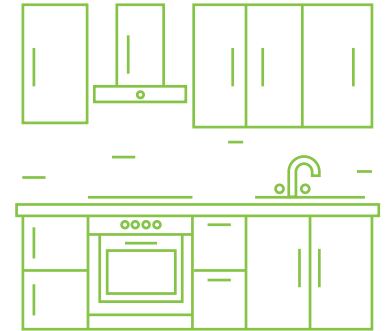


# 2018

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## HOUZZ KITCHEN TRENDS STUDY — UK



# Big Ideas

## CUTTING THROUGH THE CLUTTER

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

## ENGINEERED QUARTZ ON THE RISE

Worktops are the most common major feature to upgrade during kitchen renovations, followed by cabinets and taps. Engineered quartz has increased in popularity as the leading worktop material and is most often chosen by homeowners between the ages of 35 and 54.

## ENLARGING AND MAKING MORE OPEN

More than a quarter of renovating homeowners significantly increase the size of their kitchens during renovations, with those between the ages of 35 and 54 being the most likely to do so. More than half also open their kitchen up to nearby rooms, and a similar share open up to the outdoors.

## £10,000 KITCHEN

Kitchen renovation today average £10,300, yet averages range between £8,100 and £11,700 depending on kitchen size. Those older than 55 are the most willing to splurge, on average spending nearly twice as much as those under 35 (£11,200 versus £6,100, respectively).

# Who We Are as Renovators

Charts below show characteristics of homeowners by home’s purchase history and planned sale timing, overall and by homeowner’s age, as well as the homeowners’ age distribution, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens, or are planning to renovate their kitchens in the next 3 months.

## CHARACTERISTICS OF RENOVATING HOMEOWNERS

HOMEOWNER’S AGE KEY

25-34

35-54

55+

Breakdown of Homeowners by Age



PURCHASED HOME WITHIN  
PAST 10 YEARS

72%



PLAN TO SELL HOME  
WITHIN NEXT 10 YEARS

38%

# Why We Update Our Kitchens

Charts below show frequency of events triggering kitchen updates, as well as the frequency of cooking meals in the home kitchen, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

