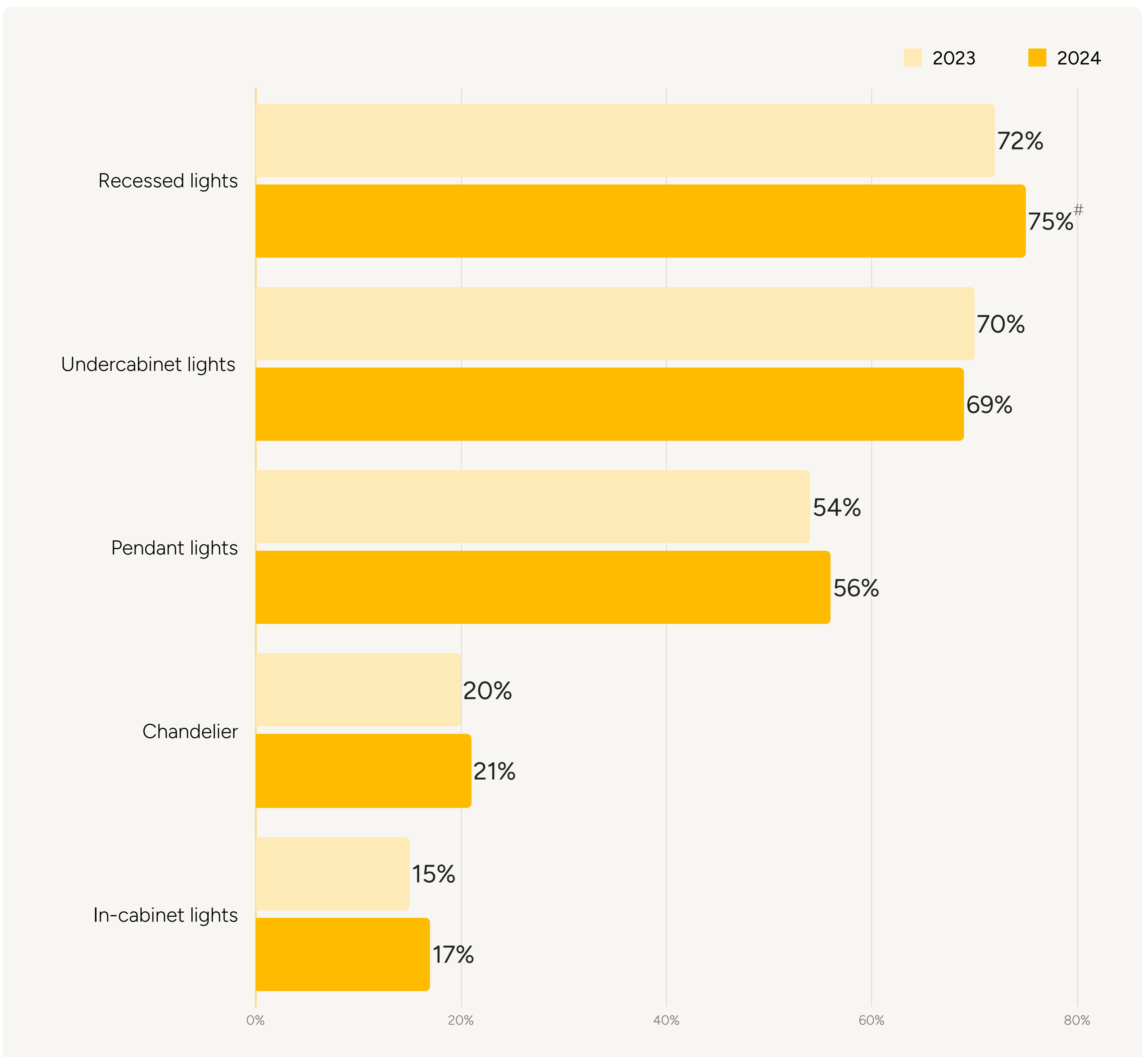
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



3 Types of Lighting Widely Used

Recessed lighting continues to be the leading choice in renovated kitchens, with three-quarters of homeowners selecting it. Undercabinet lights are a strong second choice, chosen by 69% of homeowners. Pendant lights are favored by more than half of homeowners (56%), whereas chandeliers are chosen by only 21%.

