

2022 U.S. Houzz Kitchen Trends Study



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Big Ideas



Homeowners Prioritize Countertops

More than one-third of homeowners reportedly splurged on countertops (35%). The most common feature improved during kitchen renovations, countertops were upgraded by more than nine in 10 homeowners (91%). Engineered quartz and granite are the most popular countertop materials (42% and 24%, respectively). Of the more than one in five renovating homeowners who select an island countertop material that contrasts from their primary countertops, over one-third choose butcher block or wood slab (35%).

Spend on Kitchen Remodels Continues to Climb

The median spend for both major and minor kitchen remodels increased in mid-2021 by 14% to \$40,000 and by 25% to \$10,000, respectively, compared to 2020. The median spend for a major kitchen remodel of a large kitchen (250 square feet or more), continued to climb for the fourth year in a row, to \$50,000, up from \$45,000 the previous year. The median spend on a major small kitchen remodel (less than 250 square feet), increased as well, up to \$35,000 in mid-2021 from \$30,000 in mid-2020.

Pro Hiring Reaches New Heights

Overall hiring of kitchen renovation professionals has jumped to 89% from 85% in 2020, its highest level in four years. General contractors continue to be hired the most frequently (53%), up significantly by four percentage points from 2021. Cabinetmakers, kitchen designers and interior designers are also being hired more frequently than last year.

Appliances Get a Boost from High-Tech Features

Appliances are the second most common feature that homeowners splurge on during kitchen renovations (27%). Over a third of upgraded appliances include high-tech features (35%), up six percentage points from the previous year. The most popular kitchen appliance features are wireless and smartphone controls (26%), up eight percentage points from 2021.

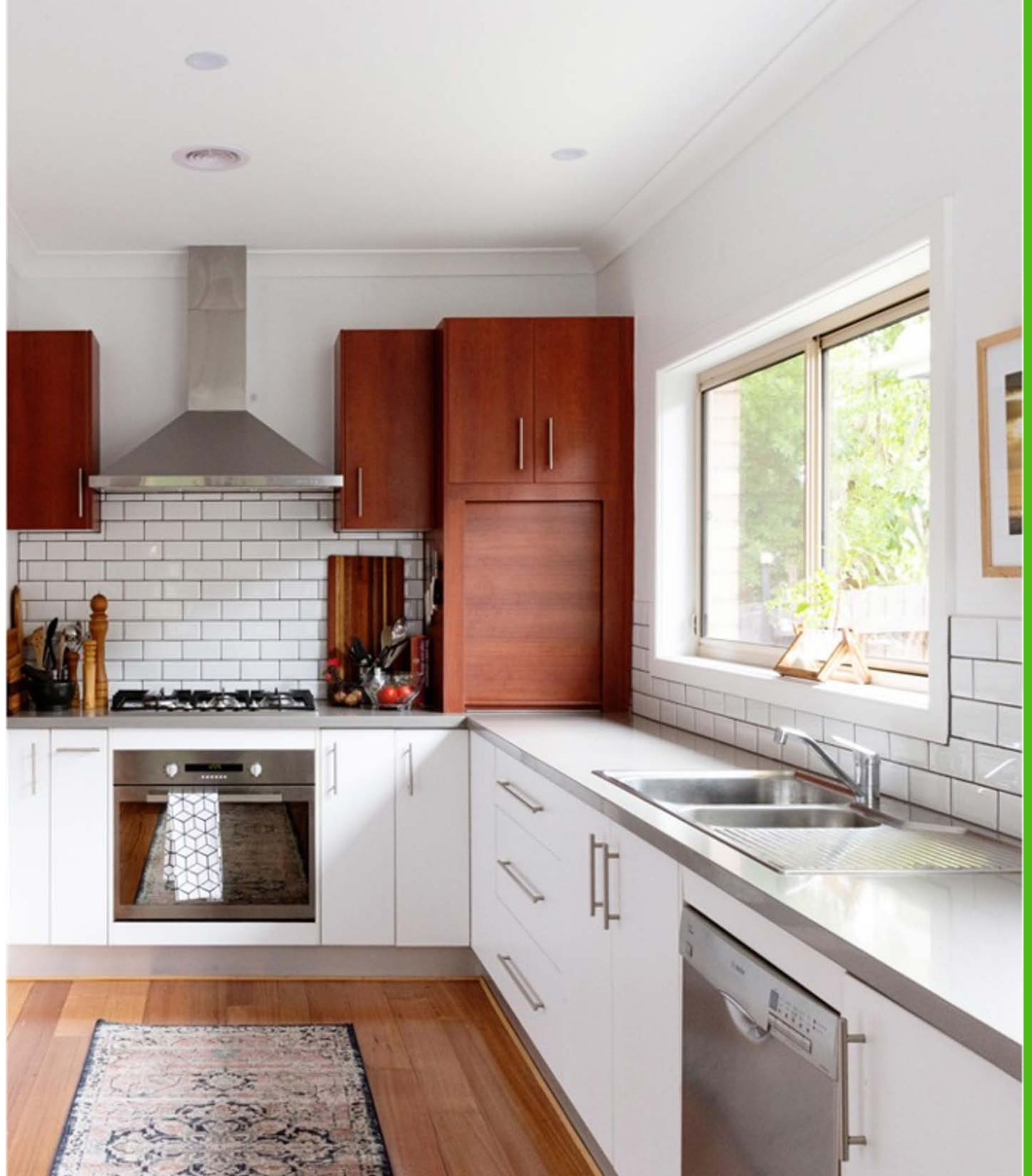
Islands Are Where We Work From Home

Following a kitchen renovation, one in five homeowners say that a top activity at their island is work (20%), up four percentage points from 2021. Homeowners are making space for this activity with nearly two in five islands stretching more than 7 feet in length (39%), up five percentage points from last year. Homeowners are also making the space brighter with the vast majority installing new light fixtures above islands (92%).

White and Gray Prevail as Top Colors

White continues to lead as the top choice for kitchen cabinets, backsplash and walls (41%, 40% and 32%, respectively). Gray is the most common alternative to white, with 27% of renovating homeowners painting the kitchen walls gray, 13% installing gray flooring, and 11% opting for a gray backsplash. That said, blue, black and green bring visual interest to the space through contrasting kitchen island cabinet colors (26%, 10% and 5%, respectively).

Scope & Spend



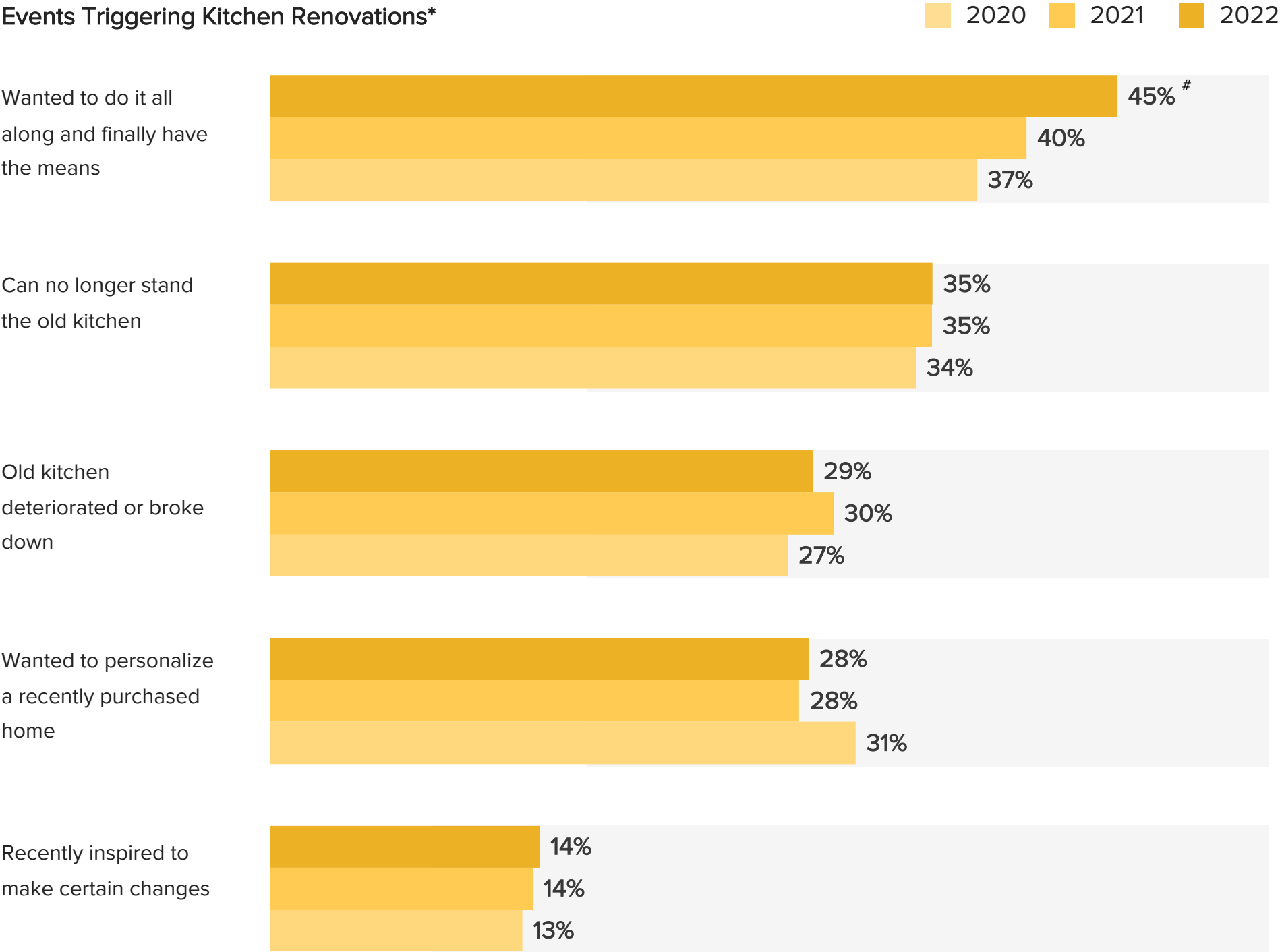
Homeowners Continue to Save for Kitchen Renovations

When deciding to upgrade a kitchen, finally having the means continues to be the primary trigger for renovating homeowners (45%), up by 5 percentage points from the previous year. The percentage citing this reason has increased consistently every year since 2019. Having an old kitchen that deteriorated or broke down remains the third-most-common trigger for kitchen renovations (29%), in line with the previous year.

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

#Shows only statistically significant difference between 2022 and 2021 study findings at 90% confidence levels.

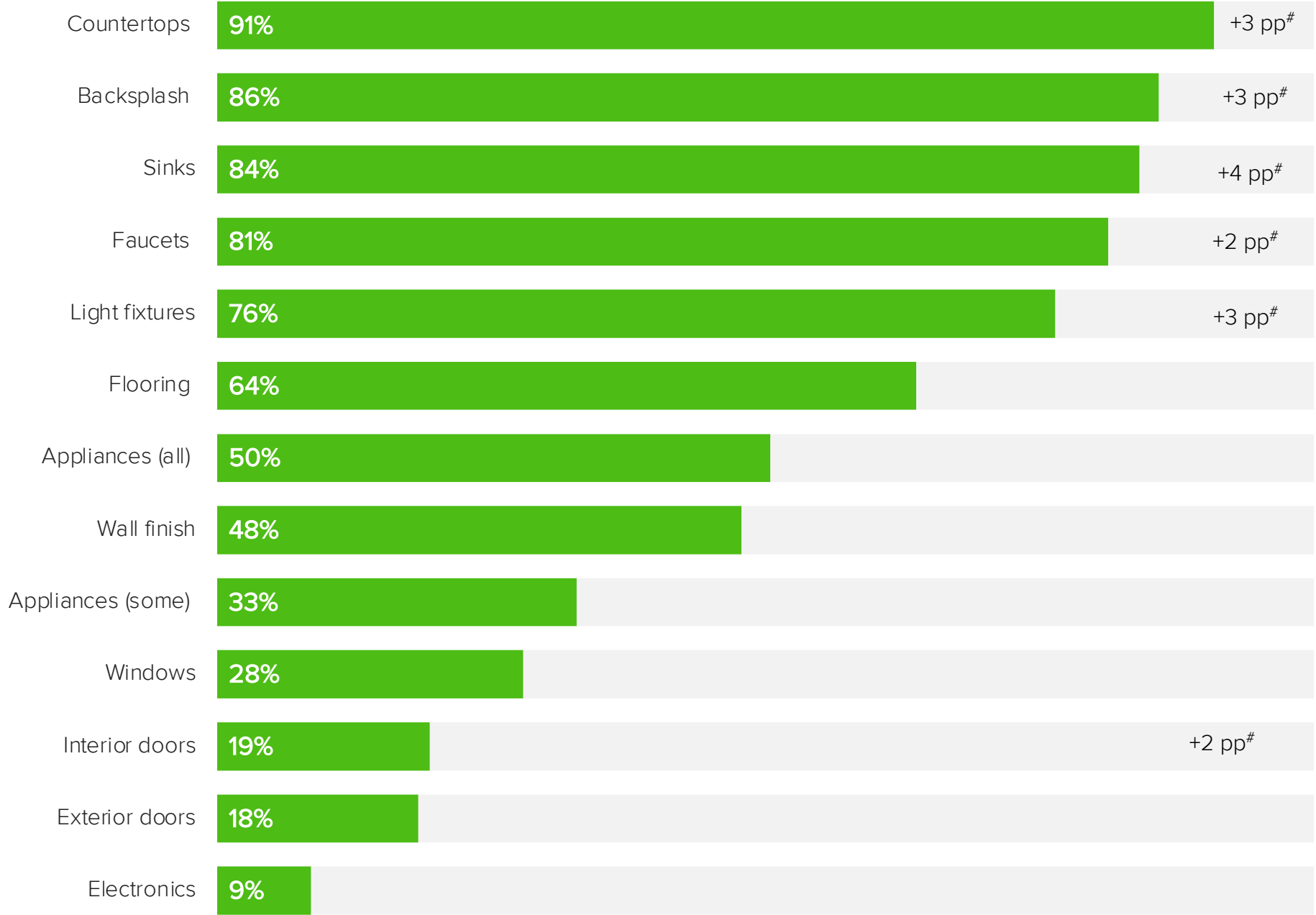
Events Triggering Kitchen Renovations*



Major Features See More Renovations

The share of homeowners upgrading major kitchen features increased significantly across many categories this year than the previous year. Countertops and backsplashes continue to be the most popular features to renovate (chosen by 91% and 86% of renovating homeowners, respectively), both up by 3 percentage points. More sinks, faucets, light fixtures and interior doors are also being upgraded this year than in the previous year. (See Appendix A for more information and year-over-year comparisons.)

Feature Upgrades During Kitchen Renovations*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

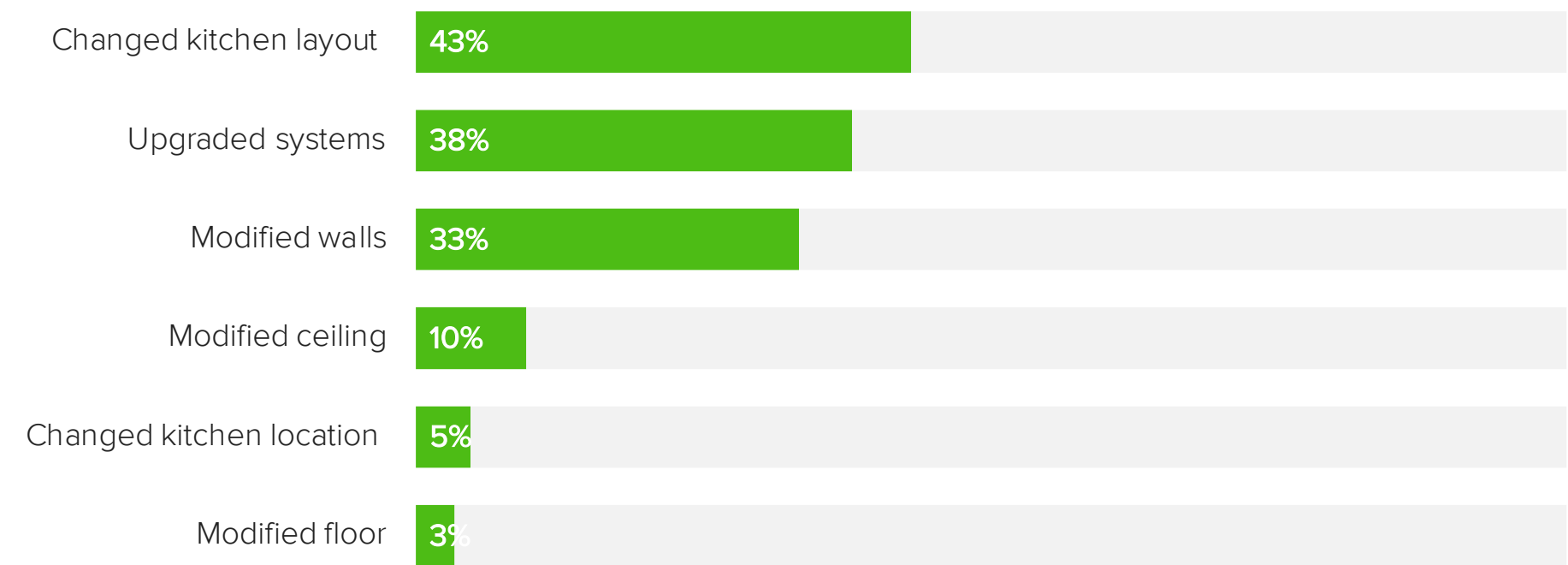
#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.

