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2020 U.S. Houzz Kitchen Trends Study



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Big Ideas



The Island is a Crown Jewel of the Kitchen

Islands are a prominent feature in a renovated kitchen, with one in two homeowners opting to add a new island or upgrade an existing one. Storage and overhead lighting are the norm in upgraded islands (98% and 92%, respectively). Over half of islands house new appliances (52%) such as microwaves and dishwashers. Additionally, sizable proportions and standout colors make many islands pop. For example, gray and blue are top choices for 39% of contrasting island cabinets, while white and wood are top picks for 29% of contrasting island countertops.

Kitchen Spend Increases, Project Scope Retracts

Financial investment in kitchen projects continues to grow, with median spend on major remodels completed in mid-2019 at \$35,000, up 17% from a year ago (\$30,000). However, the breadth of kitchen renovations has declined for the second year in a row. For example, upgrades to countertops and sinks are not as widespread (89% and 83%, respectively) compared with two years ago (94% and 90%). Similar trends apply to opening the kitchen to other interior rooms and changing the layout or size.

Farmhouse Loses Steam, Full-Wall Backsplash Emerges

Transitional style, followed by contemporary style, continues to lead in popularity among homeowners changing their kitchen's style (21% and 16%, respectively). The third most popular style gains a new favorite, as modern style springs forward (15%) and farmhouse style loses steam (11%). In a surprising twist, homeowners who upgrade their backsplash are embracing a feature wall, installing the backsplash from countertop all the way to the ceiling (11%) or up to the upper cabinets or range hood (63%). That said, neutral palettes still prevail in today's upgraded kitchens

Features on the Rise

Blue in kitchen walls is an emerging trend, appearing in 7% of upgraded kitchens (up from 5% last year).

Hardwood returned to the No. 1 spot in flooring materials (29%), while vinyl/resilient flooring took the No. 3 spot (14%).

After rapid gains in market share from 2016 to 2018, engineered quartz continued its rise in countertop materials but at a slower rate (to 51% versus 48% a year ago).

Scope & Spend

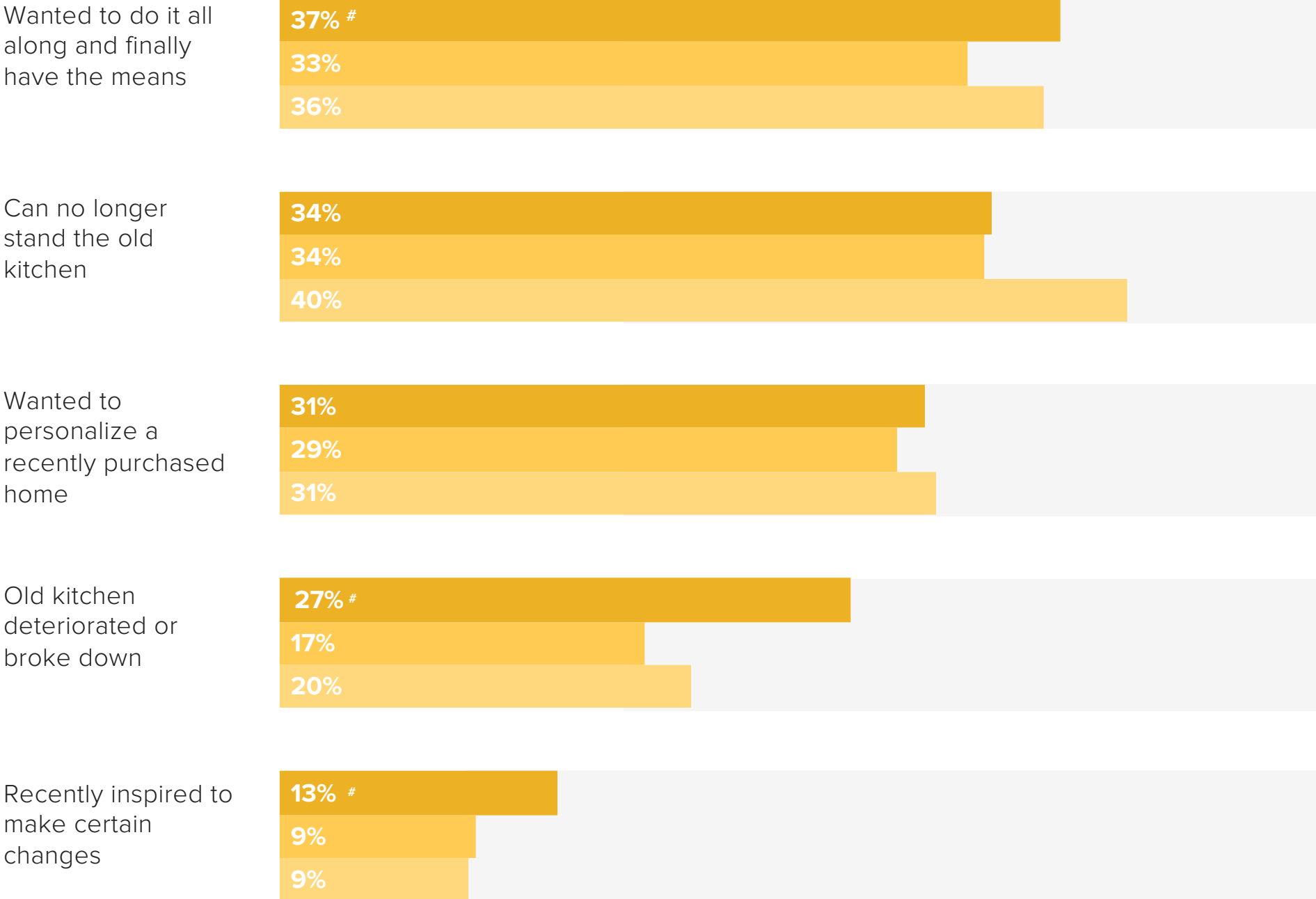


Most of Us Wait for the Right Time to Renovate

“Wanted to do it all along and finally have the means” is now the top reason to renovate a kitchen (37%), with “can no longer stand the old kitchen” moving to the No. 2 spot (34%). As with master bathroom renovations, the decision to remodel is increasingly triggered by old kitchens that have deteriorated or broken down (27%). In fact, kitchen deterioration is at the highest level seen in Houzz’s five-year history of tracking kitchen project motivators and is a testament to the aging housing stock in the U.S.

Kitchen Renovation Triggers*

2018 2019 2020



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20 (2020 study), 2018-19 (2019 study) and 2017-18 (2018 study).

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

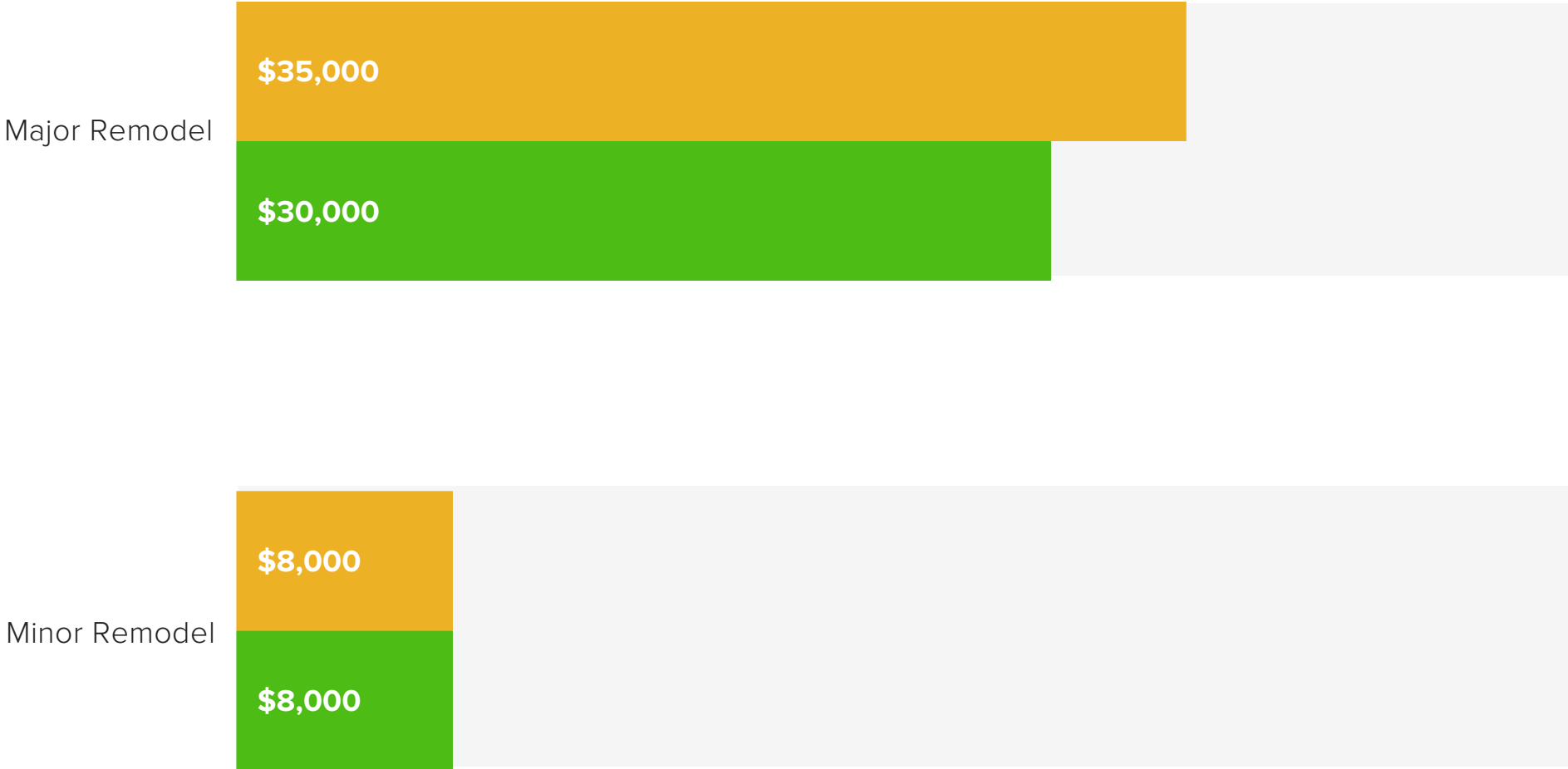
Our Spend on Kitchens Continues to Rise

Median spend on major kitchen remodels completed in mid-2019 was \$35,000, a 17% increase compared with remodels completed in mid-2018 (\$30,000). This is consistent with an increase in median spend on major remodels completed throughout 2018 relative to projects completed throughout 2017, as reported in the annual Houzz & Home Study (\$30,000 versus \$28,000, respectively).

A major kitchen remodel is roughly four times more expensive than a minor remodel, which had a median spend of \$8,000.

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

Mid-2018 Mid-2019



*Median spend reflects spend of homeowners who had completed a kitchen remodel by mid-2019 (2020 study) and by mid-2018 (2019 study).

**Major kitchen remodel is one in which at least all the cabinets and appliances are replaced. Minor kitchen remodels are all other remodels.

Homeowners in San Jose, CA, Are Top Spenders

Among the top 50 U.S. metropolitan areas by population, San Jose had the highest median spend on major kitchen remodels in the last two years (\$50,000). Other major cities on the West Coast (San Francisco), in the Midwest (Milwaukee) and on the East Coast (Boston and Washington, D.C.) share the second-place spot (\$40,000). Las Vegas, Pittsburgh and San Antonio, Texas, have the lowest spend on major kitchen remodels. (See Appendix A for median spend in the top 50 U.S. metropolitan areas by population.)

Top 15 U.S. Metropolitan Areas¹ by Median Spend* on Major and Minor Kitchen Remodels**

Metropolitan Area	Major Remodel	Minor Remodel
San Jose, CA	\$50,000	\$12,250
San Francisco, CA	\$40,000	\$13,000
Boston, MA	\$40,000	\$6,000
Washington, DC	\$40,000	\$8,000
Milwaukee, WI	\$40,000	\$6,000
Seattle, WA	\$39,203	\$9,000
Los Angeles, CA	\$35,000	\$10,000
New York, NY	\$35,000	\$9,000
San Diego, CA	\$35,000	\$10,000
Denver, CO	\$35,000	\$5,000
Providence, RI	\$35,000	\$4,000
Philadelphia, PA	\$34,000	\$8,000
Sacramento, CA	\$33,000	\$10,000
Portland, OR	\$32,900	\$7,800
Louisville, KY	\$32,000	\$5,000

¹Top 50 U.S. metropolitan areas by population are defined per the Cumulative Estimates of Resident Population Change in 2016 by the U.S. Census Bureau.