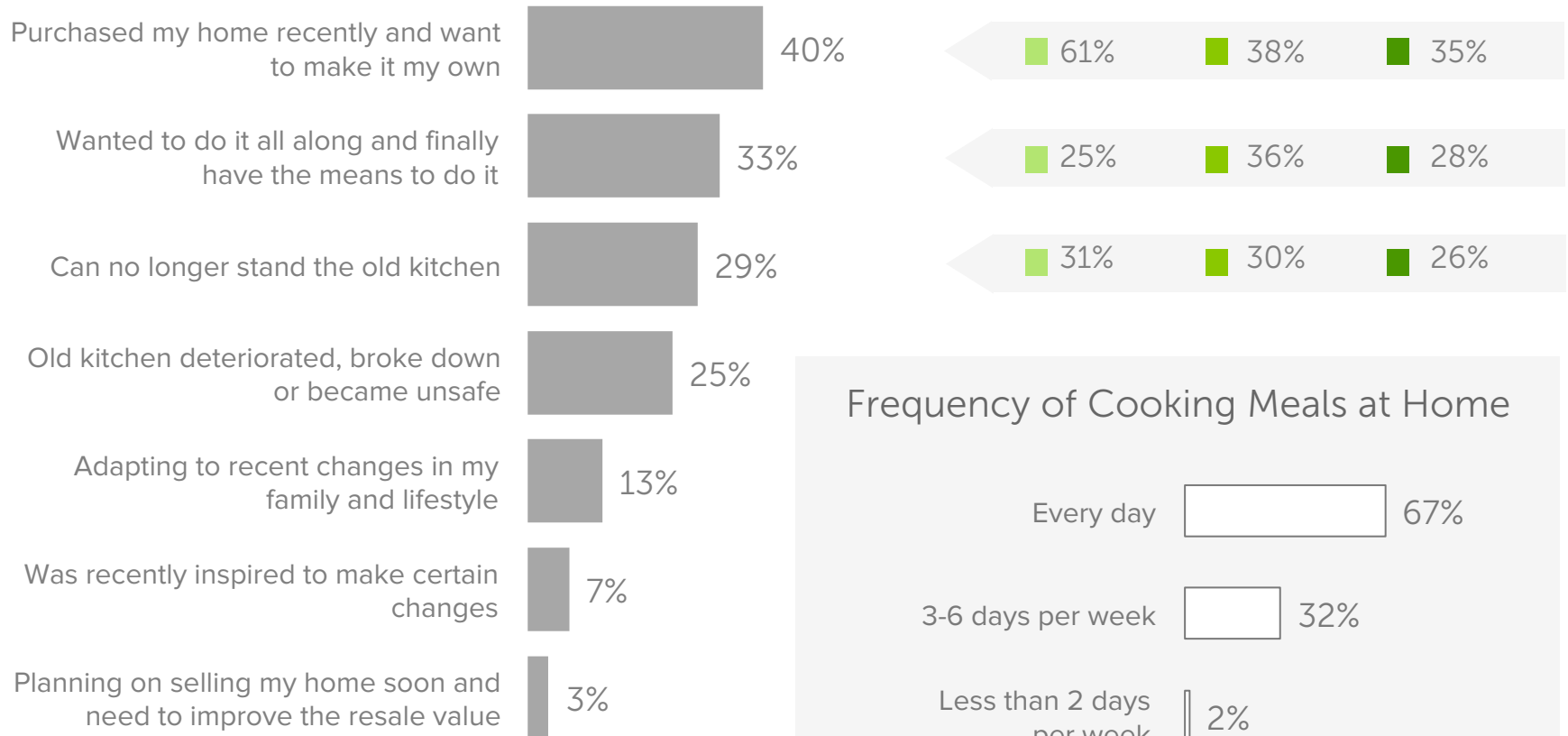
## REASONS FOR STARTING KITCHEN RENOVATIONS

HOMEOWNER'S AGE KEY

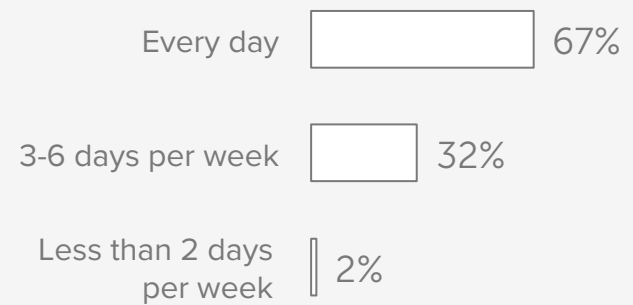
25-34

35-54

55+



## Frequency of Cooking Meals at Home



# The Major Changes We Make in Our Kitchens

Charts below show frequency of making changes to the kitchen layout and openness to other spaces, as well as frequency of new layouts among 74% changing the layout, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

## MAJOR UPDATES TO KITCHEN LAYOUTS

HOMEOWNER'S AGE KEY

25-34

35-54

55+

### Changes to Layout



74% VS 74%

2016-17

2017-18

69%

76%

71%

### Top 3 New Layouts

U-shaped

28%

L-shaped

28%

Galley

11%

### Making The Kitchen More Open To Other Spaces



More open to the indoors

58%

58%

63%

51%



More open to the outdoors

52%

47%

57%

45%

# How We Design Our Kitchens

Charts below show frequency of new kitchen styles among 88% updating the style, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months