TOP CHOICES FOR NEW LIGHT FIXTURES*



*Percentages reflect proportion of homeowners who are adding or upgrading lighting as part of a completed, current or planned kitchen renovation during 2023-24 (2024 study) and 2022-23 (2023 study).

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



New Lighting Almost a Given

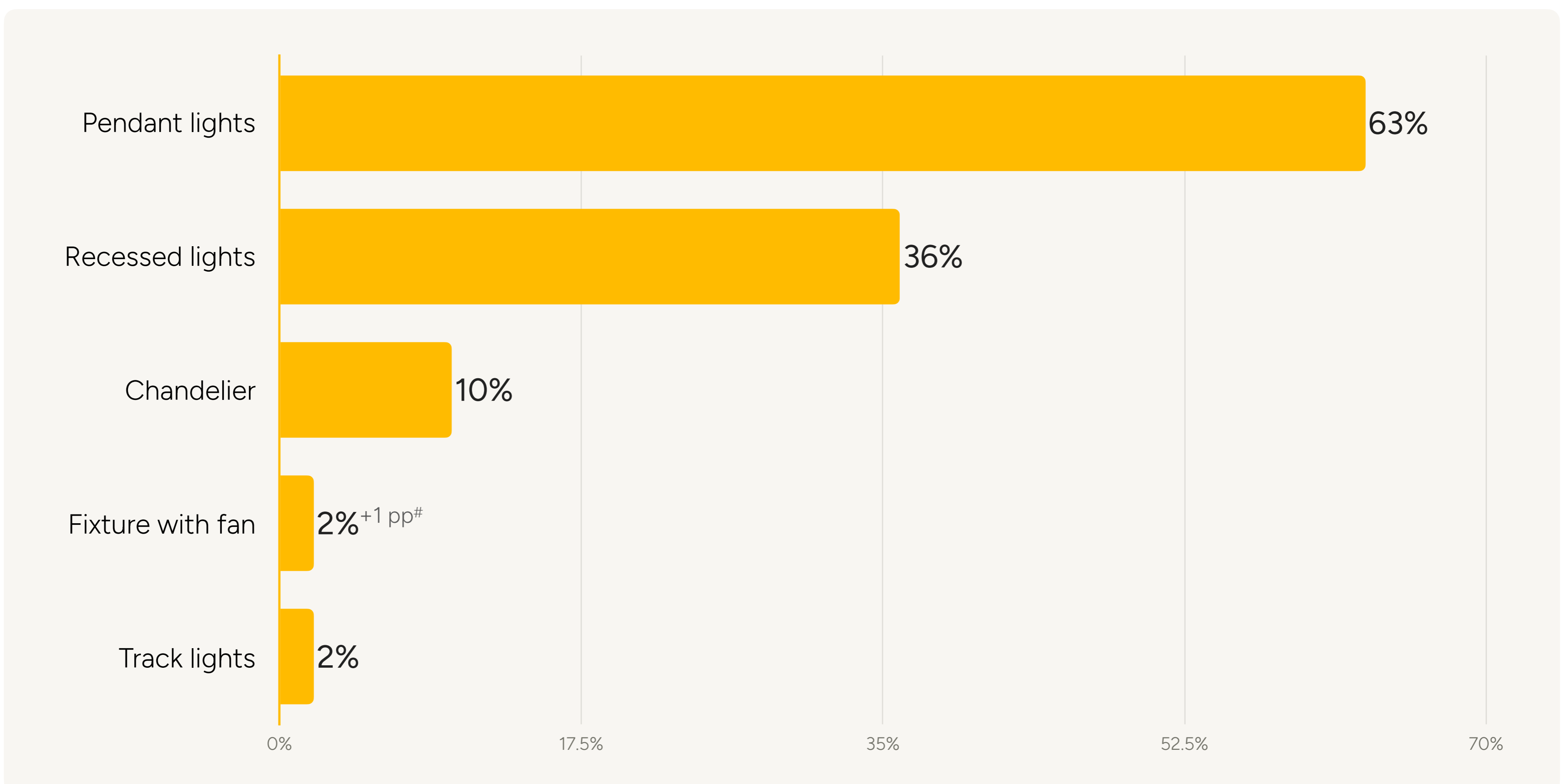
A whopping 94% of homeowners upgrade the lighting above their kitchen island as part of a renovation. Pendant lights are the top choice in this area, at 63%, while recessed lights are solidly in second place (36%). Although a chandelier is not as common, 1 in 10 renovating homeowners still chooses it.

