

2025 U.S. Kitchen Trends Study





Content

3	Big Ideas
4	Scope & Spend
14	Look & Feel
22	Products & Features
39	Methodology
41	Appendixes



Big Ideas

Traditional Style Makes a Comeback

Changing the kitchen style remains a top priority for many homeowners. Although the percentage of renovating homeowners changing styles has decreased by 3 points year over year, more than 4 in 5 homeowners (81%) still do so. Interestingly, traditional style is making a comeback, rising by 5 percentage points; it’s now at 14%. Transitional style, however, remains the top choice among renovating homeowners, at 25%. Modern and contemporary styles are holding steady at 12% and 11%, respectively, while farmhouse style continues to fall out of favor (7%).

Triple the Median Is Spent on High-End Kitchens

As of mid-2024, the top 10% of spenders (90th percentile) invest \$180,000 or more on a major remodel of a high-end kitchen — triple the median of \$60,000. Minor remodels show a similar pattern, with a \$67,000 investment at the high end — more than triple the median of \$20,000. Larger kitchens command a bigger investment. The top 10% of spenders invest \$200,000 on major remodels in kitchens of 250 or more square feet — more than double the median of \$72,000. The spend on minor remodels of larger kitchens also is considerable, with half of homeowners spending more than \$35,000 and the top 10% spending \$74,300 or more.

Some Dining Rooms Shrink to Fit Larger Kitchens

While the majority of homeowners (64%) renovate within their kitchen’s original square footage, more than a third (35%) increase the footprint. For expansions, some homeowners tap into spaces traditionally used for eating or hosting, with dining rooms at 29% and living rooms at 12%. Alternatively, nearly 1 in 5 homeowners (18%) builds a home addition to create extra kitchen space.

Backsplash Coverage Expands

Full coverage up to the cabinets or range hood is the most popular backsplash coverage choice, selected by 67% of homeowners — up by 5 percentage points from the previous year. Extending backsplashes to the ceiling also is becoming increasingly popular, with more than 1 in 10 homeowners (12%) doing so — an increase of 2 percentage points. More than three-quarters of homeowners select tile for an upgraded kitchen backsplash.

Classic Tile Shapes and Patterns Are in Favor

The majority of renovating homeowners (68%) choose rectangular tiles for their kitchen backsplash. Hexagonal tiles follow very distantly (4%), while diamond-shape tiles, octagonal tiles and tiles with no particular shape are chosen the least frequently (3%, 1% and 2%, respectively). When it comes to patterns, horizontal brick is the most favored, with nearly 2 in 5 renovating homeowners choosing it. Horizontal stack follows at 15%. Herringbone and vertical stack patterns are tied for third place at 7%. At the niche end of patterns are mosaic (5%), diamond (4%) and checkerboard (3%).

Specialty Features Desired In Appliances

The majority of renovating homeowners choose kitchen appliances with specialty features: in microwaves (65%), in refrigerators with freezers (63%) and in ovens (63%). Faucets with specialty features are somewhat less sought out, at 46%. For microwaves, sensor reheat (43%) is the most popular, followed by automated cooking (30%) and oven functionality (21%). Control locks, which enhance safety by preventing accidental use, are popular across all three major appliances: microwaves (17%), refrigerators with freezers (21%) and ovens (30%).

01

Scope & Spend



Style Change Is Top Makeover Motive

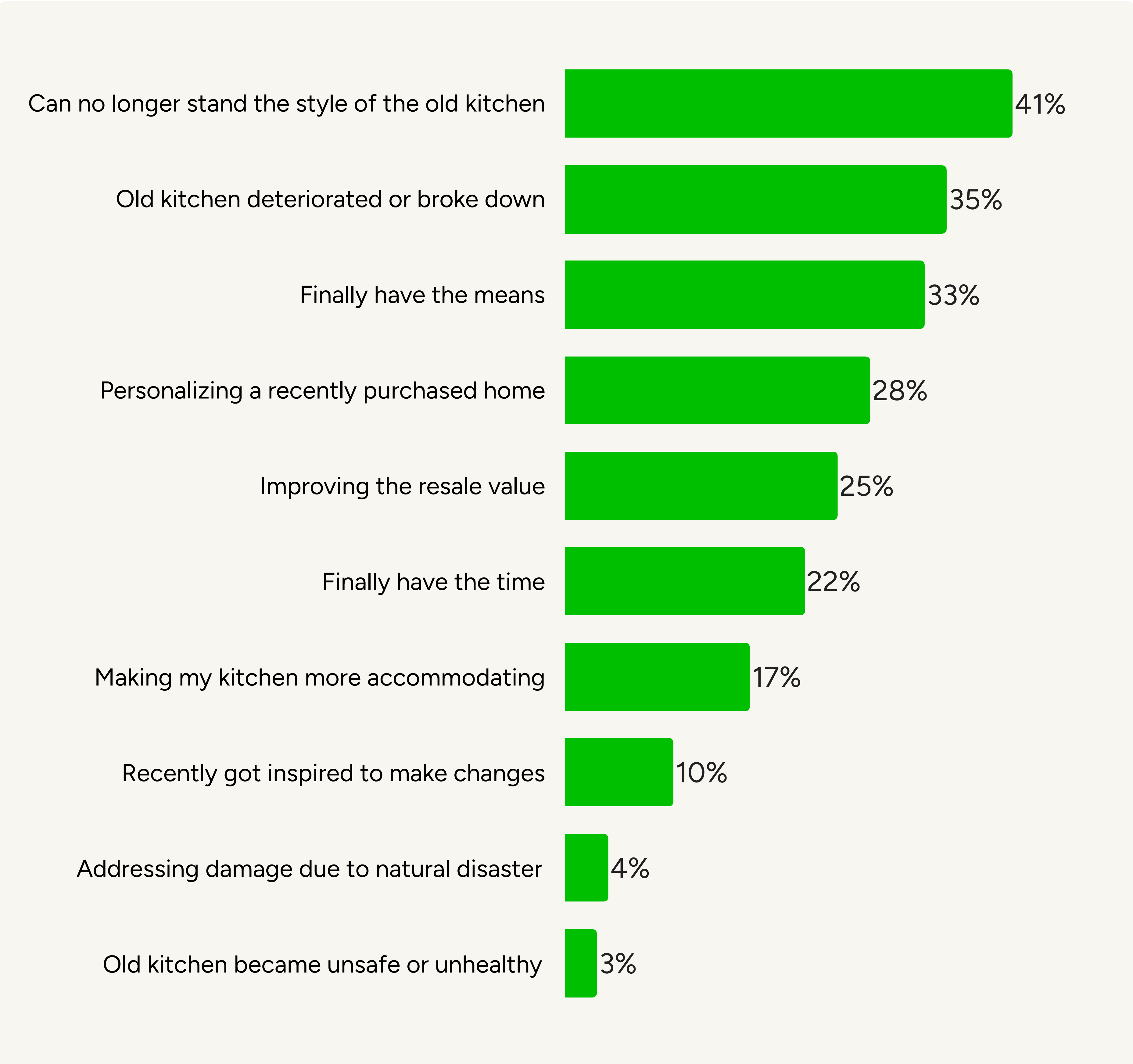
More than a third of renovating homeowners (35%) tackle a kitchen renovation due to deterioration or dysfunction — the second-highest trigger for a kitchen makeover. Wanting to change the style remains the leading motivator.

Financial readiness drives nearly a third of homeowners (33%) to take action, while 28% are seeking to personalize a recently purchased home.

The practical goal of improving resale value has remained steady year over year (25% in 2025 versus 26% in 2024). Meanwhile, 10% of homeowners renovate based on newfound general inspiration.

Fewer renovating homeowners are driven by critical needs: 4% address damage caused by natural disasters, and 3% renovate because their kitchen has become unsafe or unhealthy.

EVENTS TRIGGERING KITCHEN RENOVATIONS*



Scaling Back on Some Upgrades

Substantial percentages of homeowners renovating their kitchens prioritize countertops, backsplashes and cabinets (91%, 85% and 85%, respectively).

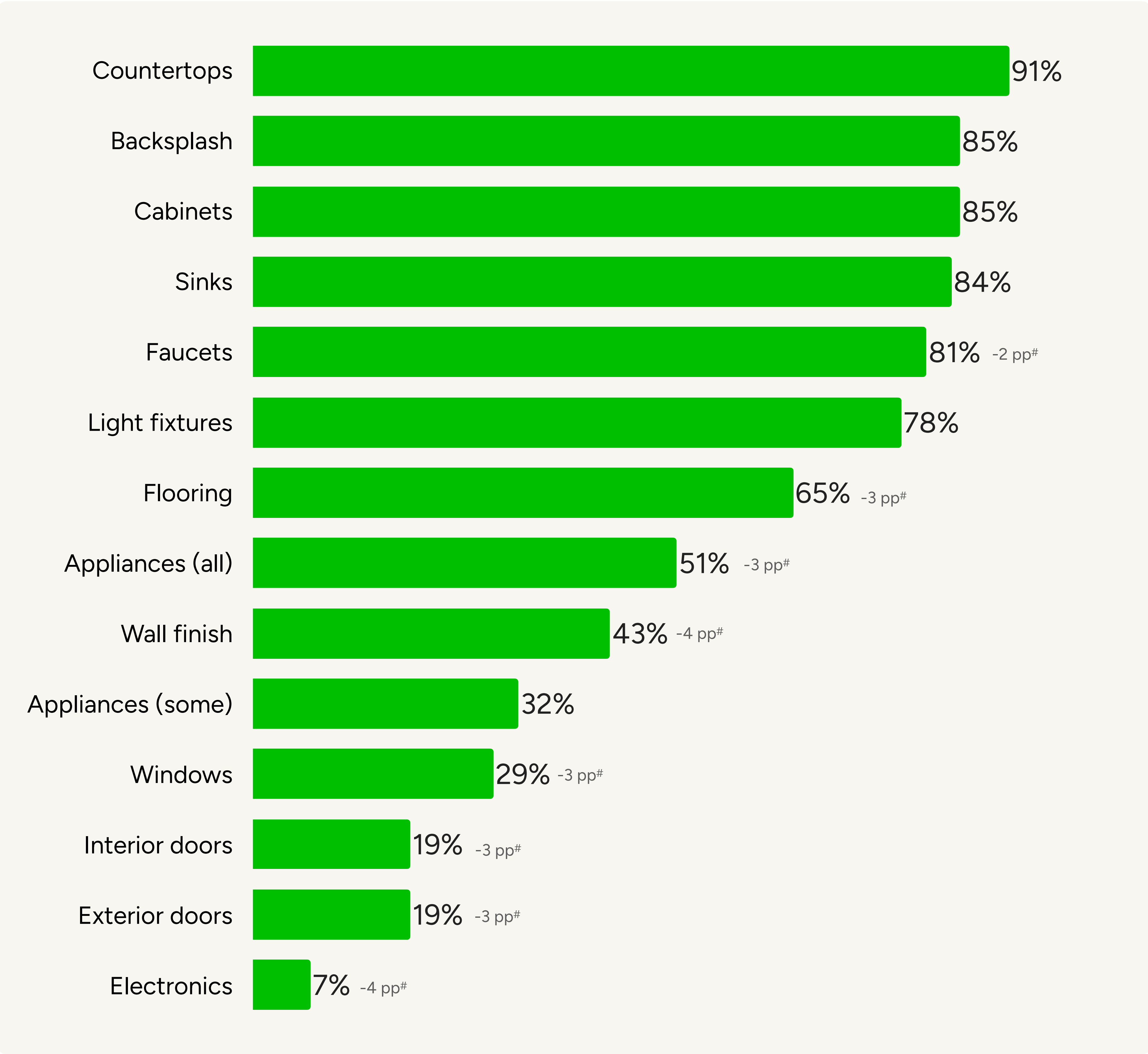
Meanwhile, some kitchen features have modestly declined in popularity compared with the previous year. Full appliance replacements decreased by 3 points, to 51%, while upgrades to nonbacksplash wall finishes, such as paint and wallpaper, experienced a 4-point decline, to 43%.

