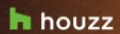


2026

U.S.

Houzz Kitchen Trends Study

Findings from a survey of 1,780 U.S. homeowners on Houzz about their recent, current or planned kitchen renovation projects.





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Big Ideas



Improving Functionality Moves Projects Forward

Compared with the previous year, more renovating homeowners cited kitchen deterioration or dysfunction as a reason to renovate. The percentage rose by 3 points, to 38%, and is now closer to the percentage of renovating homeowners citing dissatisfaction with the old kitchen style (41%). The shares of renovating homeowners citing financial means (33%) and improving resale value (25%) as triggers remain the same as in the previous year. In contrast, the share looking to personalize a recently purchased home declined by 4 percentage points, to 24%, this year.

Style Updates Dip Slightly, Transitional Remains Favored

Fewer renovating homeowners are changing their kitchen style this year; the share landed at 78%, down by 3 percentage points year over year. Among those who are changing the style, transitional is again in the lead at 25%. Traditional and modern remain the next most popular styles (12% and 11%, respectively), and contemporary follows closely at 10%. Only 6% of renovating homeowners go for midcentury when changing their kitchen's style.

Budgets Vary Greatly by Project Scope and Kitchen Size

The median spend for major and minor kitchen remodels varies widely. Major projects come in at \$55,000, while minor projects land at \$20,000. Kitchen size also affects spending. The median spend for a

major remodel of a larger kitchen is \$75,000, compared with \$46,000 for a smaller space.

Pantry Cabinets Are Top Built-In Kitchen Feature

More than three-quarters of homeowners (76%) incorporate built-in features during a kitchen renovation. Pantry cabinets lead the list of options (47%), and beverage stations (24%) are in the No. 2 spot. Built-in seating, including banquettes, and wine fridges are equally popular (17% each), while walk-in pantries (16%) and breakfast bars (14%) follow. Baking stations (9%) and butler's pantries or prep kitchens (7%) appeal to smaller shares of renovating homeowners.

Storage Is Top Priority in Butler's Pantries

Among newly added or upgraded butler's pantries, two-thirds (67%) have storage for small appliances, 61% have a prep counter and 59% have enclosed cabinetry. Open shelving also is common (52%). Popular appliances to incorporate into a butler's pantry include microwaves and refrigerators (29% each), coffee machines (28%) and toasters (25%).

Scope & Spend





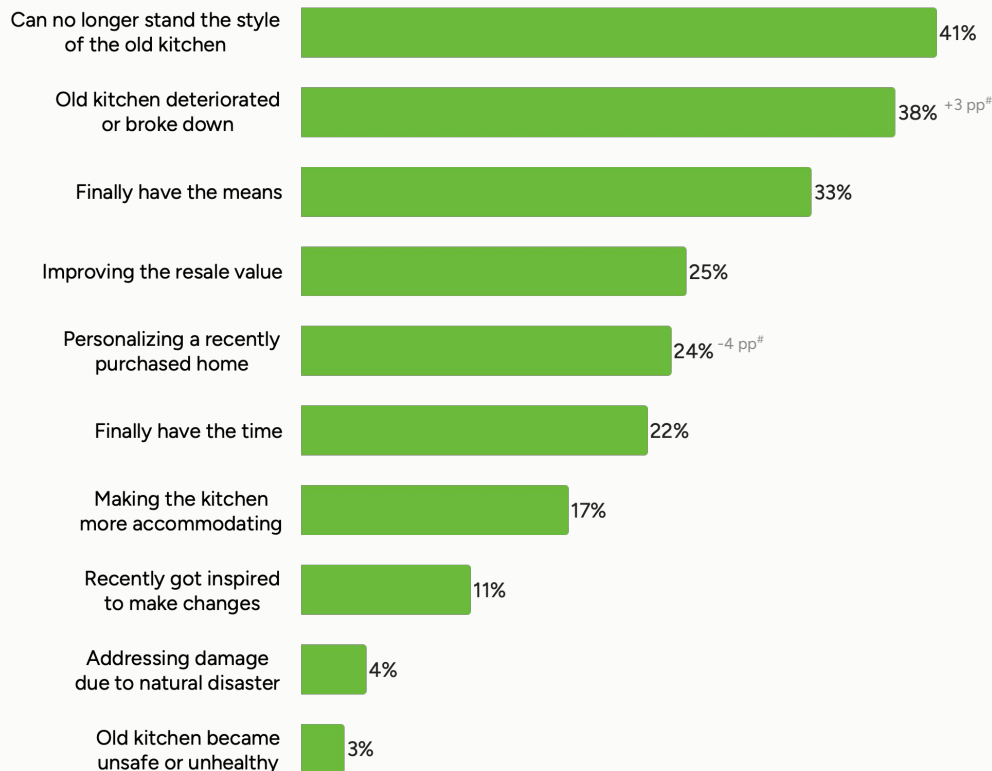
Improving Functionality Moves Projects Forward

Compared with the previous year, more renovating homeowners cited kitchen deterioration or dysfunction as a reason to renovate. The percentage rose by 3 points, to 38%, and is now closer to the percentage of renovating homeowners citing dissatisfaction with the old kitchen style (41%).

The shares of renovating homeowners citing financial means (33%) and improving resale value (25%) as triggers remain the same as in the previous year. In contrast, the share looking to personalize a recently purchased home declined by 4 percentage points, to 24%, this year.

Addressing urgent needs remains less common, with just 4% of renovating homeowners needing to address damage from a disaster and 3% citing safety or health concerns.

Events Triggering Kitchen Renovations*



*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Layout Changes Top List of Major Upgrades

More than half of renovating homeowners (52%) modify their kitchen layout, making it the most common type of major kitchen change. Fewer (42%) upgrade home systems, while a third (33%) update walls; the latter share is down by 3 percentage points from the previous year.

Changing the ceiling (11%) and moving the kitchen location (5%) remain less popular major upgrades, and the latter percentage is down slightly year over year. Only 4% of renovating homeowners structurally change the flooring.

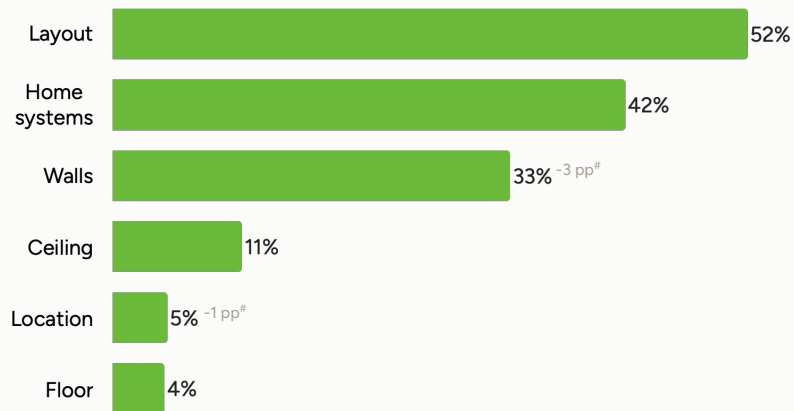
Among renovating homeowners changing their kitchen layout, L-shaped designs remain the top choice (35%), followed closely by U-shaped layouts (31%). Galley kitchens account for 14% of kitchens with a changed layout.

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating homeowners who are changing or have changed the kitchen layout as part of a completed, current or planned kitchen renovation during 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Major Changes During Kitchen Renovations*



New Layout Among Kitchens With Changed Layout**

L shape	35%
U shape	31%
Galley	14%



Majority of Kitchens Keep Their Footprint

More than two-thirds of kitchens (68%) remain about the same size after renovation, and the share is up by 4 percentage points from the previous year. About a quarter (26%) are expanded somewhat, with the share down by 2 percentage points, while only 6% become significantly larger.

Looking at the final size, half of renovated kitchens (50%) measure 200 square feet or more, while 38% fall between 100 and 199 square feet; the latter share is up by 4 percentage points. Just 12% of renovated kitchens are smaller than 100 square feet, and that percentage is down by 1 point year over year.

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.
#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Change in Size of Renovated Kitchens*

About the same	+4 pp# 68%
Somewhat larger (up to 50%)	-2 pp# 26%
Significantly larger (more than 50%)	6%

Final Size of Renovated Kitchens*

Less than 100 square feet	-1 pp# 12%
100 to 199 square feet	+4 pp# 38%
200 square feet or more	50%

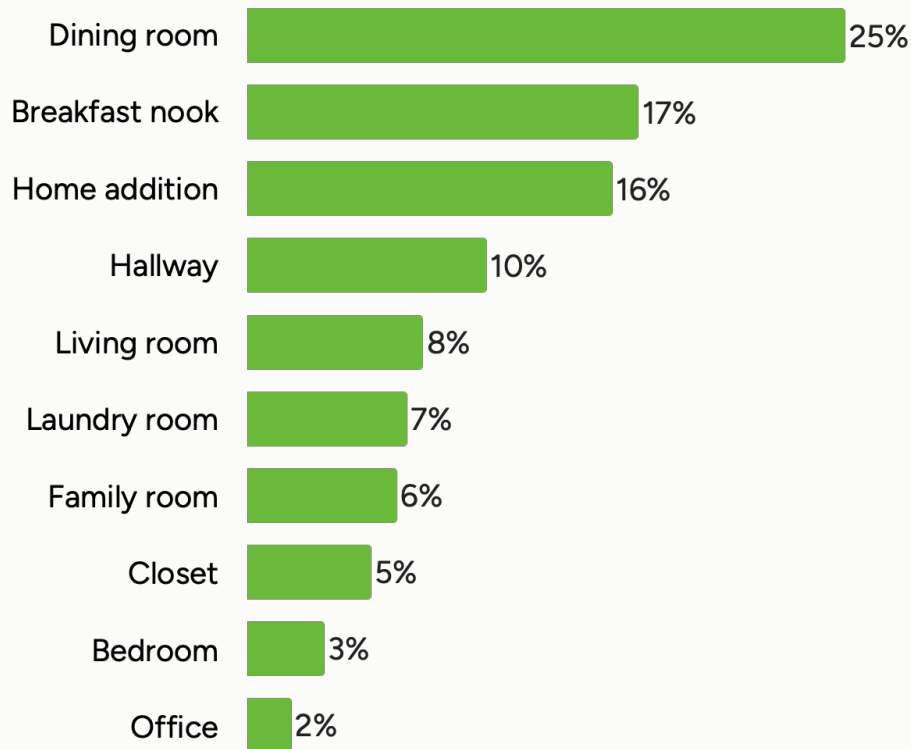


Eating Spaces Make for Popular Expansion Opportunities

Of the 32% of renovating homeowners who expand their kitchen's footprint, most tap into dining rooms for the expansion (25%), followed by breakfast nooks (17%) and home additions (16%).

Smaller shares of renovating homeowners extend kitchens into hallways (10%) or living rooms (8%), while even fewer take square footage from laundry rooms (7%), family rooms (6%) or closets (5%).

Spaces Used to Increase Kitchen Size*†



*Percentages reflect the proportion of renovating homeowners who have increased or are increasing their kitchen size as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Budgets Vary Greatly by Project Scope and Kitchen Size

The median spend for major and minor kitchen remodels varies widely. Major projects come in at \$55,000, while minor projects land at \$20,000.

Kitchen size also affects spending. The median spend for a major remodel of a larger kitchen is \$75,000, compared with \$46,000 for a smaller space. The median spend for a minor remodel of a larger kitchen is \$25,000, slightly higher than the \$20,000 median spend for a smaller kitchen.

The top 10 percent of spend follows a similar pattern. A major remodel of a larger kitchen in this tier comes with a median spend of \$150,000, while a smaller kitchen is \$120,000. For minor remodels in this tier, the median spend is \$50,000 overall, \$53,000 for a larger kitchen and \$44,000 for a smaller kitchen.

*Median spend reflects the spend of homeowners who completed a kitchen remodel by mid-2025. Spend data has not been adjusted for inflation.

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

***Minor kitchen remodel refers to a remodel in which not all of the cabinets and appliances are replaced.

Median Spend* on Major Kitchen Remodels** in 2025

	Median Spend	90th Percentile
Overall	\$55,000	\$150,000
Larger kitchens (250+ sq. ft.)	\$75,000	\$150,000
Smaller kitchens (< 250 sq. ft.)	\$46,000	\$120,000

Median Spend* on Minor Kitchen Remodels*** in 2025

	Median Spend	90th Percentile
Overall	\$20,000	\$50,000
Larger kitchen (250+ sq. ft.)	\$25,000	\$53,000
Smaller kitchens (< 250 sq. ft.)	\$20,000	\$44,000



Popularity of Partial Cabinet Upgrade Types Shifts

More than two-thirds of renovating homeowners (68%) replace all the cabinets during a kitchen renovation, while just over a quarter (27%) opt for partial cabinet replacements. Only 5% do not upgrade the cabinets at all.

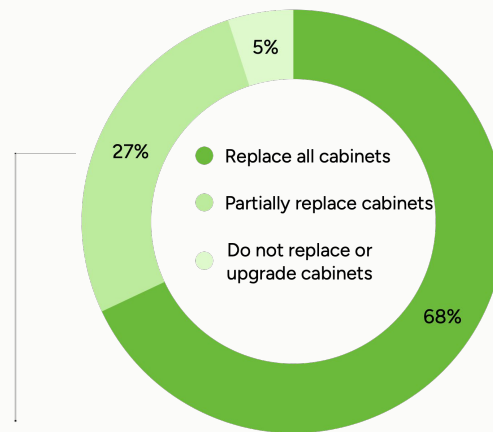
Among those who partially upgrade cabinets, refinishing exteriors remains the leading approach (50%), though the share has declined by 5 percentage points year over year. In contrast, the share of those adding some cabinets has increased by 5 points, to 32%. Replacing some cabinets (26%) and replacing only the doors (20%) remain common strategies, while the share of those refinishing cabinet interiors has dipped by 5 points, to 12%.

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.