Lighting fixtures above the island often appear in groups. Only 14% of upgraded islands feature a single light, while the majority showcase two, three or even four or more fixtures (42%, 33% and 11%, respectively).

94%

Install new light fixtures above the island

TOP LIGHT FIXTURES APPEARING ABOVE UPGRADED ISLANDS*



NUMBER OF LIGHT FIXTURES APPEARING ABOVE UPGRADED ISLANDS*

One	14%
Two	42%
Three	33%
Four or more	11%

*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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

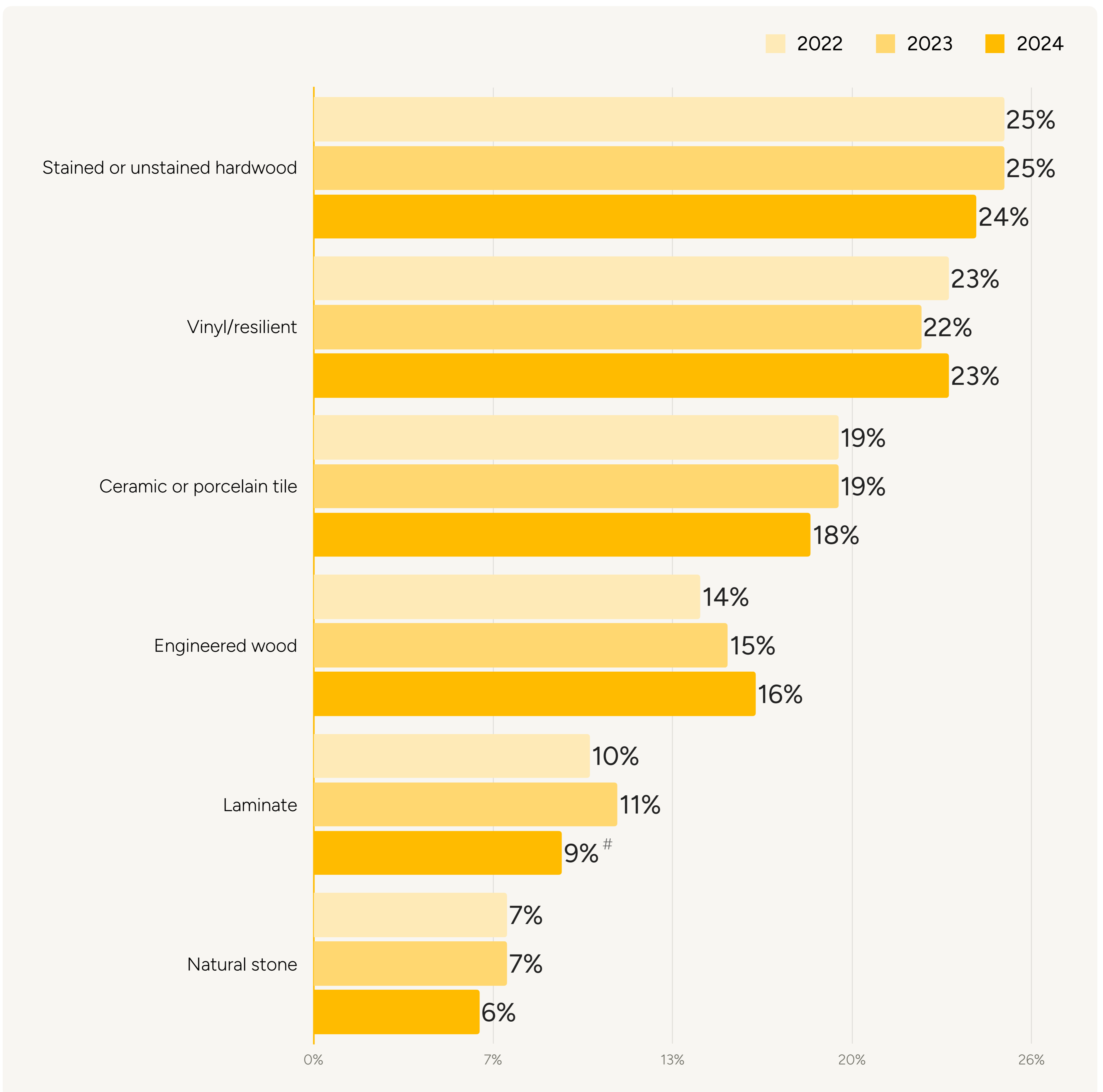


Hardwood and Vinyl Vie for No. 1 Spot

Vinyl closely follows hardwood for a kitchen flooring choice, similar to last year; almost half of homeowners (48%) opt for either vinyl (23%) or hardwood (25%) in their renovated kitchen. Ceramic and porcelain tiles, along with engineered wood, also are favored, selected by 18% and 16% of homeowners, respectively.