Similarly, smaller numbers of homeowners are taking on window, interior door and exterior door projects; each category has lost 3 points (now at 29%, 19% and 19%, respectively).

Electronics saw the most significant drop. This category of upgrades decreased by 4 points and is now at just 7%.

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

FEATURES UPGRADED DURING KITCHEN RENOVATIONS*



Layout and System Changes Are Top Projects

More than half of renovating homeowners (53%) modify their kitchen layout, making this the most popular major change, while 44% upgrade home systems.

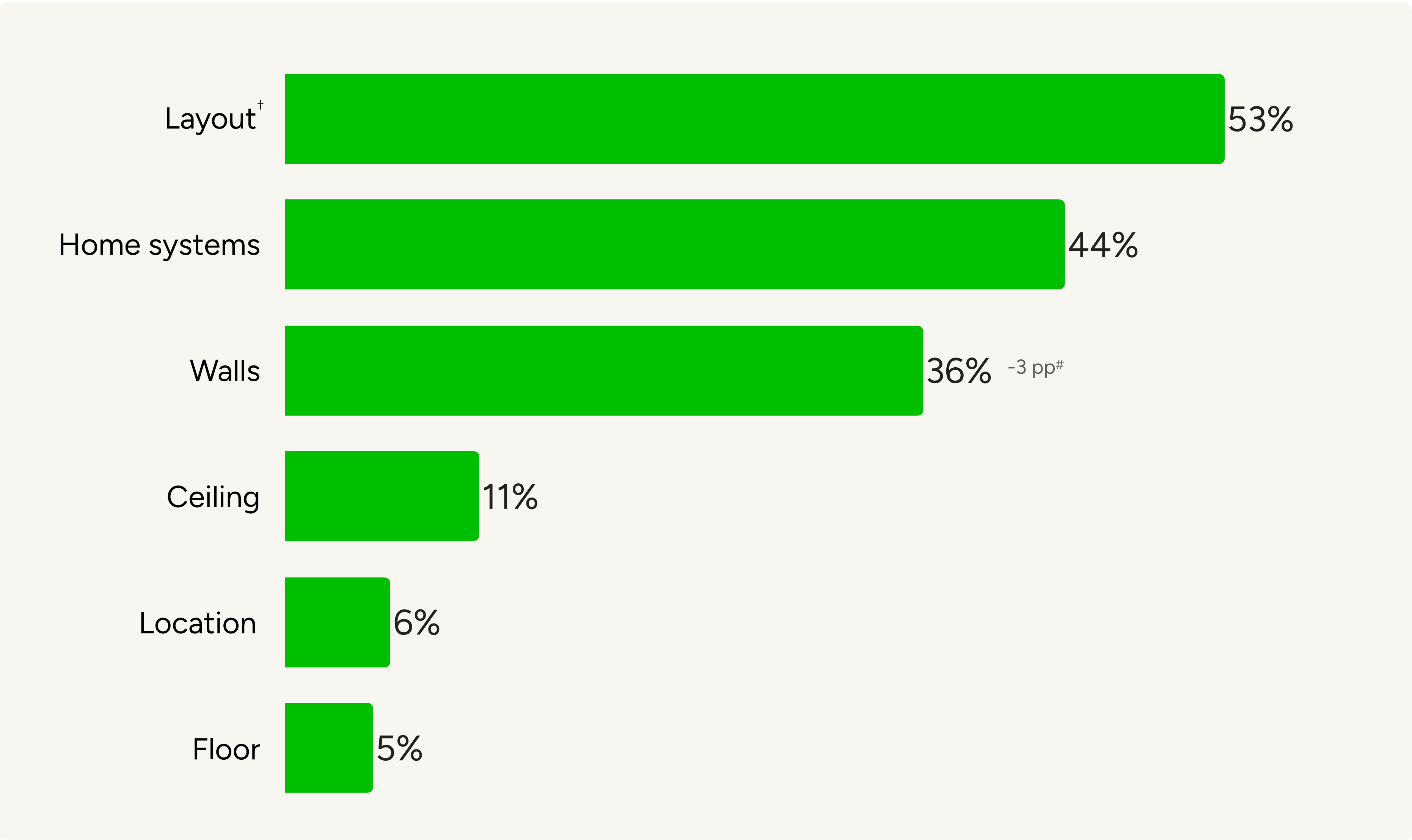
Walls also see major modifications, though the percentage has declined by 3 points, to 36%, compared with the previous year.

Among the less common areas undergoing major upgrades are the ceiling (11%) and the location of the kitchen (6%). Even

fewer homeowners (5%) reframe or adjust the height of their flooring.

Among homeowners changing their layout, an L-shaped kitchen is the most popular choice (37%), followed closely by a U-shaped layout (33%). Galley kitchens account for 11% of layout changes, while single-wall layouts (5%) and G-shaped designs (4%) are even less common.

MAJOR CHANGES DURING KITCHEN RENOVATIONS*



NEW LAYOUT AMONG THOSE CHANGING LAYOUT**

L shape	37%	Single wall	5%
U shape	33%	G shape	4%
Galley	11%	Other	9%

Some Dining Rooms Shrink to Fit Larger Kitchens

While the majority of homeowners (64%) renovate within their kitchen’s original square footage, more than a third (35%) increase the footprint.

For expansions, some homeowners tap into spaces traditionally used for eating or hosting, with dining rooms at 29% and living rooms at 12%. Alternatively, nearly 1 in 5 homeowners (18%) builds a home addition to create extra kitchen space.

Some homeowners tap smaller spaces, such as hallways and closets, for kitchen expansions, although the shares doing so are lower (10% and 7%, respectively).

After being renovated, more than half (53%) of kitchens measure 200 square feet or more; this percentage is up by 1 point from the previous year. Midsize kitchens, ranging from 100 to 199 square feet, account for 34%, while 13% of renovated kitchens are less than 100 square feet.

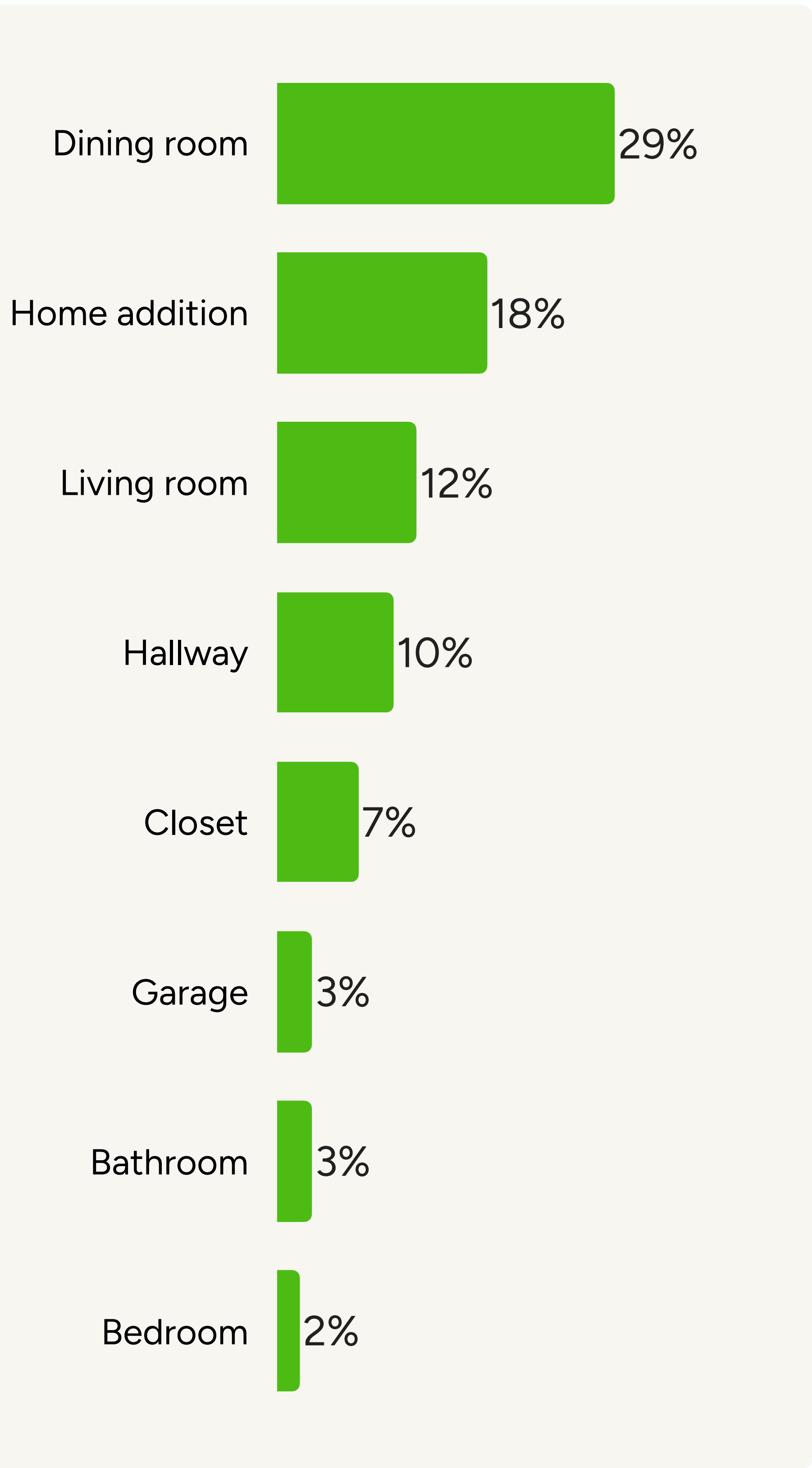
CHANGE IN SIZE OF RENOVATED KITCHEN*

About the same	64%
Somewhat larger (up to 50%)	28%
Significantly larger (more than 50%)	7%

FINAL SIZE OF RENOVATED KITCHEN*

Less than 100 square feet	13%
100 to 199 square feet	34%
200 square feet or more	^{+1 pp#} 53%