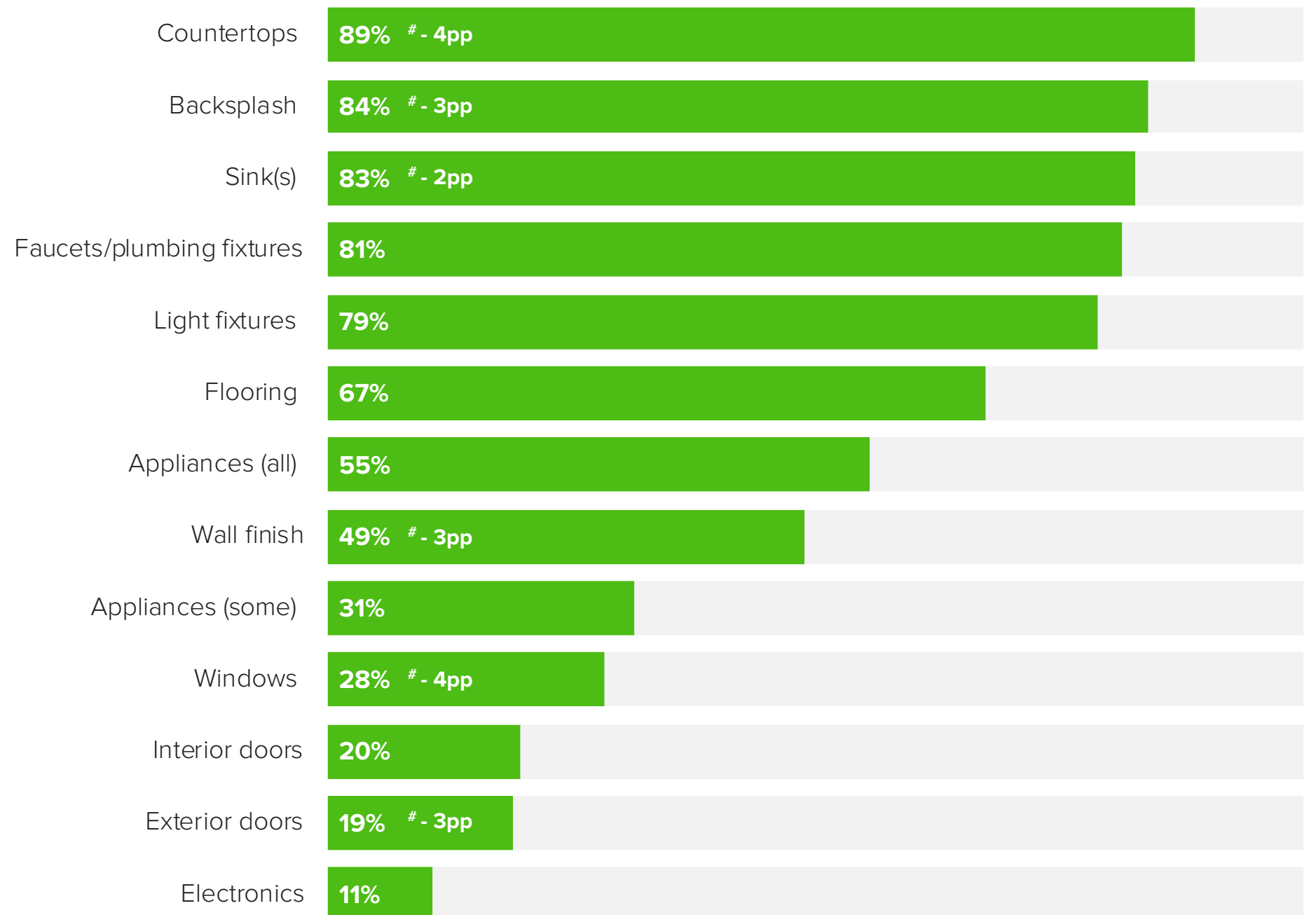
*Median spend on kitchen remodels is from 2018 and 2019 Houzz & Home Studies.

**Major kitchen remodel is one in which at least all the cabinets and appliances are replaced. Minor kitchen remodels are all other remodels.

Yet, Our Remodels Are Smaller in Scope

A large majority of homeowners replace major features in their kitchens during renovation, with countertops and backsplashes the most popular upgrades. That said, for the second year in a row, homeowners are scaling back the breadth of upgrades. For example, upgrades to countertops and sinks are not as widespread (89% and 83%, respectively) compared with two years ago (94% and 90%). (See Appendix B for more information.)

Feature Upgrades During Kitchen Renovations*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

We're More Likely to Go With the Current Room Flow...

Consistent with the overall reduced scope of kitchen renovations, the popularity of open-concept upgrades is not as widespread (46%) as it was last year (53%). That said, if a kitchen is made more open, it is increasingly integrated with the nearby interiors without any wall separation (64%) compared with two years ago (58%). Additionally, one in five homeowners continues to open the kitchen to outdoor spaces (20%), with a double- or single-door setup most popular.

Changes to How Kitchen Opens to Nearby Spaces*



New Opening to Nearby Interiors**

Completely open – no wall separation	64%	# +6pp
Somewhat larger (via double or row of doors, or wide opening)	21%	
Via single door or narrow opening	11%	# -5pp
Via pass-through window	6%	
In other ways	9%	

New Opening to Outdoors***

Via double doors or row of doors	56%
Via single door	28%
Via pass-through window	12%
Complete open-air setup	6%
In other ways	9%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

**Percentages reflect proportion of homeowners who are making their kitchen more open to nearby interior spaces as part of their completed, current or planned kitchen renovation during 2019-20.

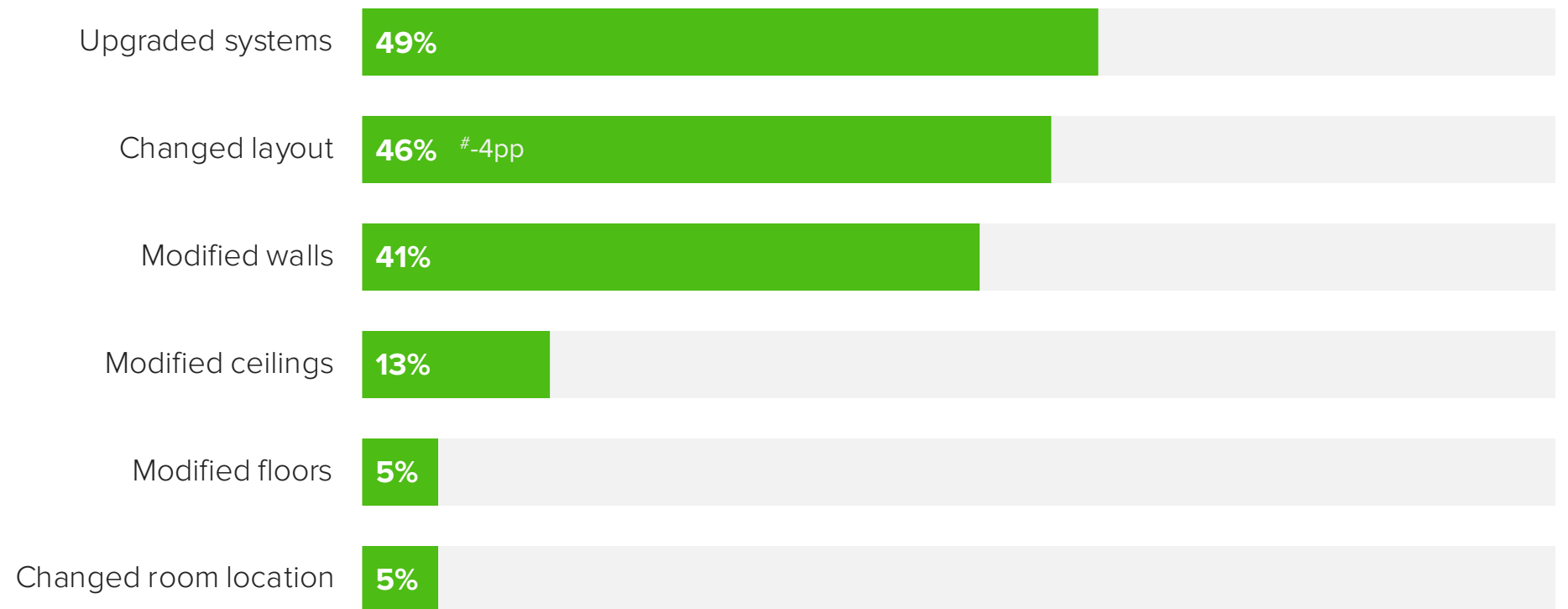
***Percentages reflect proportion of homeowners who are making their kitchen more open to outdoor spaces as part of their completed, current or planned kitchen renovation during 2019-20.

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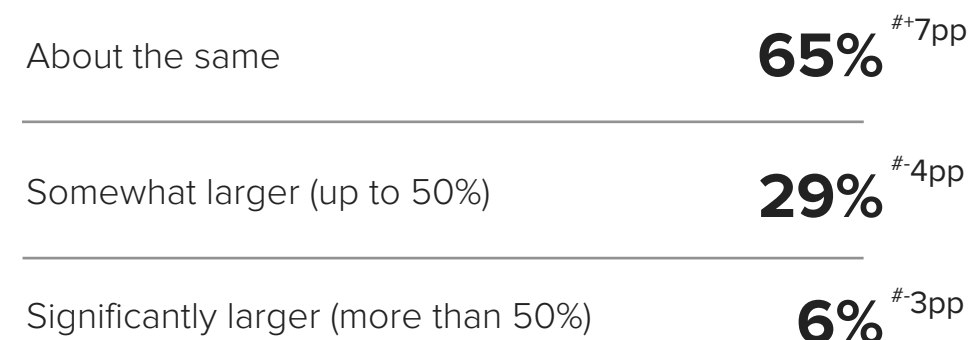
...and More Likely to Keep the Current Layout and Size

Major kitchen modifications, such as changes to layout or room size, are still in high demand (46% and 35%, respectively), although not as widespread compared with 2018 (50% and 42%, respectively). Partly because of the size increases, one in two renovated kitchens is 200 square feet or larger (49%) and only a small share fall under 100 square feet (14%).

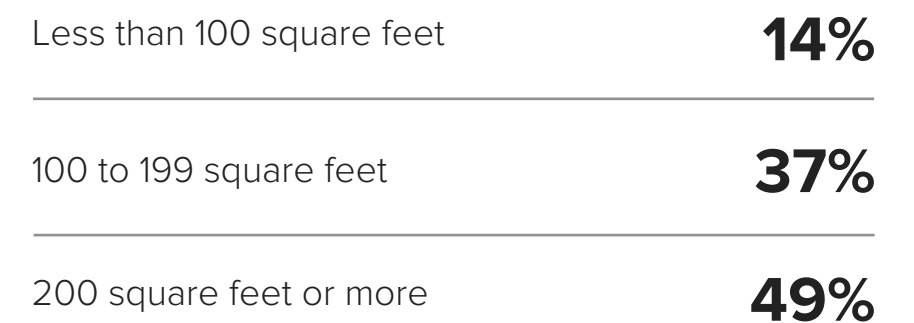
Major Changes During Kitchen Renovations*



Change in Size of Renovated Kitchen*



Final Size of Renovated Kitchen*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

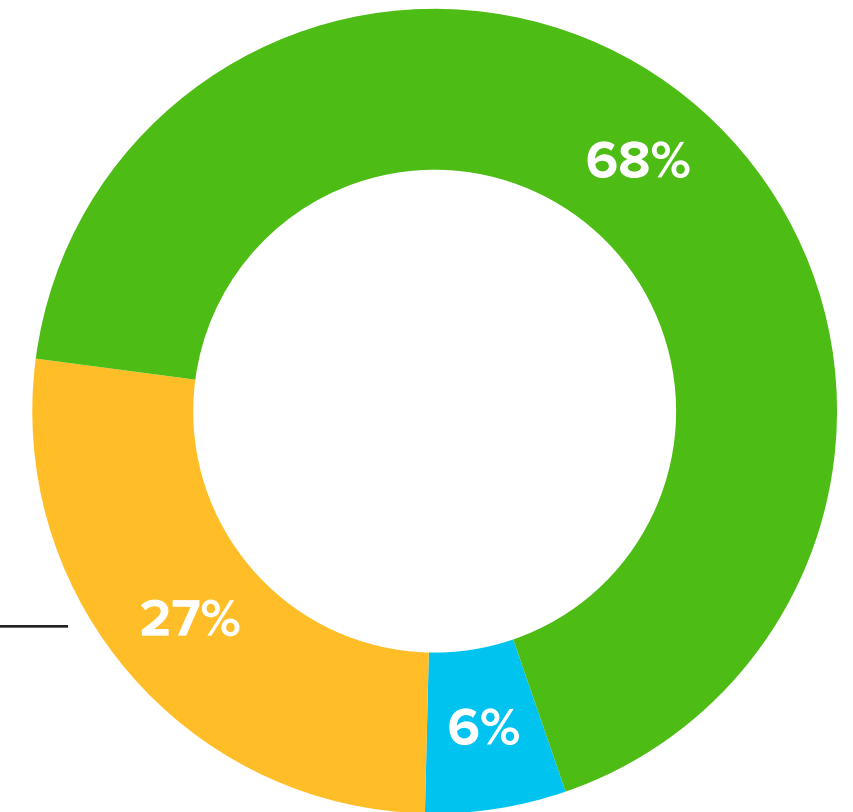
[#]Percentage point difference between 2020 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