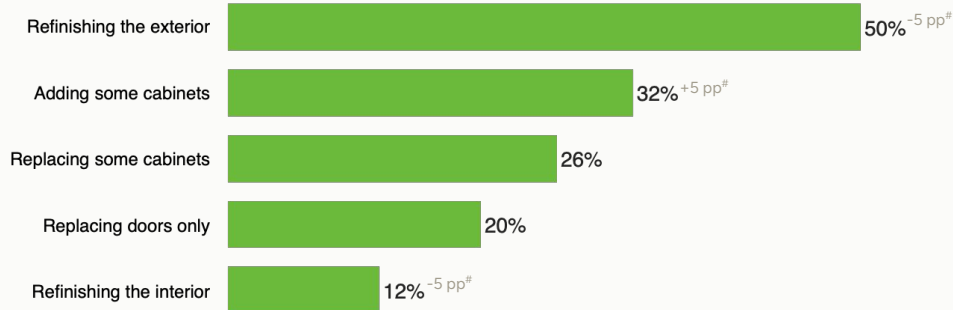
**Percentages reflect the proportion of renovating homeowners who are partially upgrading or have partially upgraded kitchen cabinets as part of a completed, current or planned kitchen renovation during 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Cabinet Upgrades During Kitchen Renovations*



Types of Partial Cabinet Upgrades**





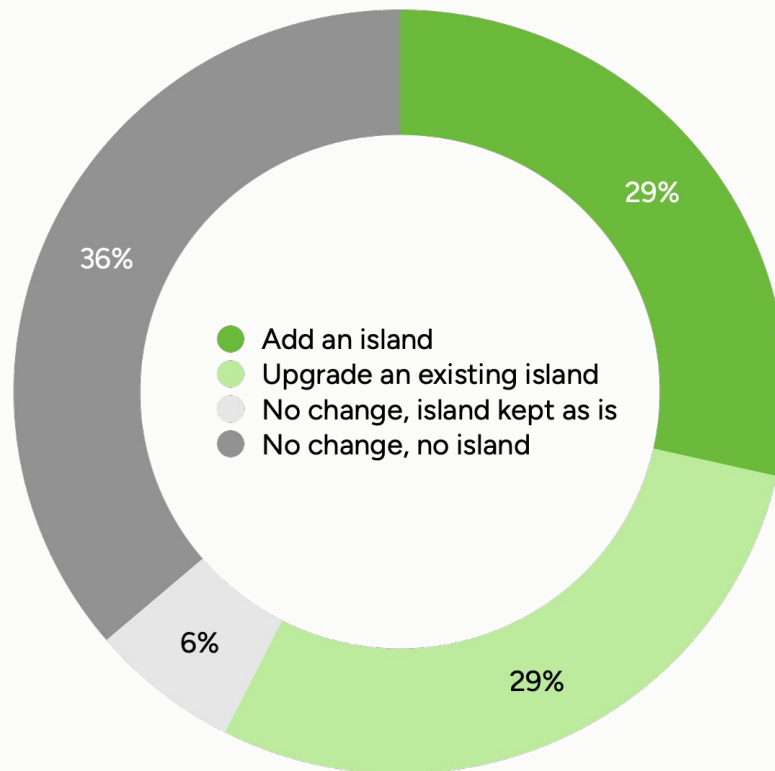
Most Add or Update an Island

Nearly 3 in 5 renovating homeowners (58%) add or update a kitchen island during their remodel. Those adding a new island and those upgrading an existing island are evenly split at 29% each. More than one-third of renovated kitchens (36%) do not have an island, while 6% of renovating homeowners keep their existing island as is.

58%

add an island or update an existing island

Island Changes During Kitchen Renovations*



*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.



Larger and Rectangular Islands Lead Upgrades

Among upgraded kitchen islands, 52% exceed 7 feet in length, while 30% measure between 6 and 7 feet and 18% are smaller than 6 feet.

As for island shapes, rectangular continues to strongly lead, at 80% this year, while smaller shares of renovating homeowners choose an L-shaped (5%), a U-shaped (4%) or a square (4%) design. Nearly all kitchens with upgraded islands (96%) have a single island, while 3% have two islands. Most renovating homeowners (82%) opt for a standard island, while 7% choose a multilevel design and 3% select a rolling island.

Length of Upgraded Islands*

Less than 6 feet	18%
6 to 7 feet	30%
More than 7 feet	52%

Shape of Upgraded Islands*

Rectangular	80%
L shape	5%
U shape	4%
Square	4%

*Percentages reflect the proportion of renovating 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 2025-26.



Islands Often House Appliances

Among renovating homeowners, 53% install at least one new appliance in their kitchen island. Dishwashers (35%) and microwaves (32%) remain the most common additions, but trends are shifting: The share installing a dishwasher increased by 6 percentage points year over year, while the share installing a microwave declined by 5 points.

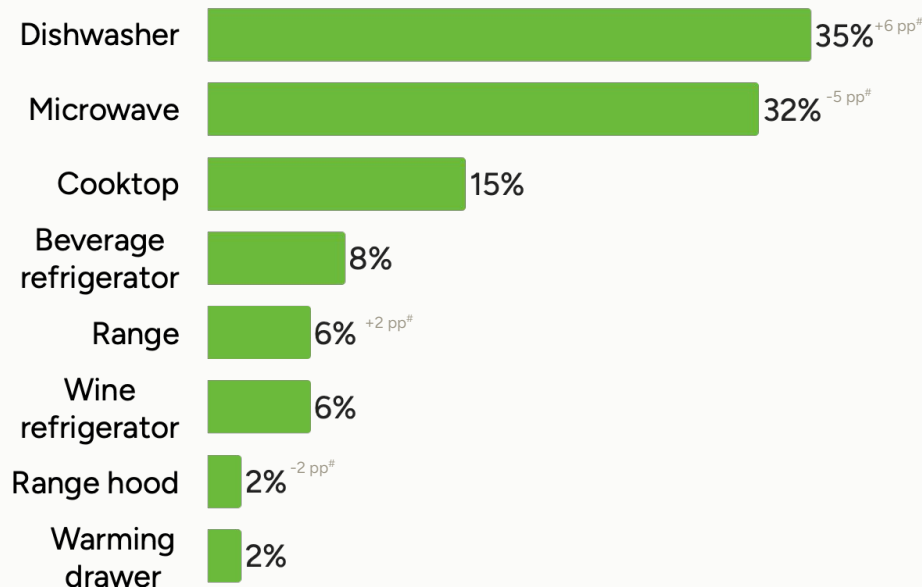
Cooktops (15%) in islands continue to be a popular choice, but the share opting for one also dipped slightly (by 4 percentage points). Ranges (6%) saw modest gains, with the share up by 2 points.

Even smaller shares incorporate a wine refrigerator (6%), range hood (2%, down by 2 points) or warming drawer (2%) into their kitchen island.

53%

install at least one new appliance in the island*

New Appliances in Upgraded Islands**



*Percentages reflect the proportion of renovating 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 2025-26.

**Percentages reflect the proportion of renovating 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 kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



When It Comes to Kitchens, Most Homeowners Call the Pros

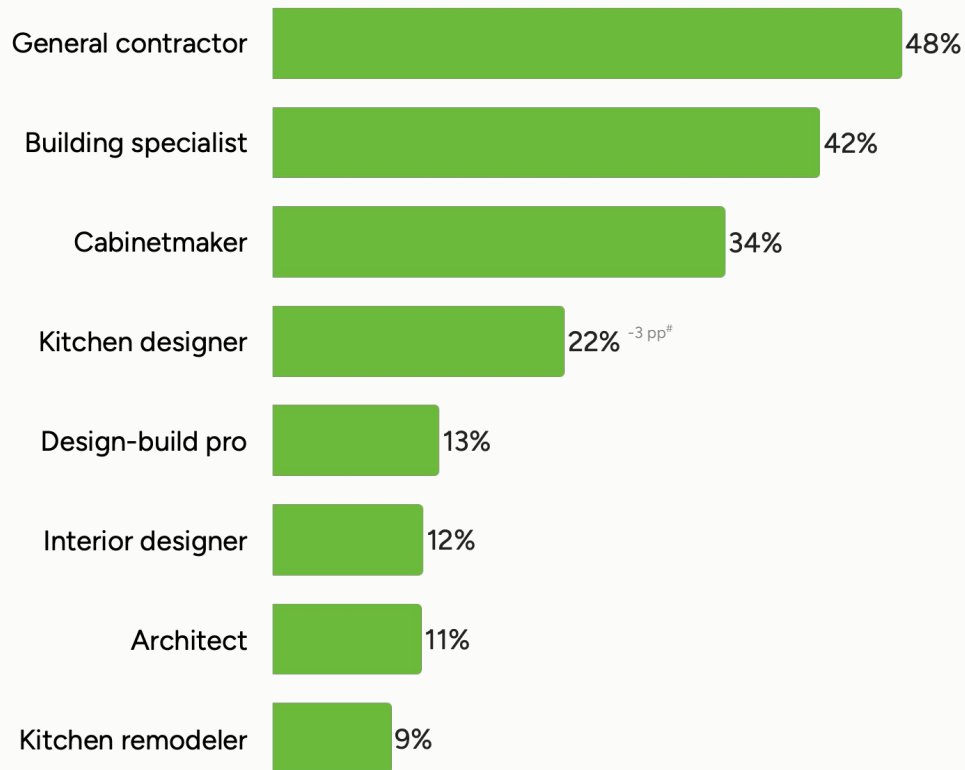
The vast majority of renovating homeowners (87%) hire at least one professional for their kitchen renovation. General contractors are the most commonly hired (48%), followed by building specialists (42%) and cabinetmakers (34%).

More than 1 in 5 renovating homeowners hires a kitchen designer (22%), though the share is 3 percentage points lower than in the previous year. Design-build firms (13%), interior designers (12%), architects (11%) and dedicated kitchen remodelers (9%) follow.

87%

hire a pro for their kitchen renovation

Service Providers Hired During Kitchen Renovations*



*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Pros Power Almost All High-End Kitchen Remodels

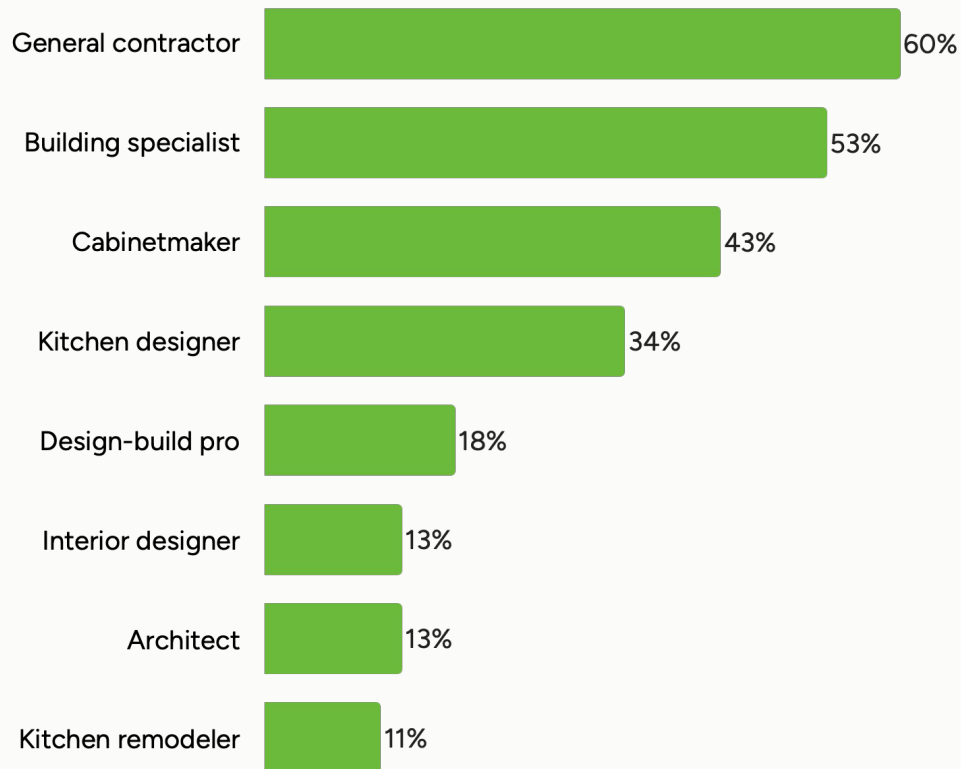
Among homeowners spending \$50,000 or more on a kitchen renovation, 98% hire at least one professional, a higher share than among renovating homeowners overall (87%). General contractors (60%), building specialists (53%) and cabinetmakers (43%) are most commonly hired.

As for other kinds of design professionals, one-third of renovating homeowners (34%) with a \$50,000-plus budget work with a kitchen designer, while some hire design-build pros (18%), interior designers (13%), architects (13%) or kitchen remodelers (11%).

98%

hire a pro for a high-end kitchen renovation

Service Providers Hired During High-End Kitchen Renovations*



*Percentages reflect the proportion of renovating homeowners who have completed a kitchen renovation during 2025-26 and have spent \$50,000 or more.

Look & Feel





Style Updates Dip Slightly, Transitional Remains Favored

Fewer renovating homeowners are changing their kitchen style this year; the share landed at 78%, down by 3 percentage points year over year. Among those who are changing the style, transitional is again in the lead at 25%.

Traditional and modern remain the next most popular styles (12% and 11%, respectively), and contemporary follows closely at 10%. Only 6% of renovating homeowners go for midcentury when changing their kitchen's style.

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

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26, 2024-25 or 2023-24.

**Percentages reflect the proportion of renovating homeowners who are changing or have changed the kitchen style as part of a completed, current or planned kitchen renovation during 2025-26, 2024-25 or 2023-24.