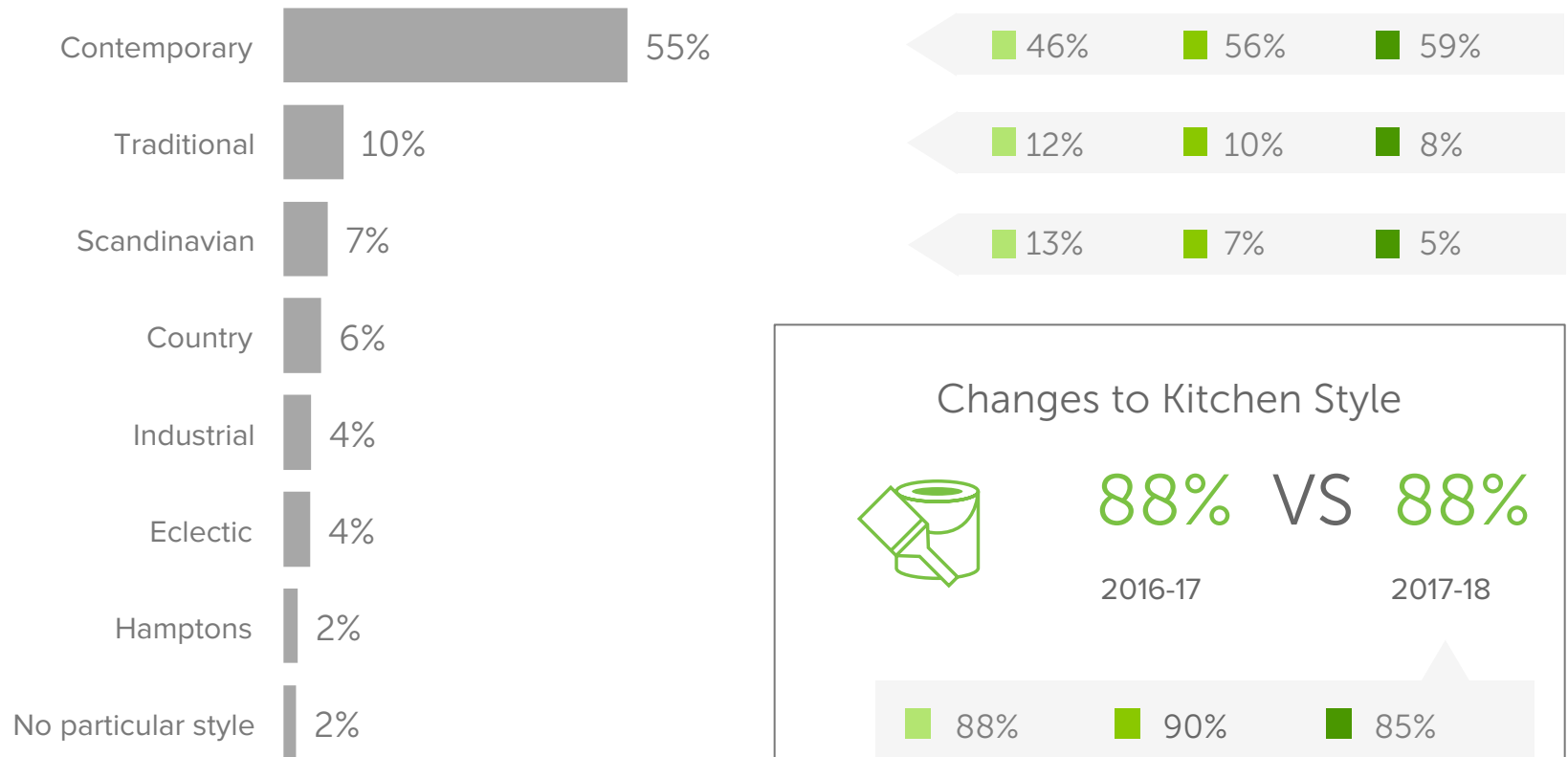
## NEW KITCHEN STYLES

HOMEOWNER'S AGE KEY

25-34

35-54

55+



## Changes to Kitchen Style



88% VS 88%

2016-17

2017-18

88%

90%

85%

# The Major Features We Install in Our Kitchens

Charts below show frequency of new major kitchen elements and built-in features, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