SPACES USED TO INCREASE KITCHEN SIZE**



Triple the Median Is Spent on High-End Kitchens

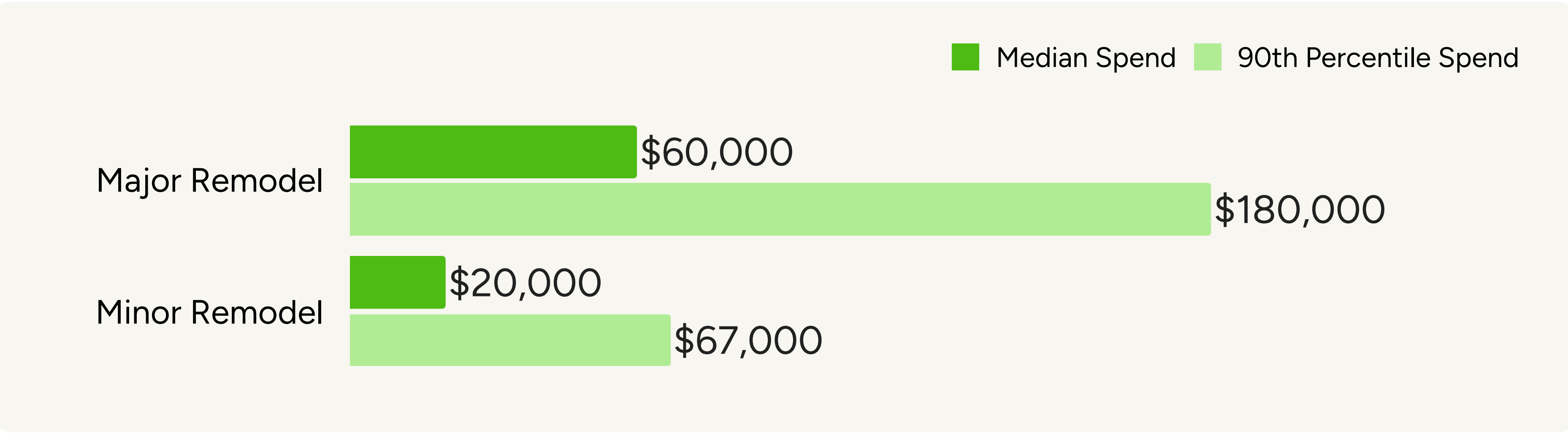
As of mid-2024, the top 10% of spenders (90th percentile) invest \$180,000 or more on a major remodel of a high-end kitchen — triple the median of \$60,000. Minor remodels show a similar pattern, with a \$67,000 investment at the high end — more than triple the median of \$20,000.

Larger kitchens command a bigger investment. The top 10% of spenders invest \$200,000 on major remodels in kitchens of

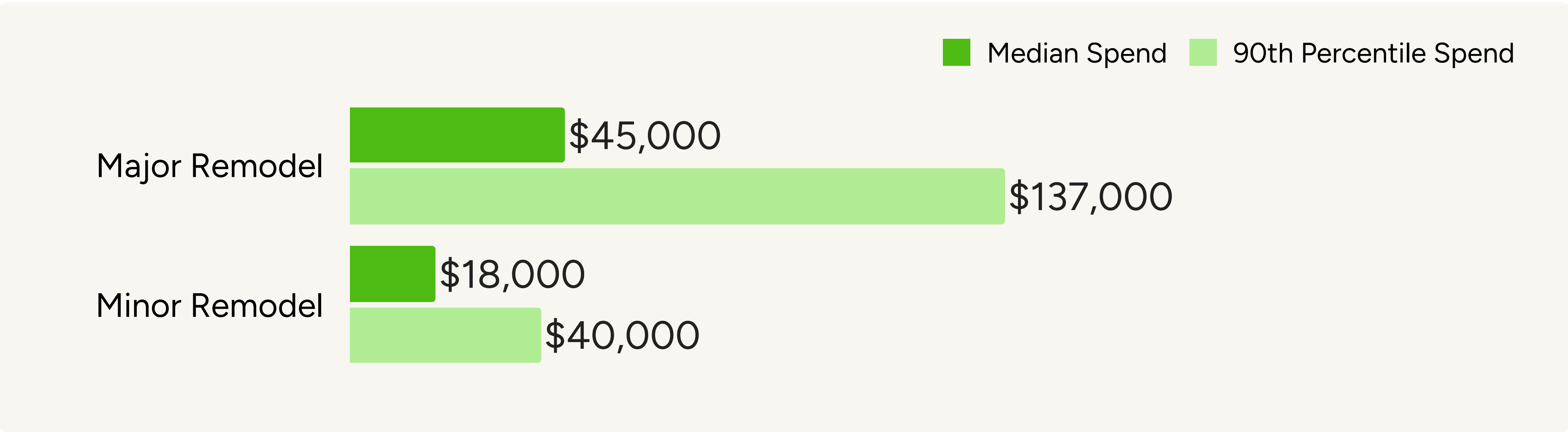
250 or more square feet — more than double the median of \$72,000.

The spend on minor remodels of larger kitchens also is considerable, with half of homeowners spending more than \$35,000 and the top 10% spending \$74,300 or more.

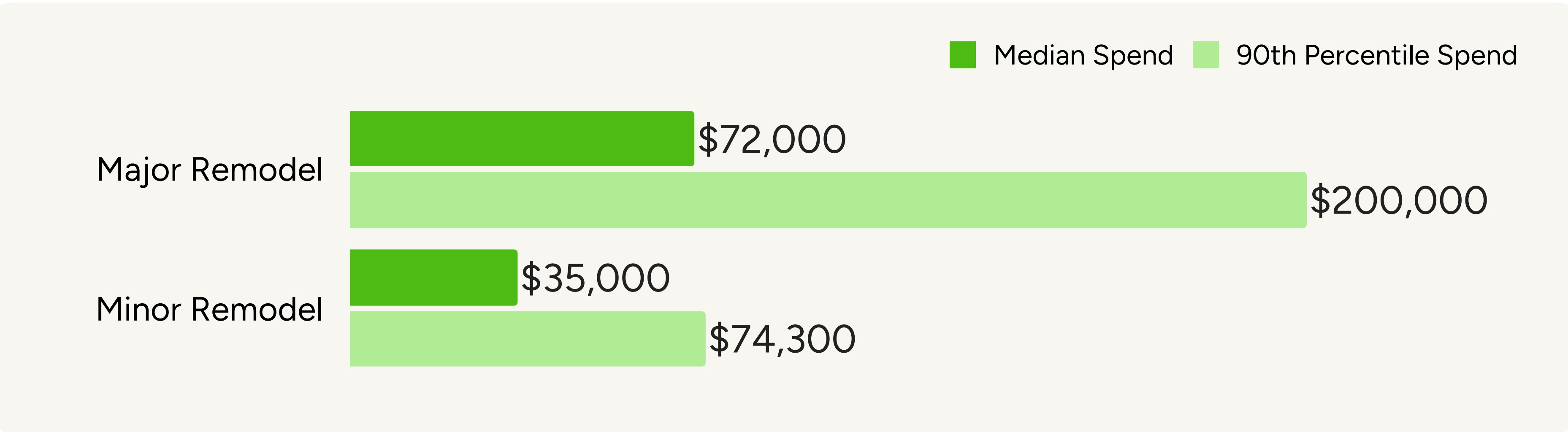
NATIONAL MEDIAN SPEND* FOR MAJOR AND MINOR KITCHEN REMODELS IN 2024**



NATIONAL MEDIAN SPEND* FOR REMODELS OF SMALLER KITCHENS (< 250 SQUARE FEET) IN 2024**



NATIONAL MEDIAN SPEND* FOR REMODELS OF LARGER KITCHENS (250+ SQUARE FEET) IN 2024**



Refinishing Is Most Popular Partial Cabinet Upgrade

Nearly 7 in 10 renovating homeowners (69%) replace all of their cabinets as part of a kitchen upgrade, but some (4%) leave them untouched.

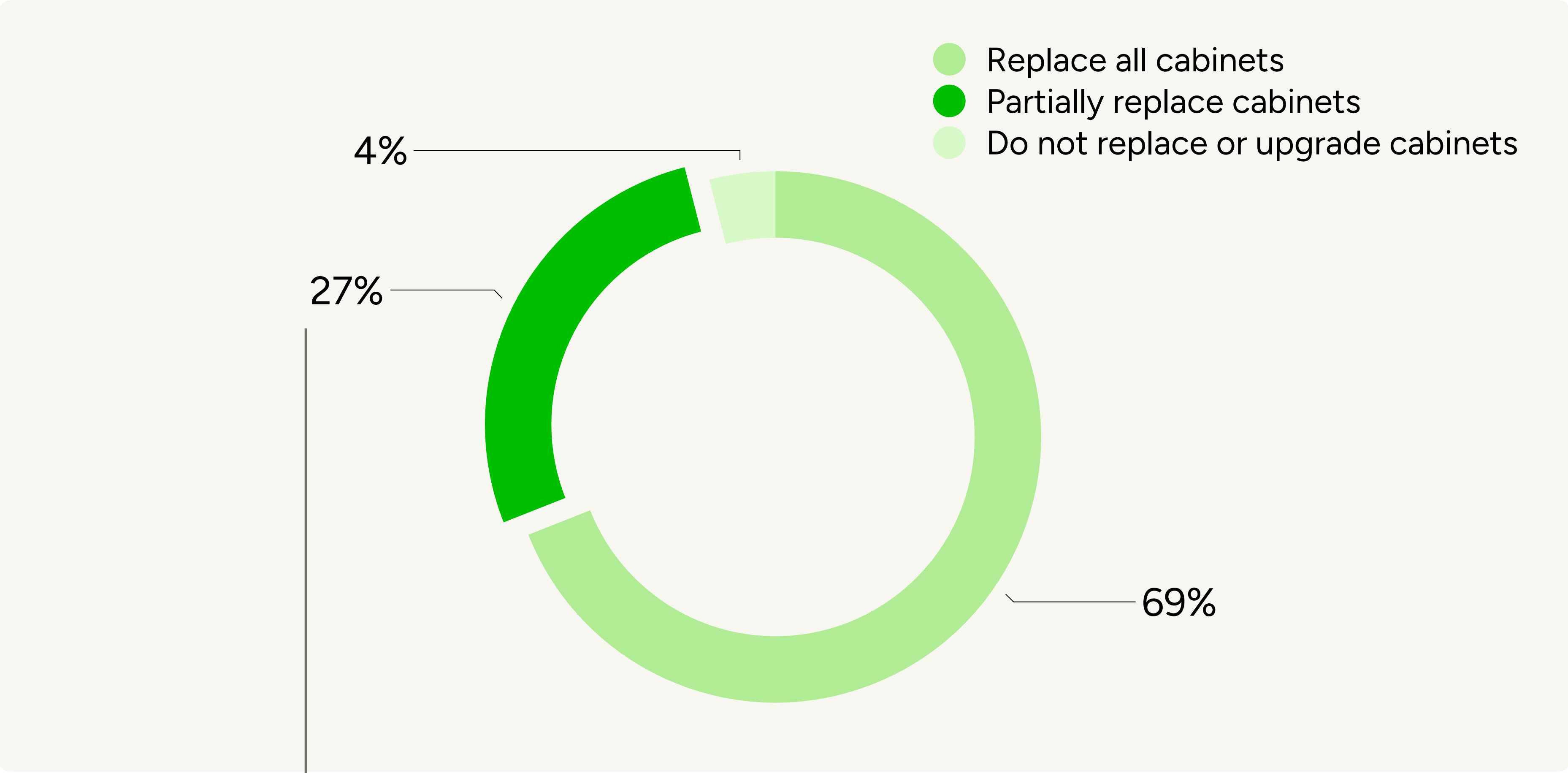
More than a quarter (27%) take on partial cabinet projects, which can vary widely in scope. Although exterior refinishing declined by 4 points year over year, it still remains the most popular partial cabinet upgrade, chosen by 55% of

renovating homeowners.