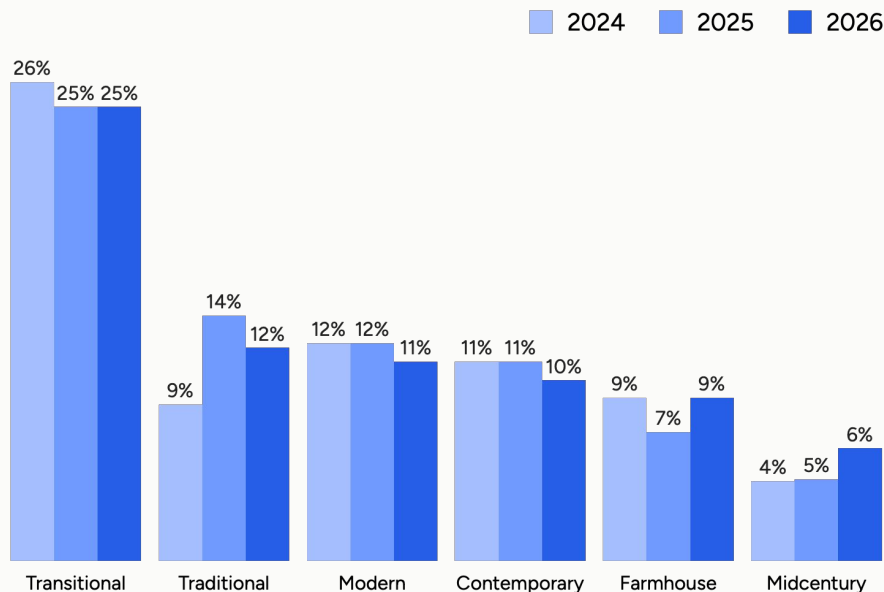
#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

78%

-3 pp#

change their kitchen style during a renovation*

Kitchen Style Following Style Change**





Wood Takes Top Spot From White for Cabinet Color

Wood is now the most popular cabinet color in renovated kitchens, chosen by 29% of renovating homeowners this year. The share is up by 6 percentage points from the previous year, and wood has now surpassed white in popularity. Among wood tones, medium leads (15%), followed by light (11%) and dark (3%).

White cabinets are a close second at 28%, having declined by 5 percentage points year over year. Off-white is at a steady 15%, while green (6%) has edged ahead of gray (5%).

Blue, beige, black and greige remain niche colors, each appearing in fewer than 5% of renovated kitchens.

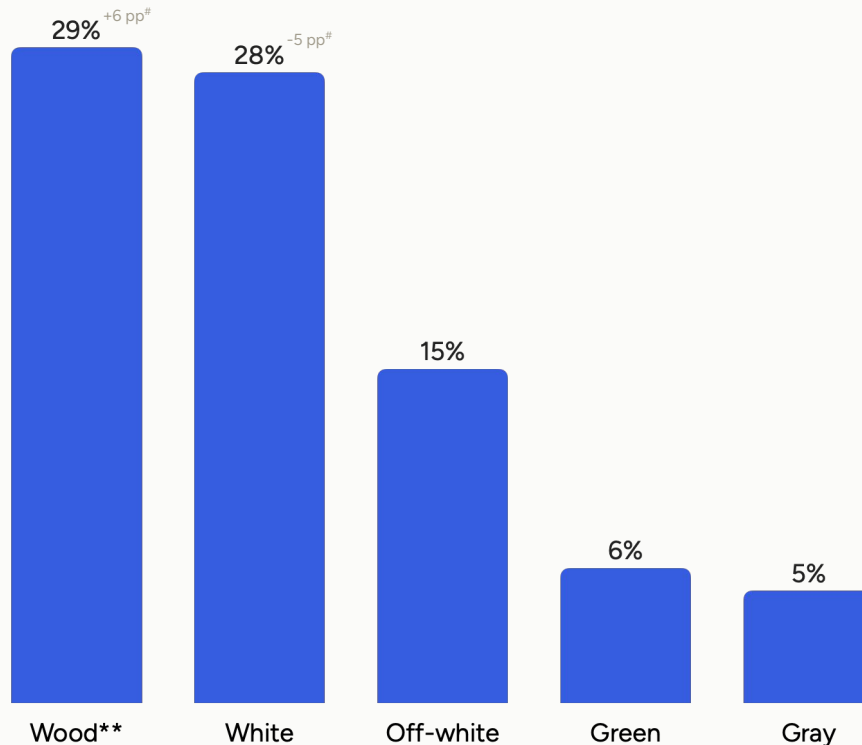
See Appendix B for more information on kitchen color choices.

*Percentages reflect the proportion of renovating homeowners who are updating or have updated cabinetry as part of a completed, current or planned kitchen renovation during 2025-26.

**Wood includes light (11%), medium (15%) and dark (3%) tones.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Colors of New Cabinets*





Shades of White Still Preferred for Contrasting Upper Cabinets

Nearly a quarter of renovating homeowners (24%) choose contrasting colors for their upper and lower kitchen cabinets. White remains the leading choice for upper cabinets (40%), followed by off-white (19%) and wood tones (17%).

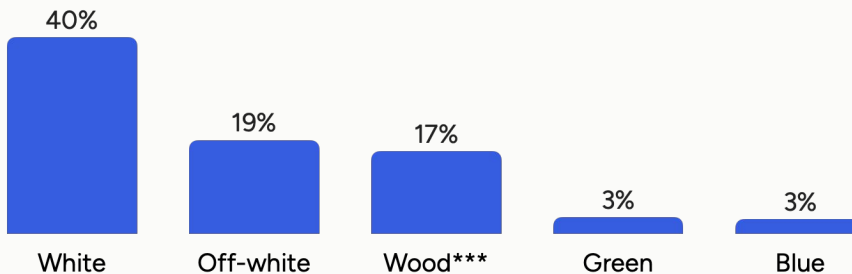
For lower cabinets, wood finishes hold the top spot (37%), while blue (19%) and green (14%) follow. Black (7%) and gray (6%) remain the least common options for contrasting lower cabinets.

See Appendix B for more information on kitchen color choices.

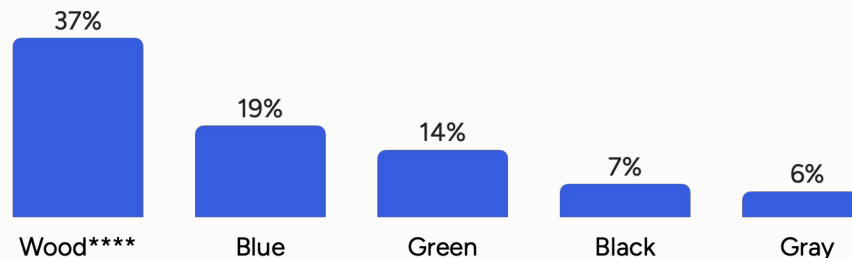
24%

choose different upper and lower cabinetry colors*

Colors of Contrasting Upper Cabinets**



Colors of Contrasting Lower Cabinets**



*Percentage reflects the proportion of renovating homeowners who are updating or have updated cabinetry as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating 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 2025-26.

***Wood includes light (7%), medium (9%) and dark (1%) tones.

****Wood includes light (10%), medium (21%) and dark (6%) tones.



Wood Tones Surge Among Contrasting Island Countertop Colors

White remains the most popular countertop color (37%), though the percentage has dropped by 4 points year over year. Off-white is holding steady at 26%, while black (9%), beige (7%) and gray (7%) remain less common.

Slightly more than one-fifth of renovating homeowners (21%) choose an island countertop color that's different from the main cabinet color. Wood jumped by 12 points this year to reach the top spot (39%). White and brown follow at 19% and 9%, respectively. Notably, black dropped from 18% in the previous year to 8% this year.

See *Appendix B* for more information on kitchen color choices.

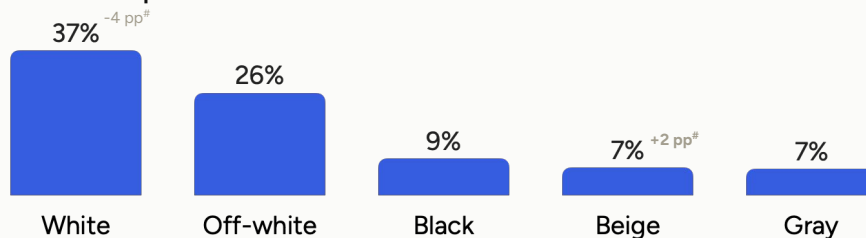
*Percentages reflect the proportion of renovating homeowners who are updating or have updated countertops as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating homeowners who are updating or adding, or have updated or added, a kitchen island and are opting or have opted for a countertop color that's different from the main countertop color, as part of a completed, current or planned kitchen renovation during 2025-26.

***Wood includes light (9%), medium (23%) and dark (6%) tones.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Countertop Colors*



21%

Choose different island and main cabinet countertop colors

Contrasting Countertop Colors for Upgraded Islands**

Wood***	+12 pp# 39%
White	19%
Brown	9%
Black	-10 pp# 8%



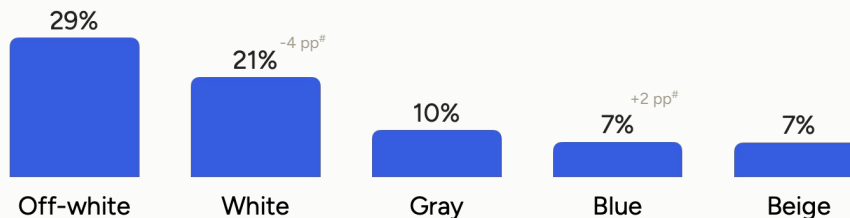
Neutrals Lead for Kitchen Walls and Floors

Renovating homeowners are still showing a strong preference for neutral kitchen colors palettes. Off-white remains the top wall color (29%); white has dipped by 4 points but remains popular (21%). Gray (10%), blue (7%, up by 2 percentage points) and beige (7%) follow.

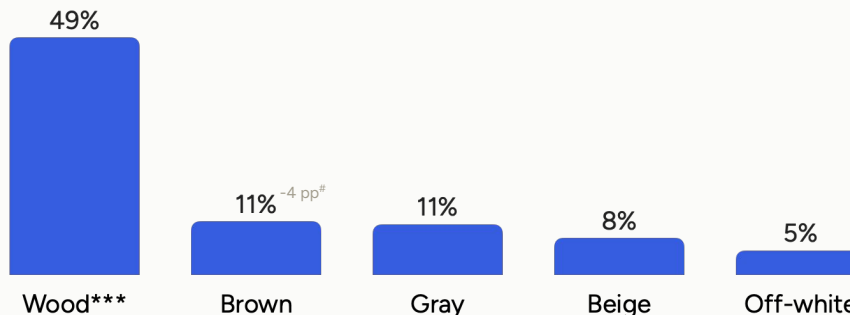
When it comes to flooring colors, wood tones remain the favorite, selected by nearly half of renovating homeowners (49%). Brown declined by 4 percentage points (to 11%) but is still in the No. 2 spot, while gray (11%), beige (8%) and off-white (5%) round out the mix.

See *Appendix B* for more information on kitchen color choices.

Wall Colors in Renovated Kitchens*



Flooring Colors in Renovated Kitchens**



*Percentages reflect the proportion of renovating homeowners who are updating or have updated walls as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating homeowners who are updating or have updated flooring as part of a completed, current or planned kitchen renovation during 2025-26.

***Wood includes light (21%), medium (26%) and dark (2%) tones.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



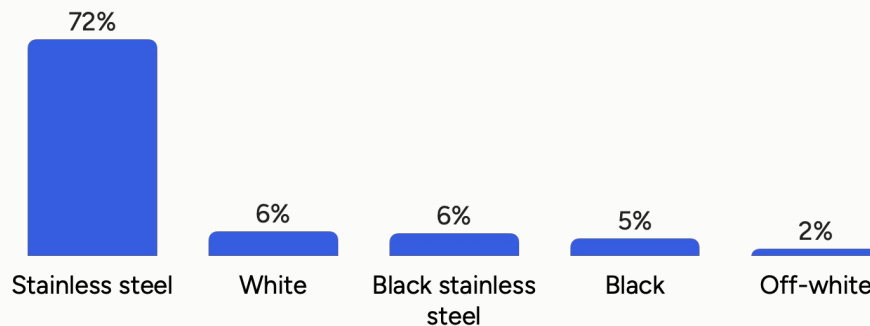
Stainless Steel Still Shines for Appliances

Stainless steel remains the dominant appliance color, chosen by 72% of renovating homeowners. White (6%), black stainless steel (6%) and black (5%) follow, while off-white (2%) remains a niche choice.

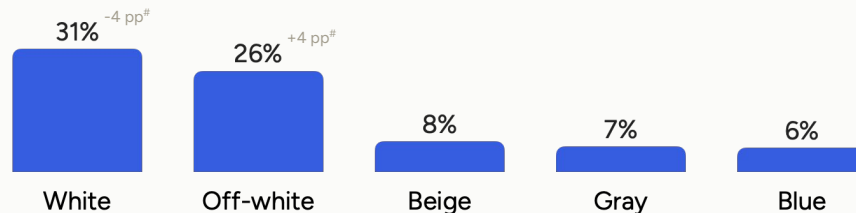
Among backsplash colors, white (31%) continues to top the list, though its percentage is down by 4 points from the previous year. Off-white (26%) follows closely, up by 4 percentage points. Beige (8%), gray (7%) and blue (6%) backsplashes remain less common.

See Appendix B for more information on kitchen color choices.

Appliance Colors in Renovated Kitchens*



Backsplash Colors in Renovated Kitchens**



*Percentages reflect the proportion of renovating homeowners who are updating or have updated appliances as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating homeowners who are updating or have updated their backsplash as part of a completed, current or planned kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Special Needs Solutions Remain Popular

More than half of renovating homeowners (53%) address special needs while renovating the kitchen.

Among those, 1 in 4 (25%) expects those needs to arise within the next year, and that share is down by 4 percentage points year over year. The majority are planning further ahead: More than half (52%) expect such needs to emerge in five or more years, while smaller shares anticipate them in one to two years (9%) or three to four years (14%).

Current and Future Needs Addressed During Kitchen Renovations*

53%

address special needs

When Homeowners Expect Future Special Needs to Arise**

In the next 12 months	-4 pp# 25%
-----------------------	-------------------

In the next 1-2 years	9%
-----------------------	-----------

In the next 3-4 years	14%
-----------------------	------------

In the next 5 or more years	52%
-----------------------------	------------

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.