## NEW MAJOR KITCHEN FEATURES

HOMEOWNER'S AGE KEY

25-34

35-54

55+

### Top 3 New Elements

Worktops 93%

93%

94%

90%

Cabinets 92%

93%

93%

90%

Taps and other plumbing fixtures 90%

90%

92%

87%

38%

46%

32%

37%

42%

34%

39%

36%

26%

### Top 3 New Built-Ins

Island 41%

Pantry cupboard 39%

Breakfast bar 34%

# How We Update Our Kitchens: *Cabinets*

Charts below show frequency of new kitchen cabinet types, as well as new cabinet storage types and storage motivations among 92% upgrading cabinets, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

## NEW KITCHEN CABINET FEATURES

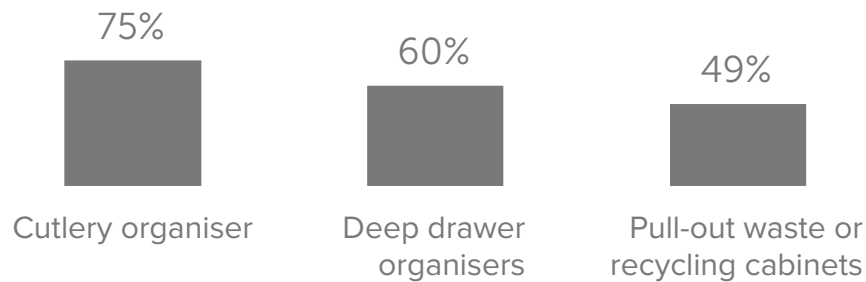
HOMEOWNER'S AGE KEY

25-34

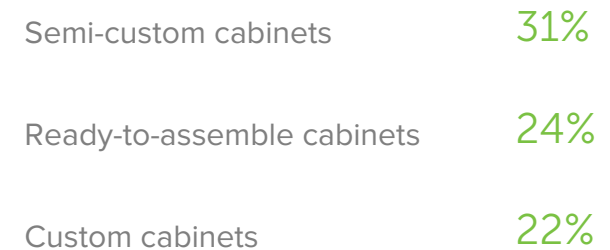
35-54

55+

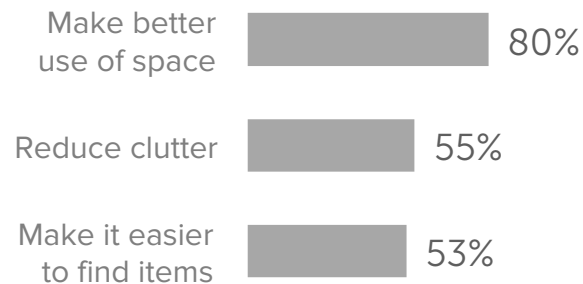
### Top 3 Cabinet Storage Types



### Top 3 Cabinet Types



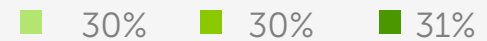
### Top 3 Cabinet Storage Motivations



### #1 Cabinet Elements by Age

#### Cabinet Type:

Semi-custom cabinets



#### Storage Type:

Cutlery organiser





# How We Update Our Kitchens: *Appliances*

Charts below show frequency of new kitchen appliance types and their high-tech features among 89% upgrading appliances, as well as new hob types among 86% upgrading hobs or cookers, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