Kitchen Expansions Rise

Though the majority of renovating homeowners (70%) say their renovated kitchen is about the same size as before, the final size of renovated kitchens is on the rise. More than half (54%) of upgraded kitchens measure 200 square feet or more this year, up by 3 percentage points compared with the previous year.

The number of renovating homeowners changing the kitchen layout remains in line with the previous year, at 43%. After layout changes, the most popular major kitchen modifications are upgrading systems and modifying walls (38% and 33%, respectively). One in 10 renovating homeowners modifies the kitchen ceiling.

Major Changes During Kitchen Renovations*



Change in Size of Renovated Kitchen*

About the same	+3 pp#	70%
Somewhat larger (up to 50%)		24%
Significantly larger (more than 50%)		6%

Final Size of Renovated Kitchen*

Less than 100 square feet	-2 pp#	12%
100 to 199 square feet		34%
200 square feet or more	+3 pp#	54%

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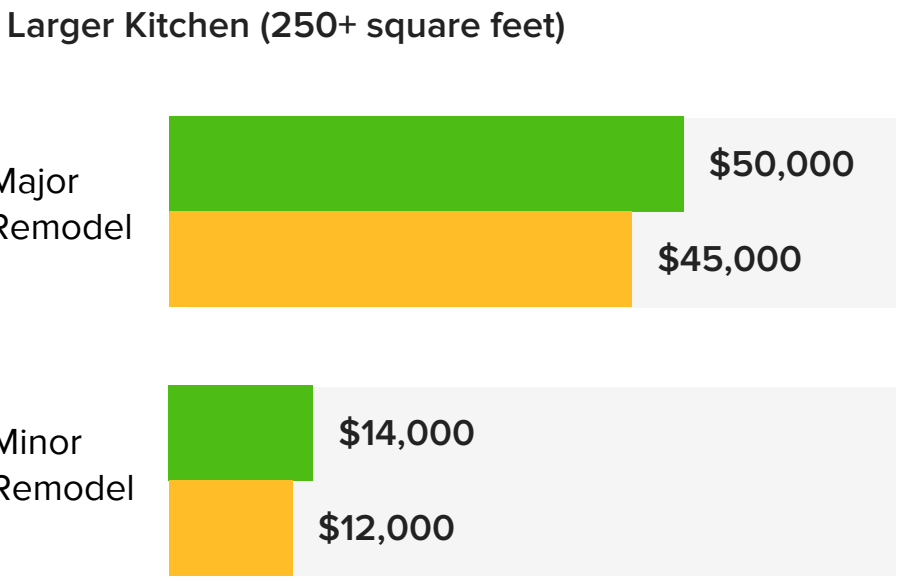
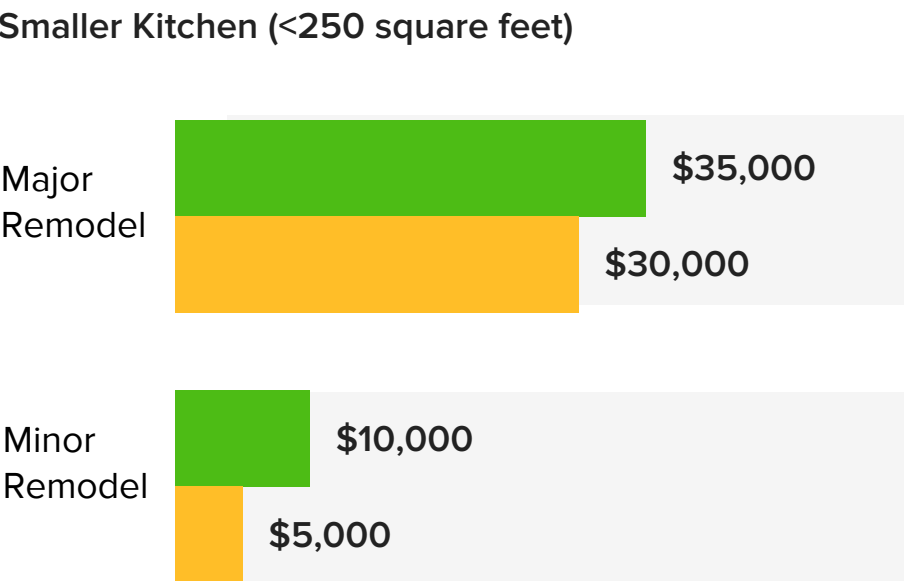
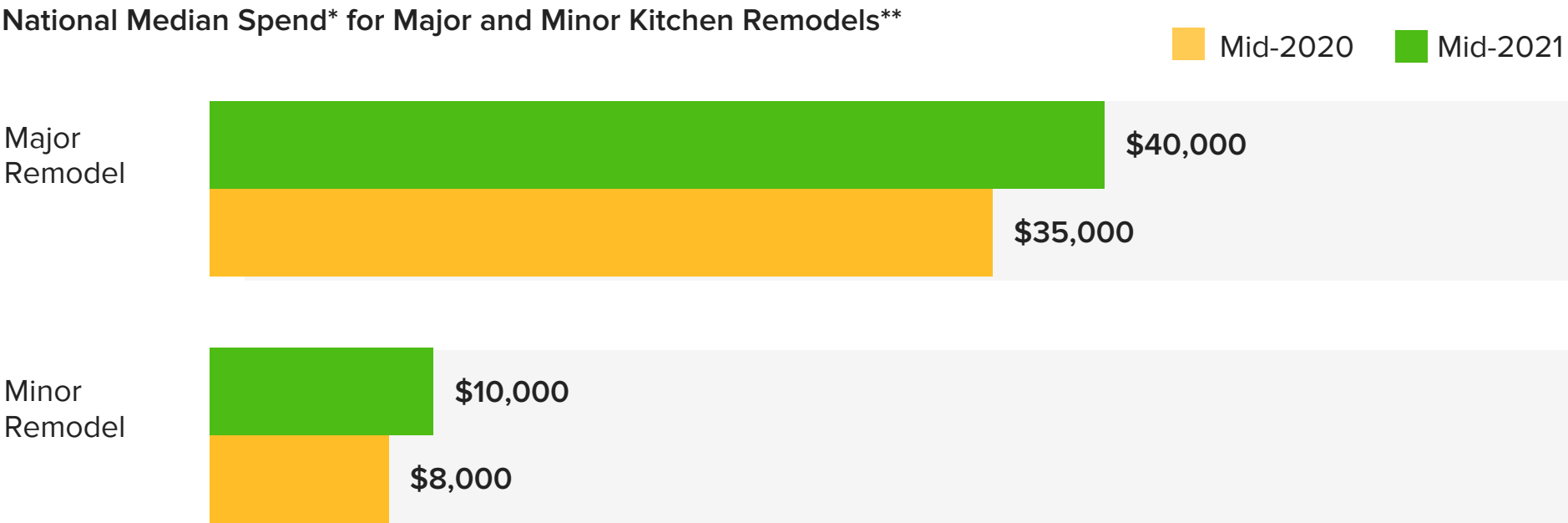
Spend on Kitchen Remodels Continues to Climb

The median spend for both major kitchen remodels, in which at least all the cabinets and appliances are replaced, and minor kitchen remodels increased in mid-2021 to \$40,000 and \$10,000, respectively. Those amounts are up by 14% and 25%, respectively, from mid-2020.

The median spend for major remodels of large kitchens continues to climb for the fourth year in a row. It increased to \$50,000 in mid-2021 from \$45,000 the previous year. The median spend for major remodels of small kitchens increased as well, to \$35,000 in mid-2021 from \$30,000 in mid-2020. Meanwhile, the median spend for minor remodels of small kitchens doubled, increasing to \$10,000 from \$5,000 the previous year.

*Median spend reflects spend of homeowners who completed a kitchen remodel by mid-2021 (2022 study) and by mid-2020 (2021 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.



Countertops: The Biggest Splurge

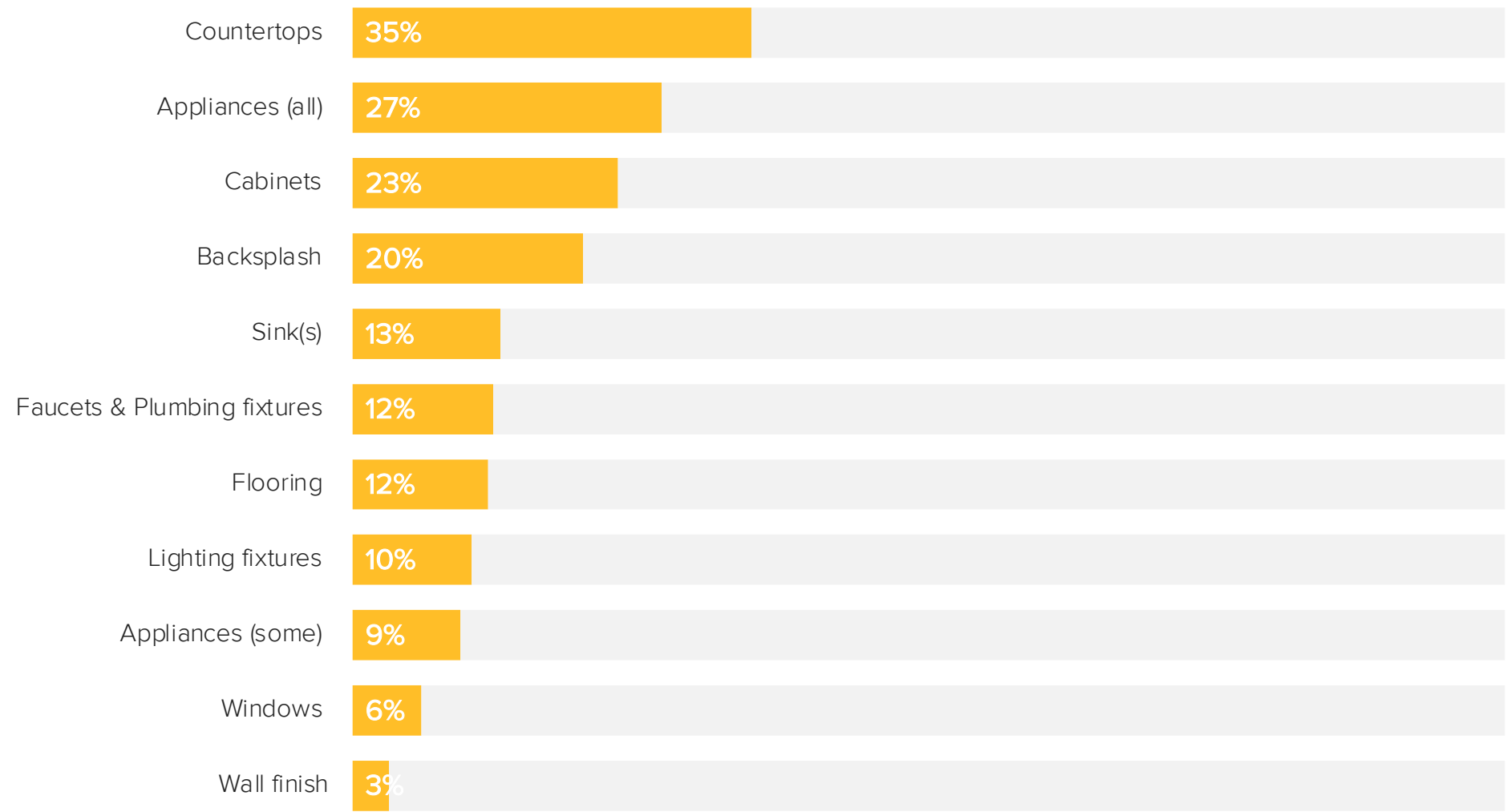
More than one in three (35%) renovating homeowners who are upgrading the kitchen reported that they decided to spend significantly more than originally planned, or “splurge”, on new countertops. Other areas where renovators spent more than originally intended include appliances (27%), cabinets (23%), and backsplash (20%).

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

Splurged on At Least One New Kitchen Feature During Renovation*

2022 **79%**

Top Features for Splurging in the New Kitchen**



Kitchen Openness to Nearby Rooms

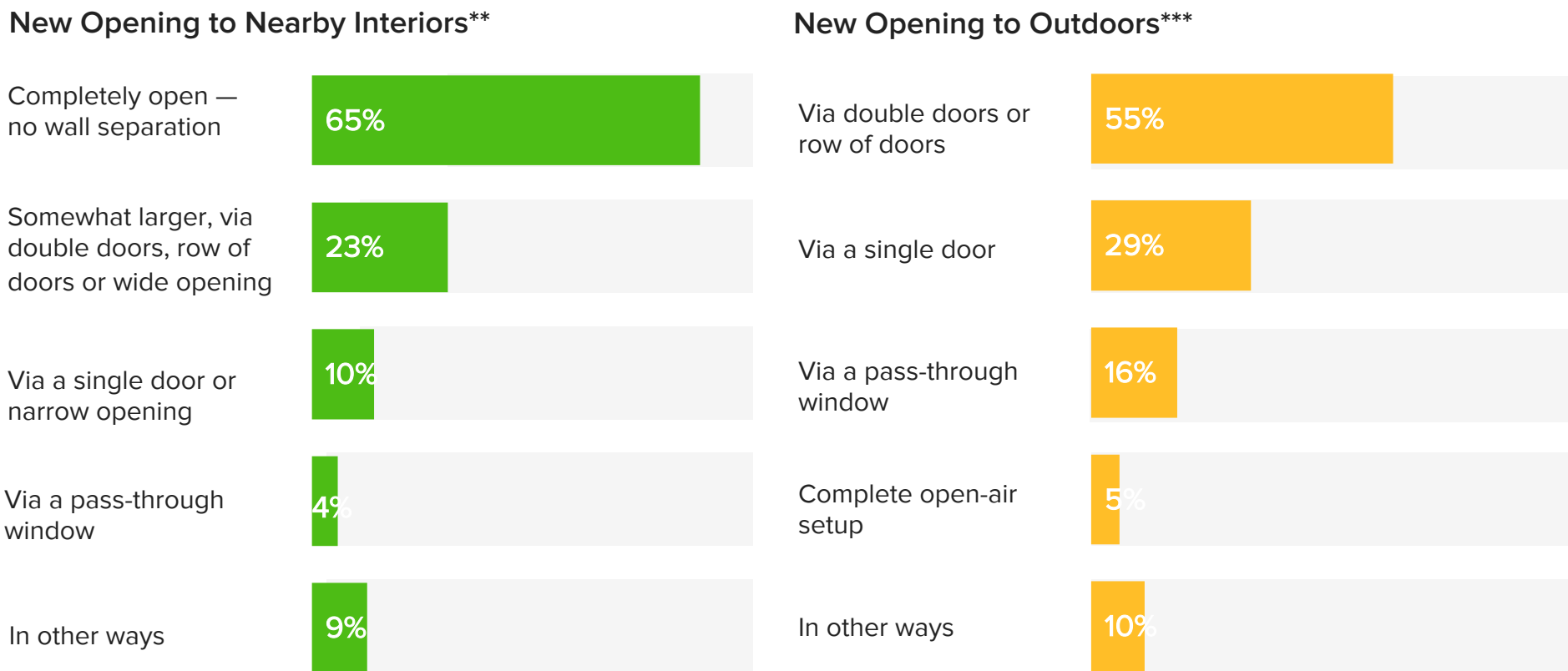
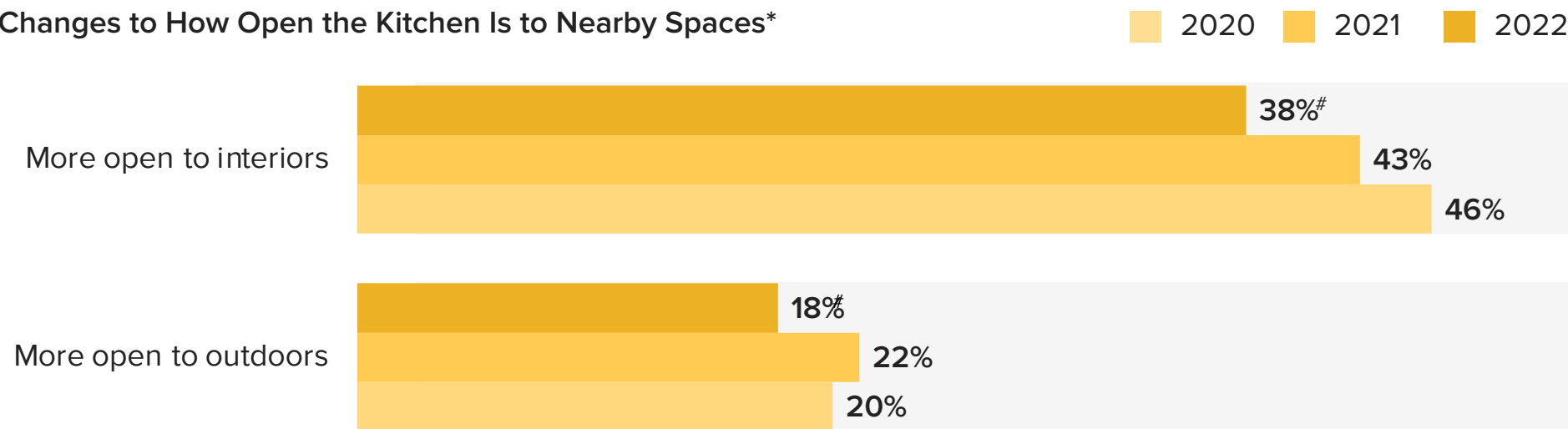
The number of renovating homeowners opening up their kitchen to either an interior or outdoor space is significantly lower than in the past three years. In 2022, 38% of renovating homeowners made their kitchen more open to the nearby interior space compared with 46% in 2020. When asked about opening to outdoor spaces, 18% reported making their kitchen more open in 2022 compared to 20% in 2020. For kitchens open to the outdoors, the transition is most often via double doors or a row of doors (55%). Most kitchens open to interiors have no wall separation (65%).