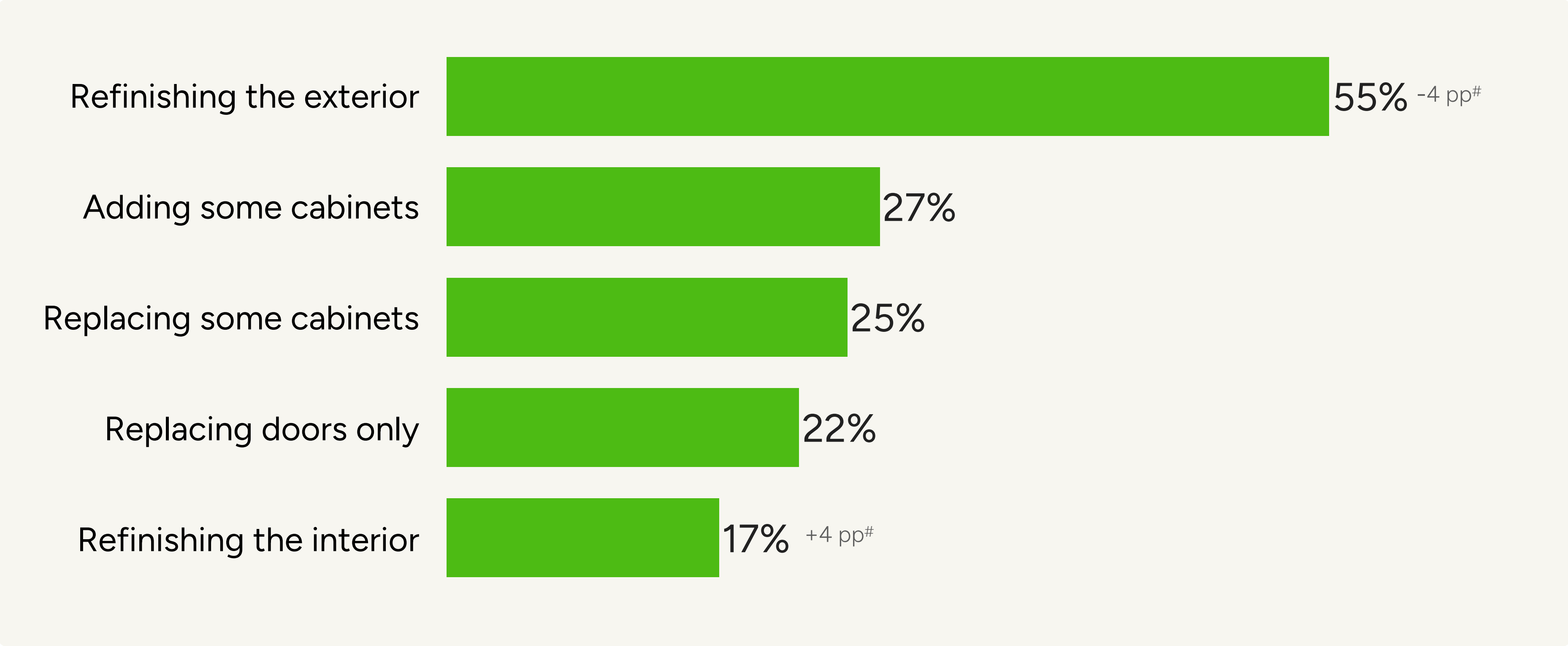
Among homeowners undertaking a partial cabinet upgrade, 27% add some cabinets and 25% replace some.

Notably, refinishing the interiors of existing cabinets has gained traction, increasing by 4 percentage points, to 17% — its highest share to date.

CABINET UPGRADES DURING KITCHEN RENOVATIONS*



TYPES OF PARTIAL CABINET UPGRADES**



Islands Get Lots of Attention

More than half of renovating homeowners (58%) either add an island or upgrade an existing one while remodeling the kitchen.

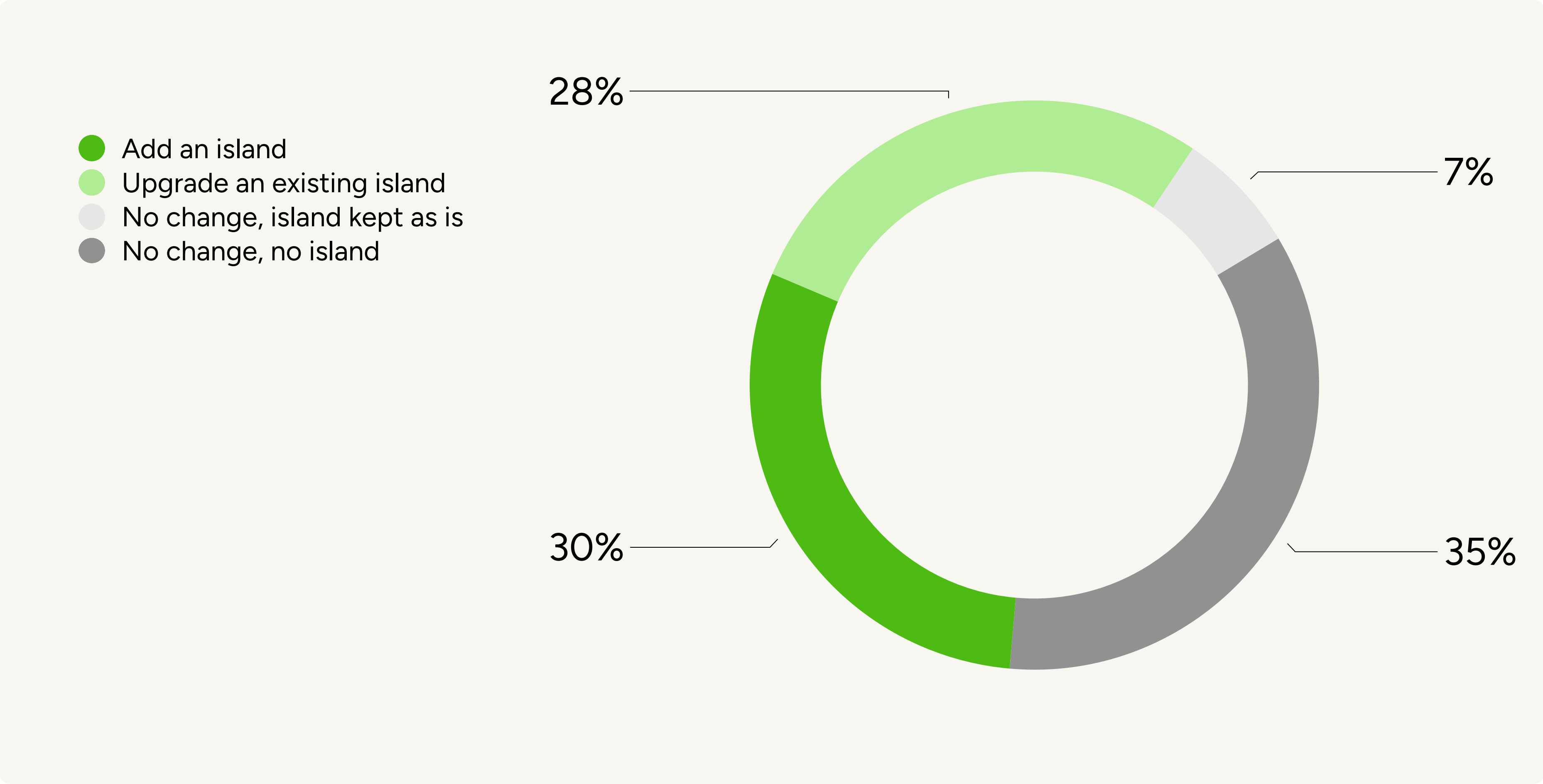
Those adding an island comprise 30% of that share, while those upgrading an existing island account for 28% — a nearly even split. Nearly 2 in 5 renovating homeowners do not have an island at all.

Among those upgrading, size is a key factor. More than half

(52%) of upgraded islands now exceed 7 feet in length, while 29% are medium size (6 to 7 feet) and 19% are smaller (less than 6 feet).

The classic rectangular shape dominates at 78%, but a few homeowners choose an L-shaped (6%) or square (5%) island.

ISLAND CHANGES DURING KITCHEN RENOVATIONS*



58%

Add an island or update an existing island

LENGTH OF UPGRADED ISLANDS**†

Less than 6 feet	19%
6 to 7 feet	29%
More than 7 feet	52%

SHAPE OF UPGRADED ISLANDS**†

Rectangular	78%
L shape	6%
Square	5%

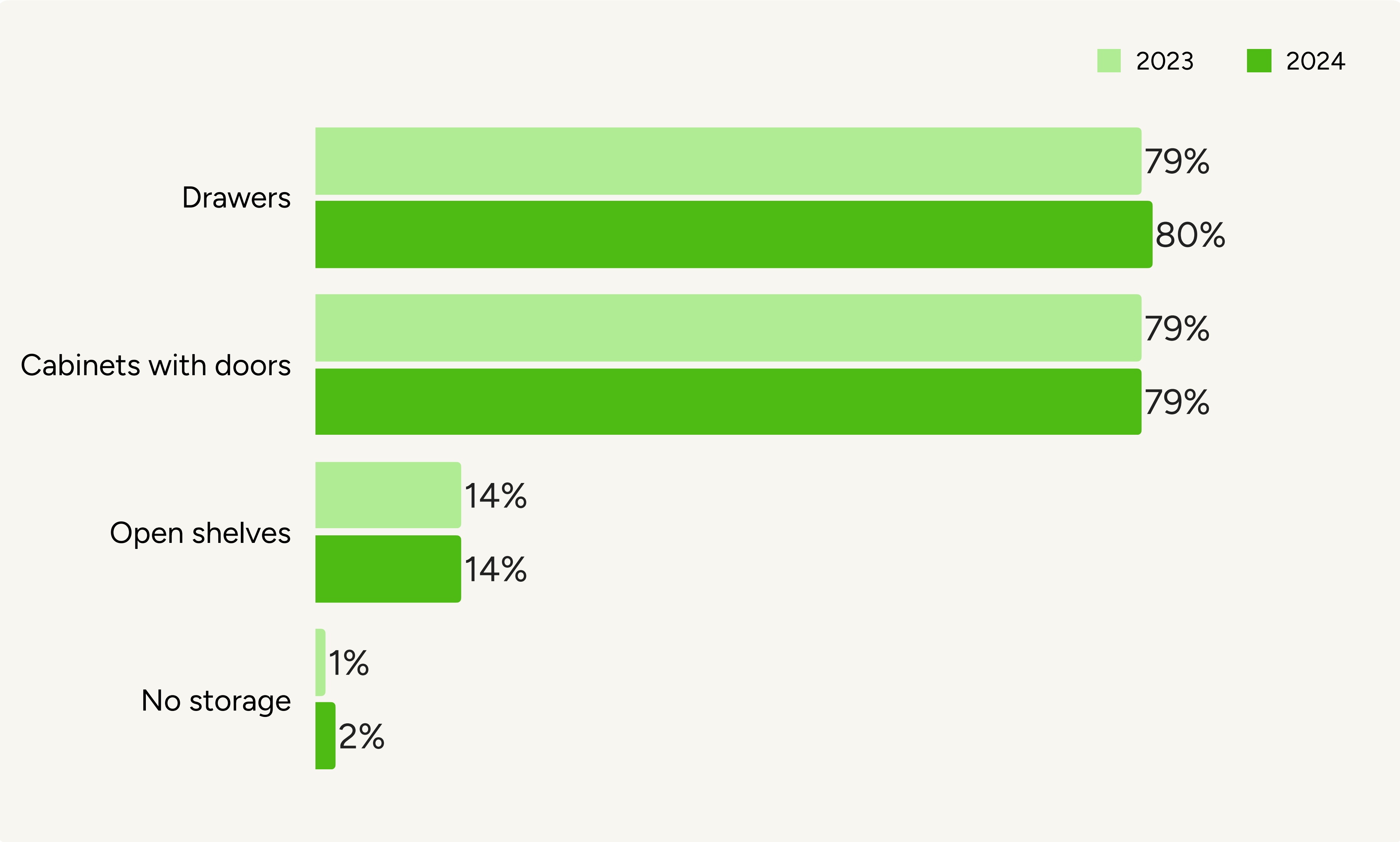
Storage Is High Priority for Kitchen Islands