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

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

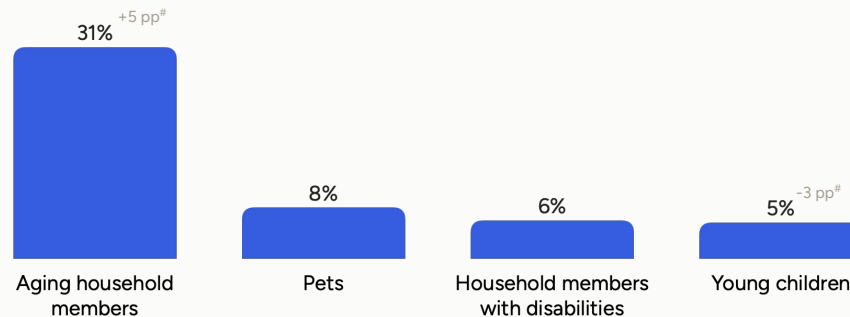


Focus on Aging Needs Grows

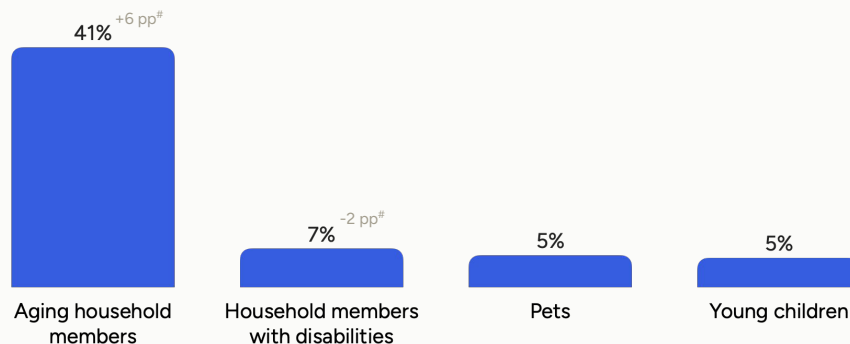
When addressing current special needs in kitchen renovations, homeowners most often focus on aging household members (31%), and the share is up by 5 percentage points year over year. Fewer renovating homeowners address the needs of pets (8%), household members with disabilities (6%) or young children (5%), and the latter share is down by 3 percentage points.

As for future needs, aging household members are again the top focus (41%), and that share is up by 6 percentage points. Fewer homeowners prepare for the future needs of household members with disabilities (7%, down by 2 percentage points), pets (5%) or young children (5%).

Current Special Needs Addressed by Kitchen Renovations*



Future Special Needs Addressed by Kitchen Renovations*



*Percentages reflect the proportion of homeowners who are addressing or have addressed current and future special needs in their kitchen renovation during 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Pullout Cabinets and Extra Lighting Lead Aging-in-Place Upgrades

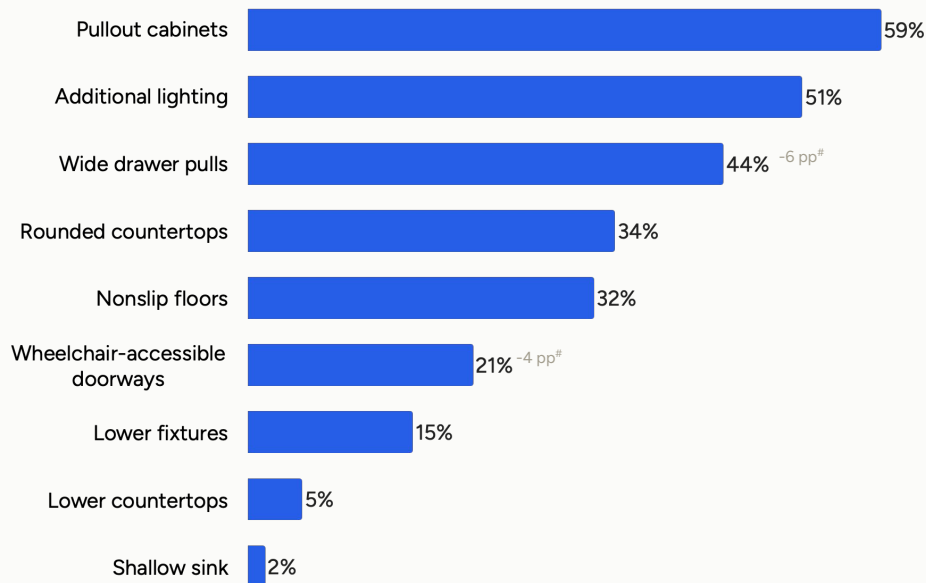
The vast majority of renovating homeowners (90%) who address age-related needs in the kitchen include features to improve accessibility and safety, and that share is up by 2 percentage points year over year.

Pullout cabinets are the most common choice (59%) for addressing aging needs, followed by additional lighting (51%) and wide drawer pulls (44%, down by 6 percentage points). Many also add rounded countertops (34%) and nonslip flooring (32%), while smaller shares incorporate wheelchair-accessible doorways (21%, down by 4 percentage points), lower fixtures (15%) or lower countertops (5%).

Features Incorporated to Address Current or Future Aging in Place*

90%^{+2 pp[#]}

incorporate features to address aging in place



*Percentages reflect the proportion of renovating homeowners who are addressing or have addressed current and future needs of aging household members in their kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Products & Features



Jennifer Kizzee Design



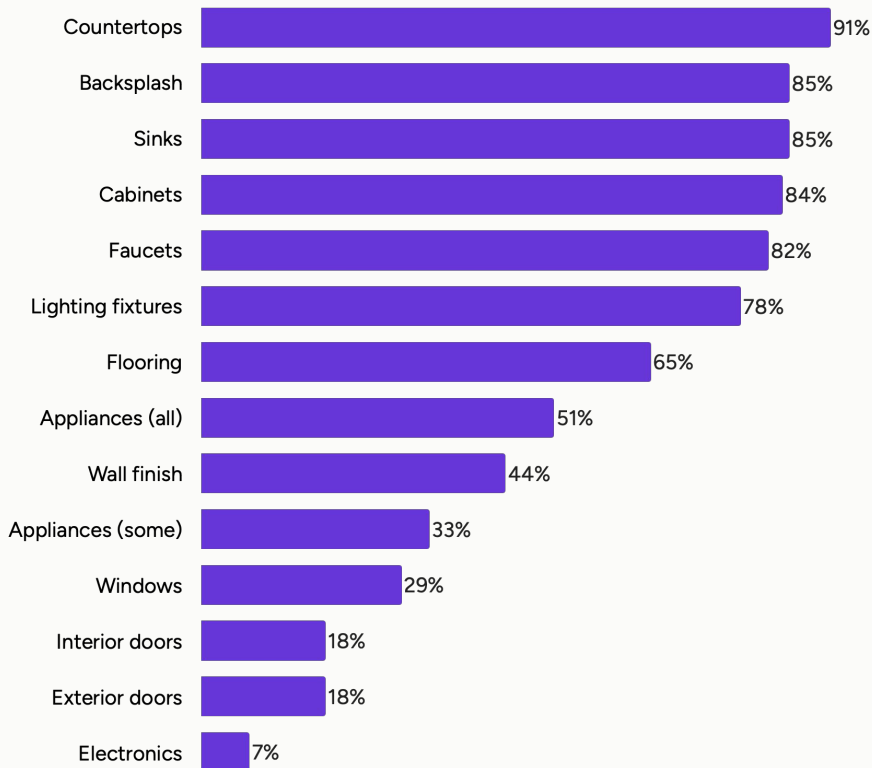
Countertops, Backsplashes and Sinks Lead Kitchen Upgrades

The vast majority of homeowners renovating the kitchen upgrade countertops (91%), backsplashes (85%), sinks (85%), cabinets (84%) and faucets (82%). Lighting fixtures (78%) and flooring (65%) follow fairly closely.

More than half of renovating homeowners (51%) replace all the appliances, while 33% upgrade only some of them. Wall finish projects remain popular (44%), while fewer homeowners tackle windows (29%), interior doors (18%) or exterior doors (18%), and even fewer (7%) upgrade electronics.

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

Features Upgraded During Kitchen Renovations*



*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.



Pantry Cabinets Are Top Built-In Kitchen Feature

More than three-quarters of homeowners (76%) incorporate built-in features during a kitchen renovation.

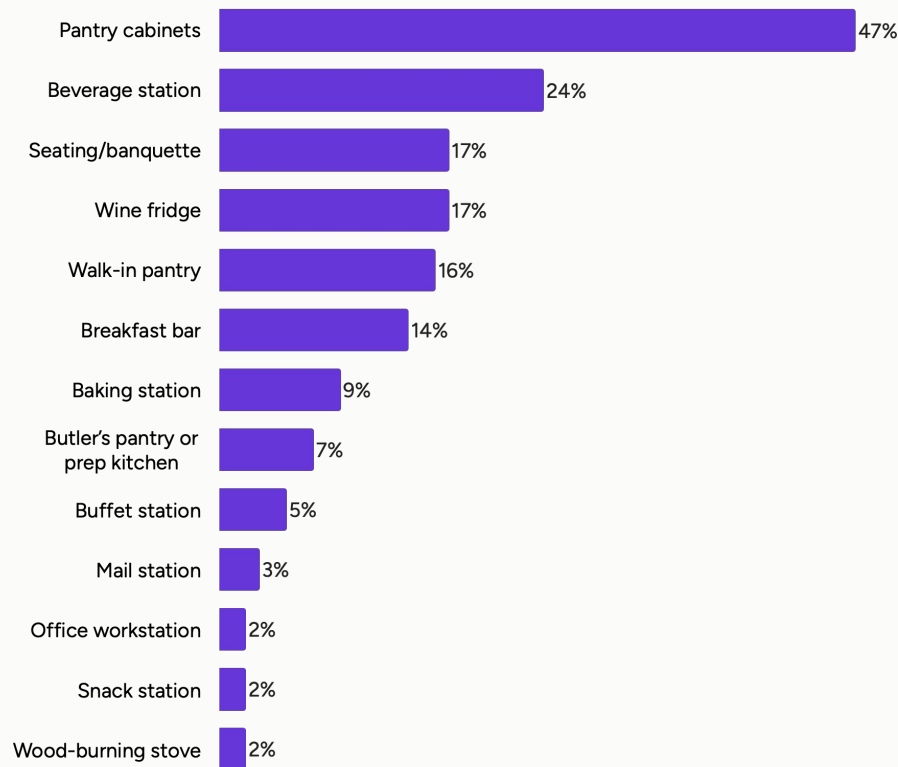
Pantry cabinets lead the list of options (47%), and beverage stations (24%) are in the No. 2 spot. Built-in seating, including banquettes, and wine fridges are equally popular (17% each), while walk-in pantries (16%) and breakfast bars (14%) follow.

Baking stations (9%) and butler's pantries or prep kitchens (7%) appeal to smaller shares of renovating homeowners.

76%

install or upgrade built-in features

Features Built In During Kitchen Renovations**†



*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

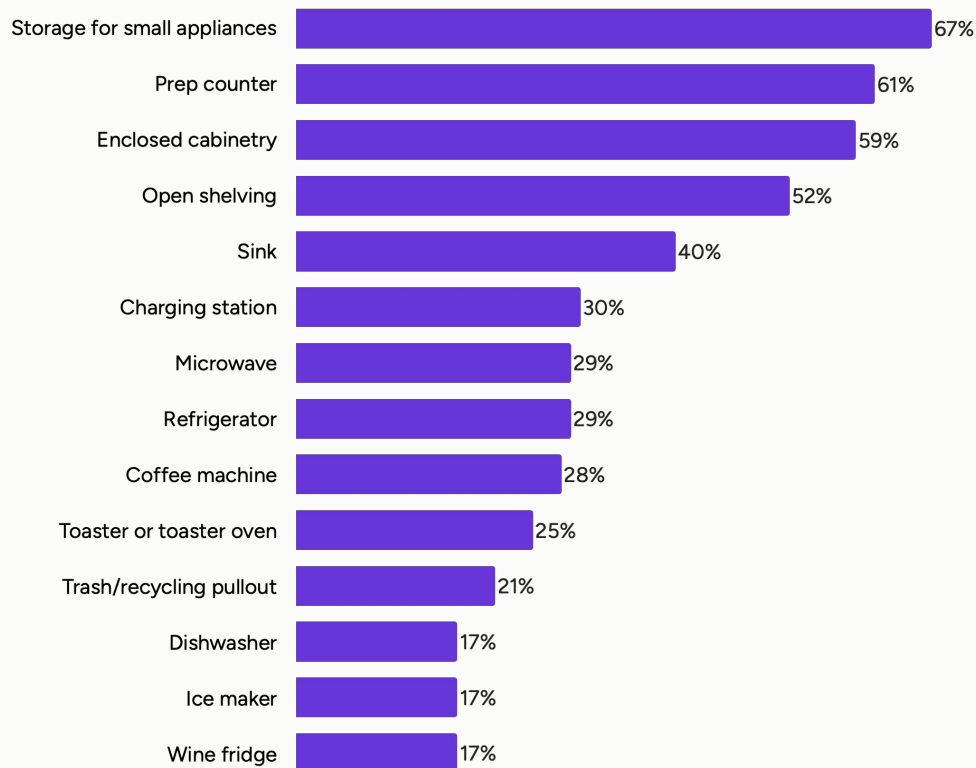


Storage Is Top Priority in Butler's Pantries

Among newly added or upgraded butler's pantries, two-thirds (67%) have storage for small appliances, 61% have a prep counter and 59% have enclosed cabinetry. Open shelving also is common (52%).

Popular appliances to incorporate into a butler's pantry include microwaves and refrigerators (29% each), coffee machines (28%) and toasters (25%).

Features in New or Upgraded Butler's Pantries*†



*Percentages reflect the proportion of renovating homeowners who are adding or replacing, or have added or replaced, a butler's pantry as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Avoiding Clutter Is No. 1 Driver for Butler's Pantries

The most commonly cited reason for having a butler's pantry is to avoid clutter (30%), followed by the desire for more storage in general (22%). A smaller share of renovating homeowners (13%) seeks hidden functionality, such as concealed work surfaces or pullout features.

Less common motivators are that the pantry was already part of the layout (7%), is needed for entertaining (7%) or provides prep space separate from the main kitchen (6%). And only a few renovating homeowners include a butler's pantry for additional appliance storage (4%) or to add luxury appeal (2%).