We Still Seek Cabinet Upgrades, Even If Minor

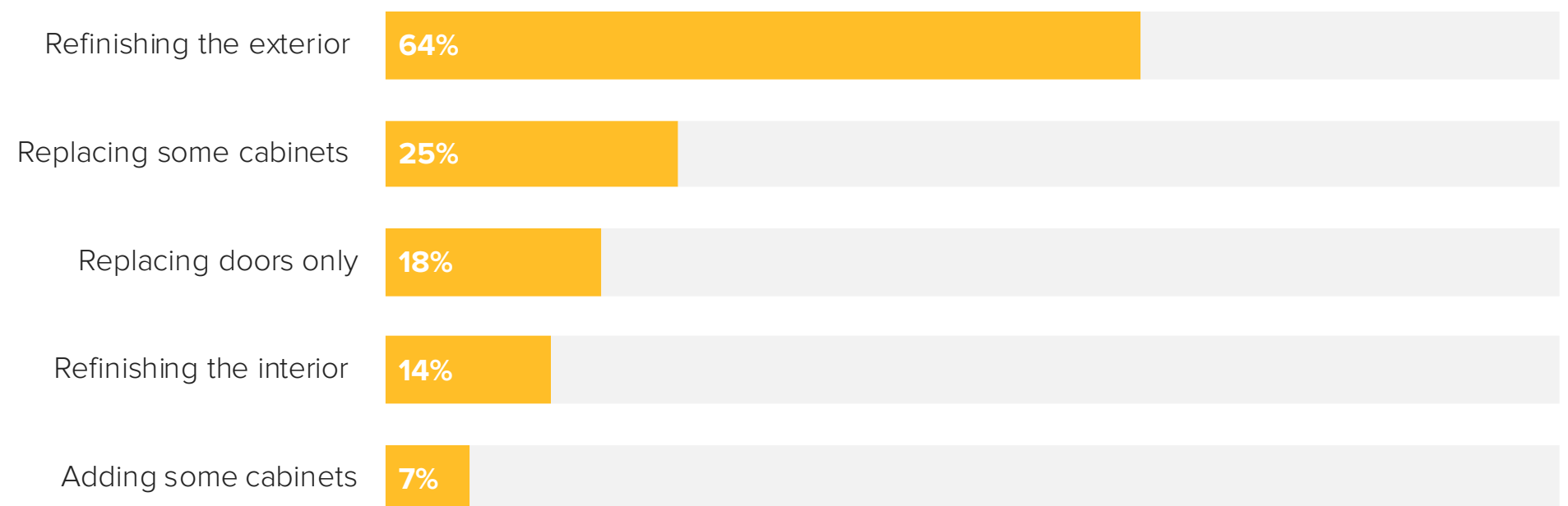
Nearly every homeowner performs some work on the kitchen cabinets during renovation (94%). While most choose to replace all cabinets (68%), one in four opts for partial cabinet upgrades (27%). Refinishing the cabinets' exterior is the most popular partial upgrade (64%). Replacing some cabinets (25%) or adding some cabinets (7%) are also options. Other variations include replacing just the doors or refinishing the interior.

Cabinet Upgrades During Kitchen Renovations*

- None, no cabinet upgrades
- Partial upgrades to cabinets
- Complete cabinet replacement



Improvements Among Partial Cabinet Upgrades**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

**Percentages reflect proportion of homeowners who are partially upgrading kitchen cabinets as part of their completed, current or planned kitchen renovation during 2019-20.

We Pour Our Efforts Into a New Island

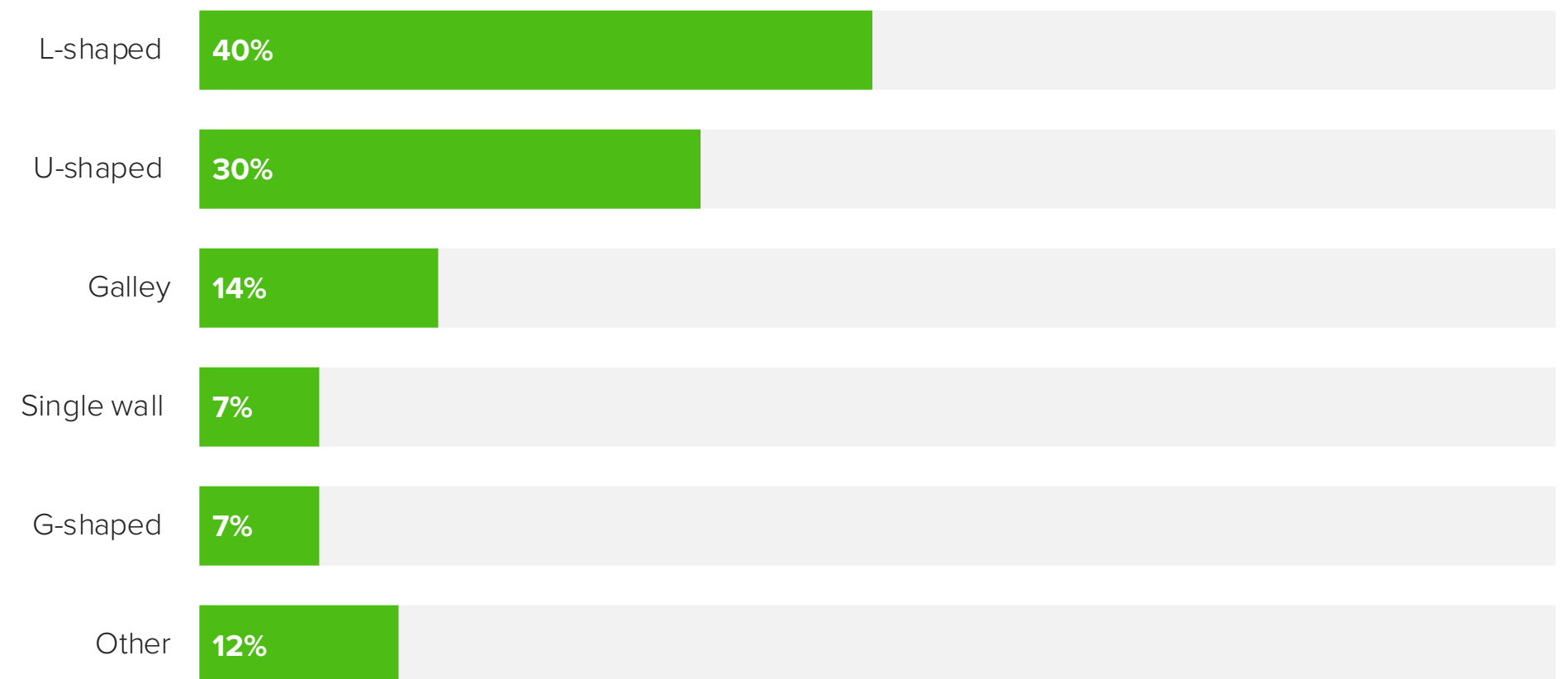
Nearly two-thirds of renovated kitchens feature an island (61%). A third of homeowners add an island if they didn't already have one (33%), while others upgrade an existing island (22%) or keep their island as is (5%).

Changes to the kitchen floor plan don't stop there. Among the 46% of renovating homeowners changing the layout of cabinets and appliances, an L-shaped layout is No. 1 (40%), followed by a U-shaped layout (30%).

Island Changes During Kitchen Renovations*

Add a new island	33%	No change, no island	39%
Upgrade an existing island	22%	No change, keep island as is	5%

New Layout Among 46% Upgrading Layout**



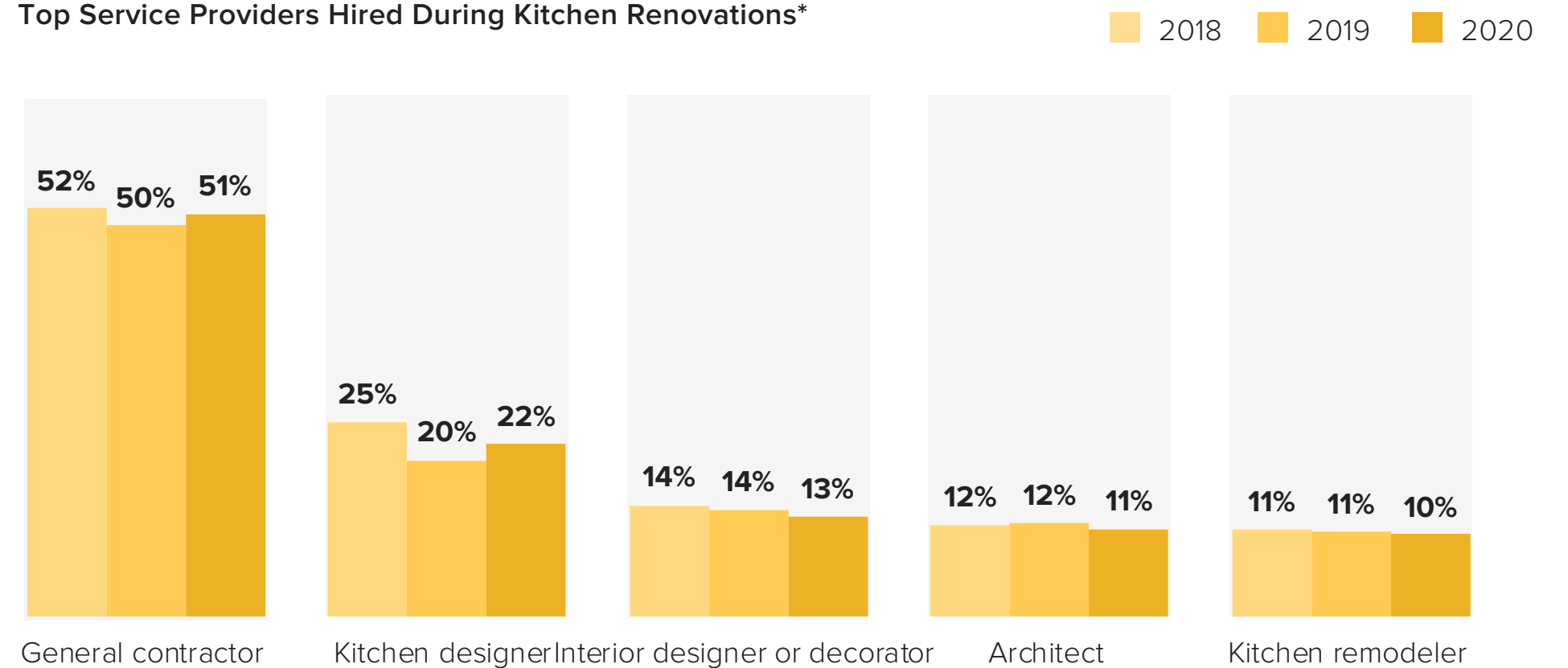
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

**Percentages reflect proportion of homeowners who are changing the kitchen layout as part of their completed, current or planned kitchen renovation during 2019-20.

Service Providers Remain in High Demand

The mild reduction in kitchen renovation scope appears to have no bearing on the hiring of service providers, with hiring levels as high now (85%) as two years ago (84%). Remodelers (general contractors and kitchen remodelers) continue to be the top category of hired help (61% combined).

Top Service Providers Hired During Kitchen Renovations*



Overall Pro Hiring*

2020	85%
2019	83%
2018	84%

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

2020	19%
2019	19%
2018	24%

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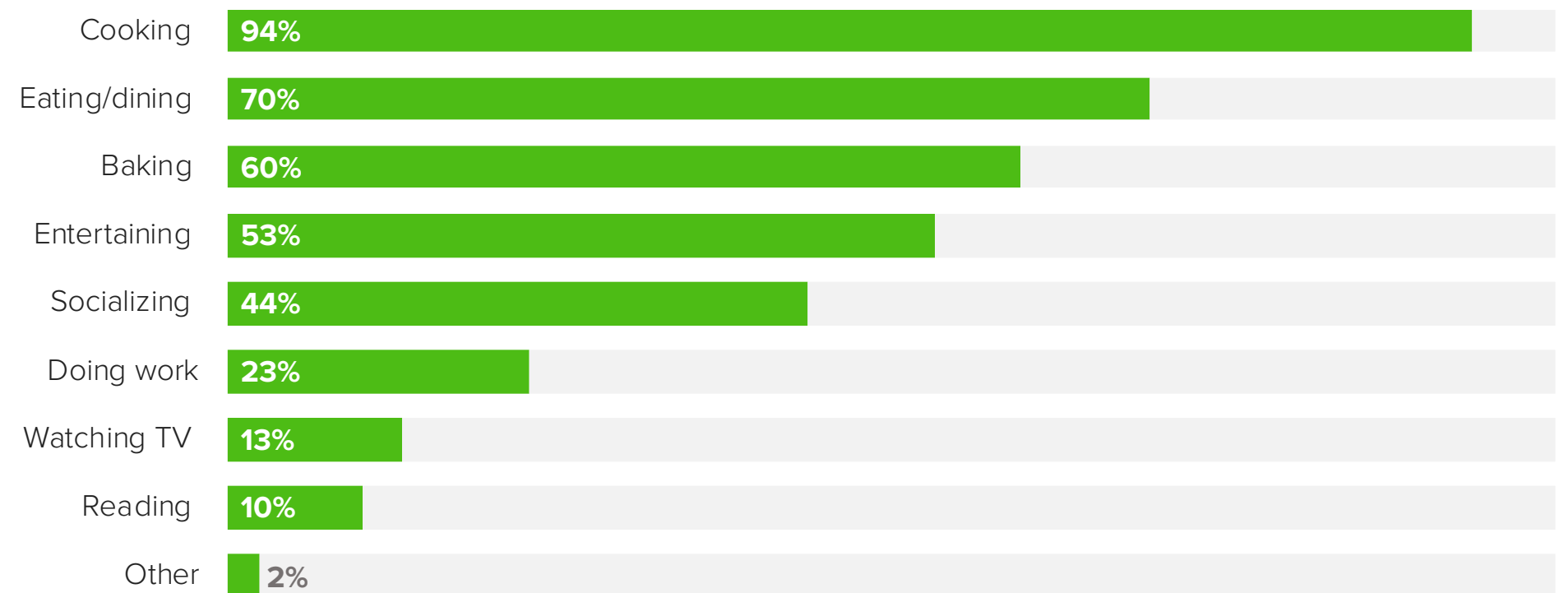
**Specialty service providers include electricians, plumbers, tile specialists, cabinetmakers and other trades. Project managers include general contractors and remodelers.