Laminate, however, is declining in popularity, having dropped by 2 percentage points from the previous year. Meanwhile, 6% of homeowners choose natural stone.

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 2023-24 (2024 study), 2022-23 (2023 study) and 2021-22 (2022 study).

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Storage Solutions Are Key

Homeowners prioritize storage and organization while renovating. Pullout waste or recycling drawers are the top choice for tray and drawer types, at 66%.

Features such as sheet organizers (55%), spice racks (44%), and cutlery and utensil organizers (41% and 37%, respectively) are increasingly popular; each has gained 3 percentage points year

over year.

Interestingly, nearly 1 in 10 homeowners opt for pet feeding stations in their new kitchens.

Additionally, a growing number of homeowners, now at 18%, are opting to renew or add a walk-in pantry.

PANTRY UPGRADES DURING KITCHEN RENOVATIONS*

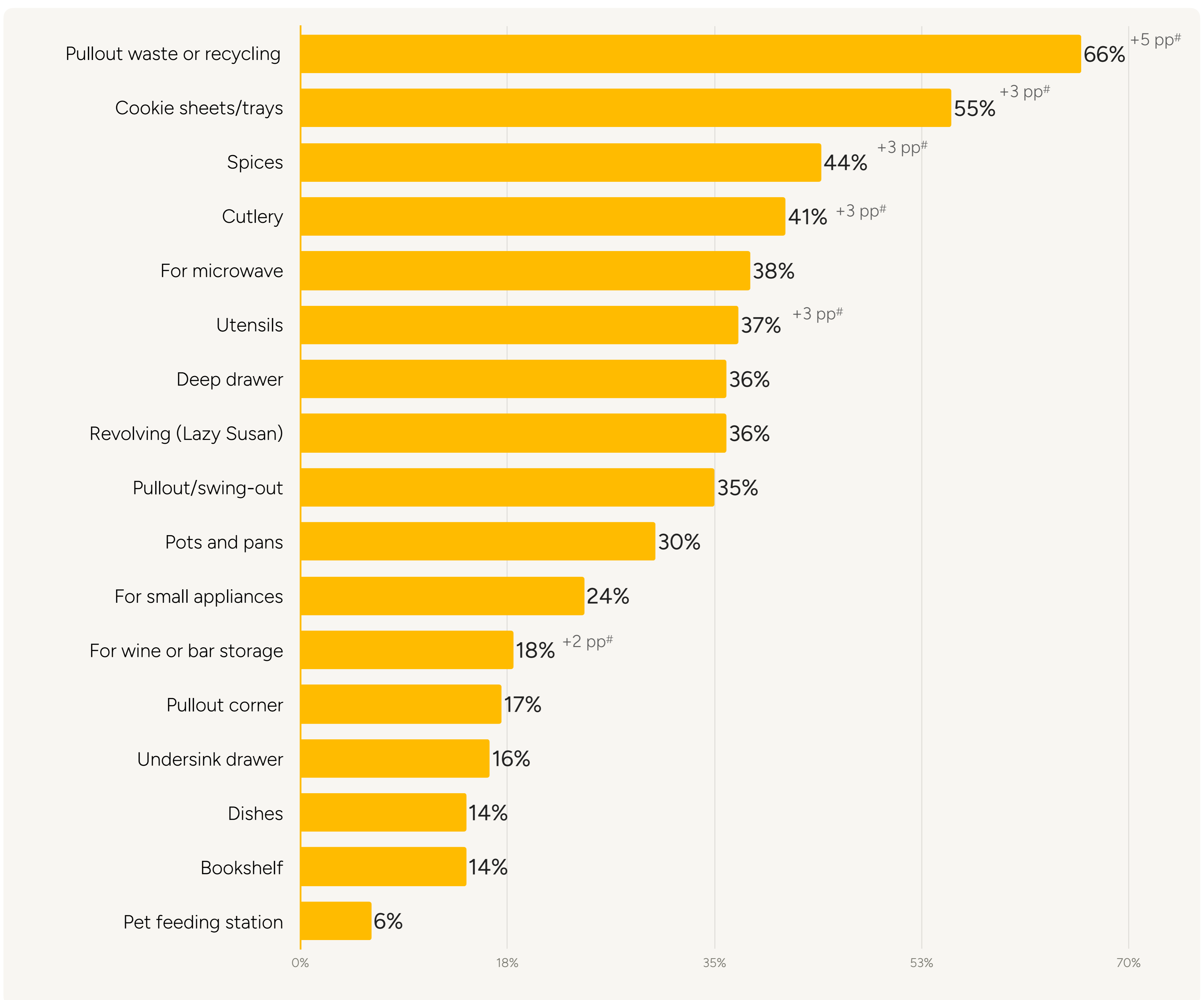
Pantry cabinet

49%

Walk-in pantry

+3 pp# **18%**

SPECIALTY STORAGE CHOICES IN UPGRADED CABINETS BY TRAY/DRAWER TYPE**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

**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 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Interest in High-Tech Appliances Rises

Homeowners are increasingly opting for appliances with high-tech capabilities, with the percentage increasing by 5 points, to 44%. Nearly a third (30%) now choose appliances with Wi-Fi connectivity, and some prefer those that are controllable via smartphone or tablet (29%); both of those percentages rose by 5 points year over year. Interest in features such as touch-screen displays (17%), smart home connectivity (12%) and built-