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

**Percentages reflect proportion of homeowners who are making the kitchen more open to nearby interior spaces as part of a completed, current or planned kitchen renovation during 2021-22.

***Percentages reflect proportion of homeowners who are making the kitchen more open to outdoor spaces as part of a completed, current or planned kitchen renovation during 2021-22.

#Shows only statistically significant difference between 2022 and 2021 study findings at 90% confidence levels.



Island Upgrades and Additions Remain Popular

More than half of renovating homeowners (57%) either upgrade or add an island, while nearly 2 in 5 still have no island at all. More than 1 in 4 (27%) upgrades an existing island, up by 3 percentage points from the previous year — a significant increase.

Layout choices among the 43% of homeowners changing their kitchen layout are consistent with the previous year. The L shape is most popular (40%), followed by the U shape (31%) and then the galley style, which has two facing walls (13%).

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**Percentages reflect proportion of homeowners who are changing the kitchen layout as part of a completed, current or planned kitchen renovation during 2021-22.

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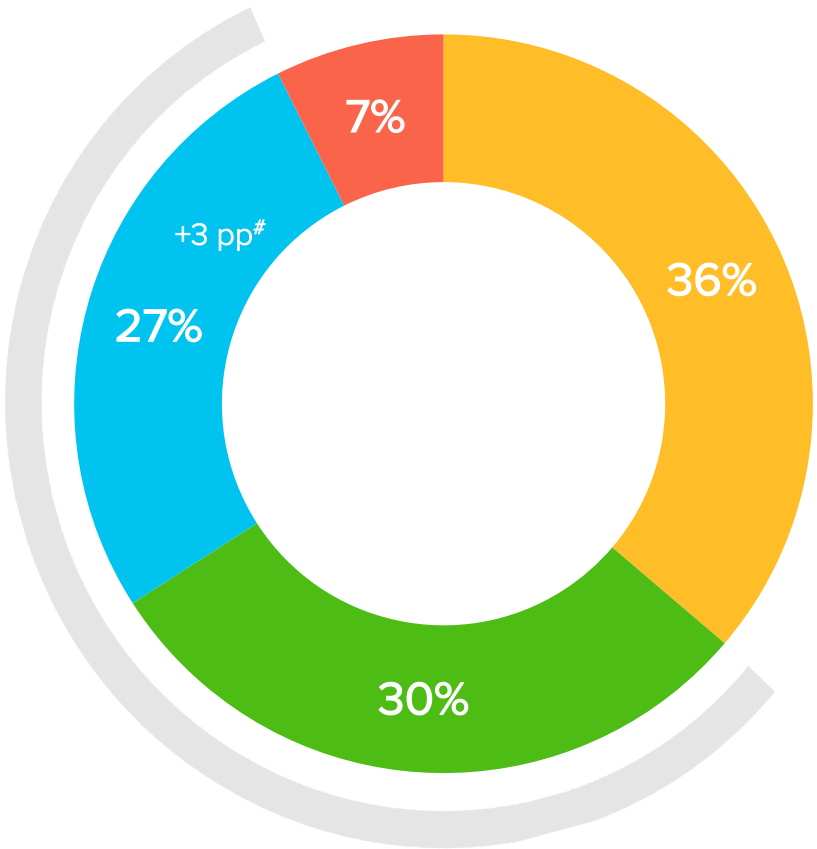
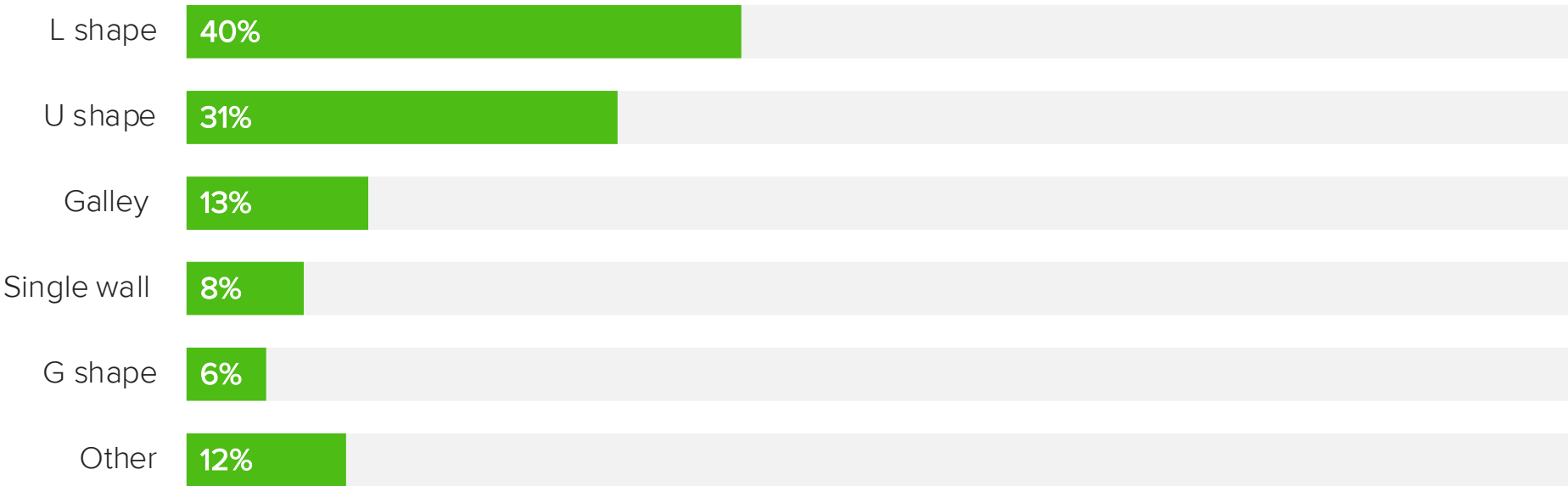
Island Changes During Kitchen Renovations*

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

57% Add an island or upgrade an existing island

New Layout Among Those Changing Layout**

43% Change kitchen layout



Cabinet Replacements Abound

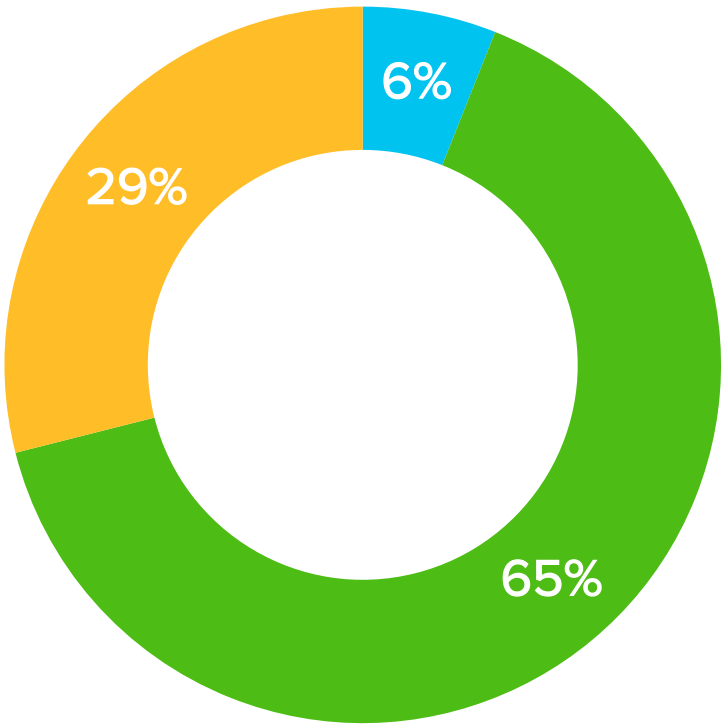
The majority of homeowners renovating the kitchen replace all the kitchen cabinets (65%), while nearly a third (29%) replace a partial amount of cabinets.

Among those partially upgrading cabinets, the percentage refinishing cabinet exteriors jumped by 5 points from the previous year, to 65%. One in 4 adds some cabinets, while 23% replace only the cabinet doors.

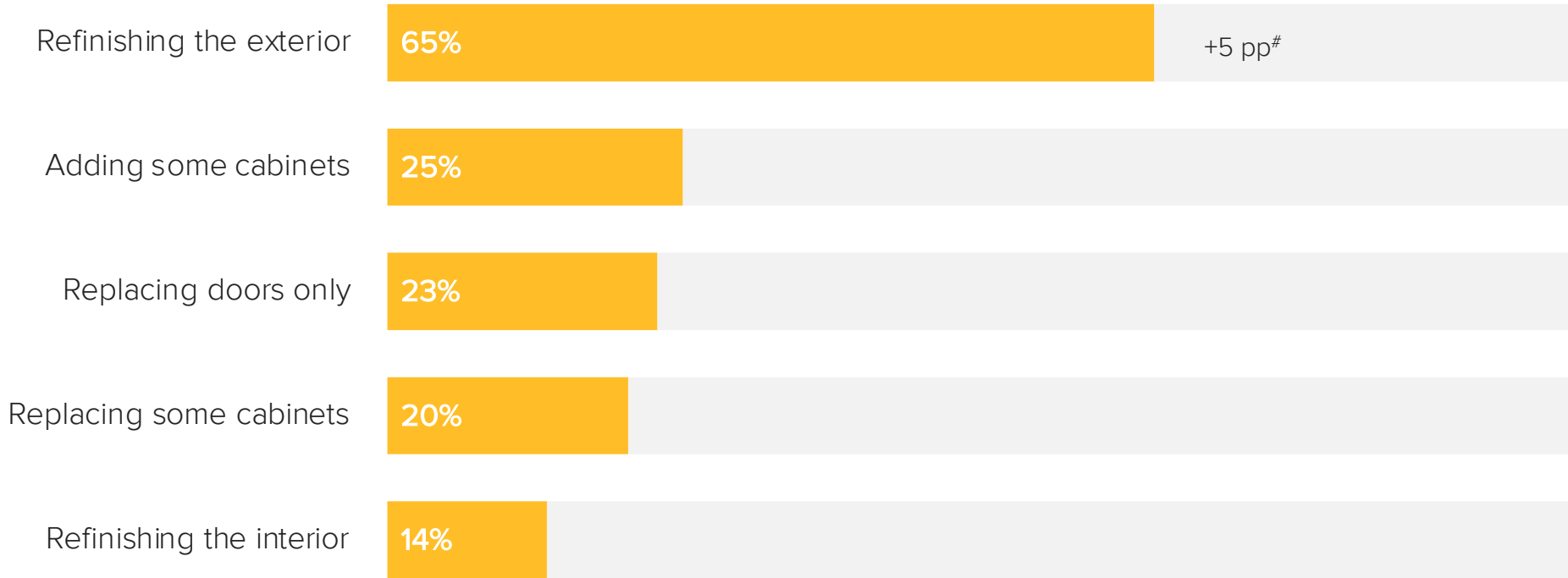
Cabinet Upgrades During Kitchen Renovations*

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

29%
Partially replace cabinets



Improvements Among Partial Cabinet Upgrades**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

**Percentages reflect proportion of homeowners who are partially upgrading kitchen cabinets as part of a completed, current or planned kitchen renovation during 2021-22.

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Professional Hiring Reaches New Heights

Pros are in much higher demand this year, with 89% of renovating homeowners hiring a pro — the highest level in four years. General contractors are the most sought after, hired by more than half of renovating homeowners (53%). That percentage is up by 4 points from the previous year, a significant increase.

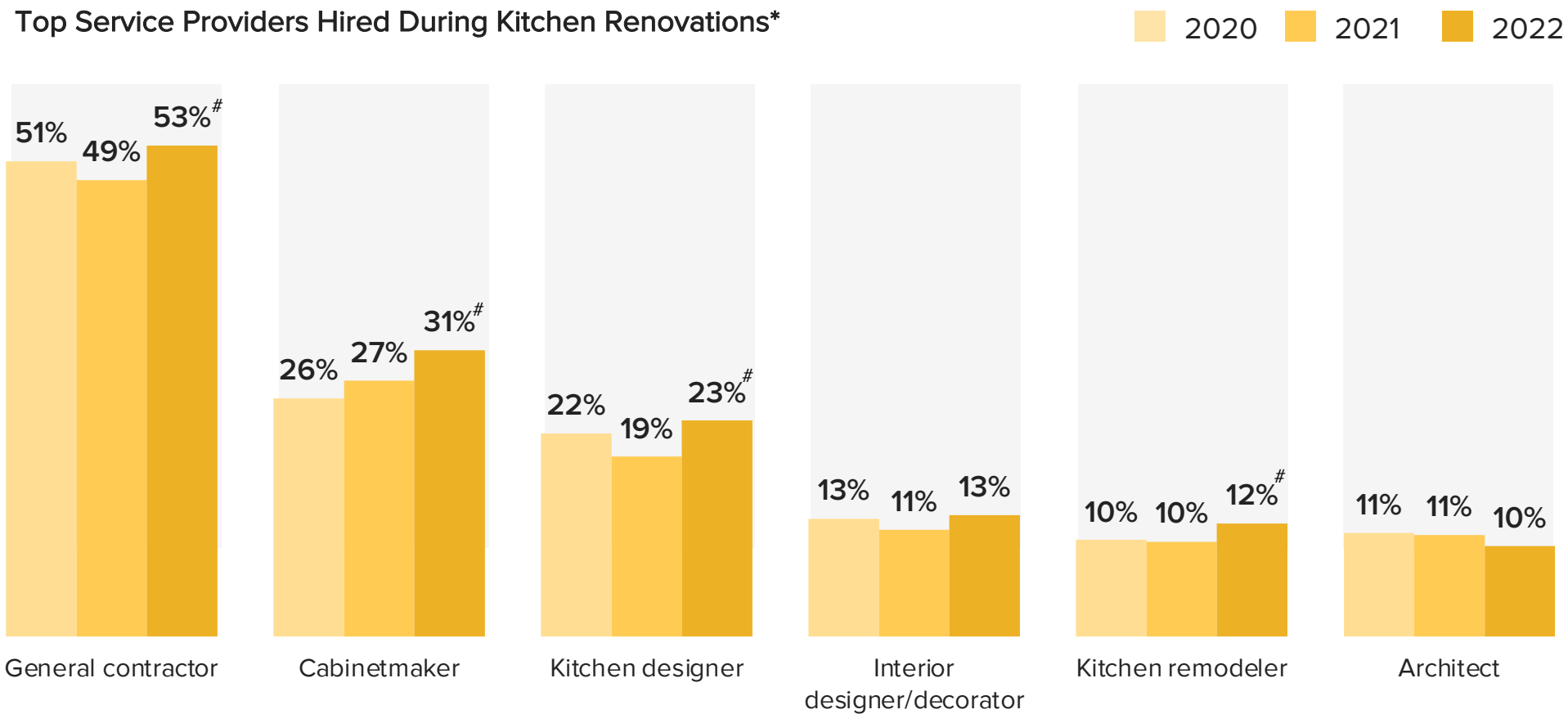
Cabinetmakers also continue to be in high demand, hired by 31% of renovating homeowners, followed by kitchen designers (23%). Both of those percentages are up significantly from the previous year. Kitchen remodelers are significantly more in demand as well (12%), meaning professional hiring increased almost across the board.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 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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Top Service Providers Hired During Kitchen Renovations*