We Cook and Feel Healthier in a New Kitchen

Nearly all homeowners cook in their kitchen post-renovation (94%), and a third of homeowners report they lead a healthier lifestyle after the project (33%). Over two-thirds of homeowners also eat or dine in their renovated kitchen (70%).

Among those who added or upgraded their kitchen island, 58% use it for dining. Other top activities around the island include entertaining (49%) and socializing (45%).

Top Activities in the Kitchen Following Renovation*



Change in Lifestyle After Kitchen Renovation*

More healthy	33%
Equally healthy	66%
Less healthy	<1%

Top Activities (Non-Cooking/Baking) Around the Island After Kitchen Renovation**

Eating/dining	58%
Entertaining	49%
Socializing	45%

*Percentages reflect proportion of homeowners who have completed a kitchen renovation during 2019.

**Percentages reflect proportion of homeowners who have a kitchen island and who have completed a kitchen renovation during 2019.

Look & Feel



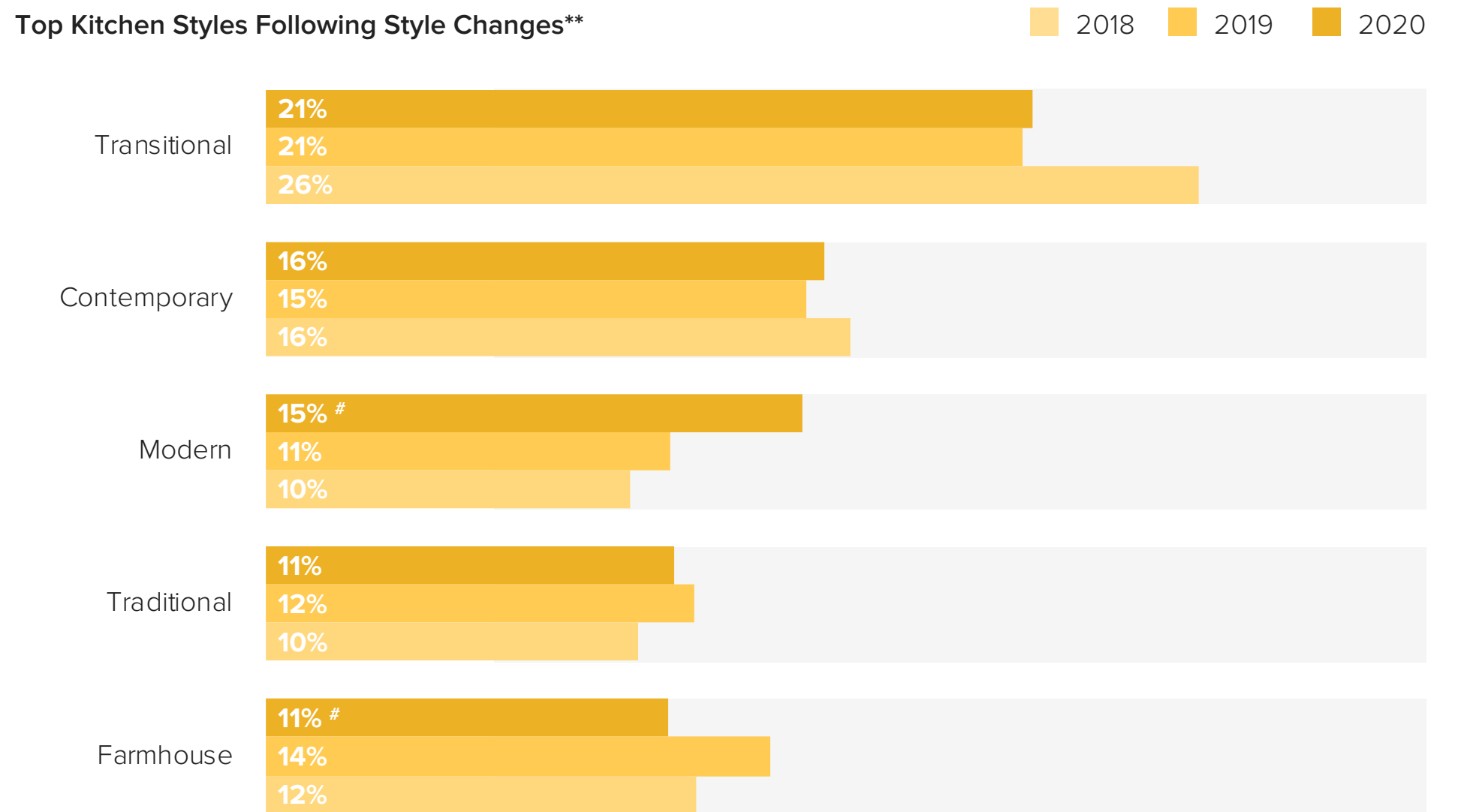
Farmhouse Style Retracts, Modern Marches Forward

Among the 85% of renovating homeowners who change their kitchen style, transitional and contemporary styles continue to lead in popularity. Modern style is third (15%) after gaining market share relative to the last two years (11% in 2019 and 10% in 2018). Similar to style trends in master bathrooms, farmhouse style appears to have lost steam (11%) after increases in the previous two years (14% in 2019 and 12% in 2018). (See Appendix C for more information on kitchen styles over time.)

Style Change During Renovations*



Top Kitchen Styles Following Style Changes**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20 (2020 study), 2018-19 (2019 study) and 2017-18 (2018 study).

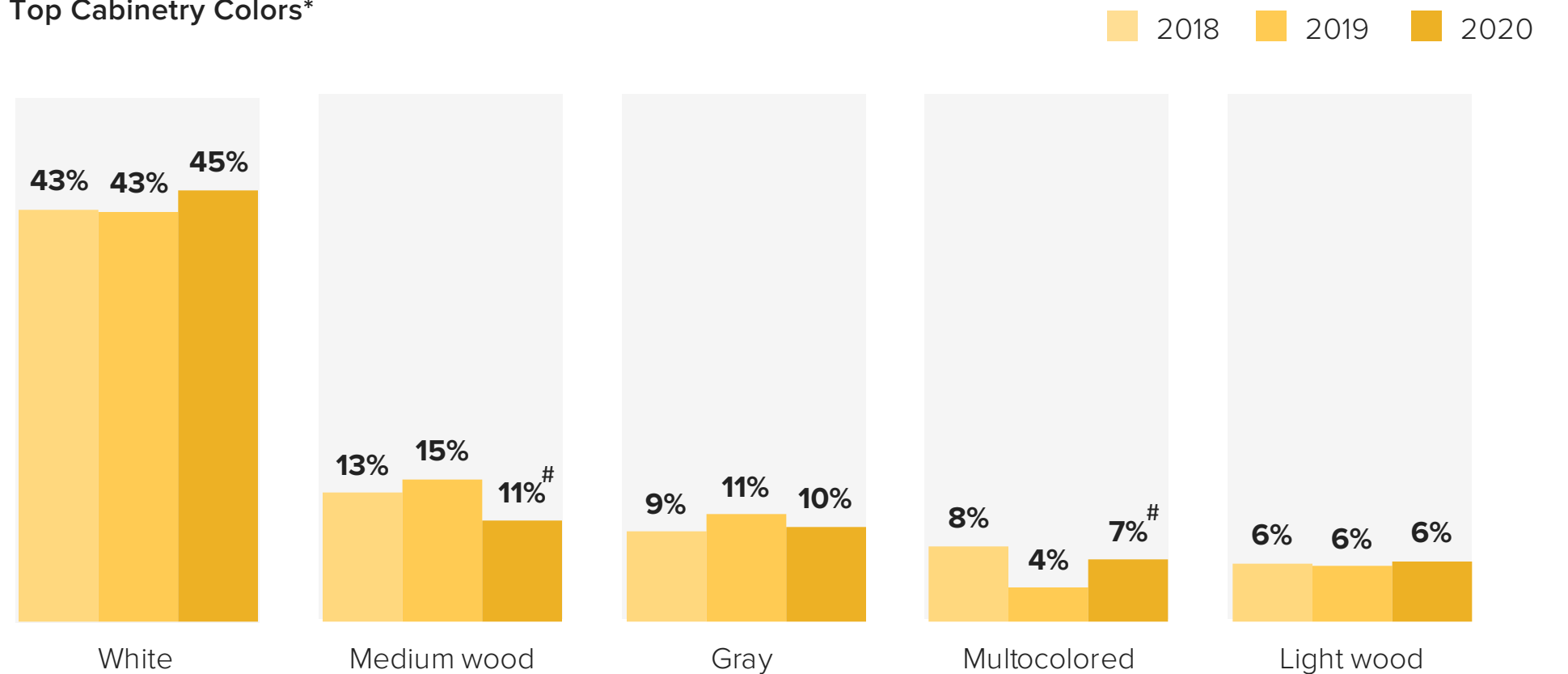
**Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation in 2019-20, 2018-19 and 2017-18.

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White Cabinets Hold Steady, Islands Stand Out

White cabinets continue to be popular in the kitchen (45%), while wood-tone cabinets collectively occupy the No. 2 position (22%). Two in five homeowners who are adding or upgrading their kitchen island choose a contrasting color for the island cabinets. Gray and blue are the most popular colors for contrasting island cabinetry (26% and 19%, respectively). (See Appendix D for more information on kitchen colors over time.)

Top Cabinetry Colors*



Top Contrasting Cabinetry Colors Appearing in 39% of Upgraded Islands**

Gray	26%	Medium wood	11%
Blue	19%	Dark wood	7%
Black	11%	White	7%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20 (2020 study), 2018-19 (2019 study) and 2017-18 (2018 study).

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island with storage and opting for cabinetry color distinct from the main cabinetry color as part of a completed, current or planned kitchen renovation in 2019-20, 2018-19 and 2017-18.

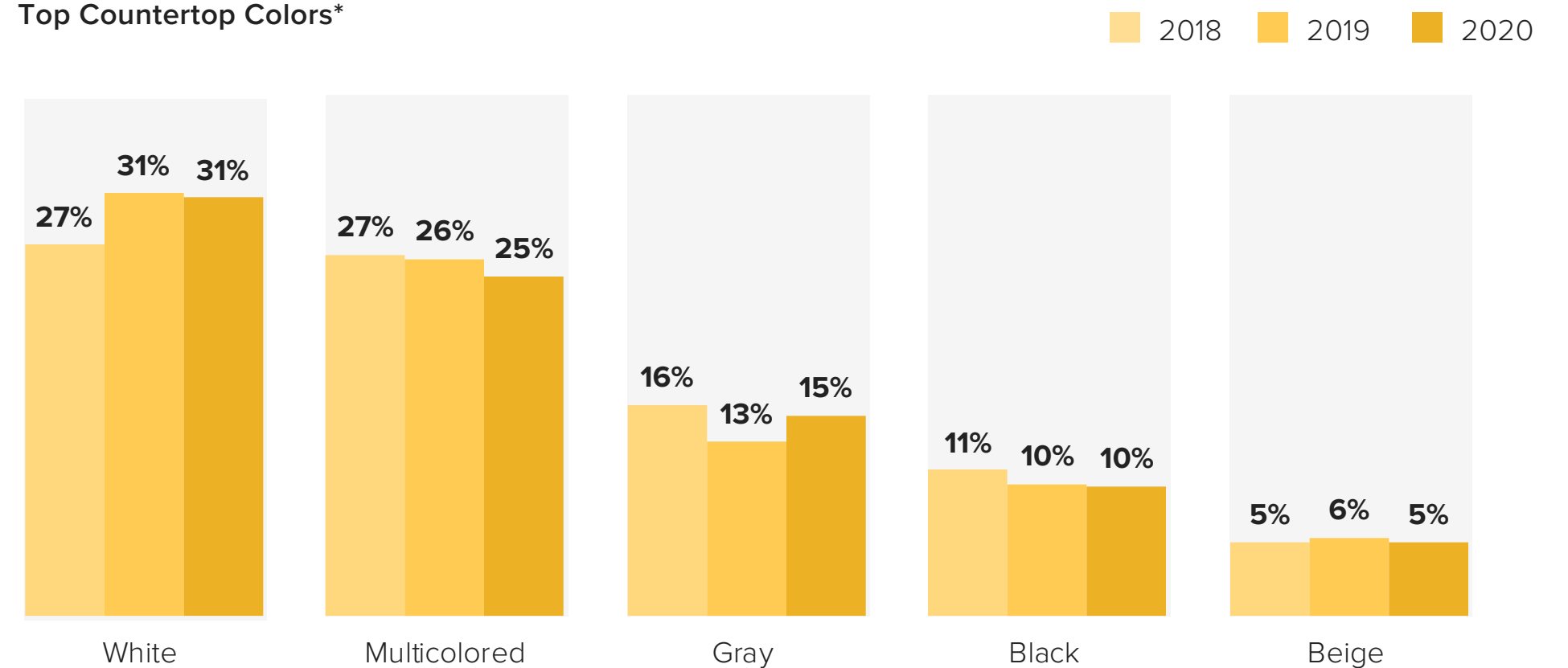
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Contrasting Color on Island Countertops Is on Trend

While the color of countertops has held steady, with white and multicolored surfaces topping the charts (31% and 25%, respectively), more than one in four added or upgraded islands features a contrasting countertop color (29%). Wood-tone island countertops are the most popular option (35%), whether in medium (21%), light (9%) or dark (5%) wood. White trails at 23%, followed by gray and multicolored.

(See appendix D for more information on kitchen colors over time.)