Reasons for Including a Butler's Pantry**†

Avoid clutter	30%
Additional storage	22%
Add hidden functionality	13%
Already part of layout	7%
Entertaining needs	7%
Prep space separate from main kitchen	6%
Appliance storage	4%
Add luxury appeal	2%

*Percentages reflect the proportion of renovating homeowners who are adding or replacing, or have added or replaced, a butler's pantry as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Almost All Upgraded Cabinets Have Specialty Storage

Nearly all renovating homeowners (94%) incorporate built-in specialty storage into their upgraded cabinets.

A pullout for waste or recycling is the most common feature (64%), followed by dedicated storage for cookie sheets and trays (55%), spices (41%), cutlery (38%) and a microwave (38%).

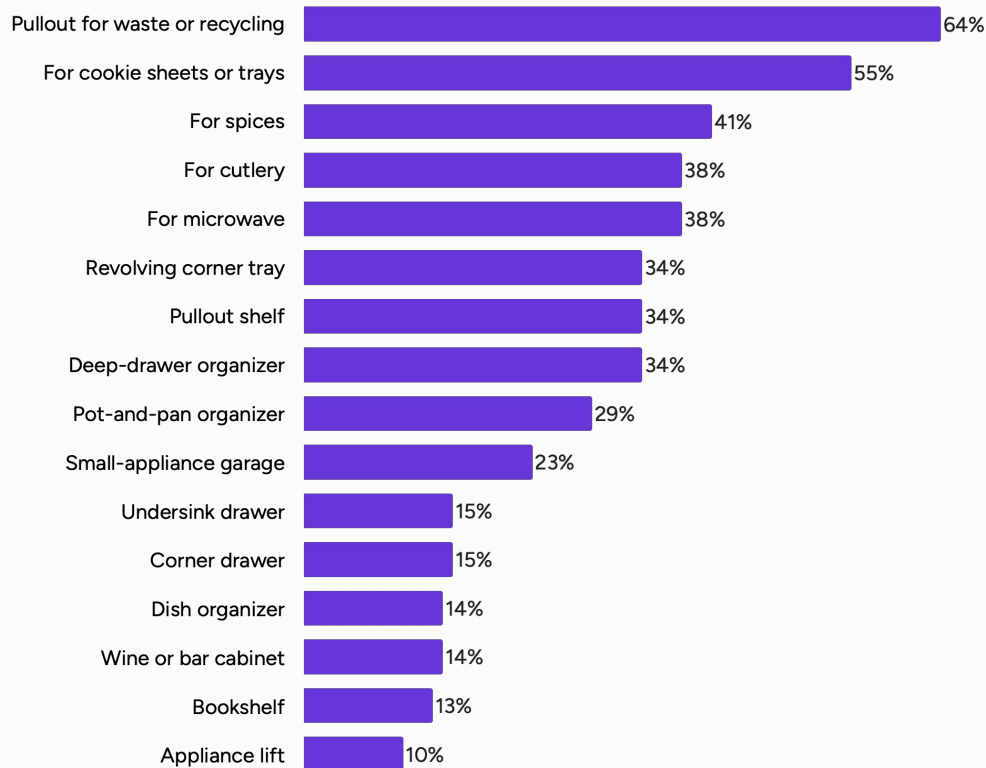
94%

of updated cabinets have specialty storage

*Percentages reflect the proportion of renovating homeowners who are adding or replacing, or have added or replaced, cabinets as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Built-In Specialty Storage Types in New or Upgraded Cabinets*†





Tile Makes a Strong Showing on Backsplashes

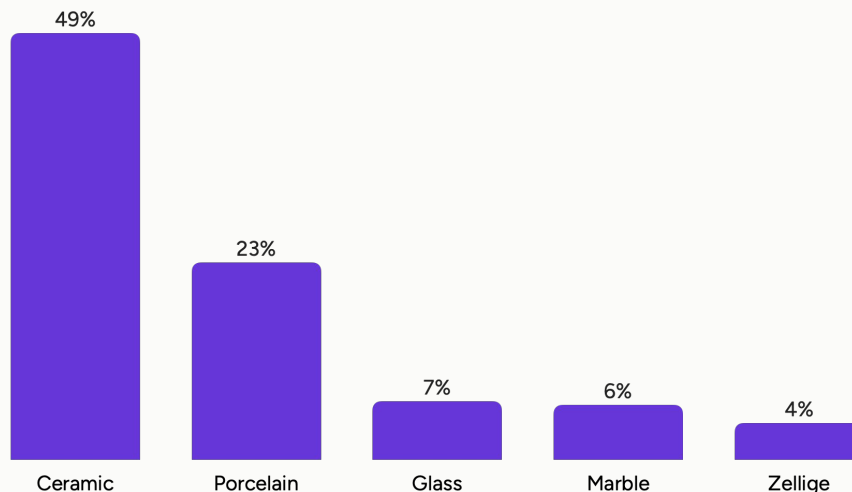
Nearly three-quarters of renovating homeowners (72%) choose tile for their new or upgraded backsplash.

Among tile types, ceramic leads (49%), followed by porcelain (23%). Fewer renovating homeowners choose glass (7%), marble (6%) or zellige (4%) for their tile backsplash.

72%

choose tile for their new or upgraded backsplash*

Tile Materials for New or Upgraded Backsplashes**†



*Percentage reflects the proportion of renovating homeowners who are adding or updating, or have added or updated, a backsplash as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating homeowners who are adding or updating, or have added or updated, a backsplash and are choosing or have chosen tile as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Engineered Quartz Is Slab-Backsplash Favorite

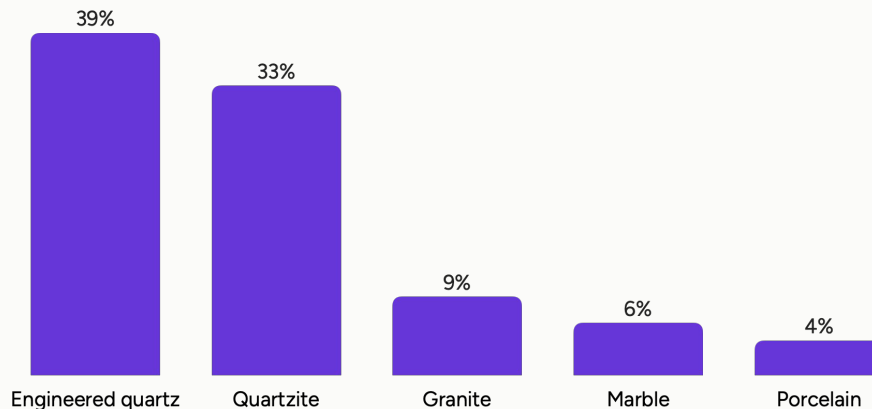
Just over a quarter of renovating homeowners (28%) choose a slab-style kitchen backsplash.

Engineered quartz is the most popular slab material (39%), followed by quartzite (33%). Far fewer renovating homeowners opt for granite (9%), marble (6%) or porcelain (4%) for a slab backsplash.

28%

choose a slab for their new or upgraded backsplash*

Slab Materials for New or Upgraded Backsplashes**†



*Percentage reflects the proportion of renovating homeowners who are adding or updating, or have added or updated, a backsplash as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the proportion of renovating homeowners who are adding or updating, or have added or updated, a backsplash and are choosing or have chosen a slab style as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Majority of Backsplashes Reach at Least the Cabinets or Hood

Coverage up to the cabinets or range hood remains the most popular backsplash choice, selected by 67% of renovating homeowners. Partial coverage to the cabinets or hood has gained traction, however, with the share rising by 3 percentage points to reach 18%.

Some renovating homeowners (10%) take the backsplash all the way to the ceiling, while very few (3%) opt for partial coverage to the ceiling.

*Percentages reflect the proportion of renovating homeowners who are adding or updating, or have added or updated, a backsplash as part of a completed, current or planned kitchen renovation during 2025-26.
#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Coverage of New or Upgraded Backsplashes*

Up to the Cabinets or Range Hood

Full coverage	67%
Partial coverage	+3 pp# 18%

Up to the Ceiling

Full coverage	10%
Partial coverage	3%

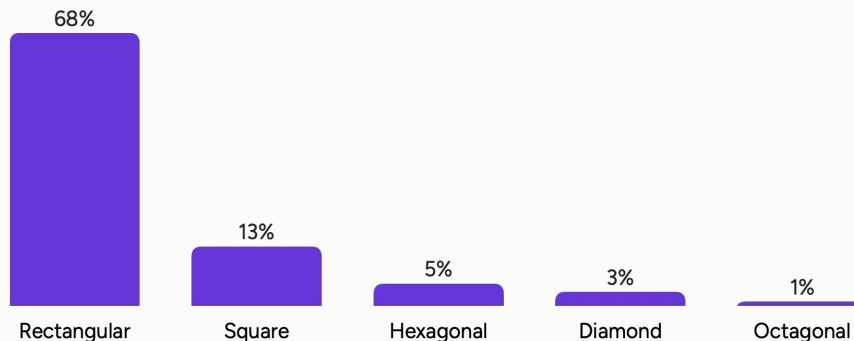


Rectangular Tile Still Reigns for Kitchen Backsplashes

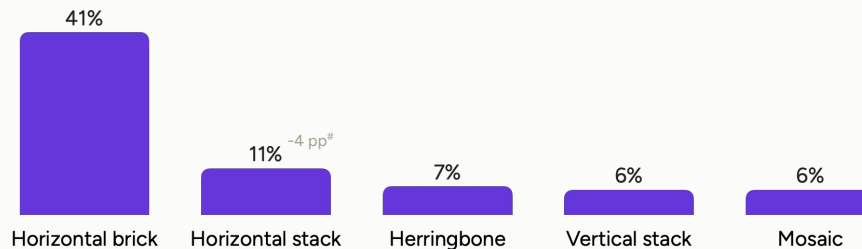
Among those who choose tile for their new or upgraded backsplash, the majority (68%) opt for rectangular tiles, and that shape far outpaces all other shapes. Square tiles (13%) follow distantly, and hexagonal (5%), diamond (3%) and octagonal (1%) tiles trail far behind those.

Horizontal brick remains the top pattern style, chosen by 41% of renovating homeowners. Horizontal stack (11%) follows, and that share is down by 4 percentage points. Even fewer homeowners opt for a herringbone (7%), vertical stack (6%) or mosaic (6%) pattern.

Tile Shapes in New or Upgraded Backsplashes*



Tile Patterns in New or Upgraded Backsplashes*



*Percentages reflect the proportion of renovating homeowners who are adding or updating, or have added or updated, a backsplash as part of a completed, current or planned kitchen renovation during 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

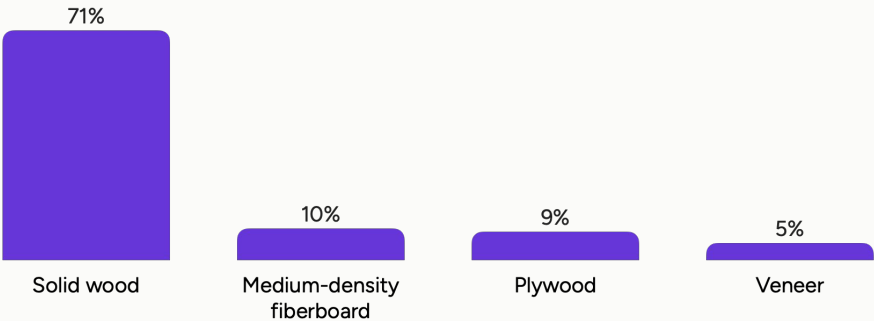


Solid Wood Keeps Top Spot for Cabinet Fronts

Solid wood remains the strongly favored material for new or upgraded kitchen cabinet fronts, chosen by 71% of renovating homeowners. Medium-density fiberboard (10%) and plywood (9%) trail far behind, while veneer (5%), glass (1%) and particleboard (1%) are rarely selected.

Among renovating homeowners selecting solid wood for their cabinet fronts, maple stands out as the clear favorite (39%). White oak follows (15%), while fewer homeowners opt for birch (9%), cherry (7%) or alder (7%).

Materials for New or Upgraded Cabinet Fronts*



Solid Wood Types for New or Upgraded Cabinet Fronts**†

Maple	39%
White oak	15%
Birch	9%
Cherry	7%
Alder	7%

*Percentages reflect the proportion of renovating 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 2025-26.

**Percentages reflect the proportion of renovating homeowners who are selecting or have selected solid wood for their cabinet fronts as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Paint Declines, Natural Finishes Rise for Cabinets

Among cabinet finishes, paint continues to lead (52%), although the share is down by 5 percentage points year over year. Stain follows (18%), while wood veneer (7%) and natural finishes (7%) remain less common; however, the latter share rose by 2 percentage points year over year.

Finishes of New or Upgraded Cabinets*

Paint	-5 pp [†] 52%
Stain	18%
Wood veneer	7%
Natural	+2 pp [†] 7%
Laminated veneer	4%
Lacquer	3%
Laminate	2%

*Percentages reflect the proportion of renovating 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 2025-26.

[†]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Look and Feel Matter Most in Cabinet Decisions

When choosing new cabinet materials, most renovating homeowners continue to prioritize look and feel (72%), followed by functionality (45%) and durability (34%). Cost influences one-third of homeowners (33%), while fewer cabinet decisions are based on ease of cleaning (19%) or availability (11%).

Reasons for Choosing a Cabinet Material*

Look and feel	72%
Functionality	45%
Durability	34%
Cost	33%
Ease of cleaning	19%
Availability	11%

*Percentages reflect the proportion of renovating 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 2025-26.