Overall Pro Hiring*

2022	89%
2021	85%
2020	85%

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

2022	18%
2021	18%
2020	17%

Kitchen Islands Keep Getting Longer

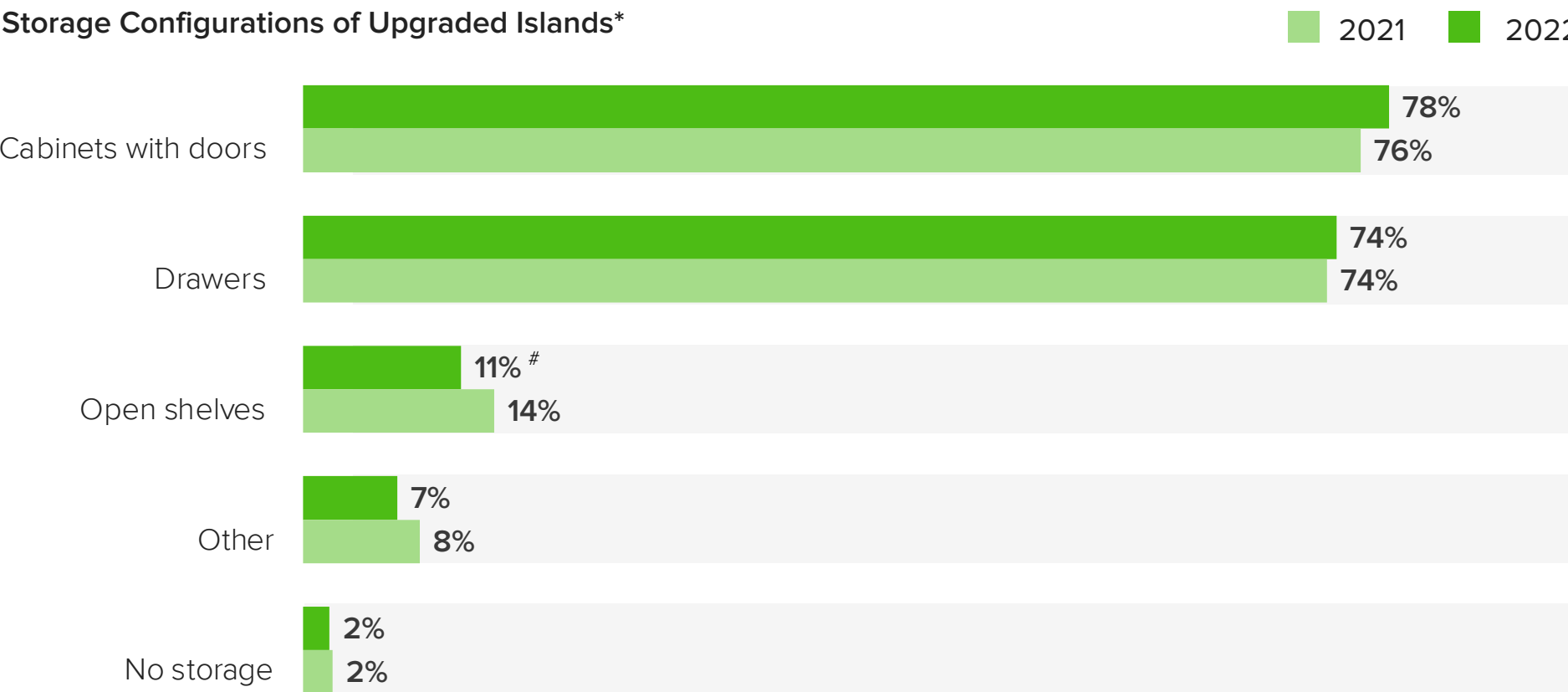
Nearly 2 in 5 islands are more than 7 feet long, a significant increase from last year, indicating that islands in general are getting longer.

The most common island shape is rectangular (78%). Rectangular and square islands together account for 84% of upgraded islands. Demand for U-shaped islands declined to 4% this year, from 6% the previous year.

Islands are a common place to add kitchen storage; the most common storage types are cabinets with doors (chosen by 78% of renovating homeowners) and drawers (74%). Open shelving is less popular this year: Only 11% choose it, compared with 14% the previous year.

*Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island as part of a completed, current or planned kitchen renovation during 2021-22.

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Average Length of Upgraded Island*		
Less than 6 feet		25%
6 to 7 feet	-4 pp#	36%
More than 7 feet	+5 pp#	39%

Shape of Upgraded Island*		
Rectangle or square	+2 pp#	83%
L shape		7%
U shape	-2 pp#	4%

Work from Islands Becomes Increasingly Popular

The kitchen island has become increasingly important for activities other than cooking: More than half of renovating homeowners (52%) use it primarily for entertaining, and nearly half (44%) use it primarily for socializing. Unsurprisingly, given pandemic-related changes in work arrangements, doing work is the top activity at the island for 1 in 5 renovating homeowners (20%), up by 4 percentage points from the previous year.

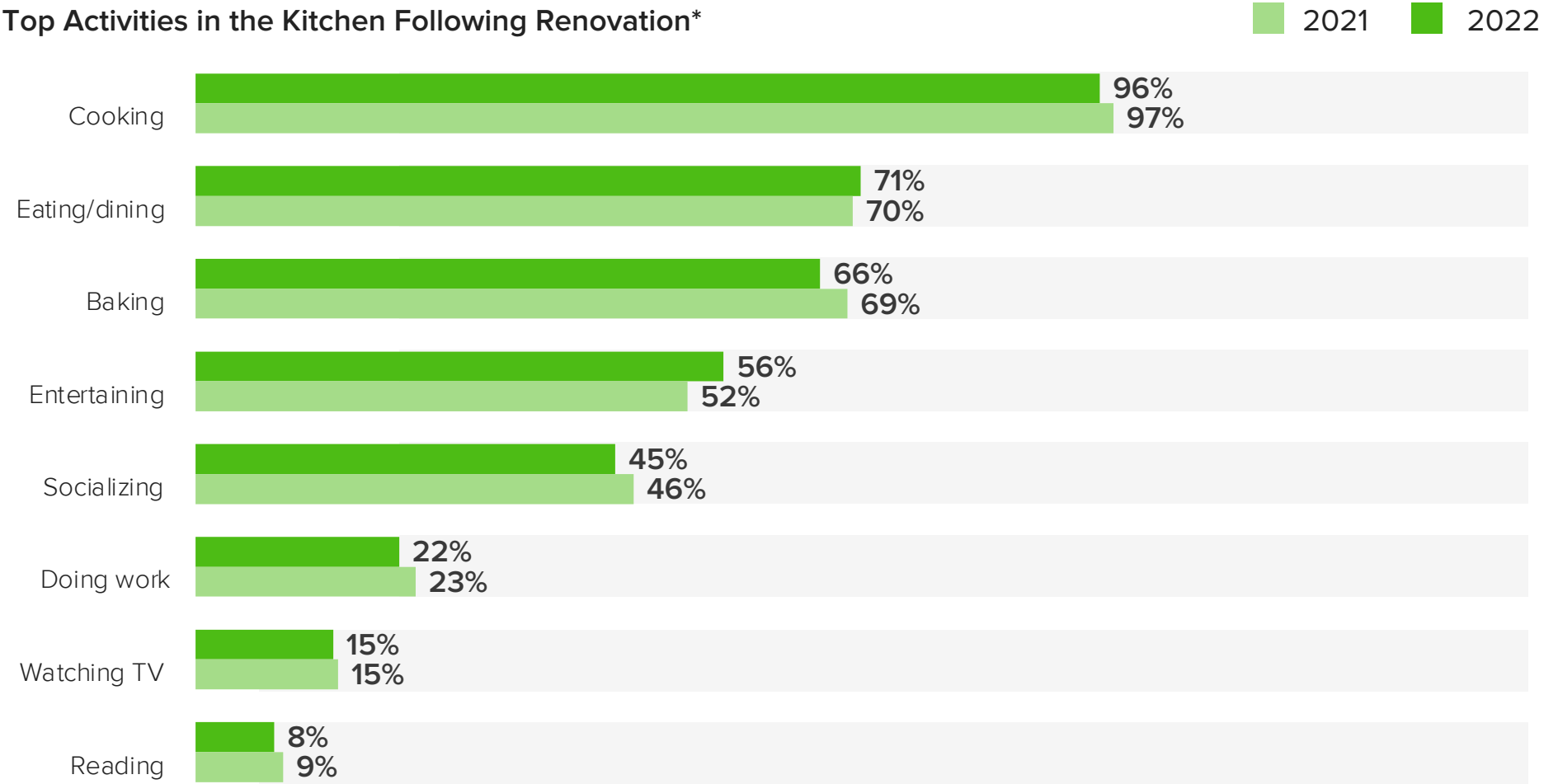
More than 7 in 10 kitchen renovators report that their lifestyle is equally healthy after the renovation, while 28% report that it’s even healthier.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

**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 2021-22.

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Top Activities in the Kitchen Following Renovation*



Change in Lifestyle After Kitchen Renovation*

Healthier	28%
Equally healthy	71%
Less healthy	1%

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

Entertaining at the island	52%
Socializing at the island	44%
Doing work at the island	+4 pp# 20%

Look & Feel



Transitional Style Gains Ground, While Farmhouse Loses It

Transitional remains the No. 1 style choice for renovated kitchens in 2022, up to 25% from 21% the previous year. Contemporary style has overtaken modern as the No. 2 pick. Farmhouse style has dropped by 2 percentage points, chosen by 1 in 10 kitchen renovators, declining further from its peak of 14% in 2019. (See Appendix B for more information on kitchen styles over time.)

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

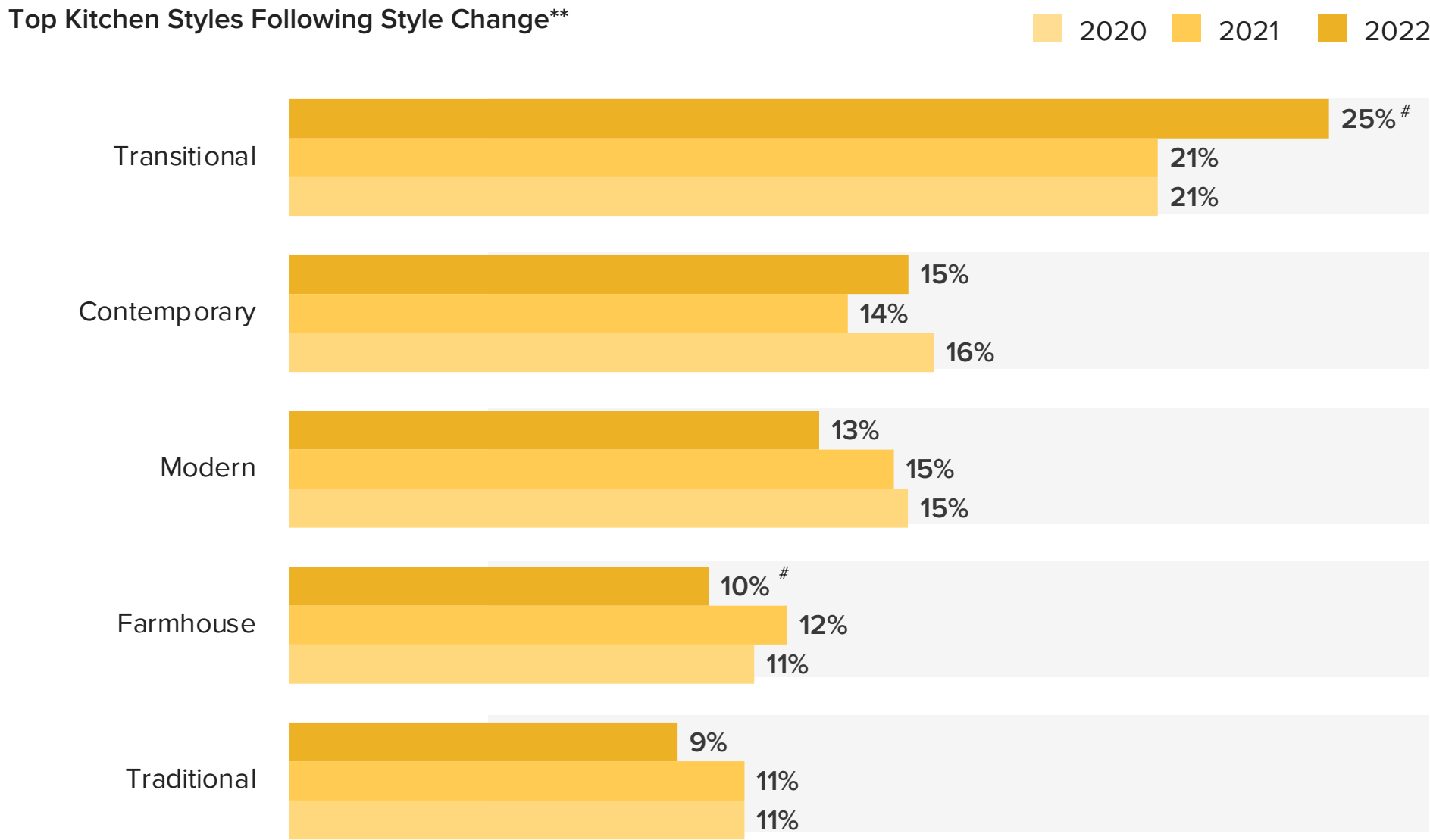
**Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation during 2021-22, 2020-21 and 2019-20.

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Style Change During Renovation*

	2020	2021	2022
	85%	85%	83%

Top Kitchen Styles Following Style Change**



Wood Gains Favor for Cabinet Contrast

Using a cabinet color on the island that contrasts the main cabinets is increasingly popular, chosen by 46% of renovators — up by 5 percentage points. 1 in 5 renovating homeowners (21%) choosing a wood tone.*** The most popular wood tone for island contrast is medium, chosen by 10% of renovators, up by 5 percentage points. Dark wood and light wood follow closely, at 6% and 5%, respectively.

For the main kitchen cabinets, white is again the most popular color (41%), in line with 2021. After medium-tone wood, gray holds steady in third place (10%), followed by multicolored (8%) and light wood (7%).

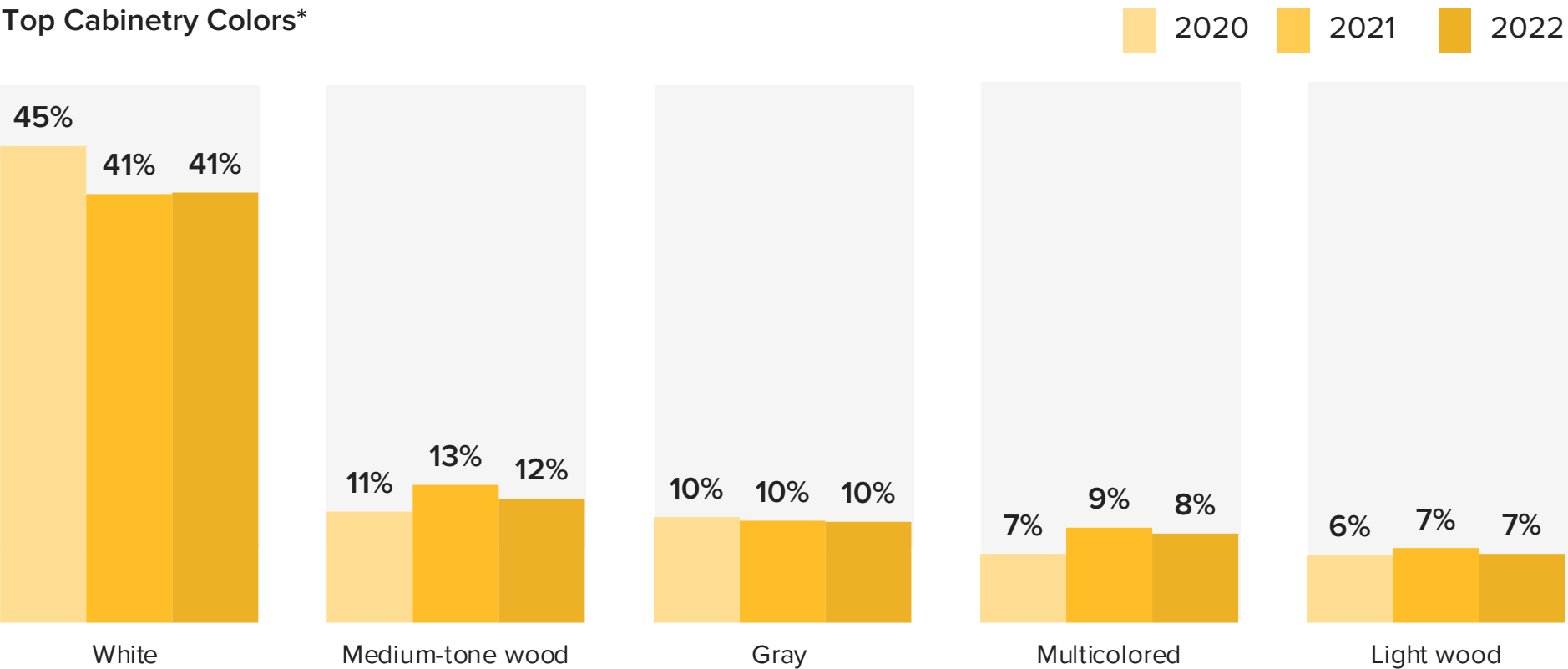
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for a cabinetry color distinct from the main cabinetry color as part of a completed, current or planned kitchen renovation during 2021-22.