## NEW KITCHEN APPLIANCE FEATURES

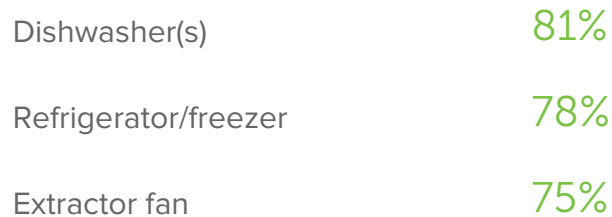
HOMEOWNER'S AGE KEY

25-34

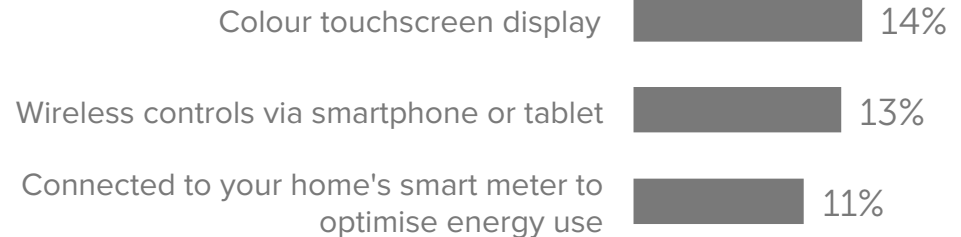
35-54

55+

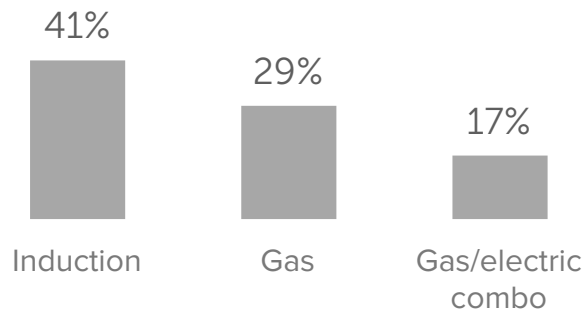
### Top 3 Appliances Type



### Top 3 High-Tech Appliance Features



### Top 3 Hob/Cooker Types



### #1 Appliance Elements by Age

#### Appliance:

Dishwasher(s)



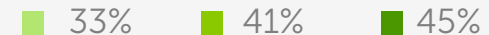
#### High-Tech Feature:

Colour touchscreen display



#### Cooktop/Range:

Induction



# How We Update Our Kitchens: *Worktops, Flooring & Lighting*

Charts below show frequency of new worktop and flooring materials as well as lighting types, among 93%, 88% and 89% upgrading worktops, flooring and lighting, respectively, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

## NEW KITCHEN FINISHES

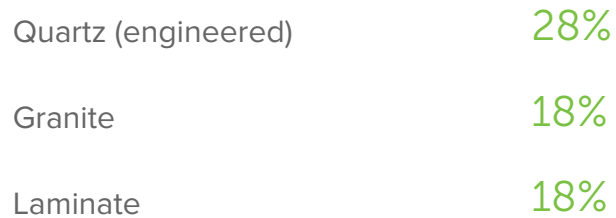
HOMEOWNER'S AGE KEY

25-34

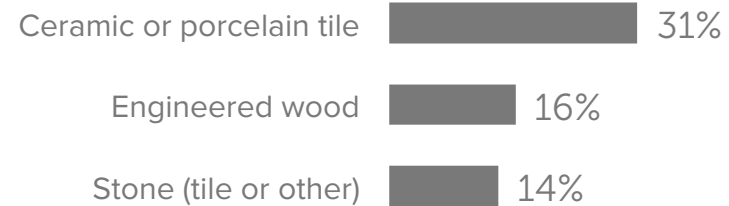
35-54

55+

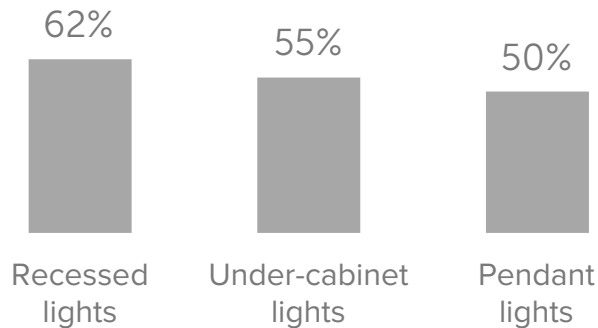
### Top 3 Worktop Materials



### Top 3 Flooring Materials



### Top 3 Lighting Types



### #1 Kitchen Finish by Age

#### Countertops:

Quartz (engineered)