Renovating homeowners value kitchen islands for storage in addition to the extra counter space. Drawers (80%) and cabinets with doors (79%) remain the most popular types of island storage options. Open shelves came in a distant third again this year, selected by 14% of homeowners.

Only 2% of homeowners opt for islands without any storage.

Many islands also are home to appliances, with 57% of homeowners adding at least one appliance to their island as part of a remodel. Microwaves lead the way at 37%, followed by dishwashers (29%) and garbage disposals (20%). Cooktops are gaining traction, rising by 3 percentage points year over year, to 16%, while beverage refrigerators (10%) and wine refrigerators (7%) appeal to smaller shares of homeowners.

STORAGE TYPES IN UPGRADED ISLANDS*



57%

Install at least one new appliance in the island

NEW APPLIANCES IN UPGRADED ISLANDS**

Microwave	37%	Cooktop	+3 pp# 16%
Dishwasher	-6 pp# 29%	Beverage refrigerator	10%
Garbage disposal	-6 pp# 20%	Wine refrigerator	7%

General Contractors Are Pros Most Sought

General contractors remain the most sought-after professionals for kitchen renovations, hired by 50% of renovating homeowners, followed by cabinetmakers at 32%.

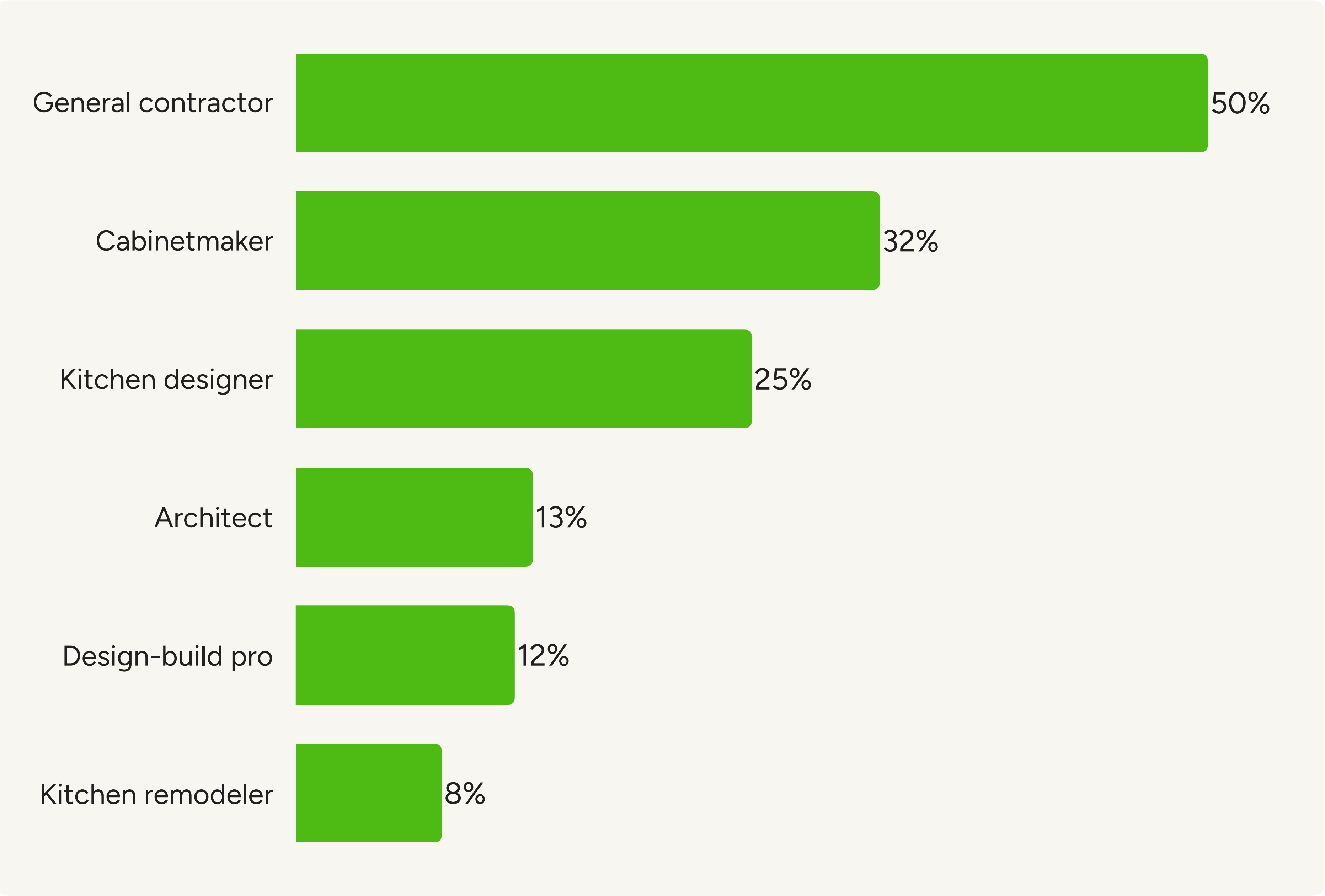
Homeowners also rely on design service providers for their kitchen renovations, with 25% hiring kitchen designers. Additionally, 13% enlist architects, while 12% turn to design-build professionals for a comprehensive design and

construction services.

Only about 1 in 5 homeowners hires one or more pros directly, without relying on a project manager.

Overall pro hiring is stable compared with the previous year, at 86%.

SERVICE PROVIDERS HIRED DURING KITCHEN RENOVATIONS*†



OVERALL PRO HIRING *		HIRING OF SPECIALTY SERVICE PROVIDERS (WITHOUT A PROJECT MANAGER)**	
2025	86%	2025	19%
2024	86%	2024	19%
2023	84%	2023	20%

02

Look & Feel



Traditional Style Makes a Comeback

Changing the kitchen style remains a top priority for many homeowners. Although the percentage of renovating homeowners changing styles has decreased by 3 points year over year, more than 4 in 5 homeowners (81%) still do so.

Interestingly, traditional style is making a comeback, rising by 5 percentage points; it's now at 14%. Transitional style, however, remains the top choice among renovating homeowners, at 25%.

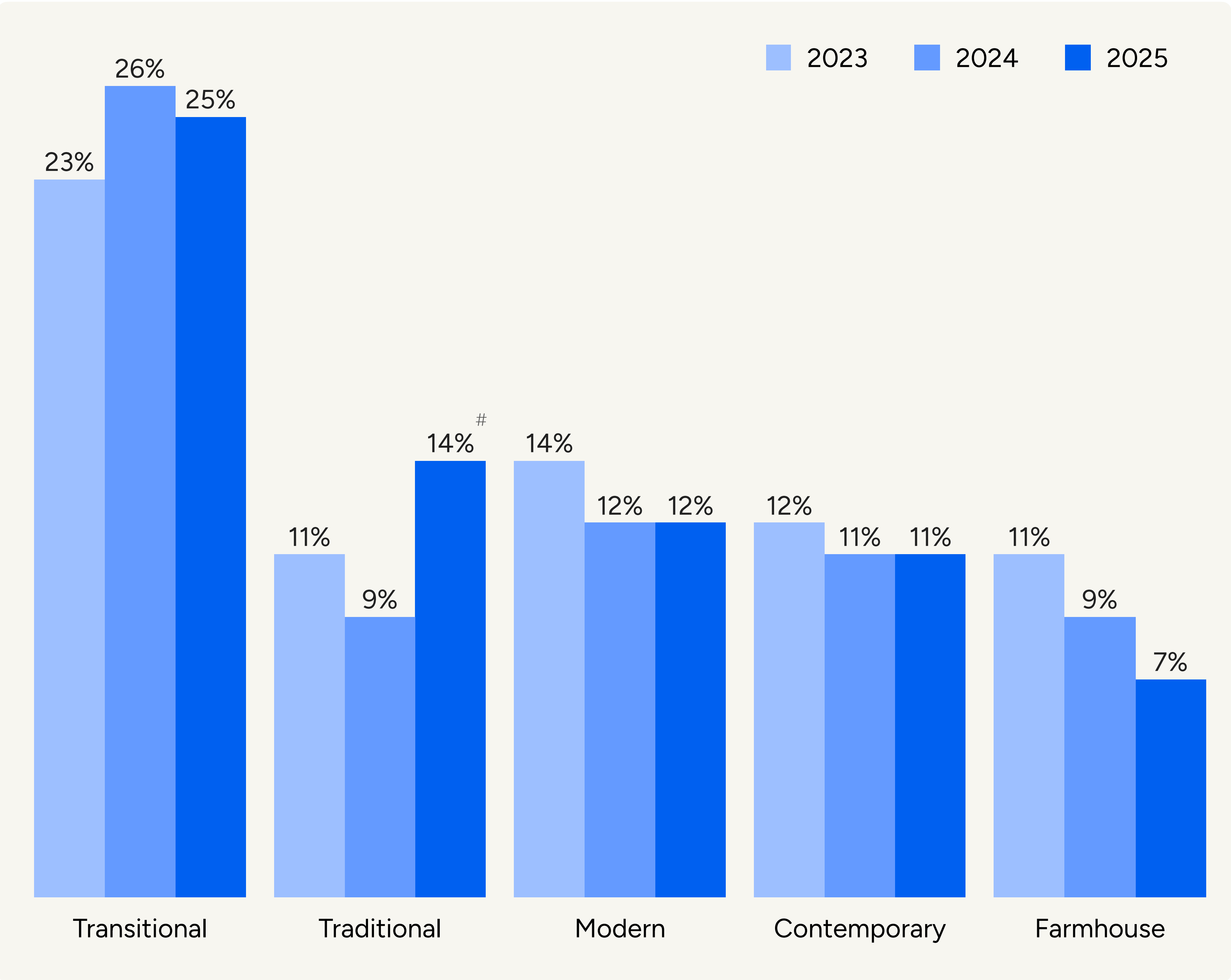
Modern and contemporary styles are holding steady at 12% and 11%, respectively, while farmhouse style continues to fall out of favor (7%).