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

#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.

Top Cabinetry Colors*



46% +5 pp#
Contrast island cabinetry colors

Top Contrasting Cabinetry Colors for Upgraded Islands**

Blue	26%	Medium Wood	+5 pp# 10%	Light Wood	+3 pp# 5%
Gray	18%	White	8%	Green	5%
Black	10%	Dark Wood	6%	Brown	5%

White Countertops Stay No. 1, While Wood Offers Contrast

Renovating homeowners are increasingly choosing white for their kitchen countertops (39%), followed by multicolored (24%). Gray seems to be falling out of favor, with only 12% of renovating homeowners opting for it, down from 15% in 2020.

Nearly 1 in 4 renovating homeowners (24%) adding or upgrading an island selects an island countertop color that contrasts the primary countertops. White still holds the top spot for contrasting island countertops (32%), but wood tones combined follow closely at 26%.

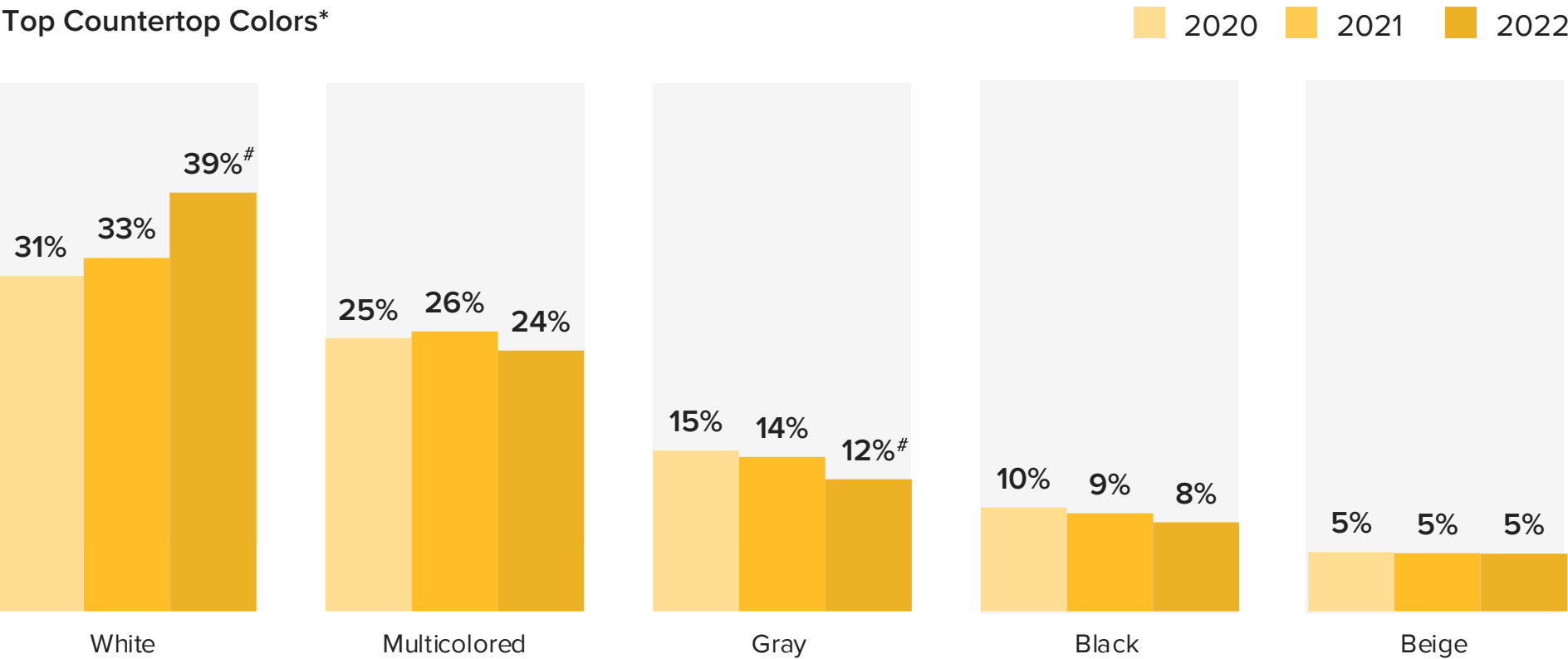
Among wood tones, 11% of renovators choose medium, 8% choose light and 7% choose dark. (See Appendix C for more information on kitchen colors.)

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

**Percentages reflect proportion of homeowners who are updating or adding a kitchen island and opting for a countertop color distinct from the main countertop color, as part of a completed, current or planned kitchen renovation during 2021-22.

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Top Countertop Colors*



24%
Contrasting island countertop colors

Top Contrasting Countertop Colors for Upgraded Islands**

White	32%	Medium-tone wood	-7 pp# 11%
Gray	10%	Light wood	8%
Multicolored	9%	Dark wood	7%

White Walls and Standard Stainless Dominate

White is the top choice for kitchen walls and backsplashes, chosen by 32% and 40% of renovating homeowners, respectively. For appliances, standard stainless is the overwhelming favorite, with nearly 3 in 4 renovating homeowners (74%) choosing this option, up by 3 percentage points from the previous year.

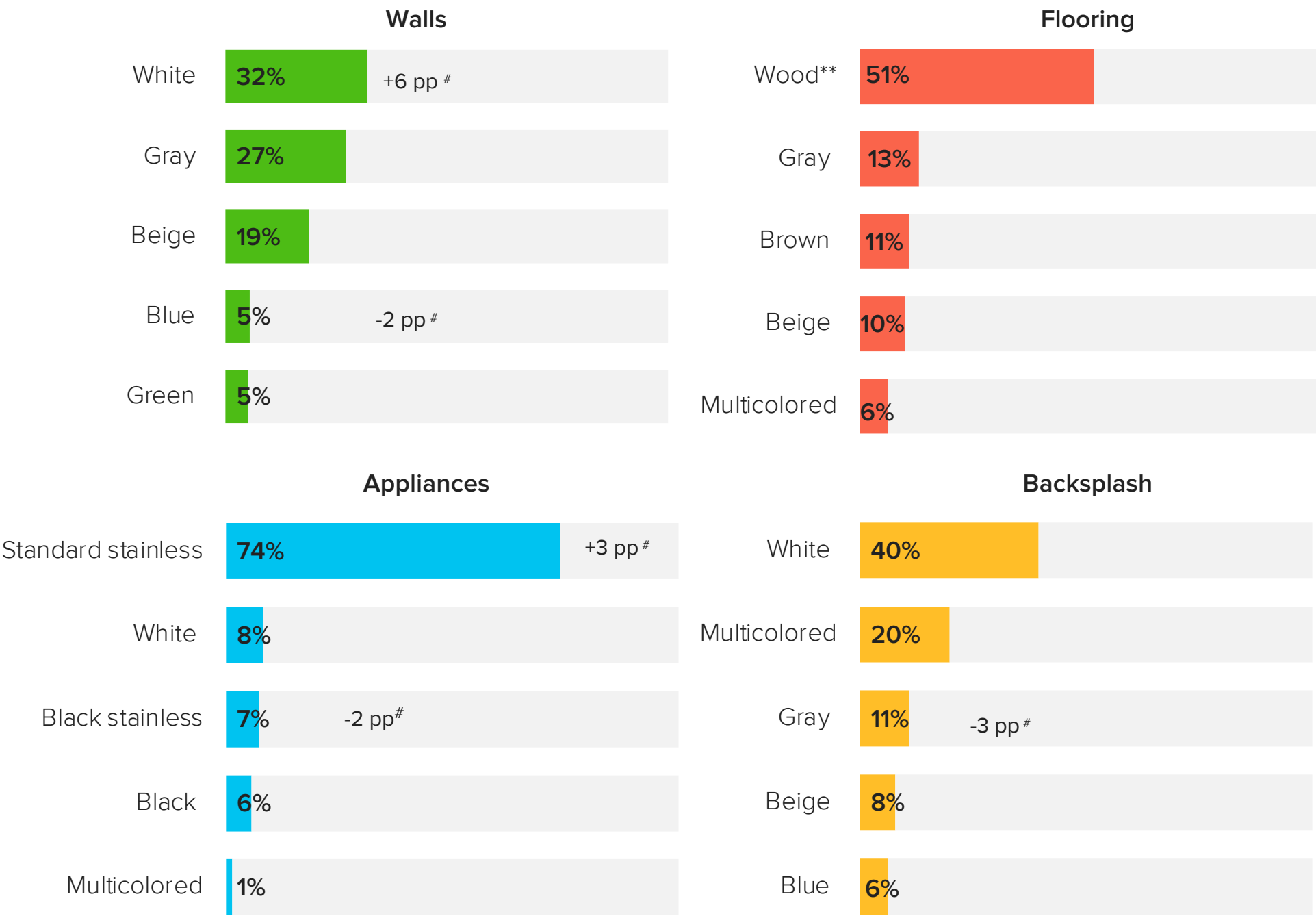
Splashes of color still appear, with 20% of renovating homeowners choosing a multicolored backsplash and 6% choosing blue. In the kitchen overall, gray is the most common alternative to white: 27% of renovating homeowners paint the kitchen walls gray, 13% install gray flooring and 11% opt for a gray backsplash. (See Appendix C for more information on kitchen colors.)

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

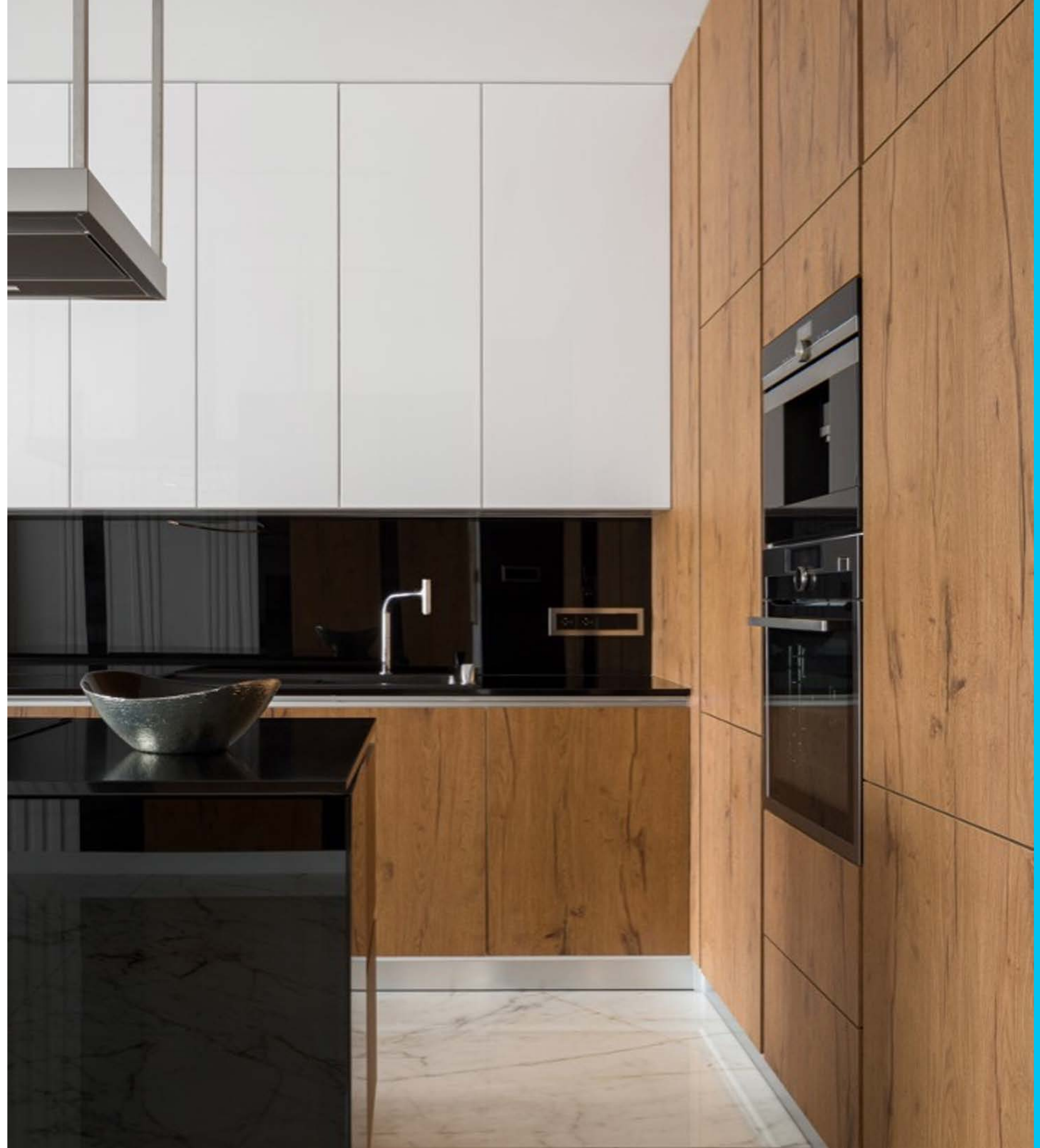
**Wood includes light, medium and dark tones.

#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.

Top Colors in Kitchen Renovations*



Products & Features



Marble Backsplashes See a Boost

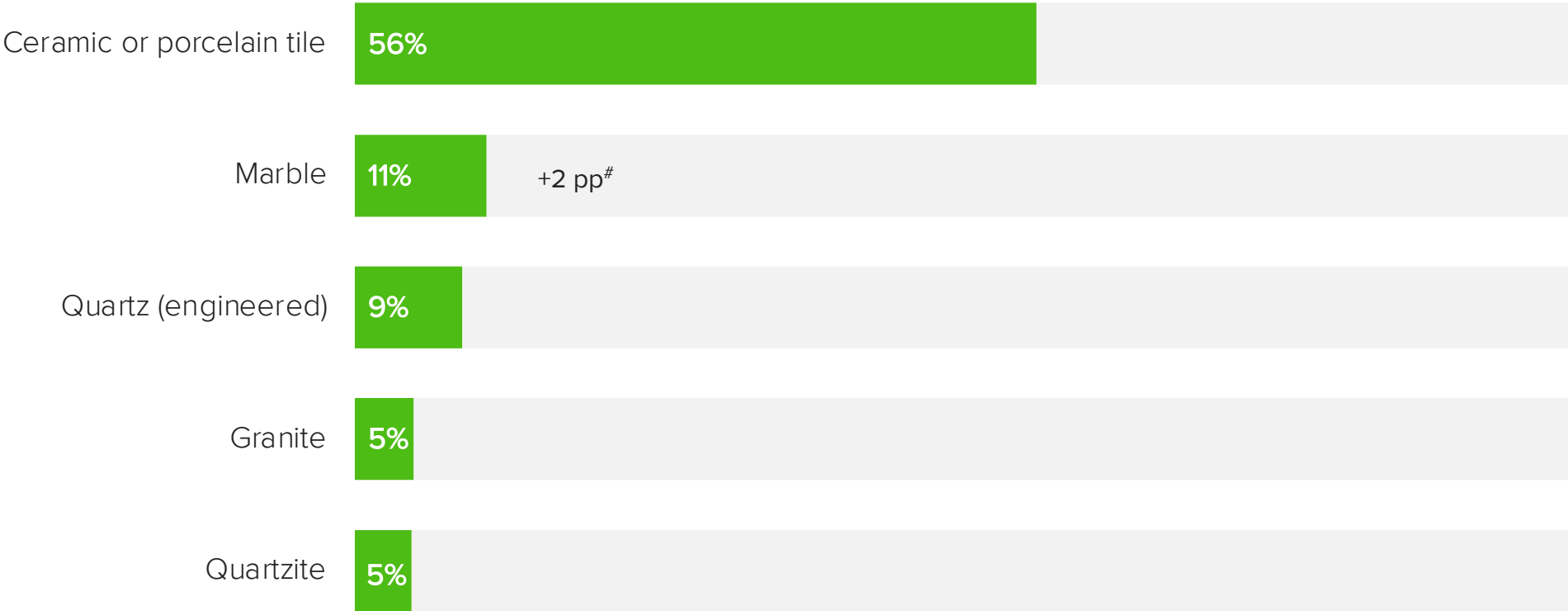
Marble is the second-most-popular kitchen backsplash material this year, chosen by 11% of renovating homeowners and up by 2 percentage points from the previous year. Ceramic or porcelain tile continues to dominate at 56%, more or less in line with levels from the past four years. Engineered quartz takes the third spot, at 9%.