#### Flooring:

Ceramic or porcelain tile



#### Lighting:

Recessed lights

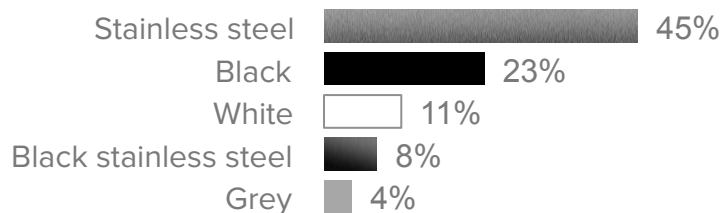


# How We Add Colour in Our Kitchens

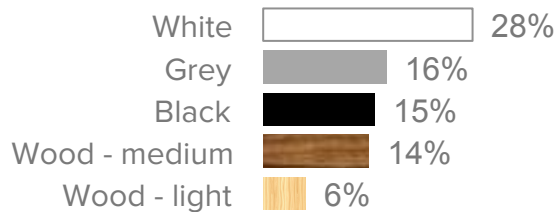
Charts below show frequency of colours of appliances, cabinets, worktops, splashback, floors, and walls, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

## DOMINANT COLORS IN UPDATED KITCHENS

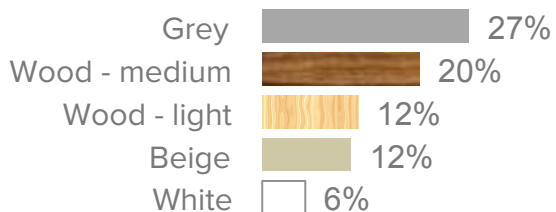
### Appliances



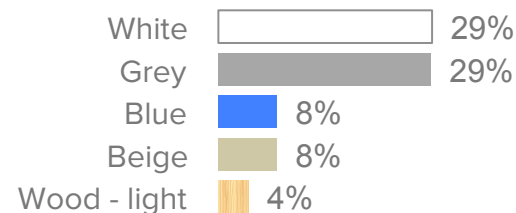
### Worktops



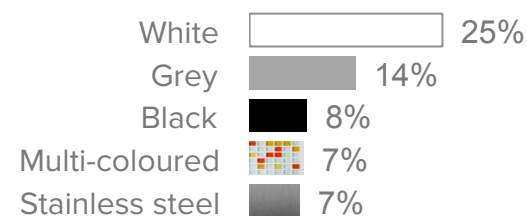
### Floors



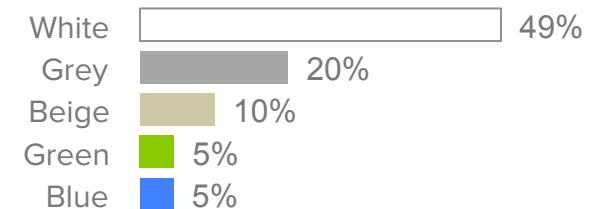
### Cabinets



### Splashback



### Walls



# Who We Turn to For Renovation Help

Charts below show frequency of professional hiring, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

## HIRING PROFESSIONAL HELP

HOMEOWNER'S AGE KEY

25-34

35-54

55+

### Overall Pro Hiring



93% VS 93%

2016-17

2017-18

90%

94%

94%

### Top Hired Design Pros

49%



Kitchen fitter

45%



Kitchen designer

32%



Architect

### Top 3 Hired Pros

Tradesman



69%

66%

70%

72%

Home builder



34%

32%

39%

27%

Cabinet maker/carpenter



24%

21%

25%

25%

# How Much We Spend on Our Kitchens

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

## SPEND AND BUDGET ON KITCHEN RENOVATIONS

HOMEOWNER'S AGE KEY

25-34

35-54

55+

### Overall Average Spend



£10,300



£6,100



£10,200



£11,200

### Average Spend by Room Size

Large Kitchen (100+ sq. ft.)