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

STYLE CHANGE DURING RENOVATION



KITCHEN STYLES FOLLOWING STYLE CHANGE**



White Still Reigns for Cabinet Color

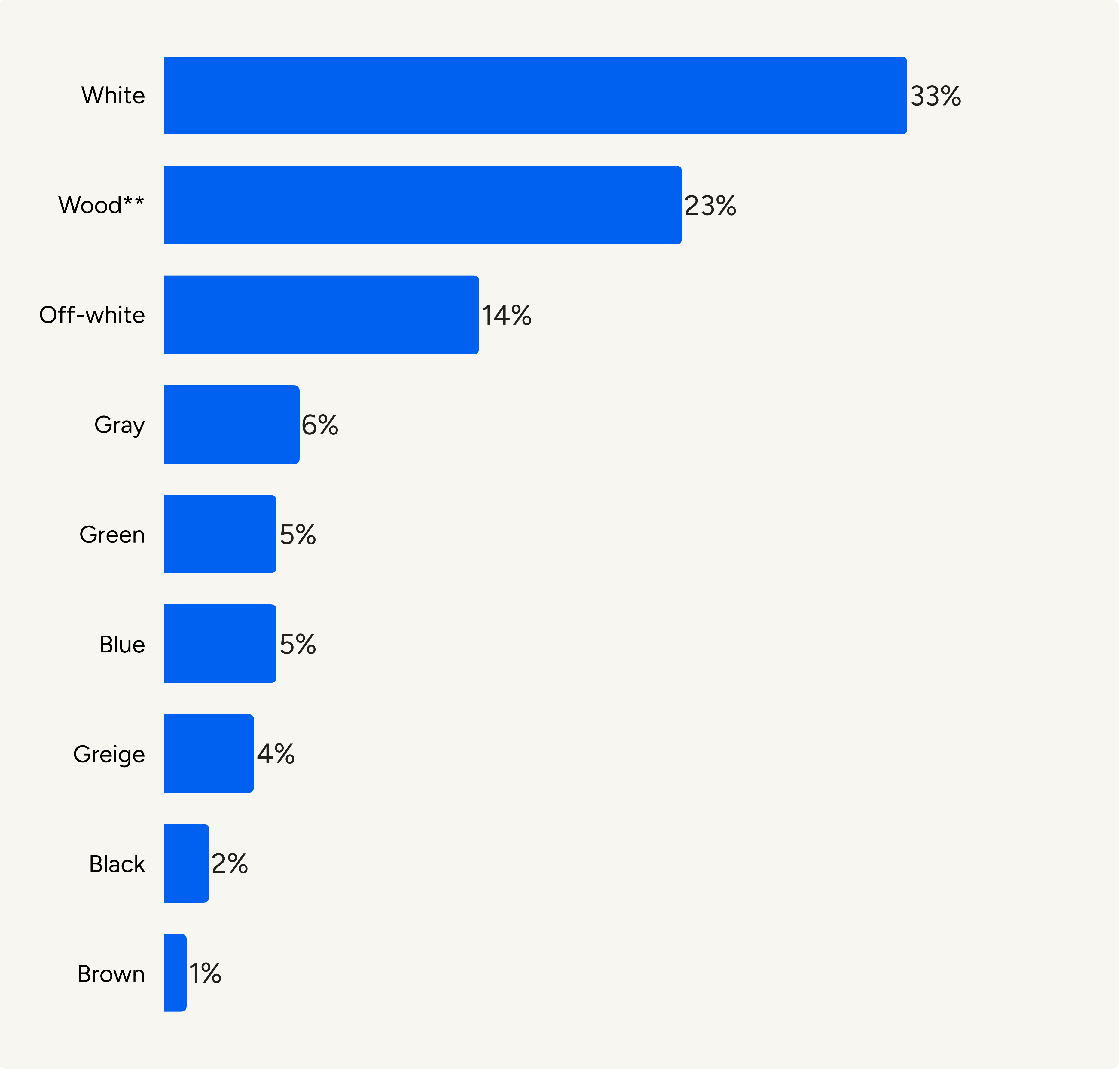
Bold colors are used for a small percentage of upgraded kitchen cabinets, with green and blue appealing to 5% of renovating homeowners each. Black (2%) and brown (1%) are the least popular cabinet colors among renovating homeowners.

White once again remains the top choice for upgraded kitchen cabinets, with 33% of homeowners opting for it. Wood tones

follow closely (23%), and off-white ranks third (14%).

As for other neutral shades, gray appeals to 6% of renovating homeowners, and greige to 4%.

CABINET COLORS



Wood Tones Still Lead for Contrasting Lower

Nearly a quarter of renovating homeowners (24%) choose contrasting colors for their upper and lower kitchen cabinets. As with cabinets in general, white is the top choice for upper cabinets, with 2 in 5 homeowners choosing it. Off-white follows at 19%.

As for lower cabinets, wood tones lead the way at 33%, with

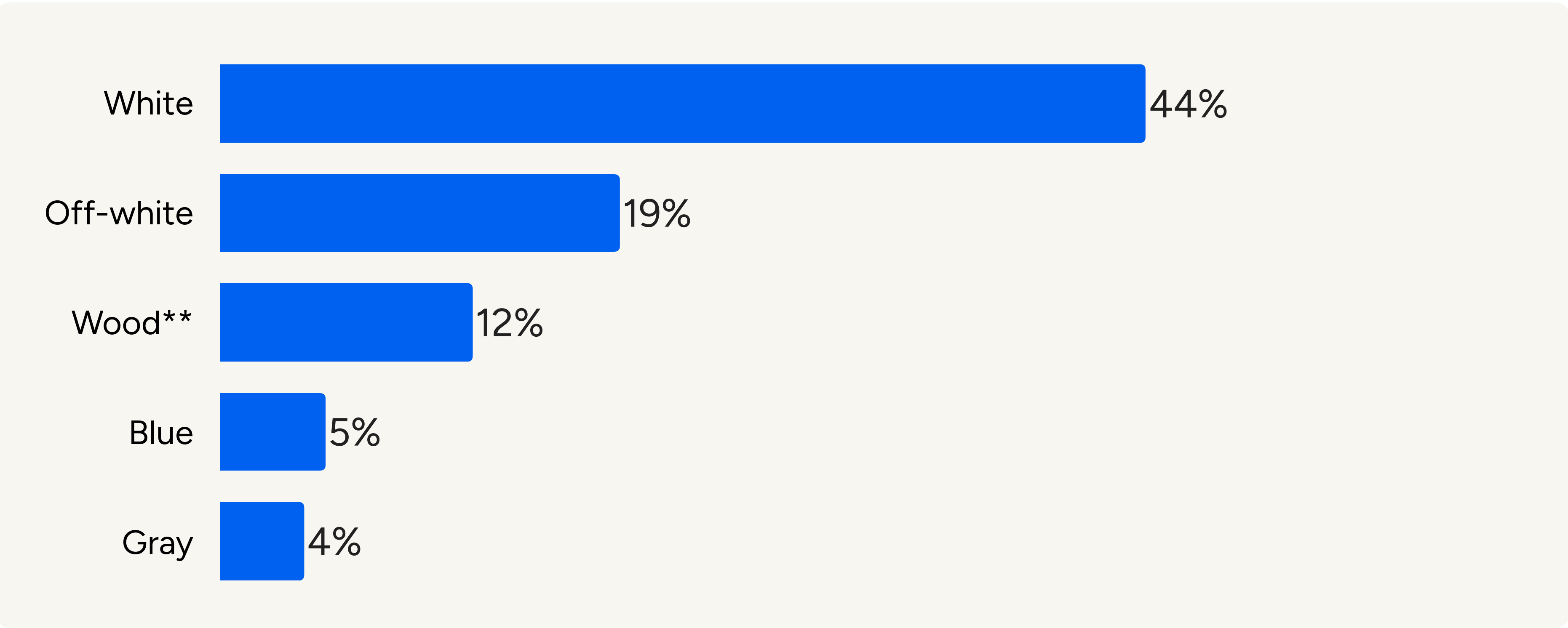
medium-tone wood accounting for 18% of that figure. Blue also is a popular choice, selected by more than 1 in 5 homeowners.

Green (10%), gray (9%) and black (8%) round out the color preferences for lower cabinets that contrast the uppers.