Continuing last year’s trend, most homeowners upgrading the backsplash extend it from the countertop to the upper cabinets or range hood (66%). Still, nearly 1 in 5 (19%) only partially covers the same area. One in 10 renovating homeowners (11%) takes the backsplash all the way from the countertop to the ceiling.

*Percentages reflect proportion of homeowners who are updating the backsplash as part of a completed, current or planned kitchen renovation during 2021-22.

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Top Materials for Upgraded Backsplashes*



Coverage of Upgraded Backsplashes*

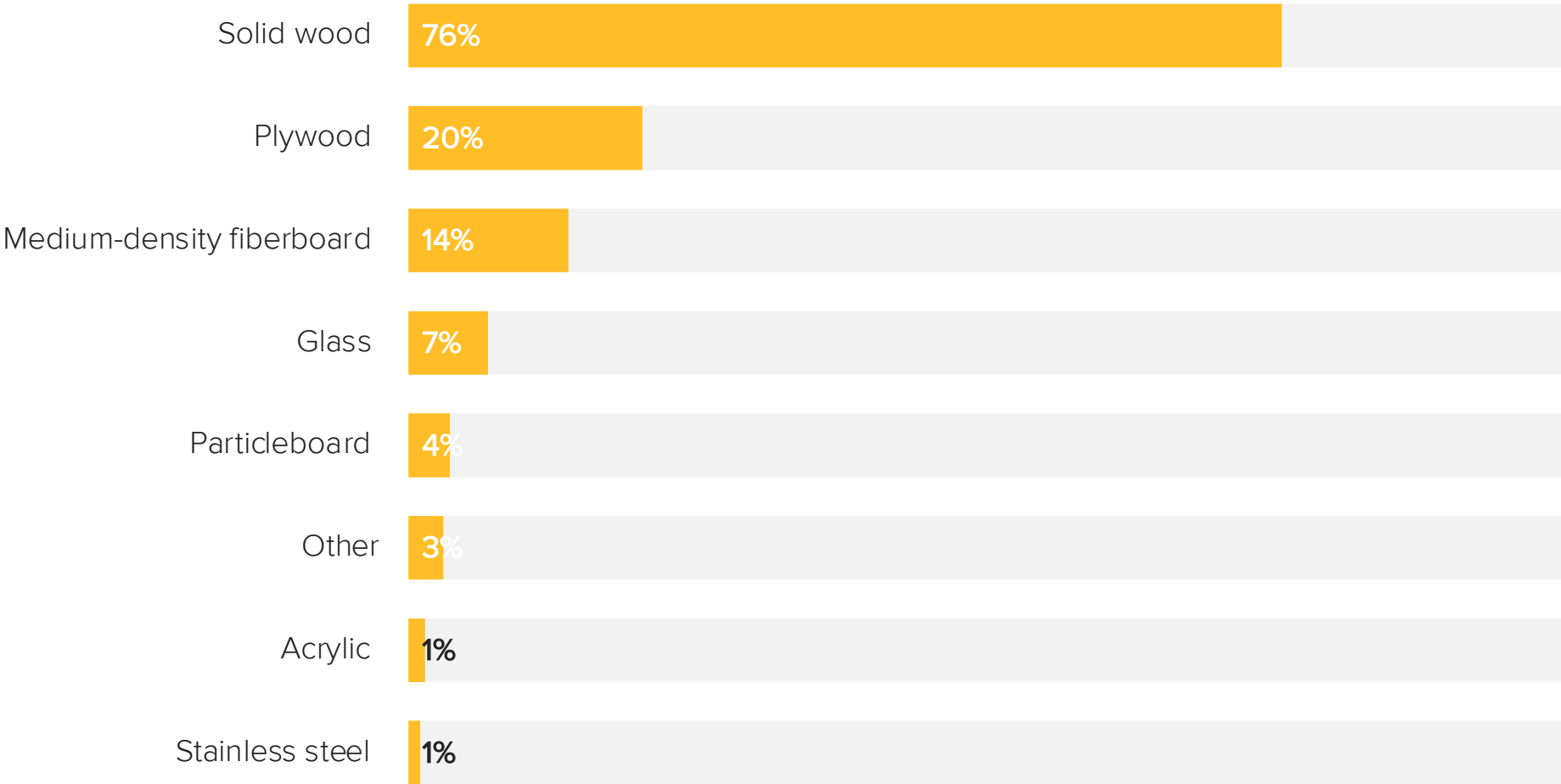
Up to the Cabinets or Range Hood		Up to the Ceiling	
Full coverage	66%	Full coverage	11%
Partial coverage	19%	Partial coverage	3%

Cabinet Choices Favor Solid Wood

Of the 94% of renovating homeowners who either replace all the kitchen cabinets (65%) or partially replace the kitchen cabinet (29%) as part of the kitchen renovation, the majority choose solid wood as the primary cabinet material (76%), followed by plywood (20%) and medium-density fiberboard (14%).

While the majority of homeowners opt for materials based on the look and feel (78%) and durability (52%), 2 in 5 cited costs (43%) among the top three reasons for choosing their new cabinet materials.

Primary Material of New Cabinets*



Top 4 Reasons for New Cabinet Materials*

Look & feel	78%	Cost	43%
Durability	52%	Easy to clean & sanitize	27%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

Shaker Style Cabinets Lead, While Flat-Panel Loses Favor

Shaker-style cabinet doors are gaining ground, with 64% of renovating homeowners choosing it for upgraded cabinetry, up by 8 percentage points from the previous year. Flat-panel cabinets remain a distant second (17%), followed by raised-panel (13%), both down by 4 percentage points. More than 2 in 5 kitchen renovators (43%) choose custom cabinets, and more than 1 in 3 (35%) opts for semicustom.

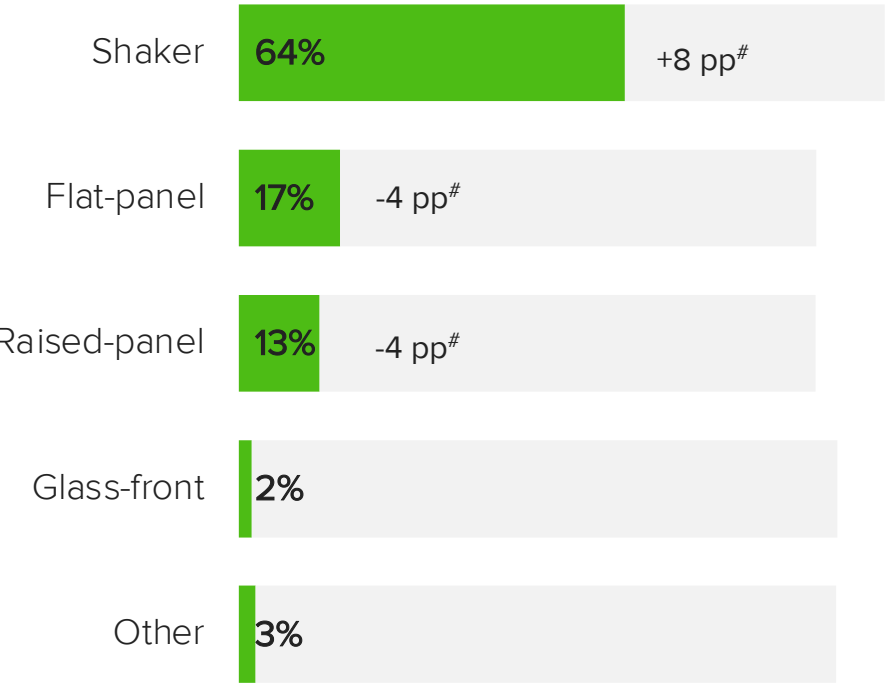
More than 1 in 10 new or upgraded islands (12%) have a cabinet door style that contrasts the main cabinets. Among contrasting island cabinets, the flat-panel style has dramatically fallen out of favor, declining by 12 percentage points to 17% from 30% the previous year.

*Percentages reflect the proportion of homeowners who are adding or replacing some or all of the cabinets as part of a completed, current or planned kitchen renovation during 2021-22.

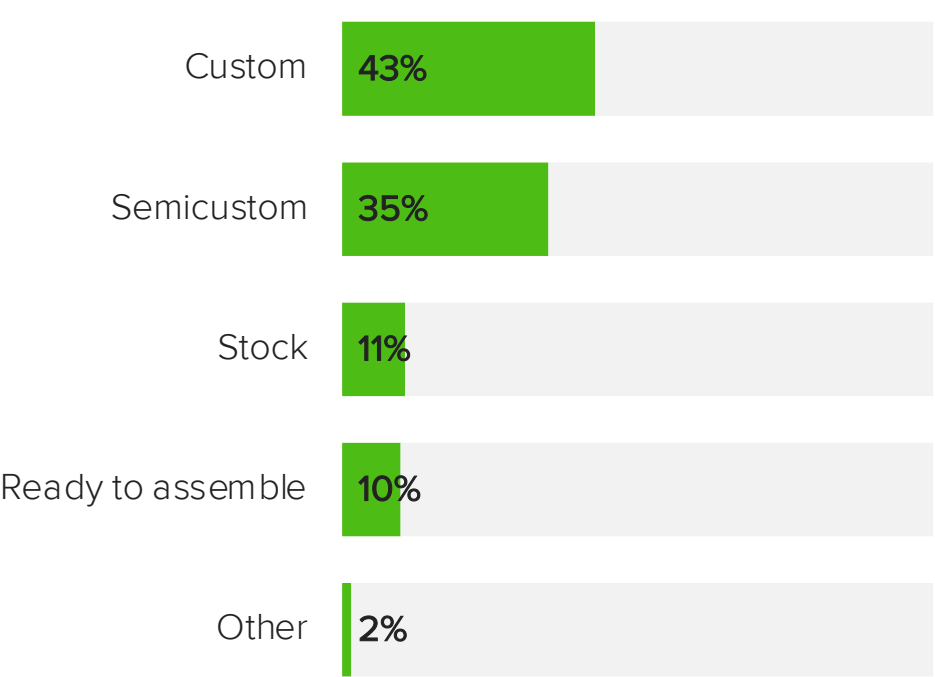
**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island with storage and opting for cabinetry door styles distinct from the main cabinetry door styles as part of a completed, current or planned kitchen renovation during 2021-22.

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Primary Door Styles of Upgraded Cabinets*



Primary Make of Upgraded Cabinets*



12%
Contrasting island cabinet door styles

Top Contrasting Cabinetry Door Styles of Upgraded Islands**

Shaker	43%	Glass-front	2%
Raised-panel	23%	Louvered	1%
Flat-panel	-12 pp# 17%	Other	14%

Butcher-Block Countertops Offer Island Contrast

While engineered quartz remains the leading material for upgraded kitchen countertops, it dramatically declined in popularity this year. Only 42% of renovating homeowners are choosing it, versus 51% in 2020. Granite remains the second choice, though it declined to 24% from 28% the previous year.

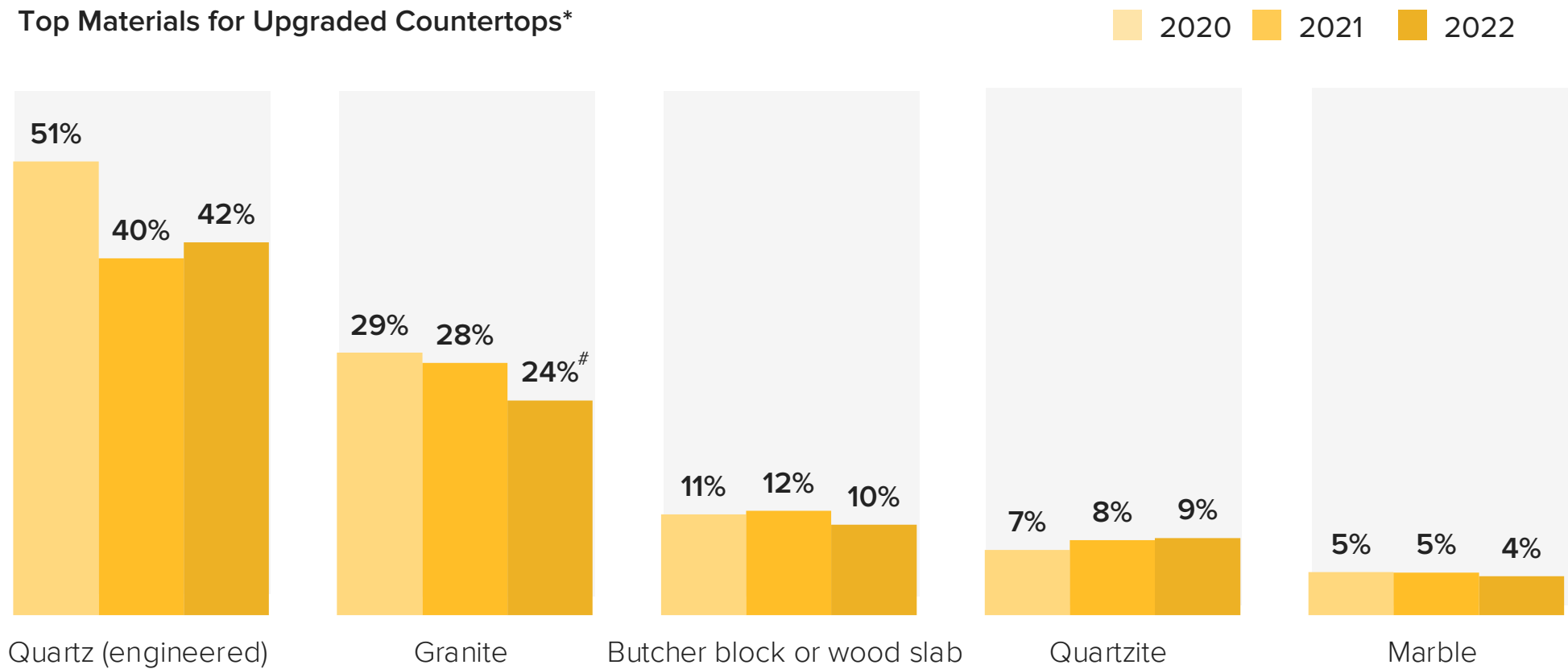
Slightly more than 1 in 5 upgraded islands (22%) features a contrasting countertop material. Butcher block or wood slab is chosen by 35% of renovators and is preferred over engineered quartz, though the latter is gaining ground. Engineered quartz is now chosen by 26% of renovating homeowners, up by 11 percentage points from the previous year.

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**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for a countertop material distinct from the main countertop material as part of a completed, current or planned kitchen renovation during 2021-22.

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Top Materials for Upgraded Countertops*



22%
Contrasting island countertop materials

Top 3 Reasons for Upgraded Countertop Materials*

Look & feel	69%
Durability	57%
Easy to clean & sanitize	38%

Top Contrasting Countertop Materials for Upgraded Islands**

Butcher block or wood slab	35%
Quartz (engineered)	+11 pp [#] 26%
Granite	16%

Beverage Refrigerators Find Favor

Upgrading appliances continues to be a priority for renovating homeowners; garbage disposals (52%) and beverage refrigerators (19%) are particularly gaining popularity. Nearly 1 in 5 renovating homeowners (19%) incorporates a beverage refrigerator, up by 5 percentage points from the previous year, while 14% add or upgrade a wine refrigerator.

Among the 53% of renovators installing at least one new appliance in the island, beverage refrigerators are also trending at 9%, up by 4 percentage points. The percentage of homeowners upgrading their dishwasher and range declined by 4 points and 3 points, respectively.