in apps and cameras also has grown compared to the previous year.

Docking and charging stations continue to be a top feature in upgraded kitchens, selected by half of renovating homeowners. Upgraded kitchens also often include electronic home assistants (37%), Bluetooth or other wireless speakers (32%), and stereo systems (17%).

49%^{-2 pp#}

HIGH-TECH FEATURES IN UPGRADED FAUCETS*

Touch-only or touch-free activation	22%
Water efficiency	^{-3 pp#} 21%
No-fingerprint finish	21%
LED light display (temperature)	^{-2 pp#} 4%
LED light display (single color)	2%

44%^{+5 pp#}

HIGH-TECH FEATURES IN UPGRADED APPLIANCES**

Wi-Fi connectivity	^{+5 pp#} 30%
Wireless smartphone and tablet control	^{+5 pp#} 29%
Color touch-screen display	^{+3 pp#} 17%
Smart home connectivity	^{+2 pp#} 12%
Built-in apps (e.g., for recipes)	^{+3 pp#} 10%
Voice-activated control	3%
Built-in cameras	^{+2 pp#} 1%
Built-in speakers	1%

SELECT ELECTRONIC UPGRADES***

Docking/charging station	50%
Home assistant	37%
Wireless/Bluetooth speaker	32%

Stereo system	17%
Kitchen tablet	15%
Kitchen computer	5%

*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 2023-24.

**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 2023-24.

***Percentages reflect proportion of homeowners who are updating, or have updated, electronics as part of a completed, current or planned kitchen renovation during 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