Top Countertop Colors*



Top Contrasting Countertop Colors Appearing in 29% of Upgraded Islands**

White	23%	Multicolored	10%
Medium wood	21%	Light wood	9%
Gray	10%	Dark wood	5%

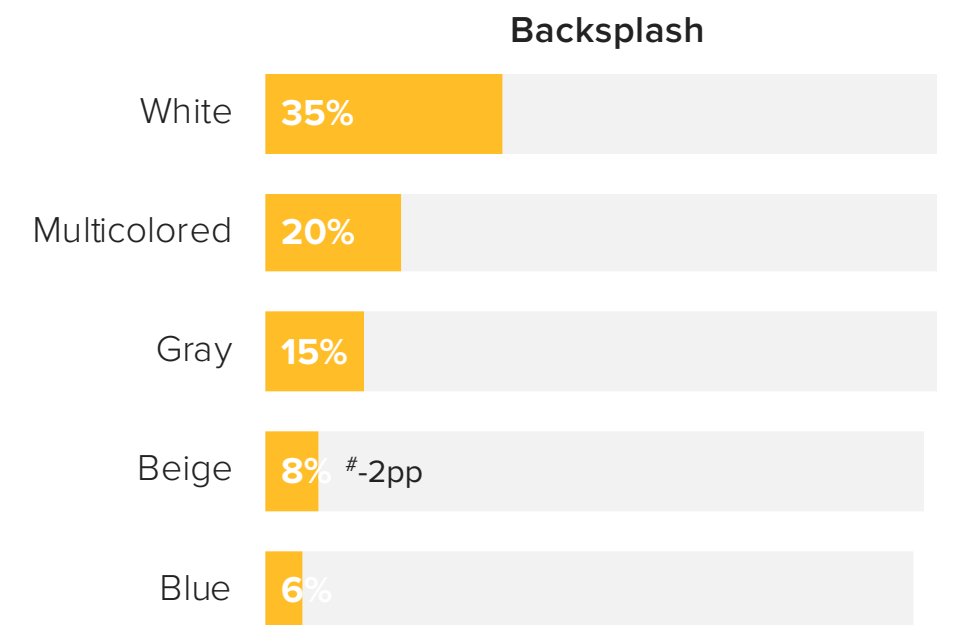
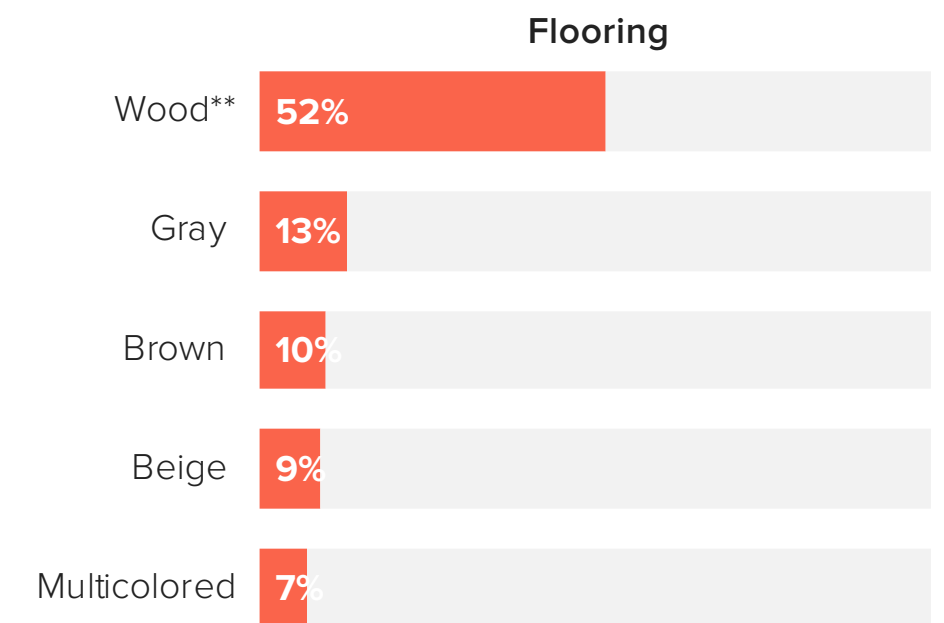
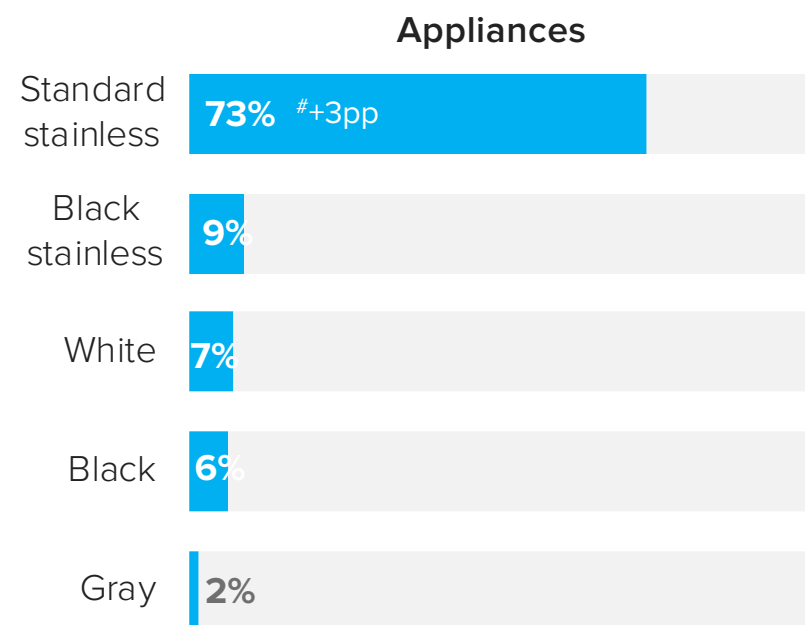
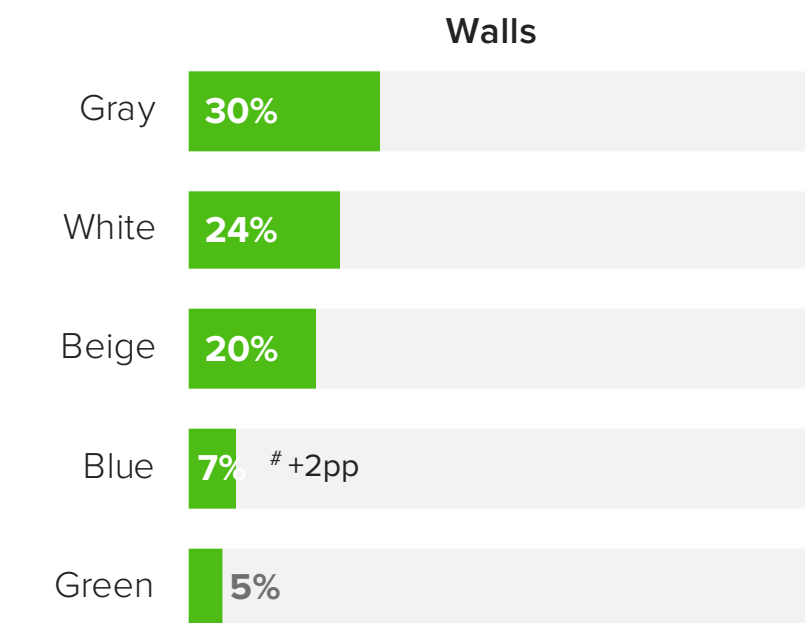
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20 (2020 study), 2018-19 (2019 study) and 2017-18 (2018 study).

**Percentages reflect proportion of homeowners who are updating or adding a kitchen island and opting for countertop color distinct from the main countertop color as part of their completed, current or planned 2019-20 kitchen renovation.

Neutral Colors Still Rule

The colors of walls, backsplashes, flooring and appliances in renovated kitchens have remained relatively stable in the last few years. Renovated kitchens continue to feature neutral tones of gray, white and beige on wall surfaces. Wood tones dominate in flooring, while stainless steel maintains its grasp on appliances. That said, many of us are going for alternative looks with blue walls (7%), beige flooring (9%) and black appliances (9% in black stainless or 6% in other black). (See appendix D for more information on kitchen colors over time).

Top Colors*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

**Wood is a combination of wood-light, wood-medium and wood-dark.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

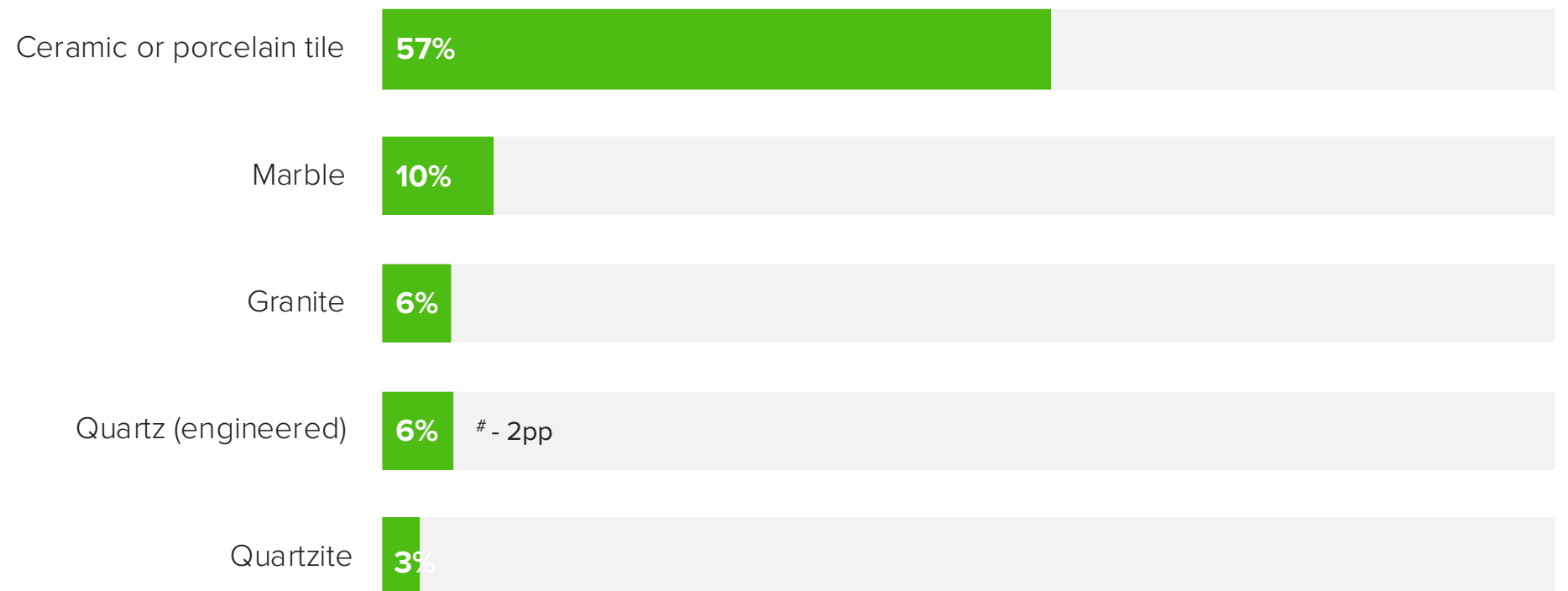
Products & Features



Feature Wall from Countertop to Ceiling

In a surprising twist, homeowners who upgrade their backsplash are embracing a feature wall, installing the backsplash from countertop all the way to the ceiling (11%) or up to the upper cabinets or range hood (63%). The rest opt for partial coverage (25%) between the countertop and upper cabinets or range hood (21%) or the ceiling (4%). Ceramic or porcelain tile continues to dominate in kitchen backsplashes (57%), followed by marble (10%).

Top Materials in Upgraded Backsplashes*



Coverage of Upgraded Backsplashes*

Up to the Cabinets or Range Hood

Full coverage	63%
Partial coverage	21%

Up to the Ceiling

Full coverage	11%
Partial coverage	4%

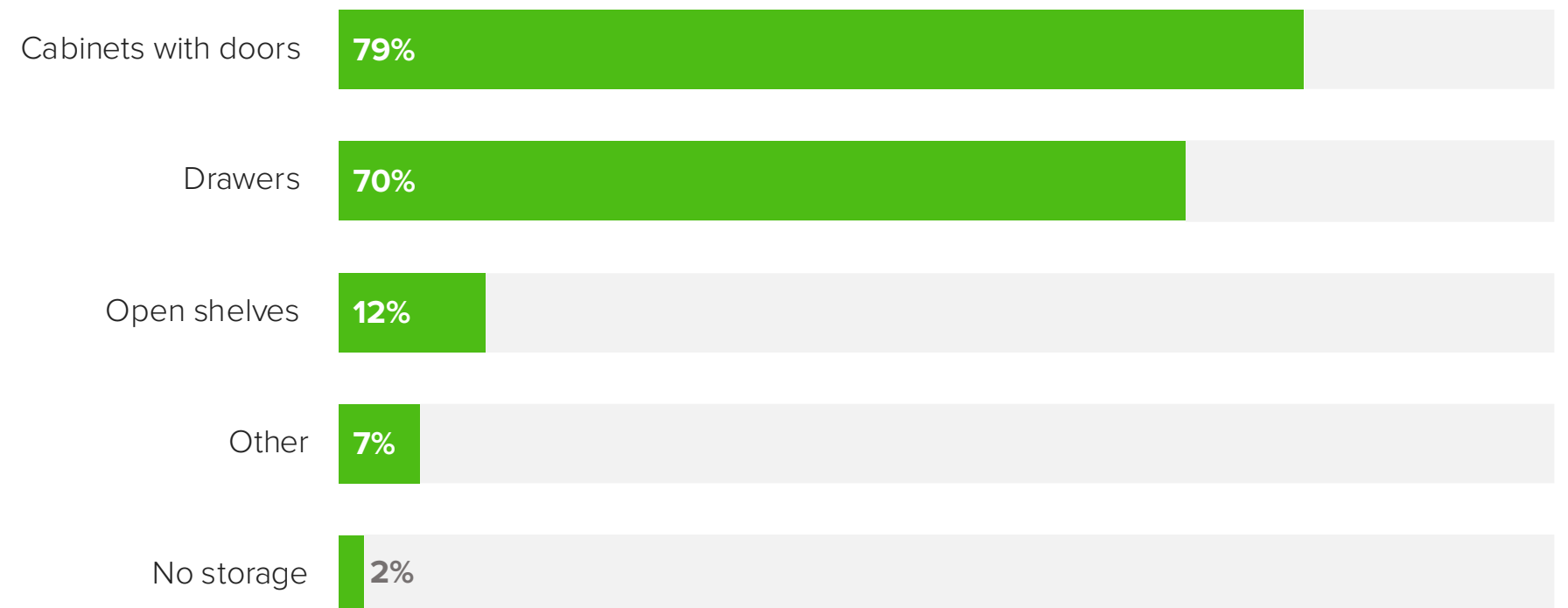
*Percentages reflect proportion of homeowners who are updating the backsplash as part of their completed, current or planned 2019-20 kitchen renovation.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Large Islands With Abundant Storage Are Key

Nearly all homeowners who add or upgrade an island include at least some storage in it (98%), with cabinets with doors (79%) or drawers (70%) most popular. Rectangular or square islands are most common (84%), and one in three (32%) are quite large, exceeding 7 feet in length.