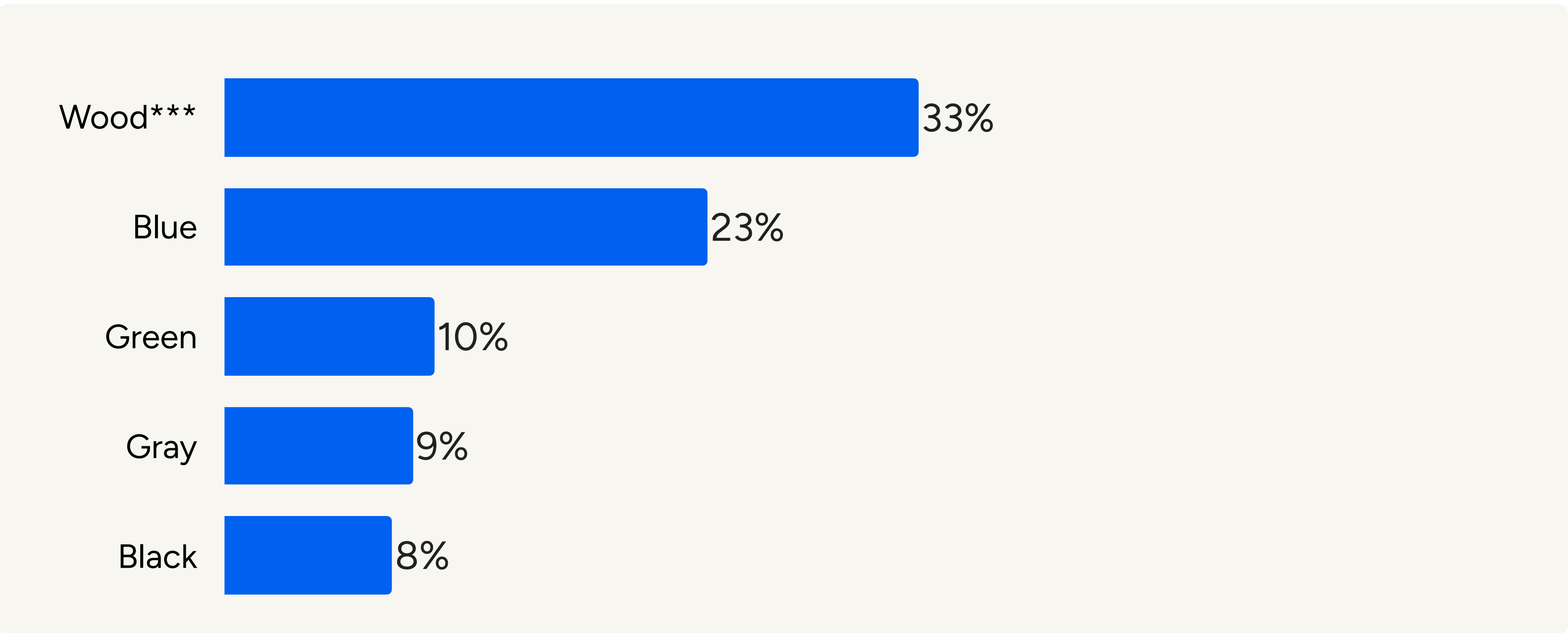
24%

Choose different upper and lower cabinetry colors

COLORS FOR UPPER CABINETS



COLORS FOR LOWER CABINETS



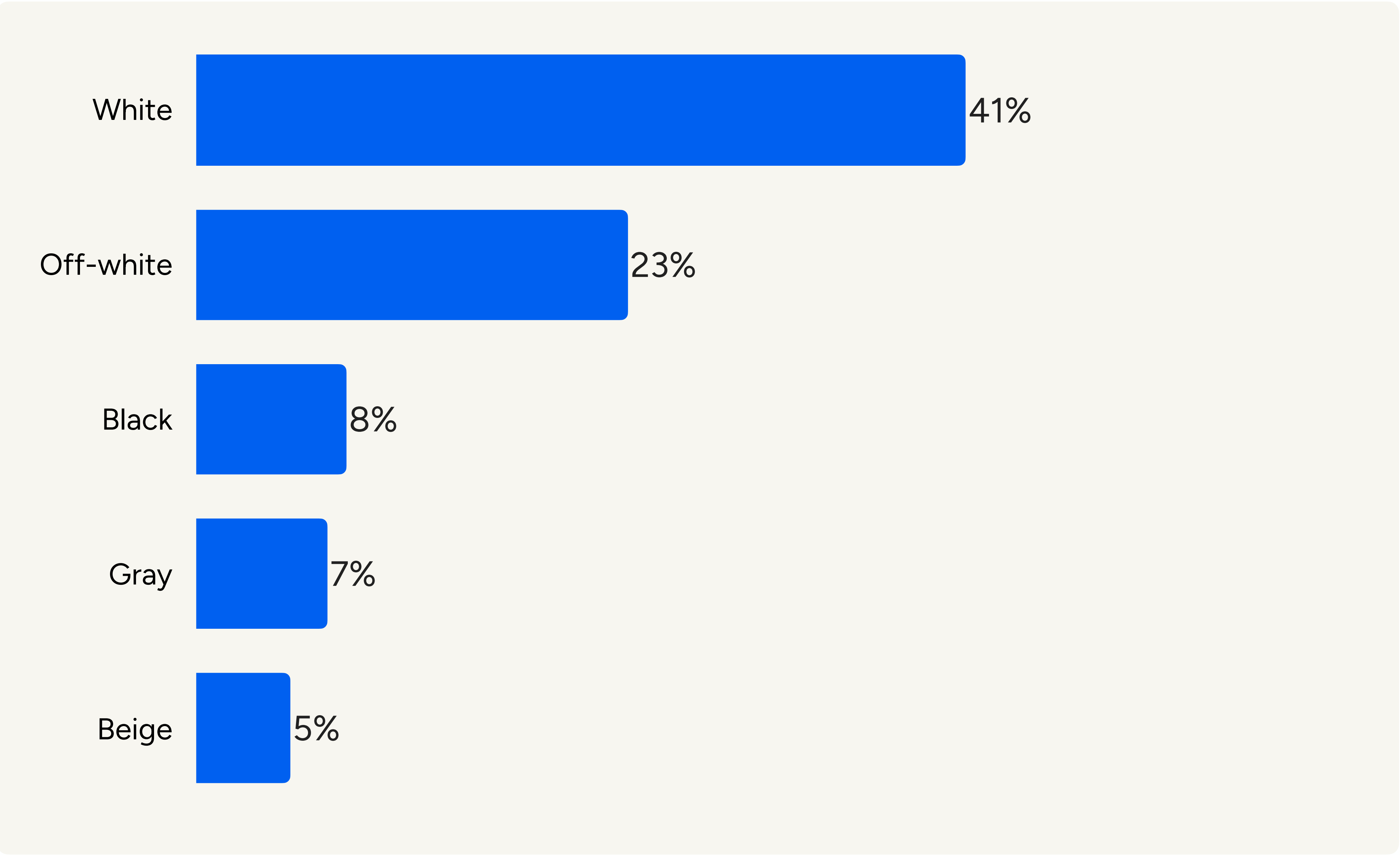
Black Beats Gray and Beige for Countertops

As with cabinets, white is the top choice for upgraded kitchen countertops, with more than 2 in 5 homeowners (41%) selecting it. Nearly a quarter (23%) opt for off-white countertops.

Additionally, black countertops are more popular than gray and beige (8%, 7% and 5%, respectively).

Nearly a quarter of homeowners choose different countertop colors for their main cabinets and island. Black is the second-most-popular contrasting color for island countertops (19%), ahead of wood tones (with 14% choosing a medium tone and 10% choosing a light tone), beige (7%) and gray (6%).

COUNTERTOP COLORS



24%

Choose different island and main cabinet countertop colors

CONTRASTING COUNTERTOP COLORS FOR UPGRADED ISLANDS

White	23%	Light wood	10%
Black	18%	Beige	7%
Medium-tone wood	14%	Gray	6%

Wood Tones Land at No. 1 for Flooring

Neutral tones dominate for kitchen palettes, but specific choices vary. For walls, off-white (26%) and white (25%) are nearly tied for the No. 1 choice, but some homeowners opt for gray (11%), beige (9%) or greige (7%).

For flooring, nearly half of renovating homeowners (46%) opt for wood tones, followed by brown (15%) and gray (10%).

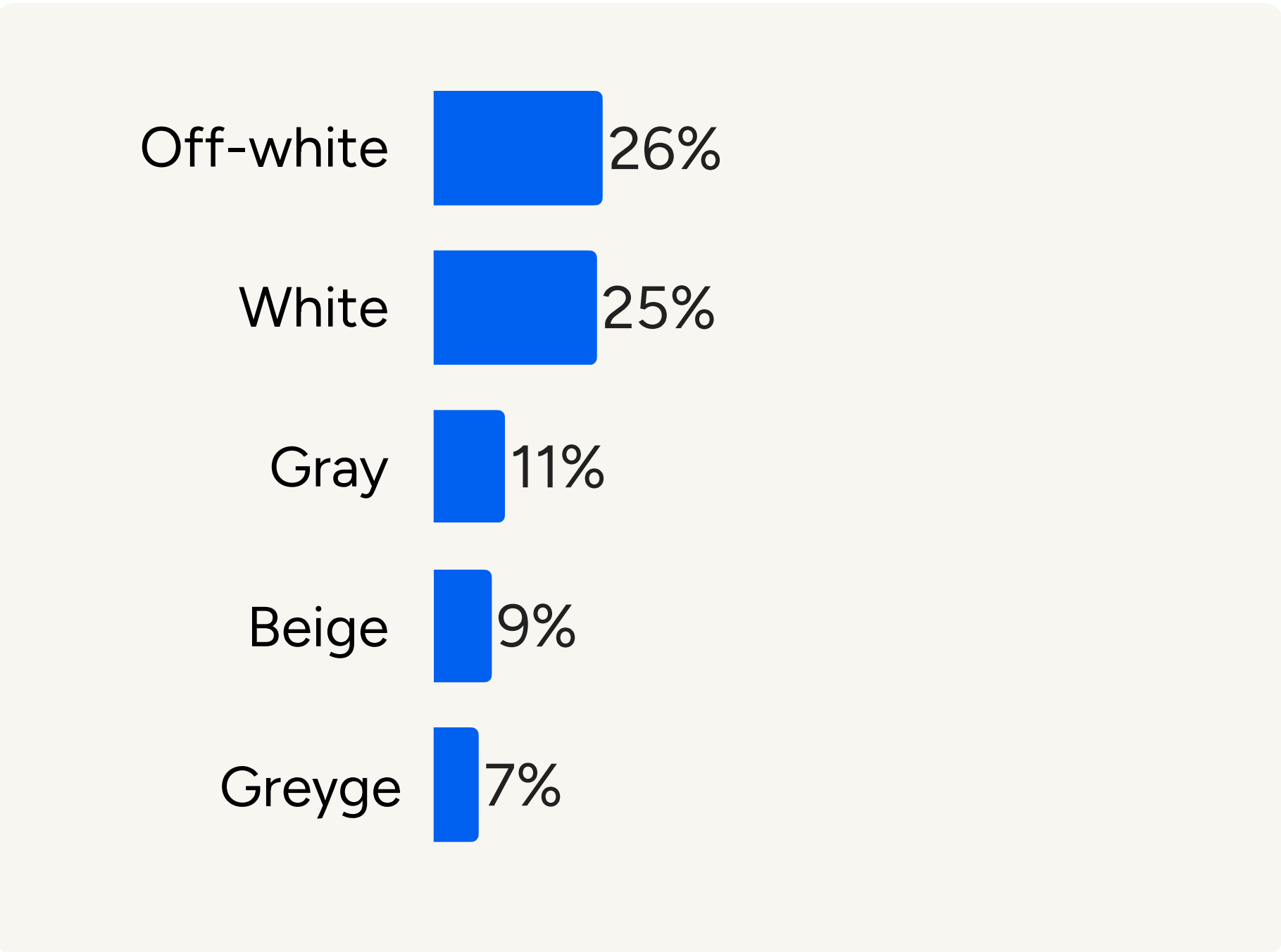
Fewer choose beige (8%) or white (5%).

Stainless steel is far and away the leading choice for appliances, chosen by 74% of homeowners. White (7%), black stainless steel (5%) and black (3%) trail far behind.