Majority of Cabinets Are Custom or Semicustom

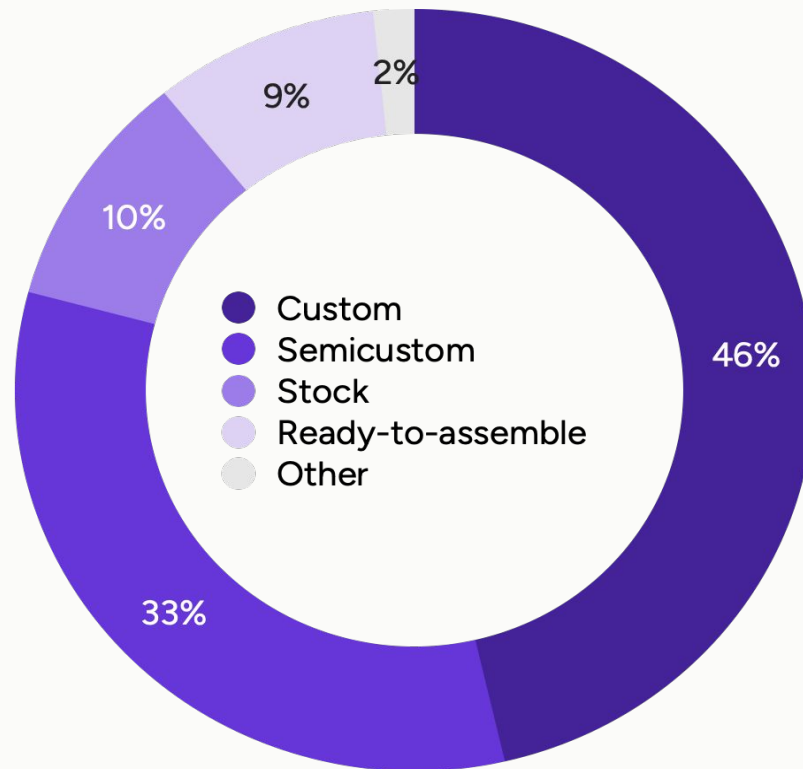
Among cabinetry types, custom options remain the favorite, chosen by 46% of renovating homeowners, followed by semicustom at 33%. Together, nearly 4 in 5 renovating homeowners (79%) choose custom or semicustom kitchen cabinets.

Stock models account for 10% of new or upgraded cabinets, while ready-to-assemble (9%) and other styles (2%) remain less common.

79%

choose custom or semicustom cabinetry*

Primary Types of New or Upgraded Cabinets*



*Percentages reflect the proportion of renovating 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 2025-26.



Shaker Style Remains the Clear Cabinet Door Favorite

Among cabinet door styles, Shaker continues to lead (58%). Flat-panel (22%) and raised-panel (12%) designs remain in the second and third positions, respectively, while glass-front (3%) and louvered styles (1%) are rarely chosen.

For a cohesive look with their cabinet doors, 1 in 5 renovating homeowners (20%) installs cabinet panels on some or all of their large appliances.

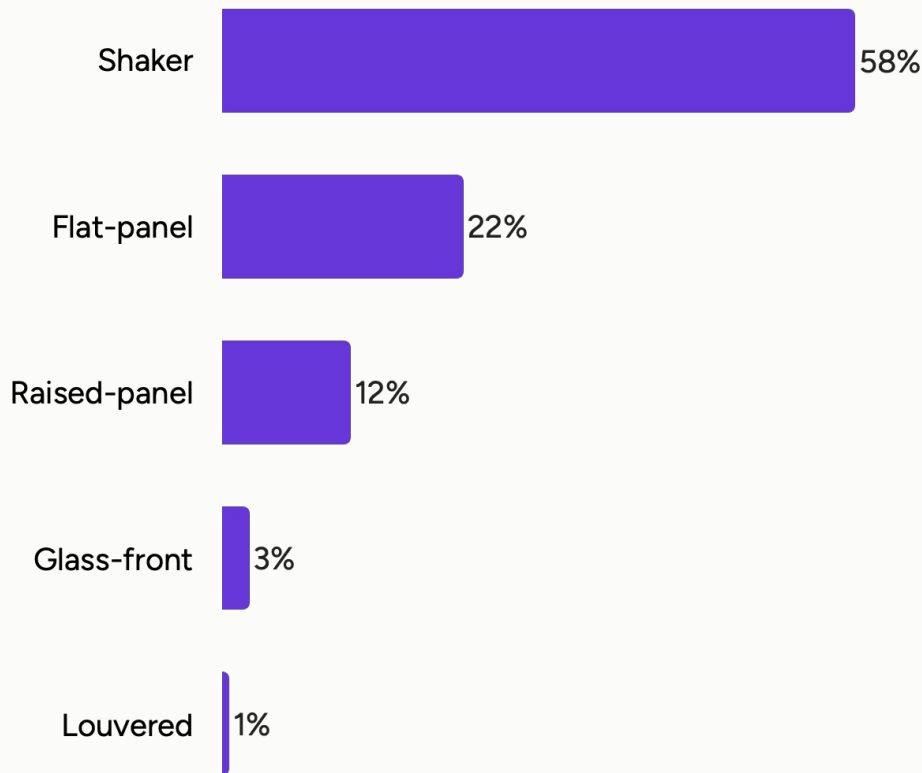
20%

install cabinet panels on some or all large appliances**

*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 2025-26.

**Percentages reflect proportion of renovating homeowners who are updating appliances(s) as part of a completed, current or planned kitchen renovation during 2025-26.

Primary Door Styles of New or Upgraded Cabinets*





Bar Pulls Lead Among Cabinet Handle Choices

The majority of renovating homeowners (95%) choose cabinets with a handle. Among handle styles, bar pulls lead (74%), followed by knobs (37%). Cup pulls (10%) and finger pulls (9%) are less common.

When it comes to handle finishes, brushed nickel remains the most popular (28%), followed by black (18%) and brushed gold (12%).

95%

choose cabinets with a handle*

*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 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Handle Types on New or Upgraded Cabinets*

Bar pulls	74%
Knobs	37%
Cup pulls	10%
Finger pulls	9%

Handle Finishes on New or Upgraded Cabinets*†

Brushed nickel	28%
Black	18%
Brushed gold	12%

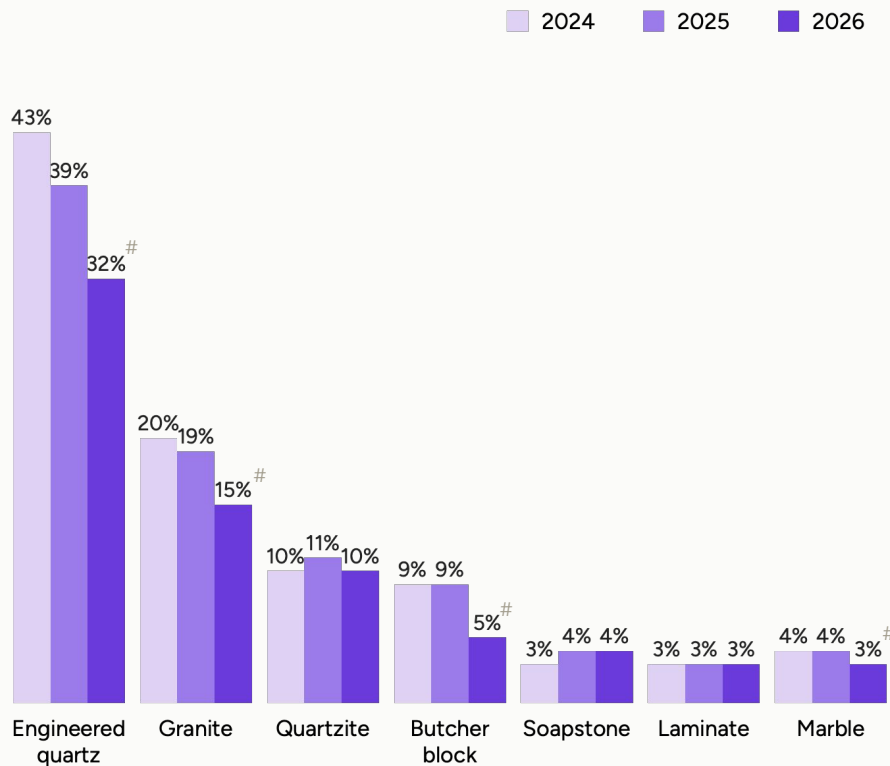


Engineered Quartz Still No. 1 Countertop Material Despite Drop

Engineered quartz continues to be the most frequently chosen countertop material (32%), though its share dropped notably by 7 percentage points year over year. Quartzite (10%) and granite (15%) follow, although the latter share declined by 4 percentage points.

Interest in butcher block or wood slab countertops also has softened, with its share declining by 4 percentage points to reach 5%. Soapstone (4%), laminate (3%) and marble (3%) garnered smaller shares again this year, with marble dipping by 1 percentage point.

Materials for New or Upgraded Countertops*



*Percentages reflect the proportion of homeowners who are upgrading or have upgraded countertops as part of a completed, current or planned kitchen renovation during 2025-26, 2024-25 or 2023-24.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Butcher Block Surges in Popularity for Contrasting Island Countertops

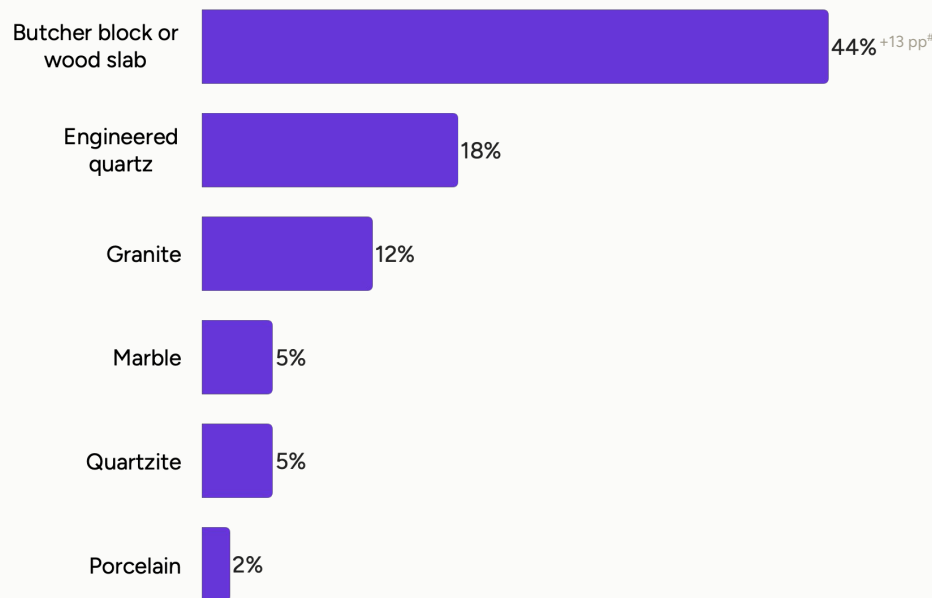
One in 5 renovating homeowners (21%) chooses different materials for the island and main countertops. Butcher block or wood slab leads (44%), and that share is up notably by 13 percentage points year over year.

Engineered quartz (16%), quartzite (14%) and granite (12%) follow, while marble (5%) and porcelain (2%) remain less frequently used for contrasting island countertops.

21%

choose different island and main countertop materials*

Materials for Contrasting New or Upgraded Island Countertops**



*Percentages reflect the proportion of homeowners who are upgrading or have upgraded countertops as part of a completed, current or planned kitchen renovation during 2025-26.

**Percentages reflect the 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 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Square and Eased Edges Split the Lead for Countertops

Square and eased edges are now equally popular for countertops, with each chosen by 32% of renovating homeowners. The share of homeowners choosing square edges declined by 6 percentage points year over year. Beveled (12%) and demibullnose (9%) edges are less common.

Among countertop patterns, veined designs continue to be most preferred (75%), while speckled (13%) and uniform (12%) patterns trail far behind.

Edge Styles of New or Upgraded Kitchen Countertops*

Eased	32%
Square	-6 pp [#] 32%
Beveled	12%
Demibullnose	9%

Patterns of New or Upgraded Kitchen Countertops*

Veined	75%
Speckled	13%
Uniform	12%

*Percentages reflect the proportion of homeowners who are upgrading or have upgraded countertops as part of a completed, current or planned kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

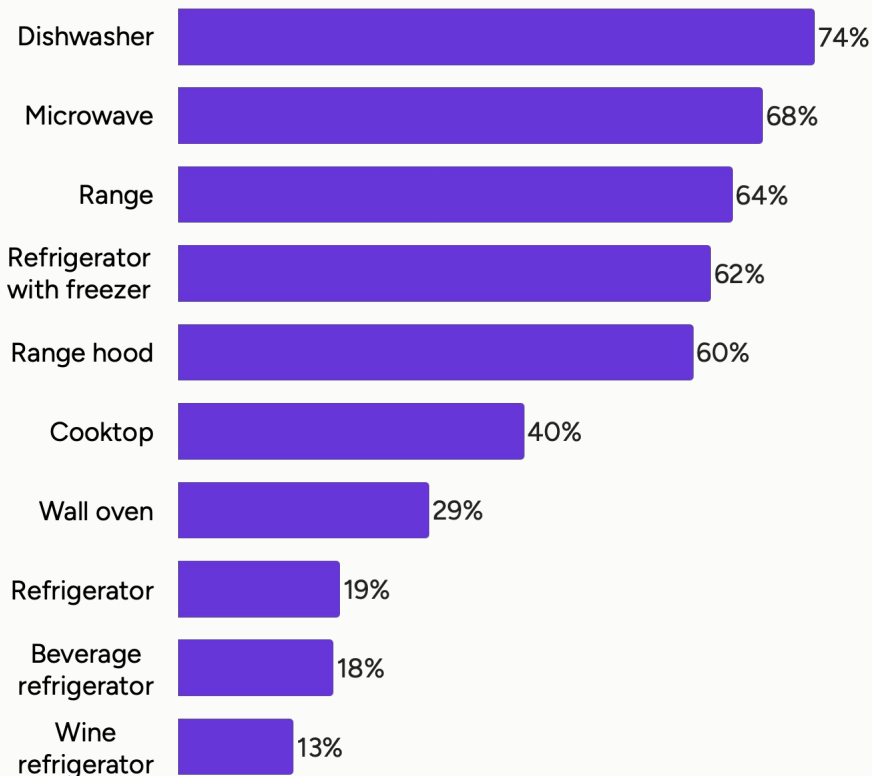


Dishwashers and Microwaves Are Favored Large Appliances

Among large kitchen appliances, renovating homeowners most frequently install dishwashers (74%) and microwaves (68%), followed by ranges (64%), refrigerator-freezer combinations (62%) and range hoods (60%).