Storage Configurations in Upgraded Island*



Average Length of Upgraded Island*

Less than 6 feet	29%
6 to 7 feet	39%
More than 7 feet	32%

Shapes of Upgraded Island*

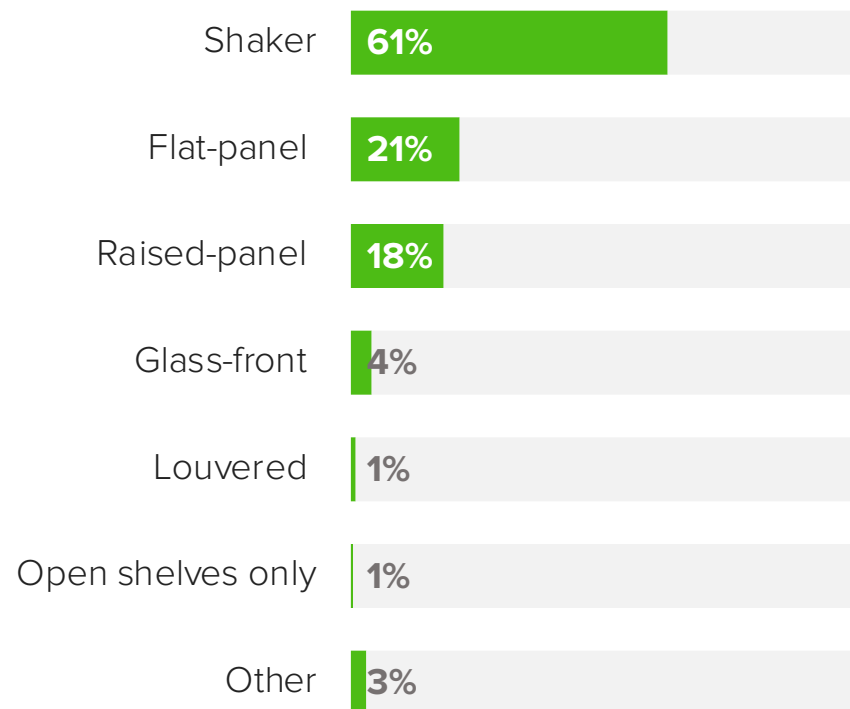
Rectangle or square	84%
L-shape or U-shape	11%
Other	5%

*Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island as part of a completed, current or planned 2019-20 kitchen renovation.

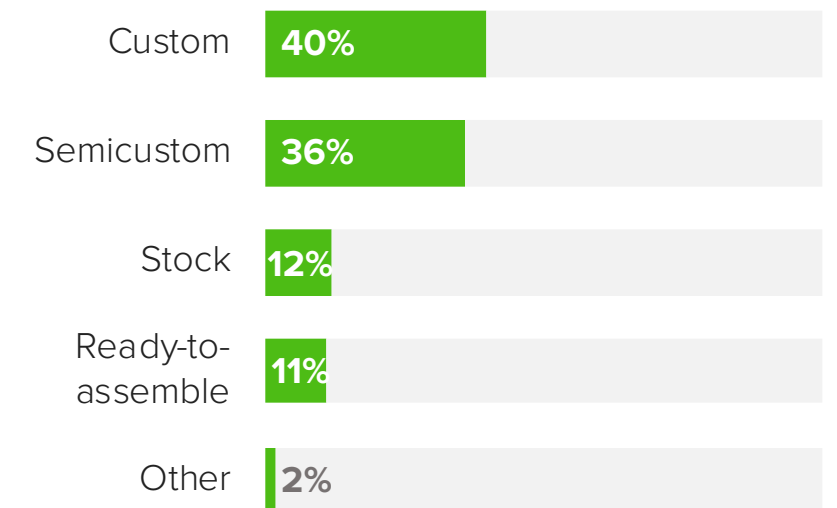
Shaker-Style Cabinets Dominate

Renovating homeowners continue to choose Shaker door styles for their upgraded cabinetry (61%), with flat-panel a distant second (21%). Interestingly, over one in ten added or upgraded islands features a contrasting cabinetry door style (13%). Among the contrasting island upgrades, flat-panel (31%) or louvered (27%) door styles are the most common, while only 6% of upgrading homeowners opt for a Shaker door style. Most cabinetry in the kitchen continues to be custom (40%) or semicustom (36%).

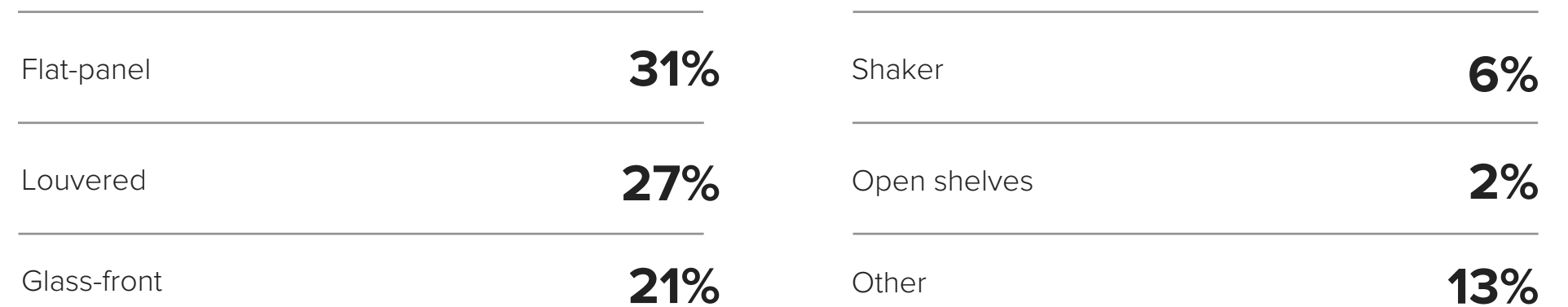
Primary Door Style of Upgraded Cabinets*



Primary Make of Upgraded Cabinets*



Top Contrasting Cabinetry Door Styles Appearing in 13% of Upgraded Islands**



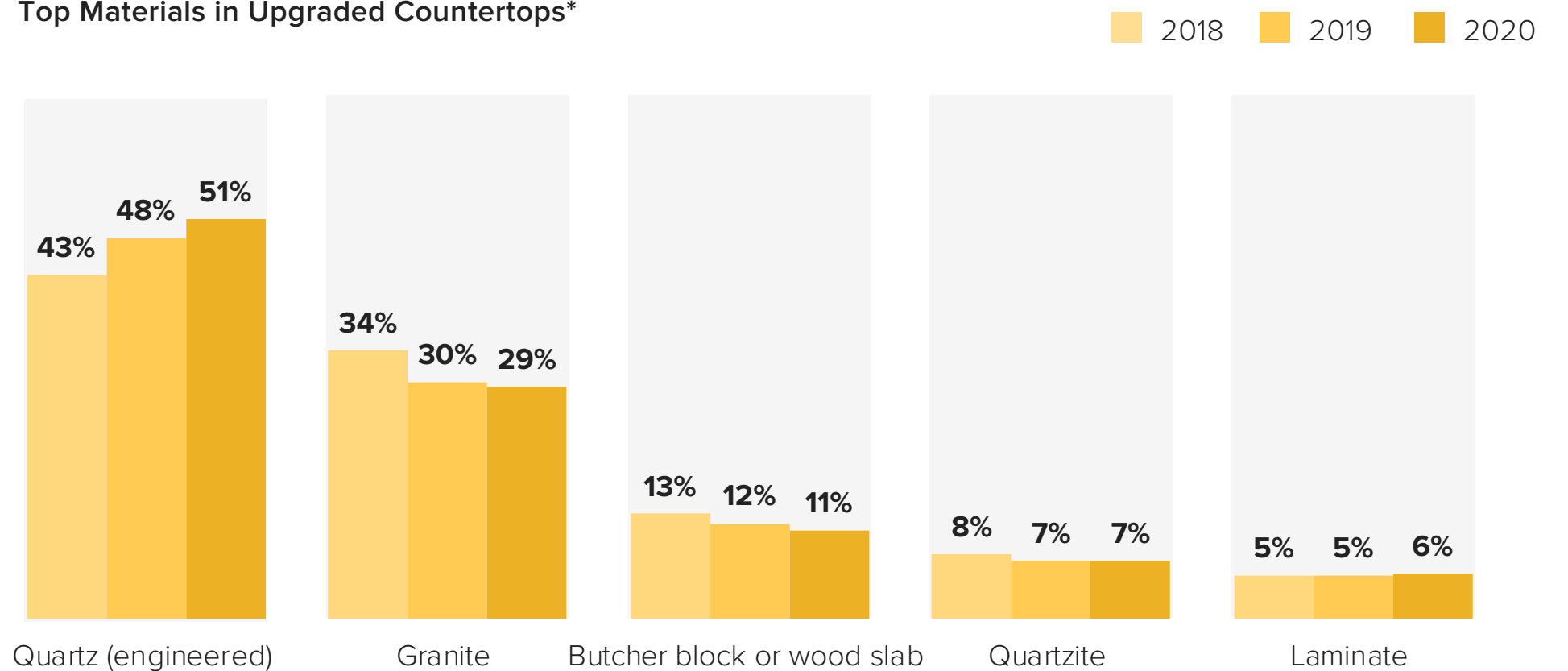
*Percentages reflect the proportion of homeowners who are adding or replacing some or all of their cabinets as part of a completed, current or planned 2019-20 kitchen renovation.

**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 their completed, current or planned 2019-20 kitchen renovation.

Engineered Quartz Is the Darling, Though Not Always in Islands

After rapid gains in market share from 2016 to 2018 (11% average annual growth rate), engineered quartz continued its rise in 2020 but at a slower annual rate of 5% (to 51% in 2020 versus 48% in 2019). The slowing growth is likely due to dramatic increases in the price of engineered quartz imports from China.¹ One in four island upgrades (26%) features a contrasting countertop material, with butcher block (41%) preferred over engineered quartz (28%).

Top Materials in Upgraded Countertops*



Top Contrasting Countertop Materials Appearing in 26% of Upgraded Islands**

Butcher block or wood slab	41%	Marble	7%
Quartz (engineered)	28%	Quartzite	5%
Granite	15%	Solid surface	2%

¹MarketWatch, "An Unexpected Victim of the Trade War: The Home Improvement Industry," October 16, 2019. (See [video link](#).)