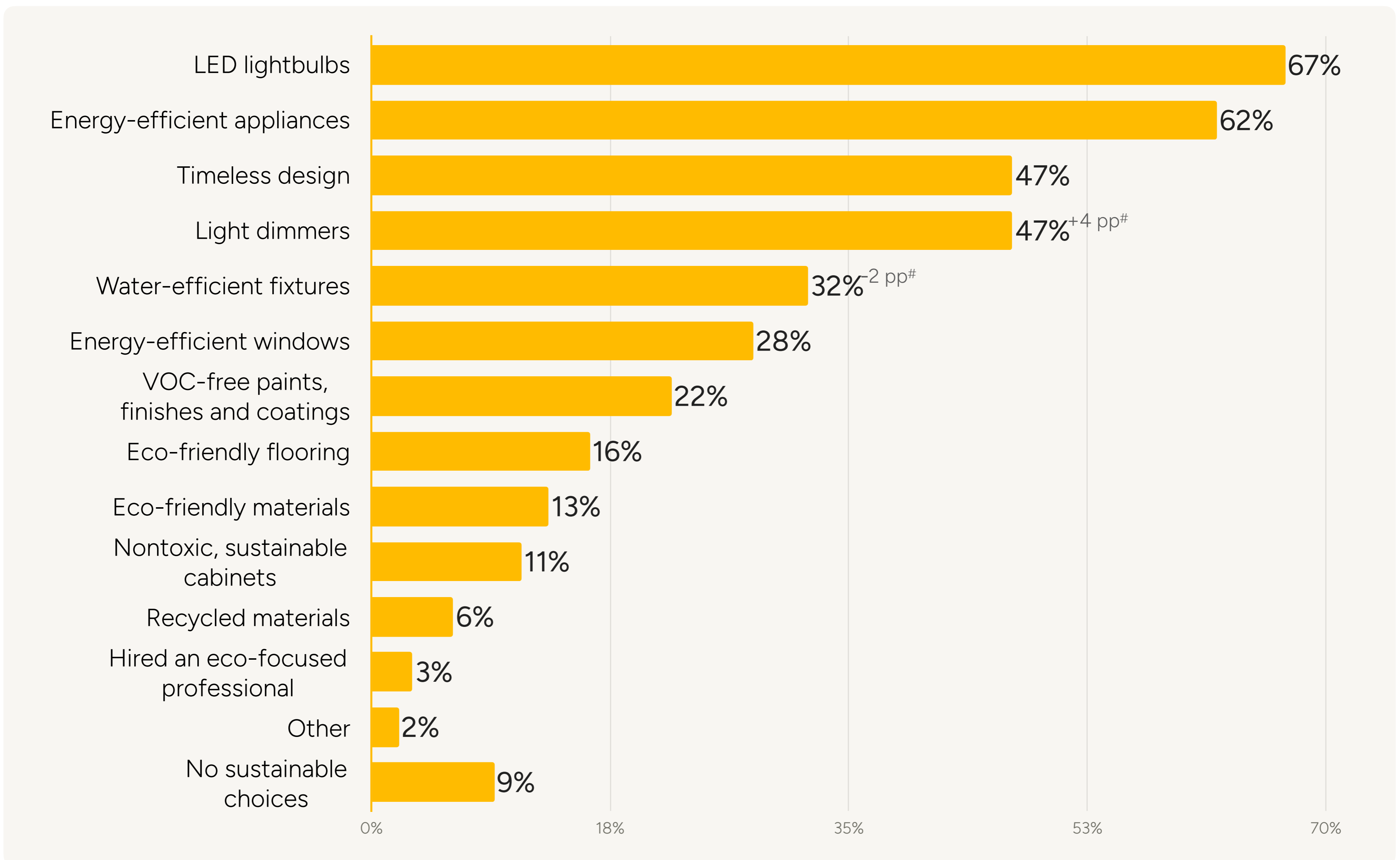


Whisking Sustainability Into Kitchen Design

More than 9 in 10 homeowners opt for sustainable choices during their kitchen renovation. LED lightbulbs (67%) and energy-efficient appliances (62%) top the list of sustainable items homeowners choose. Light dimmers have seen a particular boost, rising from 43% to 47%. Water-efficient fixtures have seen a slight decline but still are chosen by nearly 1 in 3 renovating homeowners.

While slightly less popular than in the previous year, long-term cost-effectiveness remains a primary consideration for 71% of homeowners selecting sustainable options; over half (55%) have environmental concerns in mind.

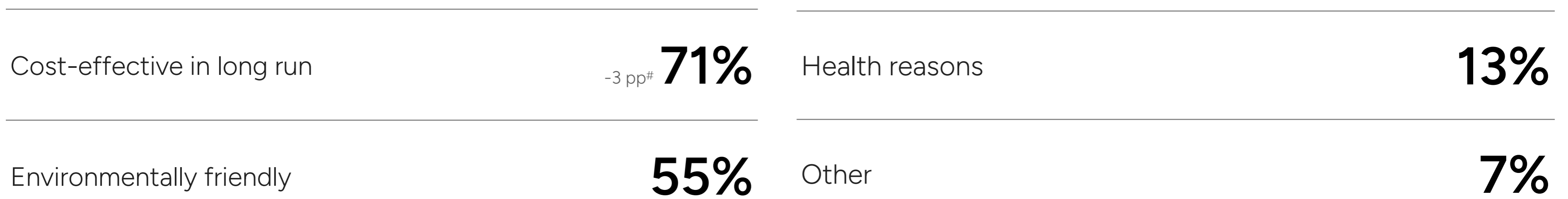
SUSTAINABLE CHOICES DURING KITCHEN RENOVATIONS*



91%

Choose at least one sustainable option

REASONS FOR CHOOSING SUSTAINABLE FEATURES**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

**Percentages reflect proportion of homeowners who are incorporating, or have incorporated, sustainable options as part of a completed, current or planned kitchen renovation during 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Kitchen Bestsellers

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



KITCHEN FAUCETS



KITCHEN SINKS



RANGE HOODS AND VENTS



BAR AND COUNTER STOOLS



PENDANT LIGHTS



WINE RACKS



04

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 19 and July 27, 2023.