Renovating homeowners also often add or update cooktops (40%) and wall ovens (29%), while smaller shares opt for food refrigerators (19%), beverage refrigerators (18%) or wine refrigerators (13%).

New Large Appliance Types*†



*Percentages reflect the proportion of renovating homeowners who are updating or have updated some or all of their large appliances as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Homeowners Prioritize Quality and Aesthetics in Appliances

When choosing large appliances, renovating homeowners continue to seek out quality (59%). Look and feel also are important (47%).

Other factors homeowners consider when choosing large appliances are size (29%), specialty features (28%), brand (25%), cost (26%) and energy efficiency (21%).

Reasons for Choosing New Large Appliances**†

Quality	59%
Look and feel	47%
Size	29%
Specialty features	28%
Cost	26%
Brand	25%
Energy efficiency	21%

*Percentages reflect the proportion of renovating homeowners who are updating or have updated some or all of their large appliances as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Gas Leads, Induction and Electric Follow for Cooktops

Gas remains the most common choice for new cooktops, selected by 48% of renovating homeowners. Induction follows at 26%, while electric accounts for 22% of cooktops in renovated kitchens.

Cooktop Types in Renovated Kitchens*

Gas	48%
Induction	26%
Electric	22%

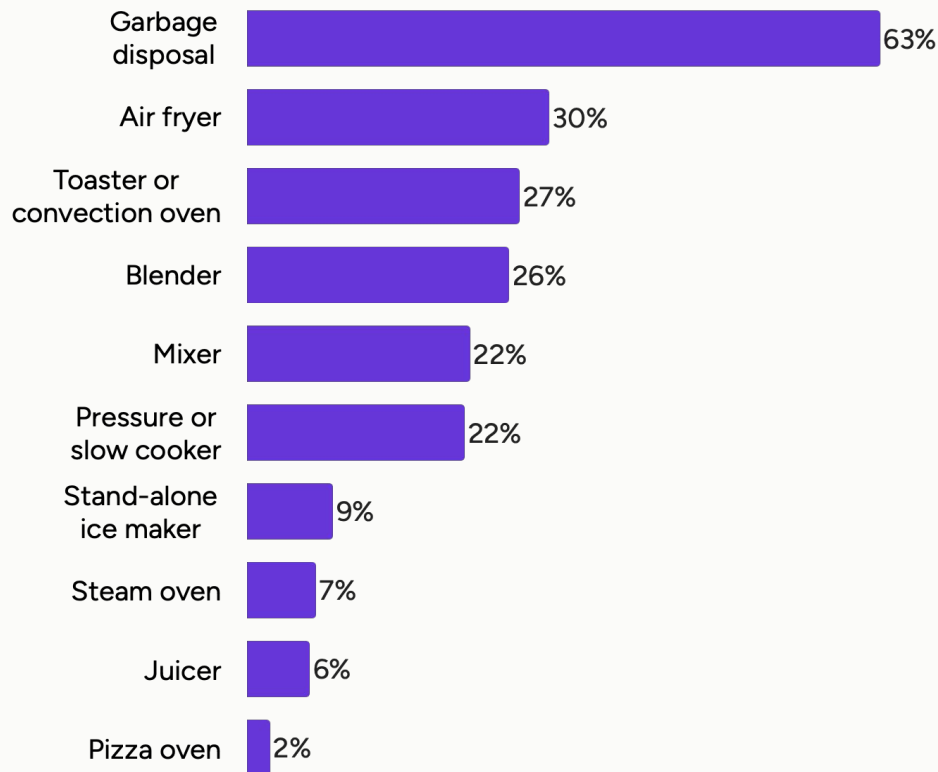
*Percentages reflect the proportion of renovating homeowners who are purchasing or have purchased a cooktop or stovetop as part of a completed, current or planned kitchen renovation during 2025-26.



Garbage Disposals Are No. 1 Small Appliance Purchase

Among small appliances in renovated kitchens, garbage disposals top the list (63%). Air fryers (30%), toaster or convection ovens (27%) and blenders (26%) follow. Mixers (22%) and pressure or slow cookers (22%) also are common, while smaller shares of renovating homeowners choose stand-alone ice makers (9%), steam ovens (7%), juicers (6%) or pizza ovens (2%).

New Small Appliance Types**†



*Percentages reflect the proportion of renovating homeowners who are purchasing or have purchased small appliances as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Quality and Special Features Drive Many Small Appliance Purchases

When purchasing small kitchen appliances, about half of renovating homeowners (51%) base their decisions on quality. Special features (31%), size (26%), look and feel (25%) and cost (24%) round out the list of top decision-making factors.

Smaller shares of homeowners focus on brand (17%) or ease of maintenance (10%) when buying small kitchen appliances.

Reasons for Choosing New Small Appliances**†

Quality	51%
Special features	31%
Size	26%
Look and feel	25%
Cost	24%
Brand	17%
Ease of maintenance	10%

*Percentages reflect the proportion of renovating homeowners who are purchasing or have purchased small appliances as part of a completed, current or planned kitchen renovation during 2025-26.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



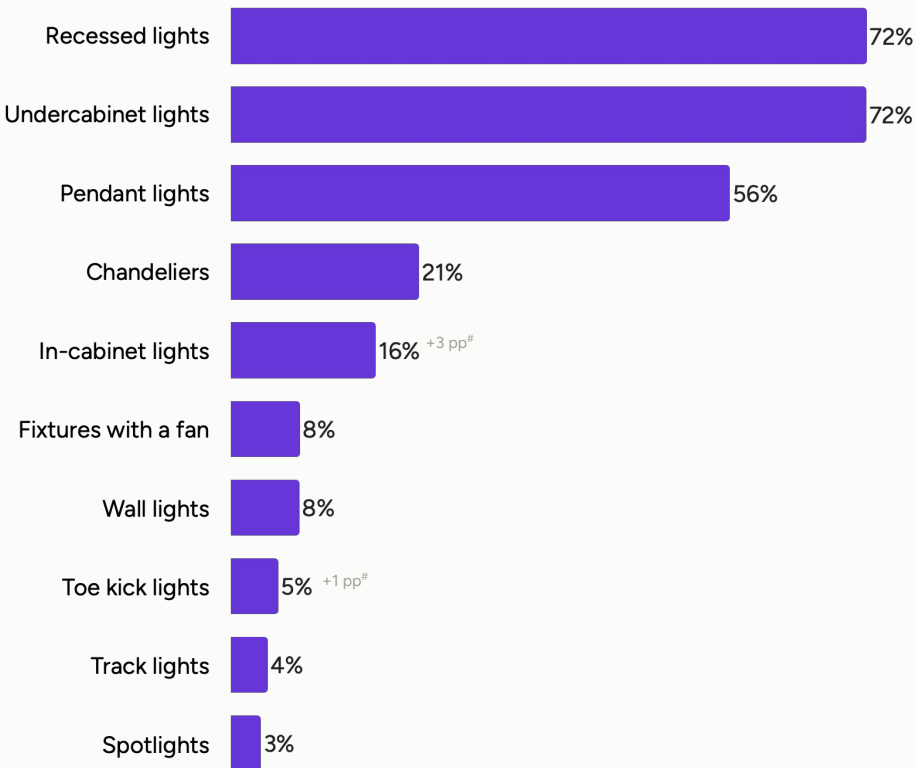
Recessed and Undercabinet Lights Share Top Lighting Spot

In renovated kitchens, recessed and undercabinet lights lead lighting choices (72% each). More than half of renovating homeowners (56%), however, choose pendant lights (56%), followed by chandeliers (21%).

Some lighting options with smaller shares have risen slightly in popularity: In-cabinet lighting (16%) is up by 3 percentage points, while toe kick lighting (5%) is up by 1 point.

Fixtures with fans and wall lights are equally popular (8% each), while track lights (4%) and sconces (3%) round out the list.

New or Upgraded Lighting Fixture Types*



*Percentages reflect the proportion of renovating homeowners who are adding or upgrading, or have added or upgraded, lighting as part of a completed, current or planned kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Metal-and-Glass Combo Remains No. 1 Lighting Material

When it comes to lighting fixture materials, metal-and-glass combinations are again the favorite, selected by 52% of renovating homeowners. All-metal fixtures follow (27%), while mostly glass designs (5%) appeal to a few.

Materials for New or Upgraded Lighting Fixtures*

Metal-glass combination	52%
All metal	27%
Mostly glass	15%

*Percentages reflect proportion of renovating homeowners who are adding or upgrading lighting as part of a completed, current or planned kitchen renovation during 2025-26.



New Island Lighting Is Nearly Ubiquitous

Among those who upgrade or replace their kitchen island, 95% install new lighting above it. Installing two fixtures remains most popular (39%), while installing three fixtures has lost ground (29%, down by 6 percentage points) but maintains the No. 3 spot. Smaller and equal shares of homeowners choose either one lighting fixture or four or more (16% each).

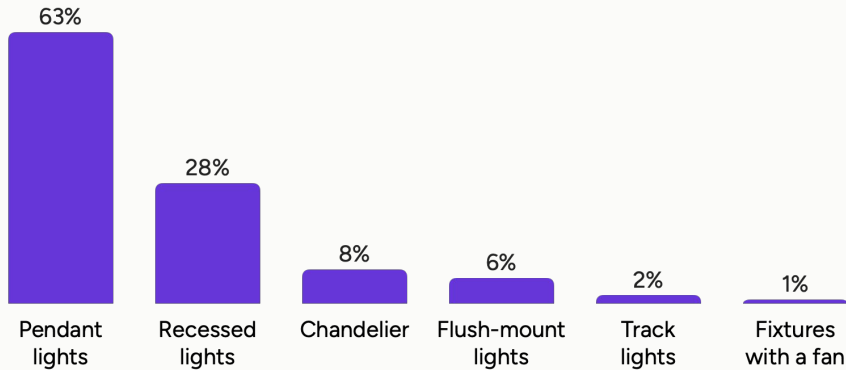
Pendants lead among island lighting choices (63%), followed by recessed lights (28%). Fewer renovating homeowners choose chandeliers (8%), flush-mount lights (6%), track lights (2%) or fixtures with a fan (1%).

95%
install new lighting above the island*

*Percentages reflect the proportion of renovating 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 2025-26.

#Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Types of New Lighting Fixtures Above Kitchen Islands*



Number of Lighting Fixtures Above Kitchen Islands*

One	16%
Two	39%
Three	29% <small>-6 pp#</small>
Four or more	16%

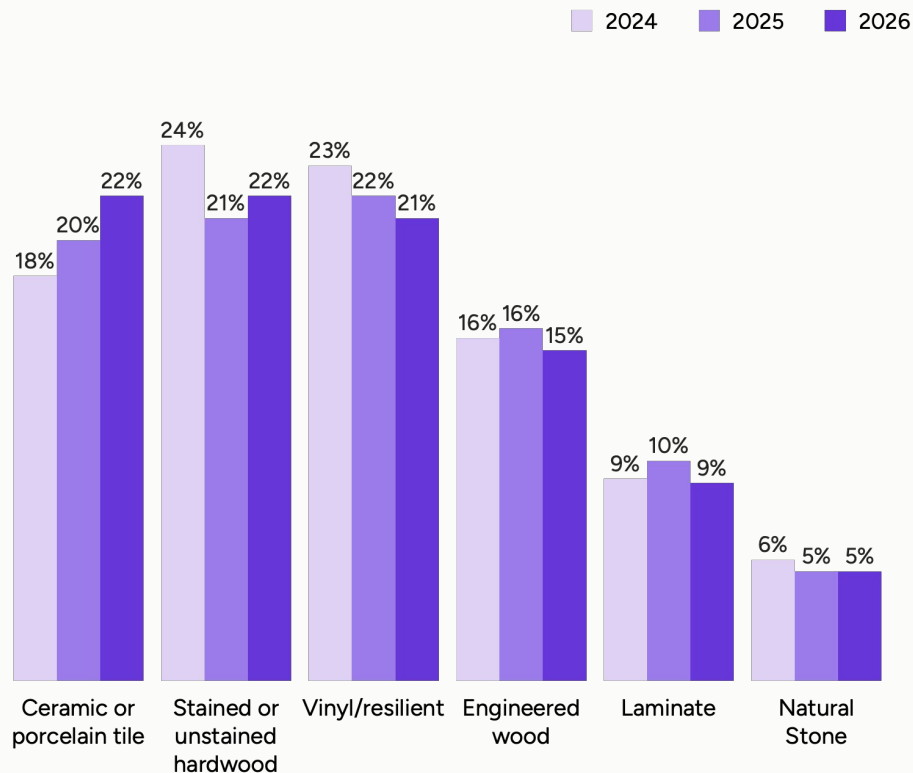


Tile Inches Up to Be Most Preferred Flooring

With its share rising by 2 percentage points year over year, ceramic or porcelain tile now shares the No. 1 flooring material spot with stained or unstained hardwood (22% each), after being in the No. 3 spot for the previous two years. However, the top three materials again earned similar shares this year, with resilient just behind at 21%.

The shares of renovating homeowners choosing engineered wood and laminate each dropped by 1 percentage point, to 15% and 9%, respectively. Natural stone remains the least popular option (5%), but its share remains unchanged year over year.

Types of New or Upgraded Flooring*



*Percentages reflect the proportion of renovating homeowners who are adding or upgrading, or have added or upgraded, flooring as part of a completed, current or planned kitchen renovation during 2025-26, 2024-25 or 2023-24.



Energy-Efficient Products Are Highly Sought for Sustainability

Almost 9 in 10 renovating homeowners (88%) choose at least one sustainable feature during their kitchen renovation. Energy-efficient products are most sought, with LED lightbulbs (64%) and energy-efficient appliances (56%) at the top of the list.