£11,700

Small Kitchen (<100 sq. ft.)

£8,100

### Budget For Current/Planned Renovations

3%

£1,000 or less

5%

£1,001 -  
£2,500

11%

£2,501 -  
£5,000

22%

£5,001 -  
£10,000

27%

£10,001 -  
£20,000

15%

£20,001 -  
£35,000

18%

More than  
£35,000

# Kitchen Best Sellers

Five of the most popular kitchen categories for the Houzz Shop in 2017 are below, including a best seller for each.



Kitchen Fixtures and Parts



Dinnerware



Bar Stools



Tiles



Buffets & Sideboards

\* Links to the product, clockwise from the left: Rhythm Kitchen Mixer Tap, Square, Copper-Coloured Stainless Steel, Fairmont and Main Blue Spot Dinner Set, 12 Pieces, New Foundry Walnut Bar Stool, Casablanca Pattern Tiles, Set of 12, VidaXL High Gloss Sideboard, White

# Methodology

## APPROACH

Houzz is an all-in-one resource for homeowners working on a home renovation or decorating project. Our large and engaged user community is able to provide unprecedented insights on the latest market trends based on users' home improvement activity. We aggregate and share these insights with the community to give people greater confidence in the choices they make for their homes, and to give home professionals greater insights into their clients' wants and needs. With these goals in mind, Houzz conducted an online quantitative survey of registered Houzz users in the UK regarding kitchen renovation projects, fielded between 18<sup>th</sup> September and 29<sup>th</sup> September, 2017.

## COMPLETES AND QUALIFICATIONS

The 50-question survey gathered information from Houzz users, who reported to be 18 years old or older and homeowners. Respondents were required to have completed a kitchen renovation or extension project in the past 12 months, to be currently working on one, or planning to start one in the next three months. The final sample consists of 4,976 respondents with a kitchen project. Additionally, when reporting findings by homeowners' age, the sample combines data from this and last year's survey (see [last year's report](#) for more information), with 1,055, 4,650, and 2,110 respondents falling in the 25-34, 34-54, and 55+ age groups, respectively. The final data was reviewed to ensure representativeness of the Houzz user populations.

# Links to Resources on Houzz UK

| PHOTOS               | FIND PROS                         | BROWSE PRODUCTS                | ARTICLES         |
|----------------------|-----------------------------------|--------------------------------|------------------|
| Kitchen              | Architects and Building Designers | Kitchen and Dining Furniture   | Kitchen Tours    |
| Dining Room          | Cabinet Makers                    | Tableware                      | Kitchen Planning |
| Open-plan Kitchen    | Design and Build Companies        | Large Kitchen Appliances       | Kitchen Ideas    |
| Enclosed             | Home Builders                     | Small Kitchen Appliances       | Dining Rooms     |
| L-shape              | Interior Designers                | Kitchen Storage & Organisation |                  |
| U-shape              | Kitchen Designers and Fitters     | Kitchen Gadgets and Tools      |                  |
| Galley               | Painters and Decorators           | Kitchen and Table Linens       |                  |
| Single-wall          | Carpenters and Joiners            | Cookware                       |                  |
| Contemporary Kitchen | Tiles and Worktops                | Bakeware                       |                  |
| Traditional Kitchen  |                                   | Knives and Knife Accessories   |                  |
| Country Kitchen      |                                   | Kitchen Cabinets               |                  |
|                      |                                   | Kitchen Fixtures               |                  |
|                      |                                   |                                |                  |
|                      |                                   |                                |                  |
|                      |                                   |                                |                  |
|                      |                                   |                                |                  |