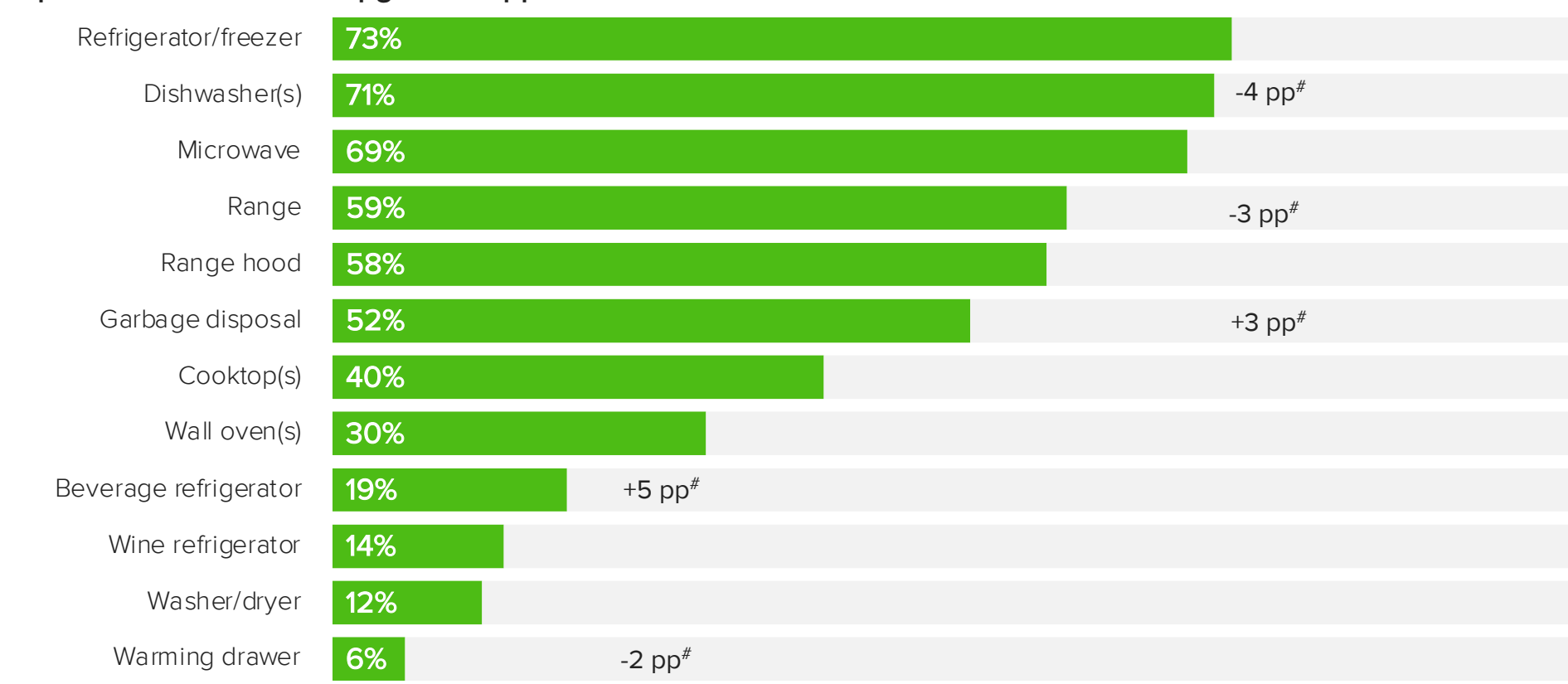
*Percentages reflect proportion of homeowners who are updating some or all of the appliances as part of a completed, current or planned kitchen renovation during 2021-22.

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for a new appliance in the island as part of a completed, current or planned kitchen renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.



Top Choices for New or Upgraded Appliances*



53%
Install at least one new appliance in the island

Top New Appliances in Upgraded Islands**

Microwave	36%	Cooktop(s)	16%
Dishwasher(s)	33%	Beverage refrigerator	+4 pp# 9%
Garbage disposal	26%	Range	-2 pp# 6%

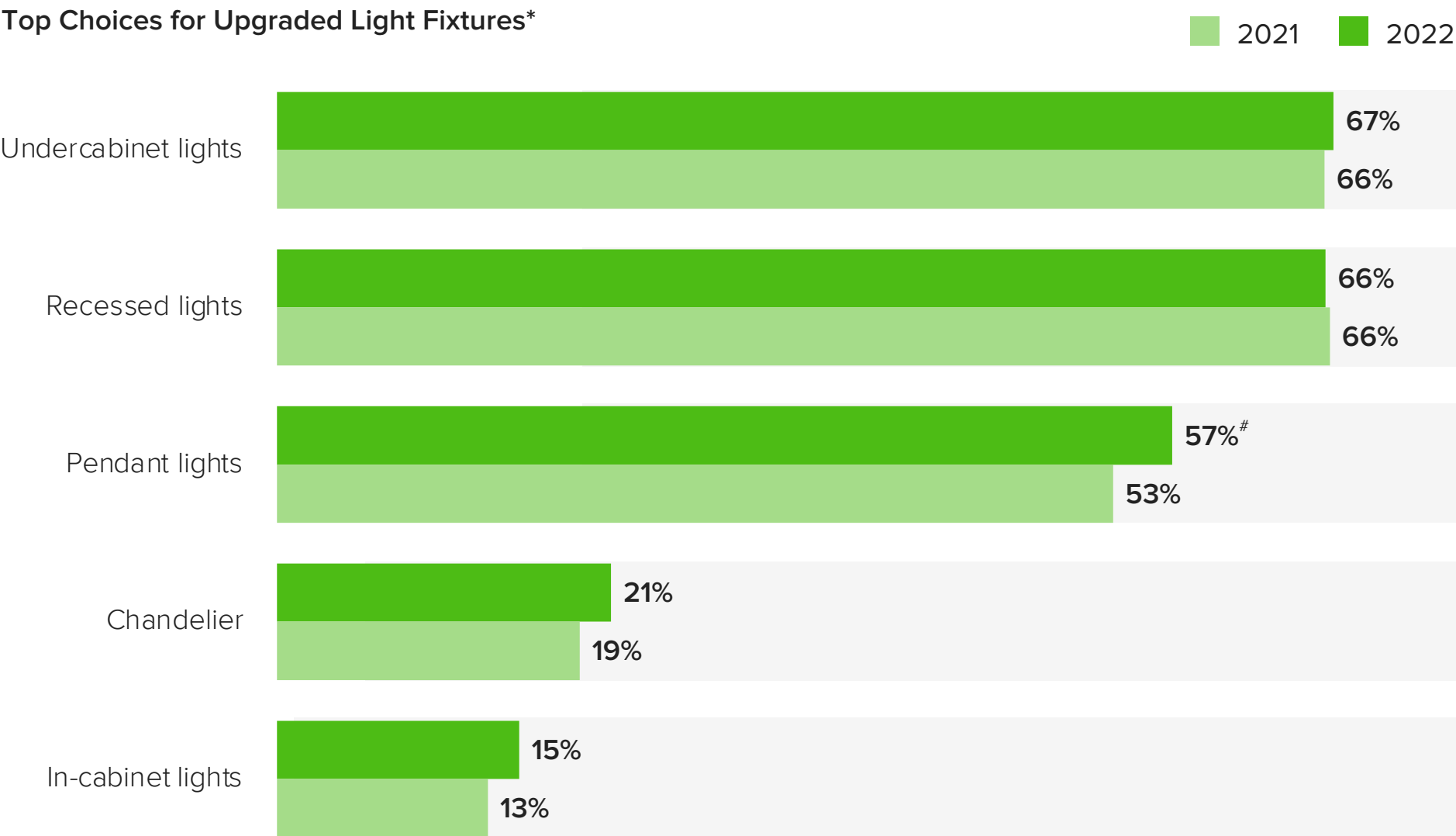
Undercabinet Lights Regain No.1 Position

Undercabinet lights and recessed lights continue to vie for the top spot (67% and 66%, respectively). Since 2020, undercabinet lights trailed behind recessed lights in their popularity among renovating homeowners. They regain their position in 2022 and become the top choice.

Among homeowners upgrading kitchen light fixtures, pendant lights made strong gains in popularity, with 57% choosing them — a jump of 4 percentage points.

More than 1 in 5 homeowners selects a chandelier for kitchen lighting (21%).

Top Choices for Upgraded Light Fixtures*



*Percentages reflect proportion of homeowners who are adding or upgrading lighting as part of a completed, current or planned kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

[#]Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.

Pendant Lights Are Increasingly Popular

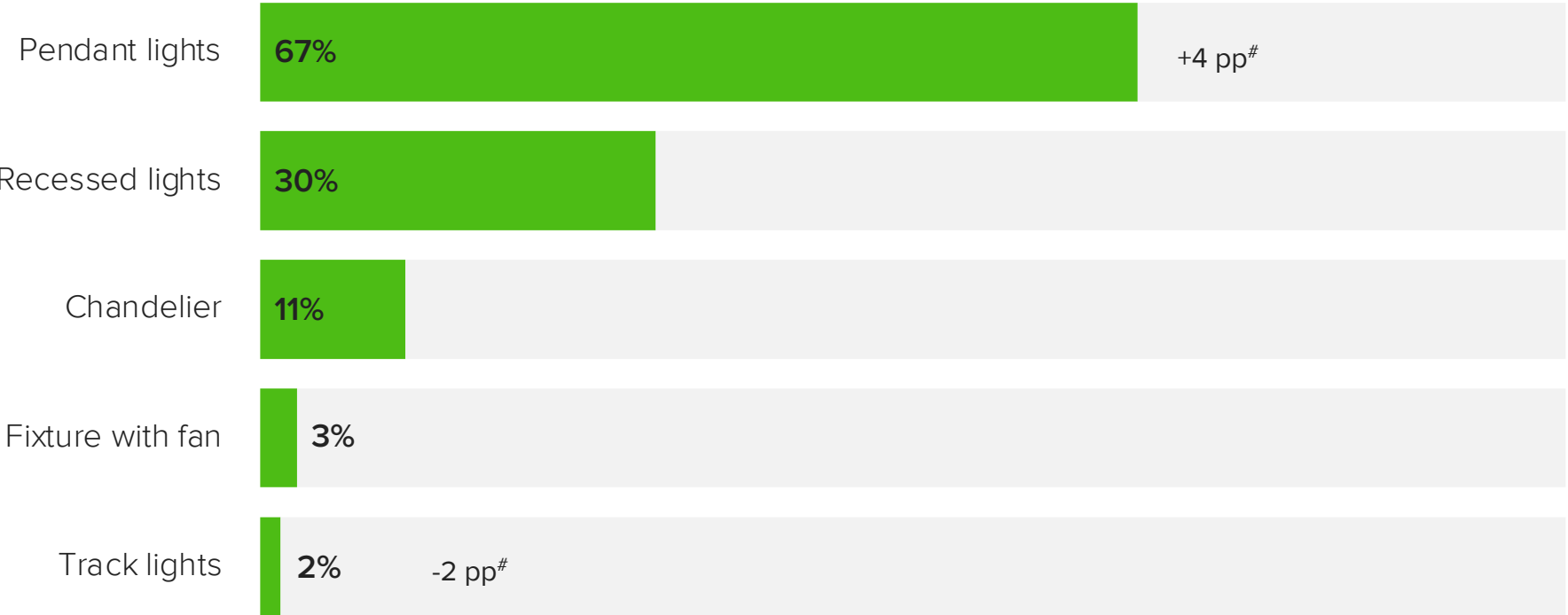
The vast majority of renovating homeowners who add or upgrade a kitchen island install new light fixtures above it (92%). Pendant lights remain the most popular option (67%), increasing by 4 percentage points from the previous year. Track lights, which have always been chosen by only a small percentage of renovators, declined by an additional 2 percentage points to land in last place.

As for the number of light fixtures above the island, 39% of renovating homeowners install two, followed closely by three (36%). One in 10 renovating homeowners (10%) installs four or more lights.

*Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for light fixtures above it as part of a completed, current or planned kitchen renovation during 2021-22.

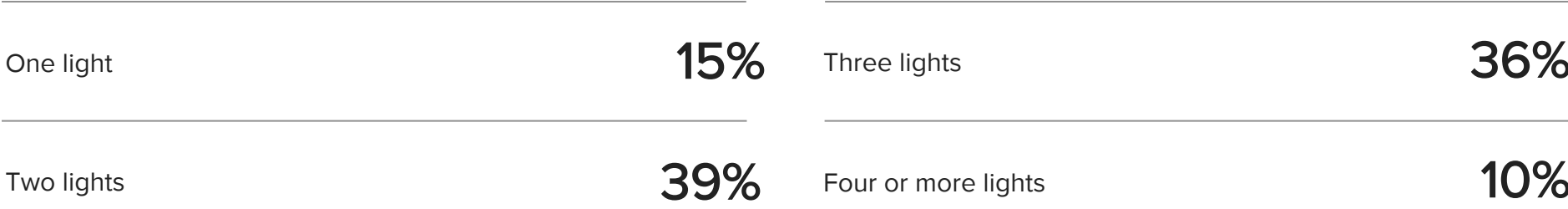
#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.

Top Light Fixtures Appearing Above Upgraded Islands*



92%
Install new light fixtures above the island

Number of Light Fixtures Appearing Above Upgraded Islands*

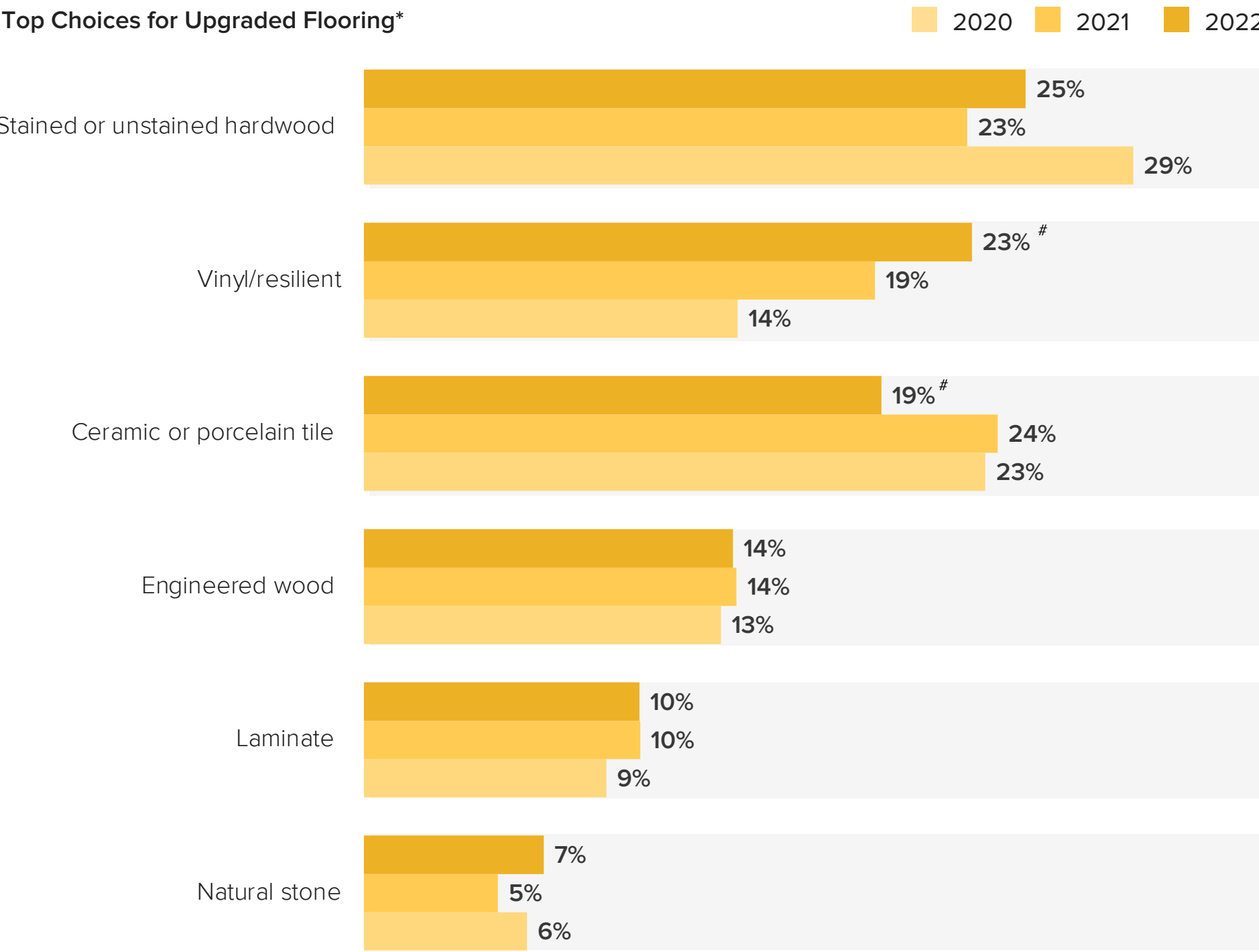


Vinyl Flooring Places Well Ahead of Tile

Among homeowners who are upgrading their kitchen flooring, the top pick is stained or unstained hardwood (25%), gaining 2 percentage points versus the previous year and retaking the No. 1 spot. Vinyl/resilient flooring continues its ascent, nearly doubling in popularity since 2019 and taking the No. 2 spot away from ceramic or porcelain tile. The latter dropped by 5 percentage points — a significant decrease, causing it to fall from first place to third.

*Percentages reflect proportion of homeowners who are upgrading flooring as part of a completed, current or planned kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.



Many Cabinets Have Deep Drawers for Specialty Storage

The trend of adding built-in specialty organizers to cabinets continues. More than half of renovating homeowners (51%) add organizers for cookie sheets or trays, consistent with last year. Deep drawers made strong gains, however, and are now chosen by 40% of renovating homeowners who upgrade their cabinets.