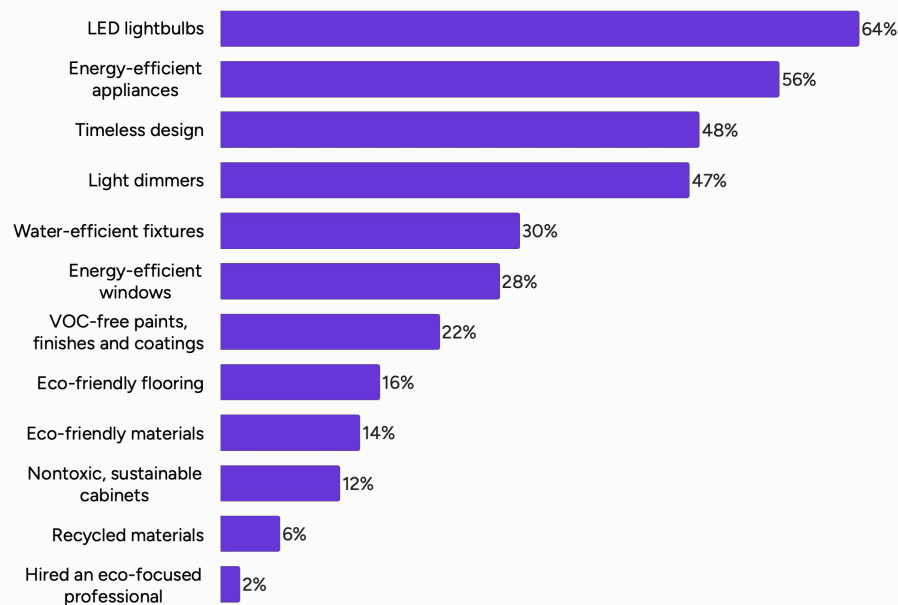
Timeless design (48%) and light dimmers (47%) also are popular, followed by water-efficient fixtures (30%) and energy-efficient windows (28%).

Smaller shares of renovating homeowners focus on environmental health in the form of VOC-free paints and finishes (22%), eco-friendly flooring (16%), other eco-friendly materials (14%) or nontoxic cabinets (12%).

Sustainable Features in Kitchen Renovations*

88%

choose at least one sustainable option*



*Percentages reflect the proportion of homeowners who are incorporating or have incorporated sustainable options as part of a completed, current or planned kitchen renovation during 2025-26.



Long-Term Value Drives Adoption of Sustainable Features

Cost effectiveness in the long run remains the top motivation for incorporating sustainable features, cited by 72% of renovating homeowners who opt for sustainable solutions. Environmental considerations follow closely (53%).

Health reasons influence 14% of renovating homeowners, while fewer (3%) are motivated by federal incentives.

Reasons for Choosing Sustainable Features*

Cost effectiveness in the long run	72%
Environmental friendliness	53%
Health reasons	14%
Federal incentives	3%

*Percentages reflect the proportion of renovating homeowners who are incorporating or have incorporated sustainable options as part of a completed, current or planned kitchen renovation during 2025-26.



Majority Seek Special Features in New Microwaves

Nearly two-thirds of renovating homeowners (64%) choose a microwave with one or more special features. Sensor reheat (40%) and automated cooking (30%) are the most common capabilities, while some homeowners look for an oven function (21%) or a control lock (19%).

Smaller shares of renovating homeowners opt for smart features such as control or monitoring capability via a phone (12%), activity notifications (11%), status checks (7%) and remote timer activation (7%).

*Percentages reflect the proportion of renovating homeowners who have purchased or are purchasing a new microwave as part of a completed, current or planned kitchen renovation during 2025-26.

Special Features in New Microwaves*

64%
choose a microwave with one or more special features

Sensor reheat	40%
Automated cooking	30%
Oven feature	21%
Control lock	19%
Monitor or control using phone	12%
Activity notifications	11%
Status check	7%
Remote timer activation	7%



Special Oven Control Features Remain Popular

Nearly two-thirds of renovating homeowners (62%) choose an oven with one or more special features. Remote monitoring or control capability via phone (36%) tops the list, followed by a control lock (30%), precise temperature control (28%) and remote timer activation (27%).

Automated cooking (24%) and activity notifications (21%) also are commonly sought, while smaller shares of renovating homeowners look for an oven with a status check feature (16%) or location-based automation (7%).

Special Features in New Ovens*

62%

choose an oven with one or more special features

Monitor or control using phone	36%
Control lock	30%
Precise temperature control	28%
Remote timer activation	27%
Automated cooking	24%
Activity notifications	21%
Status check	+3 pp [#] 16%
Location-based automation	7%

*Percentages reflect the proportion of renovating homeowners who have purchased or are purchasing a new oven as part of a completed, current or planned kitchen renovation during 2025-26.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Special Fridge and Freezer Features Are Commonly Sought

Nearly 4 in 5 renovating homeowners (78%) choose a refrigerator or freezer with one or more special features. The most sought of these are a water filter change alert (64%) and adjustable temperature by drawer or compartment (49%).

A control lock (21%), touch-screen display (17%) and remote ice maker control (12%) follow in popularity. Smaller shares of renovating homeowners seek food-monitoring capability (7%) or an interior camera (2%), though the latter share has risen by 2 percentage points year over year. The share of homeowners choosing a fridge or freezer based on a transparent screen feature is also 2%.

Special Features in New Refrigerators or Freezers*

78%

choose a refrigerator or freezer with one or more special features

Water filter change alert	64%
Adjustable temperature by drawer or compartment	49%
Control lock	21%
Touch-screen	17%
Remote ice maker control	12%
Food-monitoring capability	7%
Interior camera	+2 pp* 2%
Transparent screen	2%

*Percentages reflect the proportion of renovating homeowners who have purchased or are purchasing a new refrigerator or freezer as part of a completed, current or planned kitchen renovation during 2025-26.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Water Efficiency Is Most Popular Special Faucet Feature

Nearly half of renovating homeowners (45%) choose a faucet with one or more special features. Water efficiency (24%) is most common, followed by touch control (19%). Fewer homeowners seek a faucet with touch-free activation (5%) or a touch-screen (1%).

Special Features in New Faucets^{*†}

45%

choose a faucet with one or more special features

Water efficiency	24%
Touch control	19%
Touch-free activation	5%
Touch-screen	1%

^{*}Percentages reflect the proportion of renovating homeowners who have purchased or are purchasing a new faucet as part of a completed, current or planned kitchen renovation during 2025-26.

[†]No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Appendixes





Appendix A

Kitchen Styles After Style Change*

	2021	2022	2023	2024	2025	2026
Transitional	21%	25%	23%	26%	25%	25%
Traditional	11%	9%	11%	9%	14%	12%
Modern	15%	13%	14%	12%	12%	11%
Contemporary	14%	15%	12%	11%	11%	10%
Farmhouse	12%	10%	11%	9%	7%	9%
Midcentury	3%	4%	4%	4%	5%	6%
Craftsman	4%	4%	5%	4%	5%	5%
Eclectic	3%	3%	2%	3%	4%	4%
Beach	3%	3%	4%	4%	4%	3%
Rustic	2%	2%	1%	2%	1%	2% [#]
Scandinavian	2%	1%	2%	3%	4%	2% [#]
Other	4%	4%	5%	6%	6%	6%
No particular style	4%	4%	4%	4%	3%	6% [#]

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26 (2026 study), 2024-25 (2025 study), 2023-24 (2024 study), 2022-23 (study), 2021-22 (2022 study) or 2020-21 (2021 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Appendix B

Kitchen Colors After Renovation*

	Walls	Cabinetry	Countertops	Backsplash	Appliances	Flooring
Off-white	29%	15%	26%	26% ^{+4 pp#}	2%	5%
White	21% ^{-5 pp#}	28% ^{-5 pp#}	37% ^{-4 pp#}	31% ^{-4 pp#}	6%	3%
Gray	10% ^{-1 pp#}	5%	7%	7%	1%	11%
Beige	7% ^{-2 pp#}	3%	7% ^{+2 pp#}	8%	1%	8%
Blue	7% ^{+3 pp#}	4%	1%	6%	1%	1%
Greige	6% ^{-1 pp#}	2% ^{-2 pp#}	3%	3%	0%	4%
Green	6% ^{+1 pp#}	6%	1%	5%	1%	0%
Wood**	1%	29% ^{+5 pp#}	3%	0%	2%	49% ^{+3 pp#}
Black	1%	2%	9%	2% ^{-1 pp#}	5%	1%
Brown	1%	2%	2%	1%	0%	11% ^{-4 pp#}
Standard stainless	NA	NA	NA	0%	72%	0%
Black stainless	NA	NA	NA	0%	6%	0%
Other	9% ^{+2 pp#}	5% ^{+2 pp#}	3%	9% ^{+3 pp#}	4%	6%

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-2026 (2026 study).

**Wood includes light, medium and dark tones.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Appendix C

Features Upgraded During Kitchen Renovations*

	2021	2022	2023	2024	2025	2026
Countertops	88%	91%	90%	91%	91%	91%
Backsplash	83%	86%	84%	86%	86%	85%
Sinks	80%	84%	83%	85%	85%	85%
Cabinets	80%	83%	83%	85%	85%	84%
Faucets	79%	81%	81%	83%	83%	82%
Lighting fixtures	74%	76%	76%	79%	79%	78%
Flooring	65%	64%	64%	68%	68%	65%
Appliances (all)	51%	50%	50%	54%	54%	51%
Wall finish	46%	48%	48%	48%	43%	44%
Appliances (some)	33%	33%	33%	34%	34%	32%
Windows	28%	28%	30%	32%	32%	29%
Interior doors	17%	19%	20%	22%	19%	18%
Exterior doors	19%	18%	20%	21%	19%	18%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-26 (2026 study), 2024-25 (2025 study), 2023-24 (2024 study), 2022-23 (2023 study), 2021-22 (2022 study) or 2020-21 (2021 study).



Appendix D

Kitchen Activities After Renovation*

	Activities in the kitchen	Activities around the island
Cooking	97%	74%
Eating	79%	64%
Baking	76% ^{-4 pp#}	52%
Entertaining	67%	57%
Socializing	47%	43%
Doing work	22%	18%
Crafting or doing other projects	18%	16%
Watching TV	15%	11%
Reading	9%	5%

*Percentages reflect the proportion of renovating homeowners who have completed, are currently working on or are planning a kitchen renovation during 2025-2026 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Methodology





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 6 and July 30, 2025.

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 120-question survey gathered information from a total of 1,780 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.

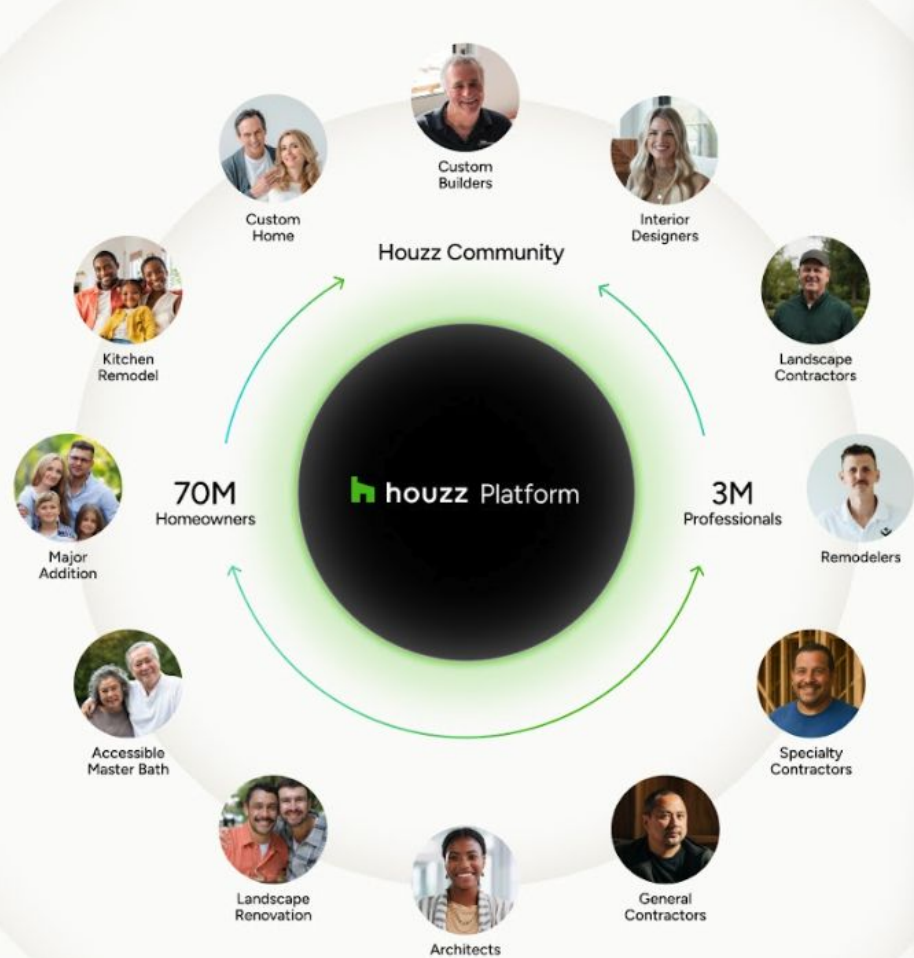
About Houzz

This photorealistic image was created using [Houzz Pro's 3D Floor Planner](#) to showcase key trends from the 2026 U.S. Houzz Kitchen Trends Study.





Houzz, the leading platform for construction and design, empowers industry professionals and homeowners with the tools they need to make every project a success. The company's cloud-based, AI-powered project management and design software, Houzz Pro (houzz.com/pro), helps pros win projects, collaborate with clients and teams, and run their businesses efficiently and profitably. Houzz Pro also provides pros and their clients with 24/7 access to project information, 3D visualizations and financial tools. Using Houzz, people can find ideas and inspiration, hire professionals and buy products. The Houzz platform is used by more than 3 million construction and design industry professionals and more than 70 million homeowners and home design enthusiasts around the world. Houzz and Houzz Pro are available on the web and as top-rated mobile apps. For more information, visit houzz.com.



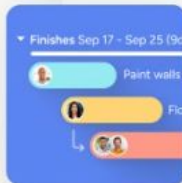
Sales

CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

3D Scanner | 3D Floor Plans | Takeoffs
Product Clipper | Mood Boards | Selections



Project Management

Schedule | Tasks | Client Dashboard | Sub Dashboard
Daily Logs | Time & Expense Tracking | Procurement
Photo, Video & File Storage

✦ AutoMate AI



Financials

Estimates | Invoices | Proposals | Change Orders
Online Payments | Budgets | Financial Reports
QuickBooks Integration



houzz.com/research