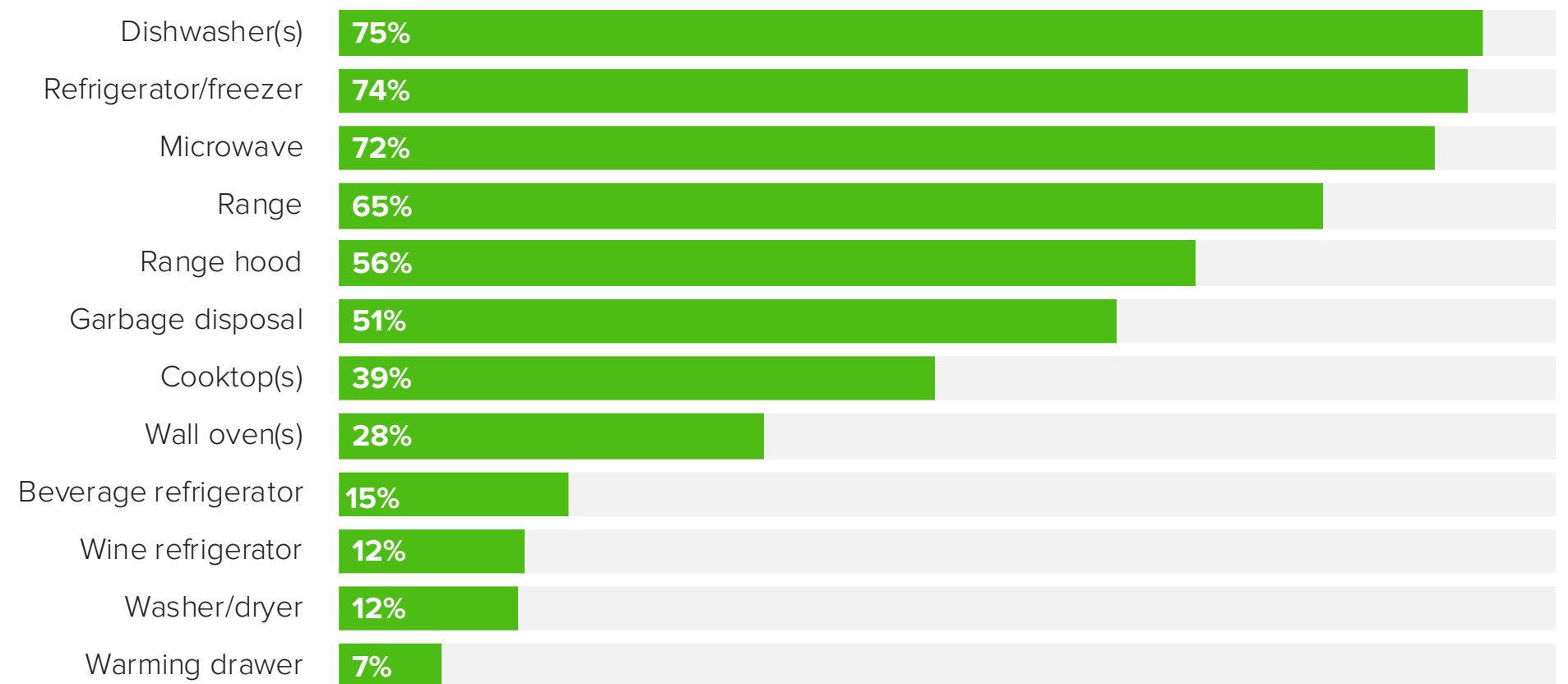
*Percentages reflect proportion of homeowners who are updating countertops as part of their completed, current or planned kitchen renovation during 2019-20 (2020 study), 2018-19 (2019 study) and 2017-18 (2018 study).

**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 their completed, current or planned 2019-20 kitchen renovation.

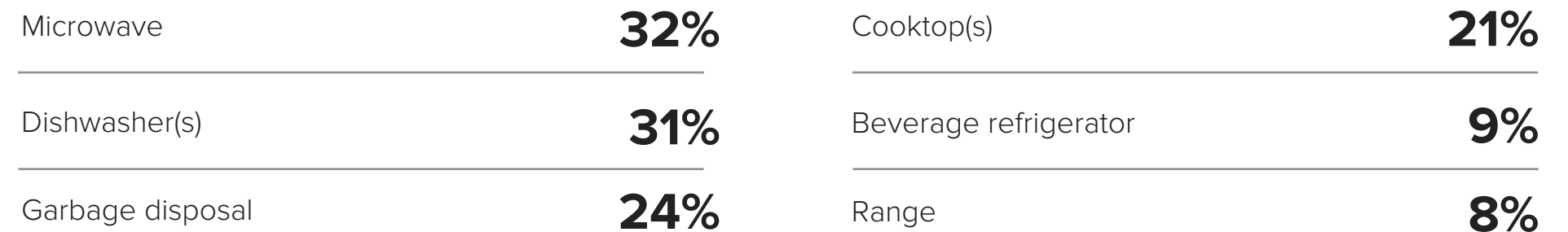
Microwaves and Dishwashers Call Islands Home

One in two renovating homeowners chooses to replace all of the kitchen appliances (55%), and another third replace some (31%). The dishwasher, refrigerator and microwave are the core replacements (75%, 74% and 72%, respectively). More than half (52%) of added or upgraded islands feature new appliances. Among these islands, nearly a third include a microwave (32%) and dishwasher (31%), and many have garbage disposals (24%) and cooktops (21%).

Top Choices in Upgraded Appliances*



Top New Appliances in 52% of Upgraded Islands**



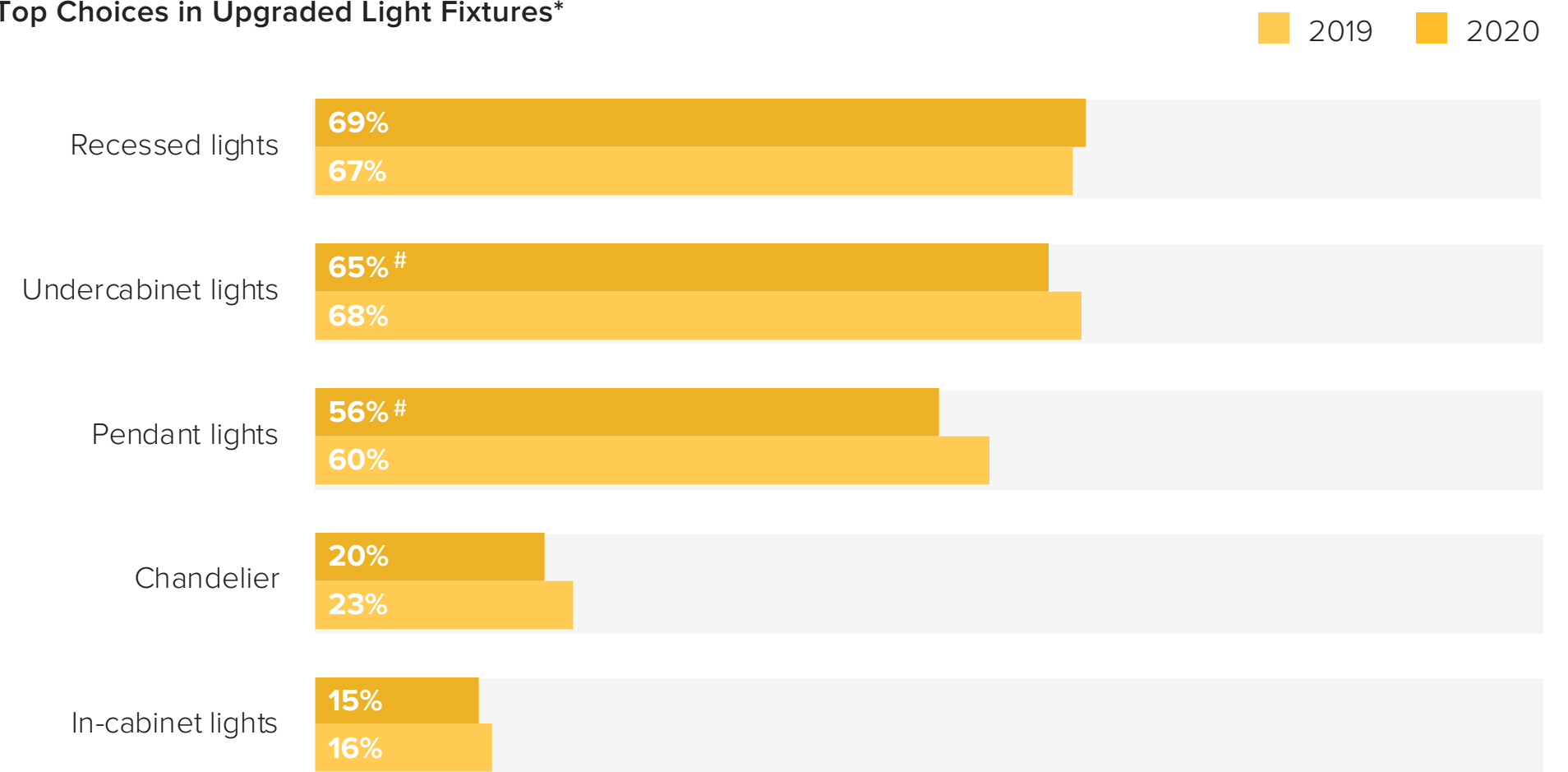
*Percentages reflect proportion of homeowners who are updating some or all of their appliances as part of their completed, current or planned 2019-20 kitchen renovation.

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for new appliances in the island as part of their completed, current or planned 2019-20 kitchen renovation.

Recessed Fixtures Reign; Pendants Spotlight the Island

Among the 79% of renovating homeowners who choose to upgrade light fixtures in the kitchen, recessed lights continue to be the most popular choice (69%). In contrast, the popularity of undercabinet lights, pendant lights and chandeliers has declined relative to last year. Not surprisingly, 92% of homeowners who add or upgrade their kitchen island choose to install new light fixtures above it. Pendant lights are the most common option above the island (66%), with recessed ceiling fixtures a distant second (32%).

Top Choices in Upgraded Light Fixtures*



*Percentages reflect proportion of homeowners who are adding or upgrading lighting as part of a completed, current or planned kitchen renovation in 2019-20 (2020 study) and 2018-19 (2019 study).

**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 in 2019-20.

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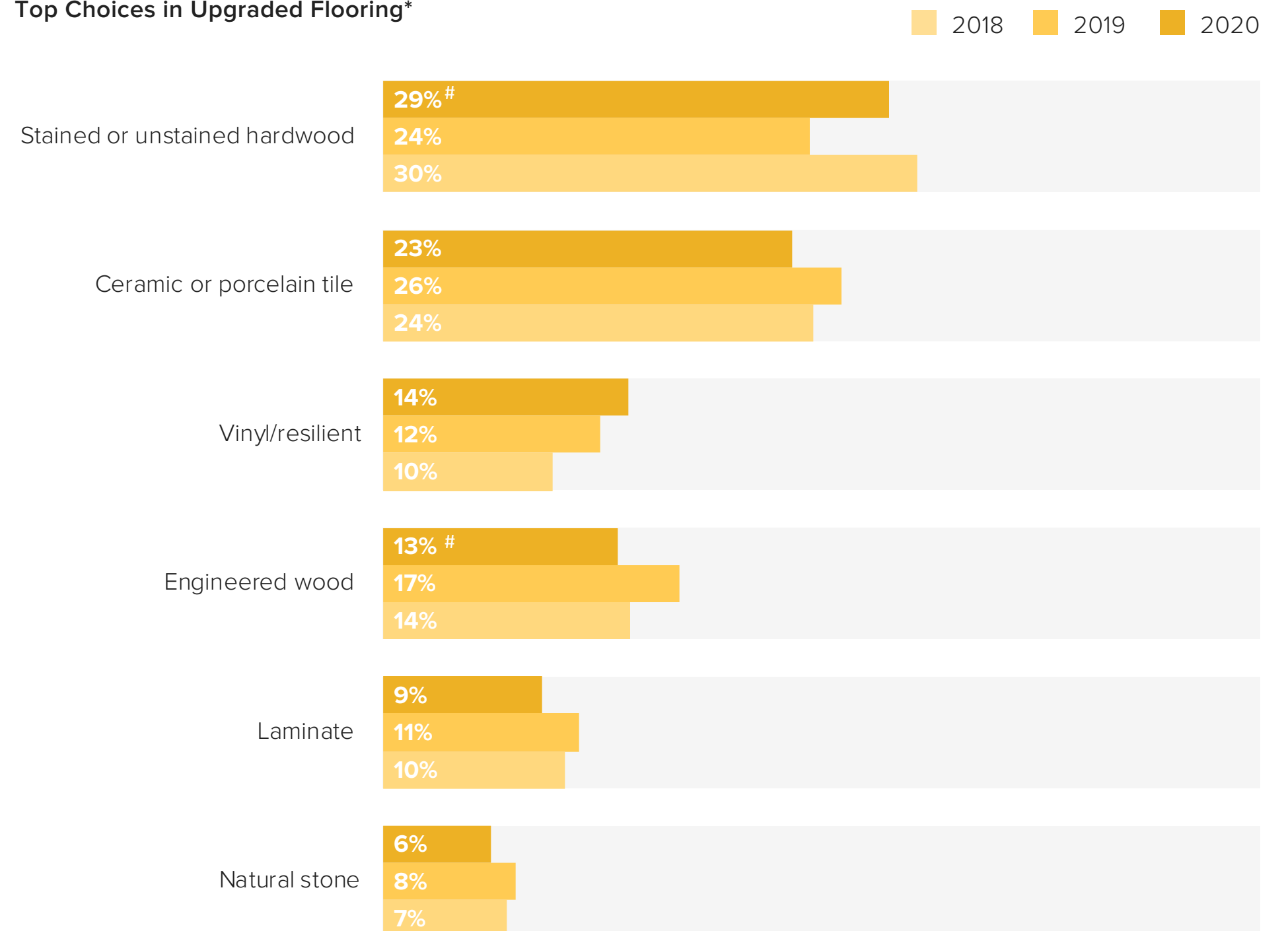
Top Light Fixtures Appearing Above 92% of Upgraded Islands**



Vinyl Flooring Climbs to the Top 3

Natural hardwood has reversed a two-year decline in market share and returned to the No. 1 spot in flooring materials (29%). This is likely explained by the rising cost of wood-like materials such as engineered wood and laminate, resulting from increased tariffs and other trade-related actions on imports from China. Additionally, vinyl or resilient flooring continues to gain market share (14%), securing a spot among the three most popular flooring materials in the kitchen.

Top Choices in Upgraded Flooring*



*Percentages reflect proportion of homeowners who are upgrading flooring as part of their completed, current or planned kitchen renovation during 2019-20 (2020 study), 2018-17 (2019 study) and 2017-18 (2018 study).