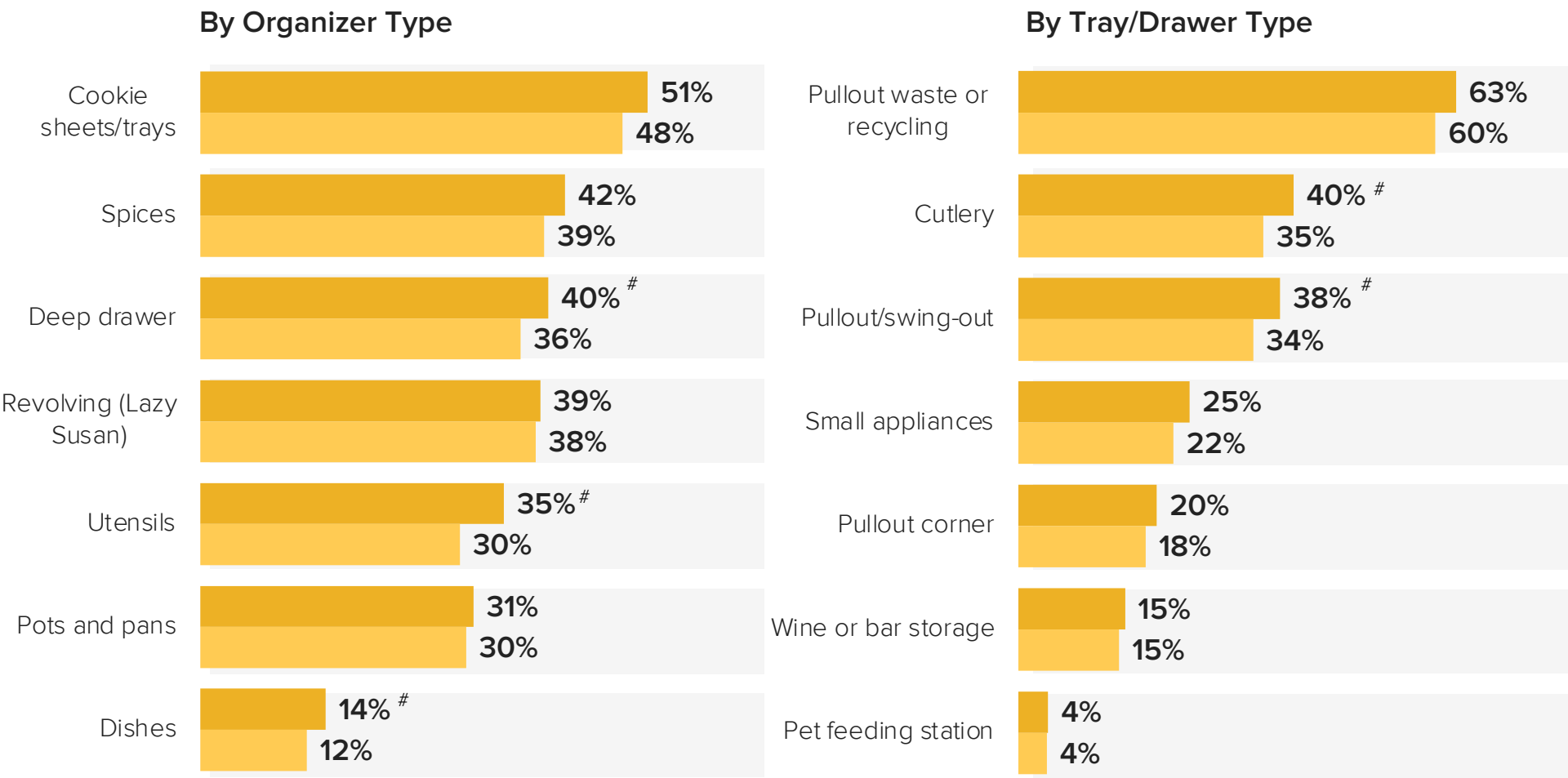
Utensil organizers are popular as well, chosen by 35% of renovators. The most common specialty drawers remain pullout waste or recycling options (63%), but cutlery drawers and pullout/swing-out drawers are both gaining in popularity. They’re now chosen by 40% and 38% of renovators, respectively.

*Percentages reflect proportion of homeowners who are adding or replacing cabinets as part of a completed, current or planned kitchen renovation during 2021-22.

**Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

#Shows only statistically significant difference between 2022 and 2021 study findings at 90% confidence levels.

Specialty Storage in Upgraded Cabinets*



Pantry Upgrades During Kitchen Renovations**



New Decor Brings Kitchens to Life

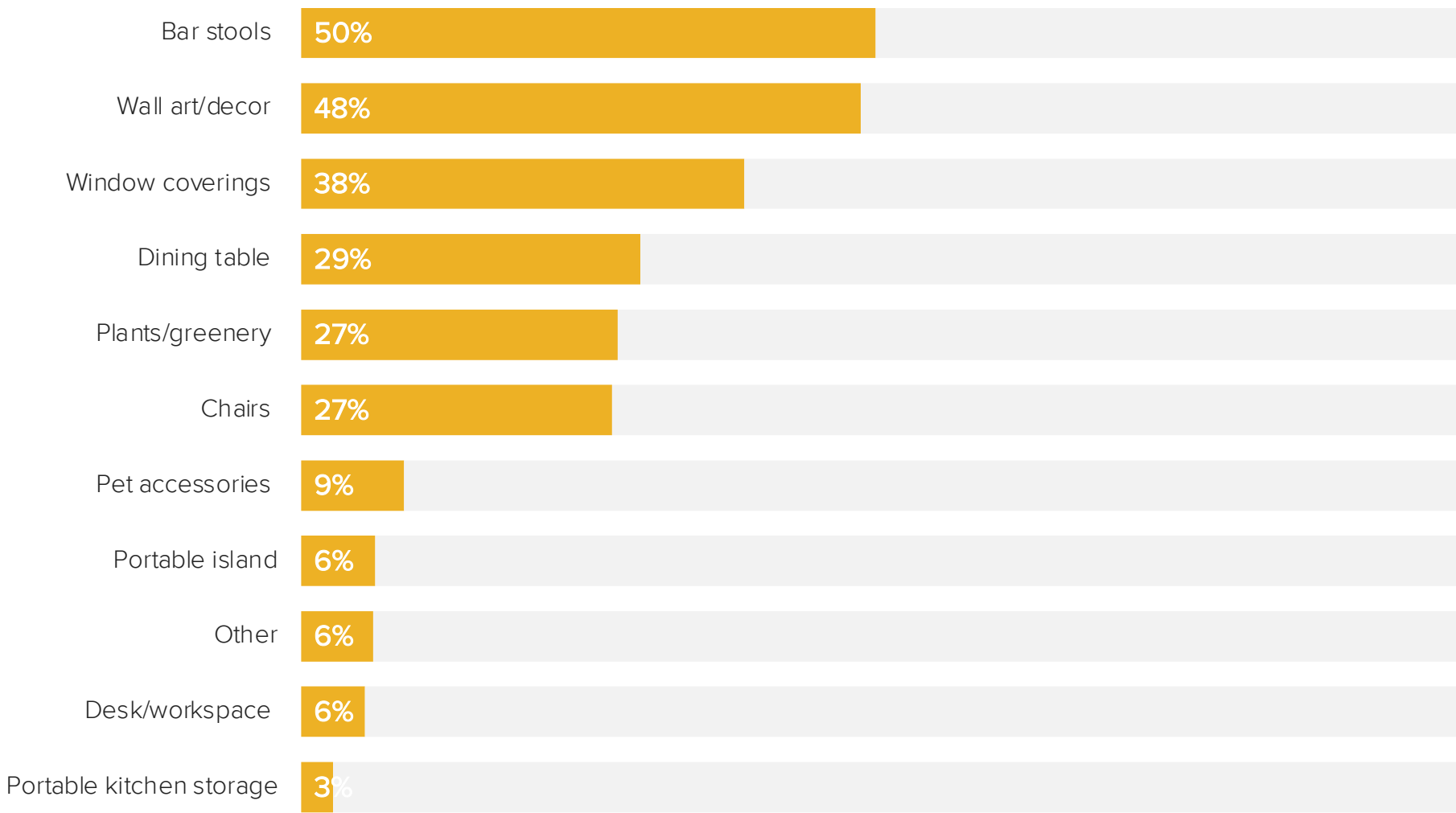
A whopping 87% of renovating homeowners who are upgrading the kitchen report that they added new décor or furnishings to the space. The most popular new addition is bar stools, followed by wall art (48%), and window coverings (38%). Nearly one in three (27%) homeowners adds plants or greenery to the new kitchen space, similar to the trend in bathroom renovation.

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

New Decor or Furnishings During Renovation*

2022 **87%**

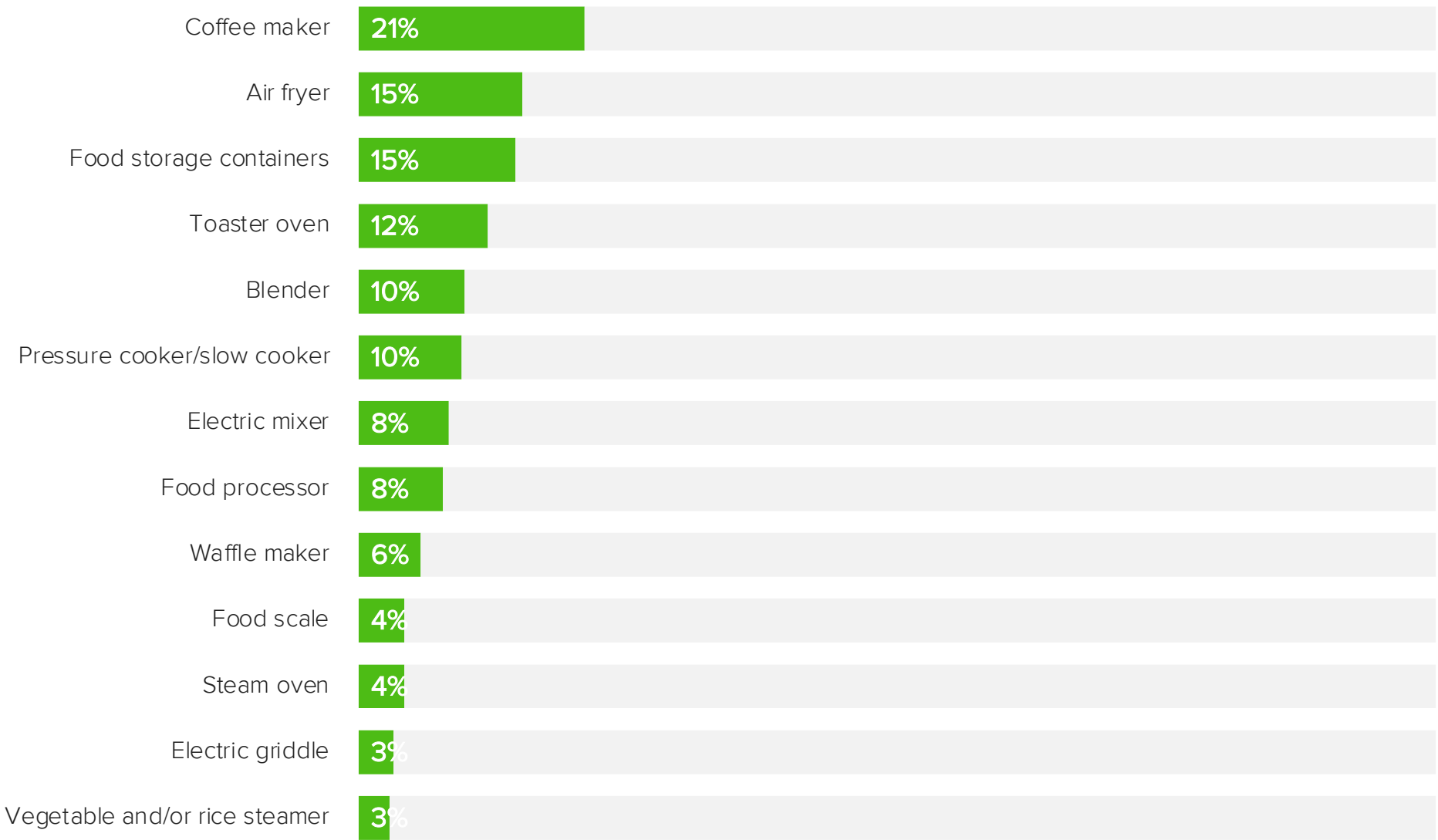
Top Furnishings and Decor in the New Kitchen**



Kitchens Feature New Small Appliances

This year, homeowners are adding small appliances to their kitchens, with coffee makers (21%), air fryers (15%), and food storage containers (15%) being the most popular. Other small appliances that make cooking and meal prep easier that feature in the upgraded kitchens include toaster ovens (12%), blenders (10%) and slow cookers (10%).

New Small Appliances in Renovated Kitchen*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2021-22.

Wireless Leads in High-Tech Features

Thirty five percent of renovating homeowners report that at least one of their upgraded appliances includes high-tech features, up by 6 percentage points from the previous year. The most popular features are wireless smartphone and tablet controls (26%), up by 8 percentage points from the previous year. Color touch-screen displays are also gaining in popularity, coming in at 16%.

When it comes to electronic upgrades, kitchen home assistants and charging stations are still nearly equally popular (41% and 40%, respectively), while kitchen tablets have outpaced stereo systems (17% versus 10%). In fact, stereos seem to have fallen out of favor, down by 9 percentage points from the previous year.

*Percentages reflect proportion of homeowners who are adding or upgrading faucets as part of a completed, current or planned kitchen renovation during 2021-22.

**Percentages reflect proportion of homeowners who are updating some or all of the appliances as part of a completed, current or planned kitchen renovation during 2021-22.

***Percentages reflect proportion of homeowners who are updating electronics as part of a completed, current or planned kitchen renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.



51%		35%	
		+6 pp#	
High-Tech Features in Upgraded Faucets*		High-Tech Features in Upgraded Appliances**	
Water efficiency	24%	Wireless smartphone and tablet controls	+8 pp# 26%
No-fingerprint coating	23%	Color touch-screen display	+3 pp# 16%
Touch-only/touch-free activation	22%	Built-in apps (e.g., recipes)	7%
LED light display (temperature)	4%	Voice-activated controls	+1 pp# 4%
LED light display (single color)	-1 pp# 2%	Smart meter connectedness	3%
		Built-in speakers	-2 pp# 1%

Select Electronic Upgrades***

Home assistant	41%	Wireless/Bluetooth speaker	26%	Stereo system	-9 pp# 10%
Docking/charging station	40%	Kitchen tablet	17%	Kitchen computer	6%

Kitchen Bestsellers

The top five kitchen categories in the Houzz Shop for 2022 are shown here, including a bestseller for each.

Kitchen
Faucets



Kitchen
Sinks



Range Hoods
and Vents



Pendant
Lights



Bar and
Counter
Stools



Wine
Racks



Links to the products, clockwise from top left: [VIGO Edison Pull-Down Kitchen Faucet](#); [Nantucket Sink 24" Pro Series Apron Farmhouse Stainless Steel Kitchen Sink](#); [Zline Stainless Steel Island Range](#); [Glendale 9-Light Aged Brass, 12"](#); [Heidi Velvet Stool, Black](#); [Buoyant 12-Bottle Wall Mounted Cable Wine Rack](#)

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 21 and July 27, 2021.

Sampling and Weighting

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their kitchen project details, and people who did not meet the qualification criteria were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own kitchen renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Completeness and Qualifications

The 76-question survey gathered information from a total of 2,380 users, who reported they were 18 or older; were homeowners; and had completed a kitchen remodel or addition in the past 12 months, were currently working on one or planned to start one in the next three months.

Appendix A

Feature Upgrades During Kitchen Renovations*

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

*Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

[#]Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.

Appendix B

Kitchen Styles Following Style Change*

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

*Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

[#]Shows only statistically significant difference between 2022 and 2021 study findings at 90% confidence levels.

Appendix C

Kitchen Colors After Kitchen Renovation*

	Walls	Cabinetry	Countertops	Backsplash	Appliances	Flooring
White	32% ^{+6 pp #}	41%	39% ^{+6 pp #}	40%	8%	3%
Gray	27%	10%	12% ^{-2pp #}	11% ^{-3 pp #}	1%	13%
Beige	19%	3%	5%	8%	0%	10%
Blue	5% ^{-2 pp #}	5% ^{+1 pp #}	1%	6%	0%	0%
Green	5%	3% ^{+1 pp #}	1%	3%	0%	0%
Yellow	3% ^{-1 pp #}	0%	0%	0%	0%	0%
Multicolored	2%	8%	24%	20%	1%	6%
Brown	1%	4% ^{+1 pp #}	2% ^{-1 pp #}	1%	0%	11%
Medium wood	0%	12%	2%	0%	0%	29%
Light wood	0%	7%	1%	0%	0%	15%
Dark wood	0%	3%	0%	0%	0%	7%
Standard stainless	0%	0%	0%	1%	74% ^{+3 pp #}	0%
Black stainless	0%	0%	0%	0%	7% ^{-2 pp #}	0%
Black	0%	2%	8%	2%	6%	1%
Other	4%	2% ^{-1 pp #}	5%	7%	1%	4%

*Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation during 2021-22 (2022 study), 2020-21 (2021 study) and 2019-20 (2020 study).

#Percentage point difference between 2022 and 2021 study findings; shows only statistically significant differences at 90% confidence levels.