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 weighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Completeness and Qualifications

The 100-question survey gathered information from a total of 3,437 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 six months.



Appendix A

FEATURE UPGRADES DURING KITCHEN RENOVATIONS*

	2020	2021	2022	2023	2024
Countertops	89%	88%	91%	90%	91% [#]
Backsplash	84%	83%	86%	84%	86% [#]
Cabinets	84%	80%	83%	83%	85% [#]
Sink(s)	83%	80%	84%	83%	85% [#]
Faucets	81%	78%	81%	81%	83% [#]
Lighting fixtures	79%	74%	76%	77%	79% [#]
Flooring	67%	65%	64%	67%	68%
Appliances (all)	55%	51%	50%	53%	54%
Wall finish	49%	46%	48%	46%	48%
Appliances (some)	31%	33%	33%	32%	34% [#]
Windows	28%	28%	28%	30%	32% [#]
Interior doors	20%	17%	19%	20%	22%
Exterior doors	19%	19%	18%	20%	21%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24 (2024 study), 2022-23 (2023 study), 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level



Appendix B

KITCHEN STYLES AFTER STYLE CHANGE*

	2020	2021	2022	2023	2024
Transitional	21%	21%	25%	23%	26% [#]
Modern	15%	15%	13%	14%	12%
Contemporary	16%	14%	15%	12%	11%
Traditional	11%	11%	9%	11%	9% [#]
Farmhouse	11%	12%	10%	11%	9% [#]
Beach	2%	3%	3%	4%	4%
Craftsman	4%	4%	4%	5%	4%
Midcentury	3%	3%	4%	4%	4%
Eclectic	2%	3%	3%	2%	3%
Scandinavian	1%	2%	1%	2%	3%
Rustic	2%	2%	2%	1%	2% [#]
Industrial	1%	2%	1%	1%	1%
Mediterranean	1%	1%	1%	1%	1%
Victorian	0%	0%	0%	0%	1%
Tropical	0%	0%	0%	0%	0%
Shabby chic	1%	1%	1%	1%	0%
Asian	0%	0%	0%	0%	0%
Other	4%	4%	4%	5%	6%
No particular style	3%	4%	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 2023-24 (2024 study), 2022-23 (2023 study), 2021-2022 (2022 study), 2020-21 (2021 study) and 2019-2020 (2020 study).

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level



Appendix C

KITCHEN COLORS AFTER RENOVATION*

	Walls	Cabinetry	Countertops	Backsplash	Appliances	Flooring
White	37%	46% ^{+6 pp#}	43%	41%	7%	3%
Gray	21% ^{-3 pp#}	8% ^{-2 pp#}	11% ^{-2 pp#}	12%	1%	12% ^{-3 pp#}
Beige	21% ^{+3 pp#}	4%	7% ^{+1 pp#}	9% ^{+1 pp#}	1%	8%
Blue	5%	4%	1%	7%	1%	1%
Green	5%	4% ^{+1 pp#}	1%	4%	0%	0%
Yellow	3%	0%	0%	1%	0%	0%
Multicolored	1%	0% ^{-5 pp#}	17%	15%	1%	5%
Brown	1%	3%	2%	1%	0%	10%
Medium-tone wood	0%	13%	1% ^{-1 pp#}	0%	0%	30%
Light wood	1%	9%	1%	0%	1%	20% ^{+3 pp#}
Dark wood	0%	3%	0%	0%	0%	6%
Standard stainless	0%	0%	0%	0% ^{-1 pp#}	77% ^{+3 pp#}	0%
Black stainless	0%	0%	0%	0%	6% ^{-1 pp#}	0%
Black	0%	2% ^{-1 pp#}	10%	3%	5% ^{-1 pp#}	1%
Other	5%	3%	5%	6%	2%	3%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2023-24.

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.