[#]Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Pantry and Storage Solutions Abound

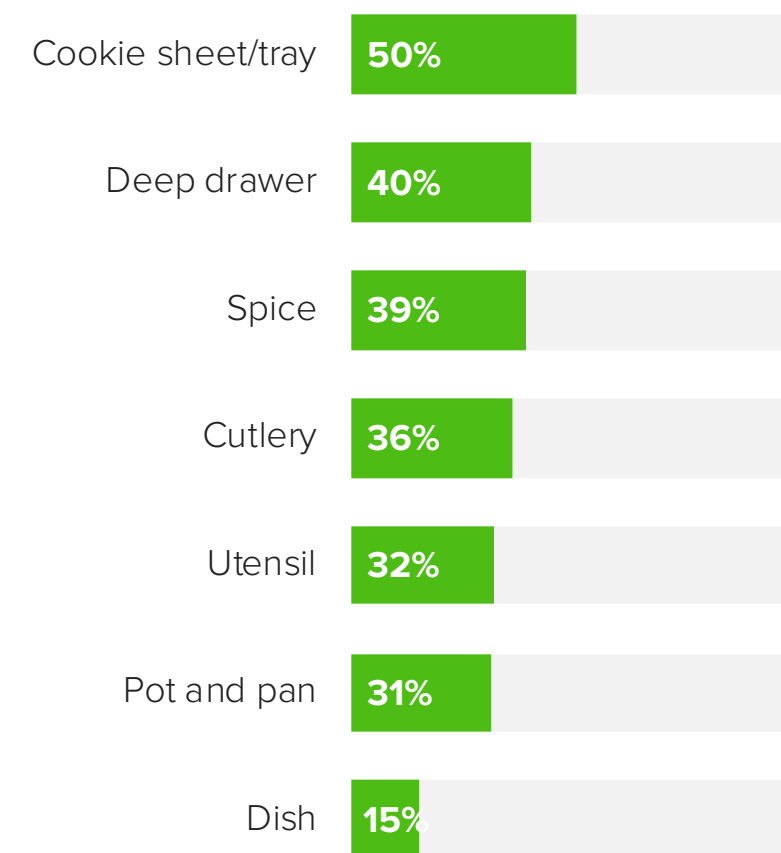
Over half of renovating homeowners upgrade their pantry, either via a pantry cabinet (45%) or walk-in closet (7%). Consistent with last year's findings, many new cabinets are equipped with built-in specialty organizers or drawers. The most popular organizers are for cookie sheets (50%), while the most common specialty drawers are pullout waste or recycling drawers (63%).

Pantry Upgrades During Kitchen Renovations*

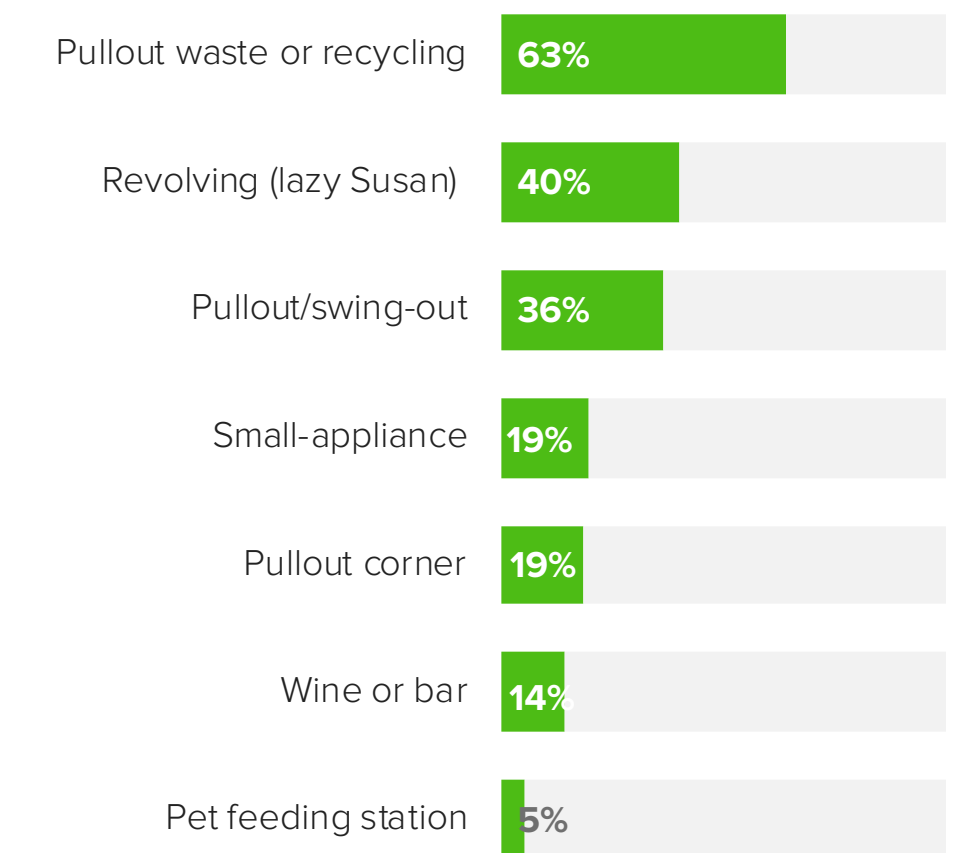


Specialty Storage in Upgraded Cabinets**

By Organizer Type



By Tray/Drawer Type



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

**Percentages reflect proportion of homeowners who are adding or replacing cabinets as part of their completed, current or planned kitchen renovation during 2019-20.

High-Tech Growth Slows

Among those upgrading faucets and appliances, high-tech features appear throughout; however, their growth appears to have stalled. Half of upgraded faucets are high-tech (51% versus 57% in 2019), boasting water efficiency, no-fingerprint coatings or touch-free activation. Similarly, a quarter of major appliances have high-tech features (25% versus 30% in 2019), with wireless controls leading the pack. Charging stations and home assistants are just as popular as last year.

High-Tech Features in Upgraded Faucets*

Overall	51% <small>-7pp#</small>
Water efficiency	27%
No fingerprints	23%
Touch-only/-free activation	19%
LED light display (temperature)	4%
LED light display (single color)	2%

High-Tech Features in Upgraded Appliances**

Overall	25% <small>-5pp#</small>
Wireless controls	14%
Color touch-screen display	12%
Built-in apps (e.g., recipes)	5%
Built-in speakers	3% <small>-3pp#</small>
Smart meter connectedness	3%
Voice-activated controls	2%

*Percentages reflect proportion of homeowners who are adding or upgrading faucets as part of their completed, current or planned 2019-20 kitchen renovation.

**Percentages reflect proportion of homeowners who are updating some or all of their appliances as part of their completed, current or planned 2019-20 kitchen renovation.

***Percentages reflect proportion of homeowners who are updating electronics as part of their completed, current or planned 2019-20 kitchen renovation.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Select Electronics Upgrades***

Docking/charging station	49%	Home assistant	31%
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Kitchen Bestsellers

The top five kitchen categories for the Houzz Shop in 2019 are shown here, including a bestseller for each.

**Kitchen
Faucets**



**Kitchen
Sinks**



**Range
Hoods**



**Bar
Stools**



**Pendant
Lights**



Links to the product, clockwise from left: [Stainless Steel VIGO Pull-Out Spray Kitchen Faucet](#), [Tosca Reversible Farmhouse Single Bowl Sink/Cutting-Board](#), [24" Melrose Counter Stool](#), [Ariella Ovale Glass Pendant Lamp](#), [St. AKDY 30" Wall Mount Stainless Steel Button Panel Kitchen Range Hood Cooking Fan](#)

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 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 regarding kitchen renovation projects, fielded between June 19 and July 2, 2019.

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 above 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.

Completes and Qualifications

The 76-question survey gathered information from a total of 2,598 users, who reported they were 18 or older; 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

Top 50 Metropolitan Areas¹ by Median Spend* on Major and Minor Kitchen Remodels**

Metropolitan Area	Major Remodel**	Minor Remodel**	Metropolitan Area	Major Remodel**	Minor Remodel**
San Jose, CA	\$50,000	\$12,250	Salt Lake City, UT	\$28,000	\$5,000
San Francisco, CA	\$40,000	\$13,000	Dallas, TX	\$27,000	\$7,000
Boston, MA	\$40,000	\$6,000	Hartford, CT	\$26,500	\$9,000
Washington, DC	\$40,000	\$8,000	Raleigh, NC	\$26,500	\$5,000
Milwaukee, WI	\$40,000	\$6,000	Riverside, CA	\$26,000	\$6,000
Seattle, WA	\$39,203	\$9,000	Columbus, OH	\$26,000	\$5,000
Los Angeles, CA	\$35,000	\$10,000	Miami, FL	\$25,000	\$8,000
New York, NY	\$35,000	\$9,000	Cleveland, OH	\$25,000	\$7,000
San Diego, CA	\$35,000	\$10,000	Virginia Beach, VA	\$25,000	\$6,000
Denver, CO	\$35,000	\$5,000	Detroit, MI	\$25,000	\$6,000
Providence, RI	\$35,000	\$4,000	Atlanta, GA	\$25,000	\$6,000
Philadelphia, PA	\$34,000	\$8,000	Phoenix, AZ	\$25,000	\$6,000
Sacramento, CA	\$33,000	\$10,000	Orlando, FL	\$25,000	\$6,000
Portland, OR	\$32,900	\$7,800	Indianapolis, IN	\$25,000	\$7,000
Louisville, KY	\$32,000	\$5,000	Nashville, TN	\$24,500	\$7,650
Jacksonville, FL	\$30,000	\$6,500	Charlotte, NC	\$24,000	\$6,000
Baltimore, MD	\$30,000	\$8,000	Richmond, VA	\$23,500	\$7,700
Chicago, IL	\$30,000	\$6,000	Kansas City, MO-KS	\$23,500	\$6,300
Minneapolis - St. Paul, MN	\$30,000	\$7,000	Austin, TX	\$22,500	\$7,000
St. Louis, MO-IL	\$30,000	\$5,000	New Orleans, LA	\$22,500	\$5,000
Cincinnati, OH	\$30,000	\$6,000	Tampa, FL	\$22,000	\$7,250
Houston, TX	\$30,000	\$5,750	Las Vegas, NV	\$21,000	\$8,000
Oklahoma City, OK	\$30,000	\$5,500	Pittsburgh, PA	\$20,000	\$6,000
Memphis, TN	na***	\$6,750	San Antonio, TX	\$20,000	\$6,575
Buffalo, NY	\$28,000	\$4,750	Birmingham, AL	na***	\$6,000

¹Top 50 U.S. metropolitan areas by population are defined per the Cumulative Estimates of Resident Population Change in 2016 by the U.S. Census Bureau.

*Median spend on kitchen remodels is from 2018 and 2019 Houzz & Home Studies.

**A major kitchen remodel is one in which at least all the cabinets and appliances are replaced. Minor kitchen remodels are all other remodels.

***Median spend on kitchen remodels in U.S. metropolitan areas with fewer than 30 responses is omitted from the table.

Appendix B

Feature Upgrades During Kitchen Renovations*

	2018	2019	2020	% change between 2020 and 2018
Countertops	94%	93%	89%	-5%
Backsplash	89%	87%	84%	-5%
Sink(s)	90%	85%	83%	-7%
Faucets/plumbing fixtures	87%	83%	81%	-5%
Light fixtures	83%	80%	79%	-4%
Flooring	74%	69%	67%	-6%
Appliances (all)	60%	54%	55%	-5%
Wall finish	na	52%	49%	na
Appliances (some)	31%	34%	31%	0%
Windows	37%	32%	28%	-8%
Interior doors	22%	22%	20%	-2%
Exterior doors	25%	22%	19%	-6%
Electronics	14%	11%	11%	-3%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20 (2020 study), 2018-19 (2019 study) and 2017-18 (2018 study).

Appendix C

Kitchen Styles After Style Upgrade*

	2017	2018	2019	2020
Transitional	16%	26%	21%	21%
Contemporary	21%	16%	15%	16%
Modern	14%	10%	11%	15% #
Traditional	13%	10%	12%	11%
Farmhouse	11%	12%	14%	11% #
Craftsman	7%	4%	4%	4%
No particular style	1%	3%	2%	3%
Midcentury	2%	2%	3%	3%
Beach	3%	3%	4%	2%.#
Eclectic	4%	3%	3%	2%
Rustic	2%	3%	3%	2%
Scandinavian	1%	1%	1%	1%
Other	6%	6%	6%	7%

*Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation in 2019-20 (2020 study), 2018-19 (2019 study), 2017-18 (2018 study) and 2016-17 (2017 study).

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Appendix D

Kitchen Colors After Kitchen Renovations*

	Walls	Cabinetry	Countertops	Backsplash	Appliances	Flooring
Gray	30%	10%	15%	15%	2%	13%
White	24%	45%	31%	35%	7%	3%
Beige	20%	4%	5%	8%-2pp#	0%	9%
Blue	7%+2pp#	3%	1%	6%	0%	1%
Green	5%	1%	1%	3%	0%	0%
Yellow	4%	0%	0%	1%	0%	0%
Multicolored	3% +1pp#	7%+3pp#	25%	20%	1%-1pp#	7%
Medium wood	0%	11%+4pp#	2%	0%	0%	29%
Light wood	0%	6%	1%	0%	0%	13%
Dark wood	0%	5%	1%	0%	0%	9%
Standard stainless	0%	0%	0%	1%	73%+3pp#	0%
Black stainless	0%	0%	0%	0%	9%	0%
Other	6%	9%	17%	11%	8%	15%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2019-20.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.