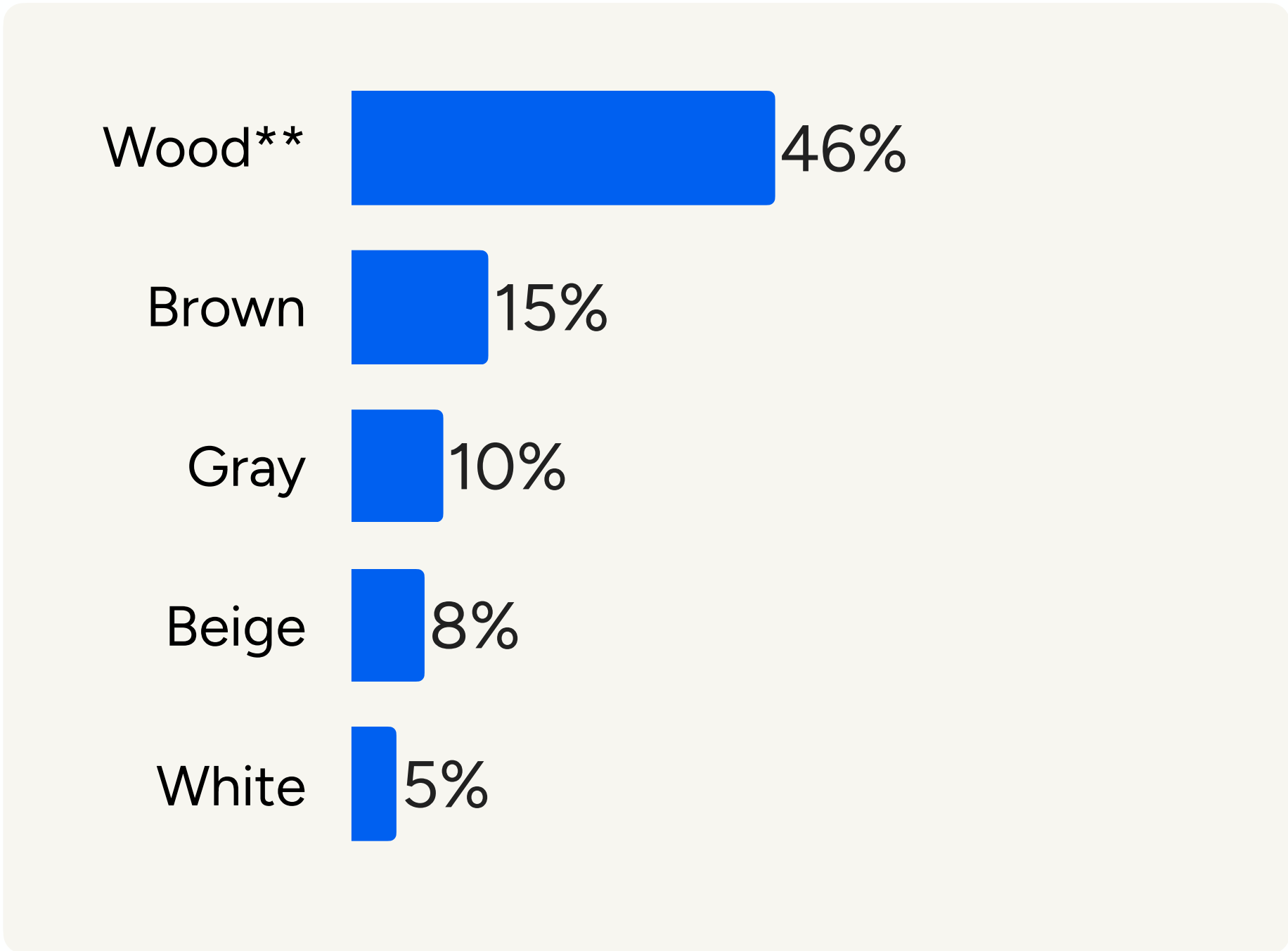
See Appendix C for more kitchen color choices.

COLORS IN KITCHEN RENOVATIONS

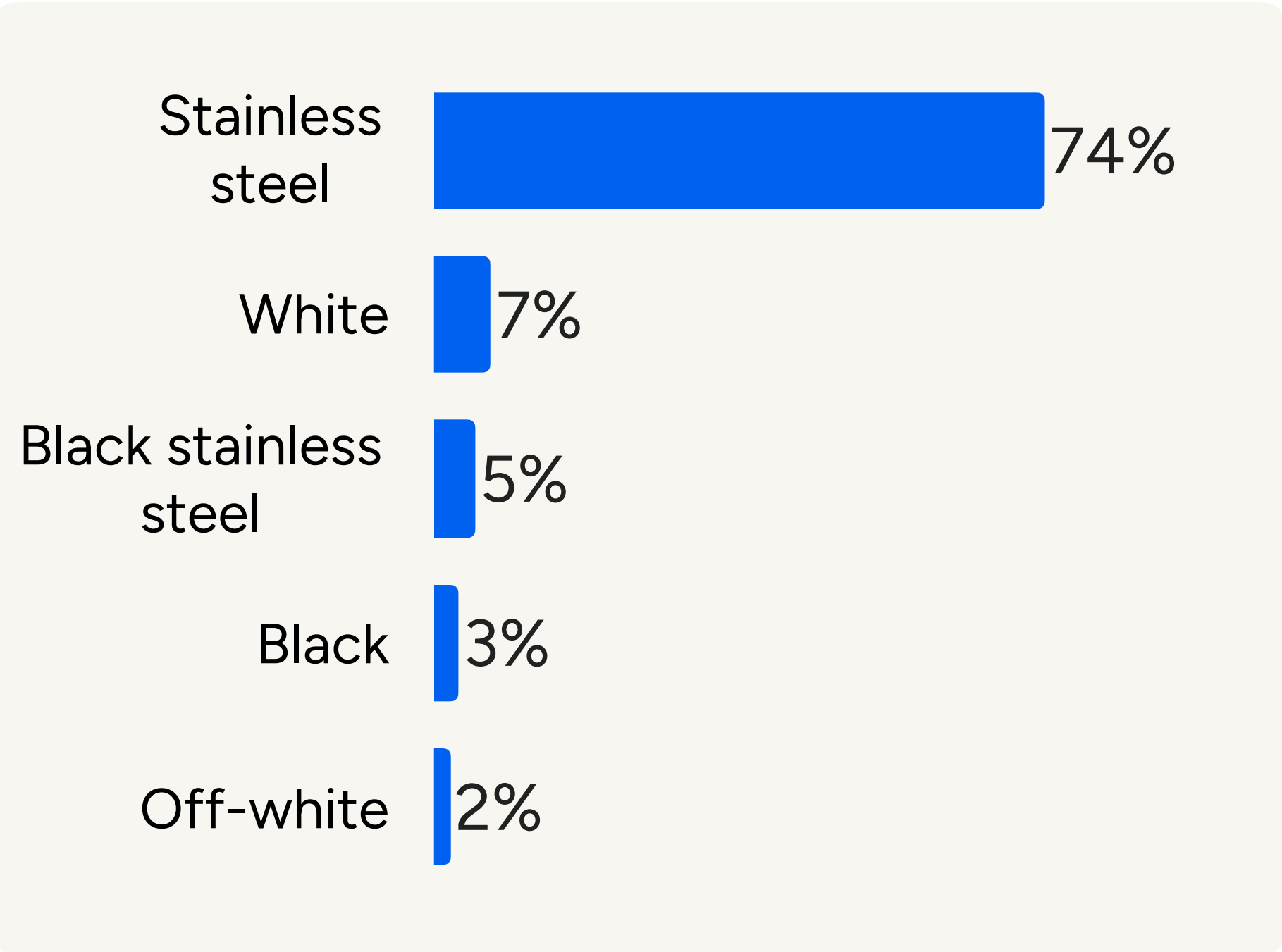
WALLS



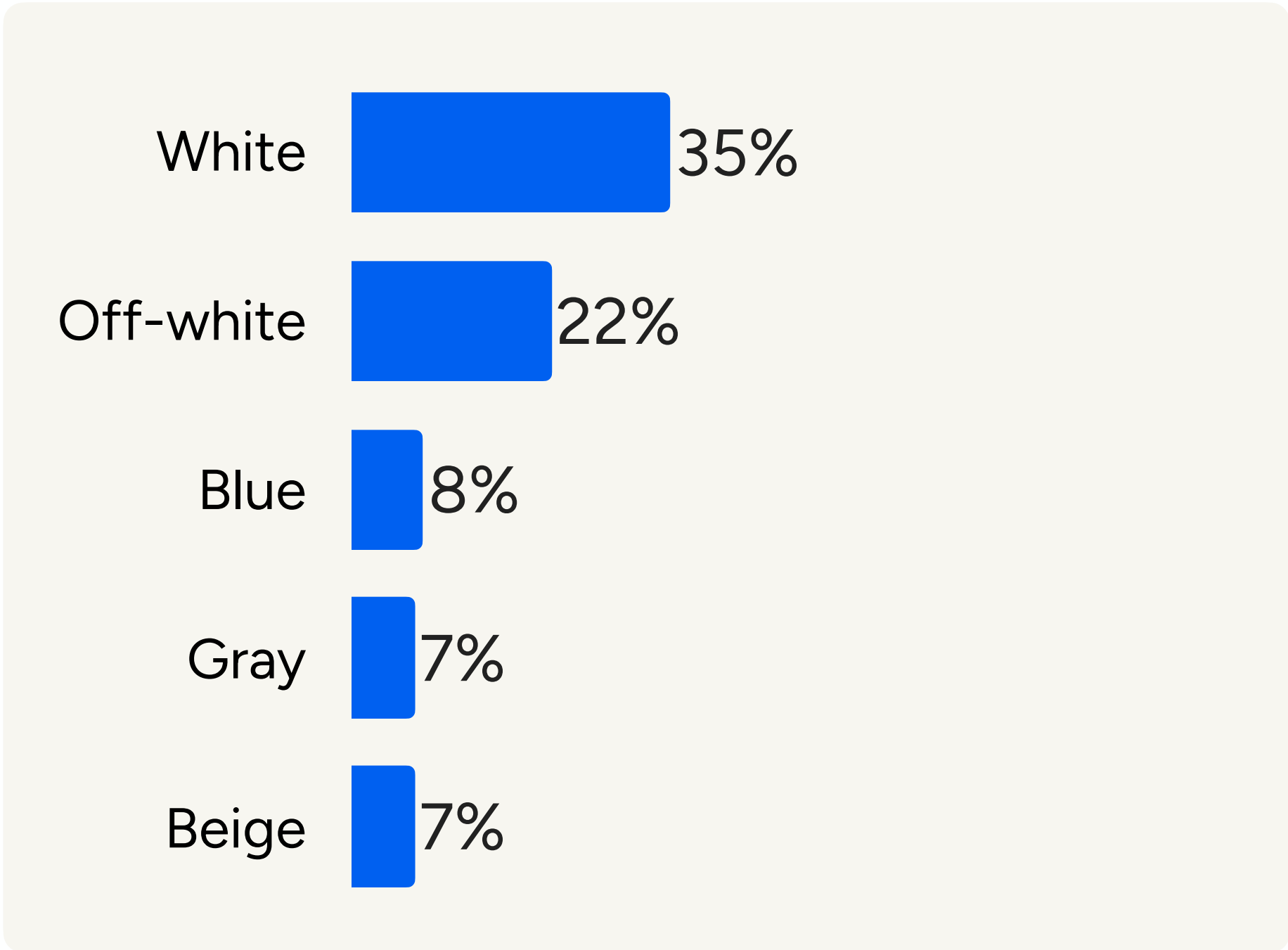
FLOORING



APPLIANCES



BACKSPLASH



Aging Needs Guide

Many Design Choices

Half of all homeowners undertaking kitchen renovations address special needs of household members, with many focusing on accommodations for aging. Among that half, 26% adapt their kitchen for current age-related needs, and 35% address anticipated future age-related needs.

While aging household members dominate both current and anticipated considerations, 9% of homeowners address pet

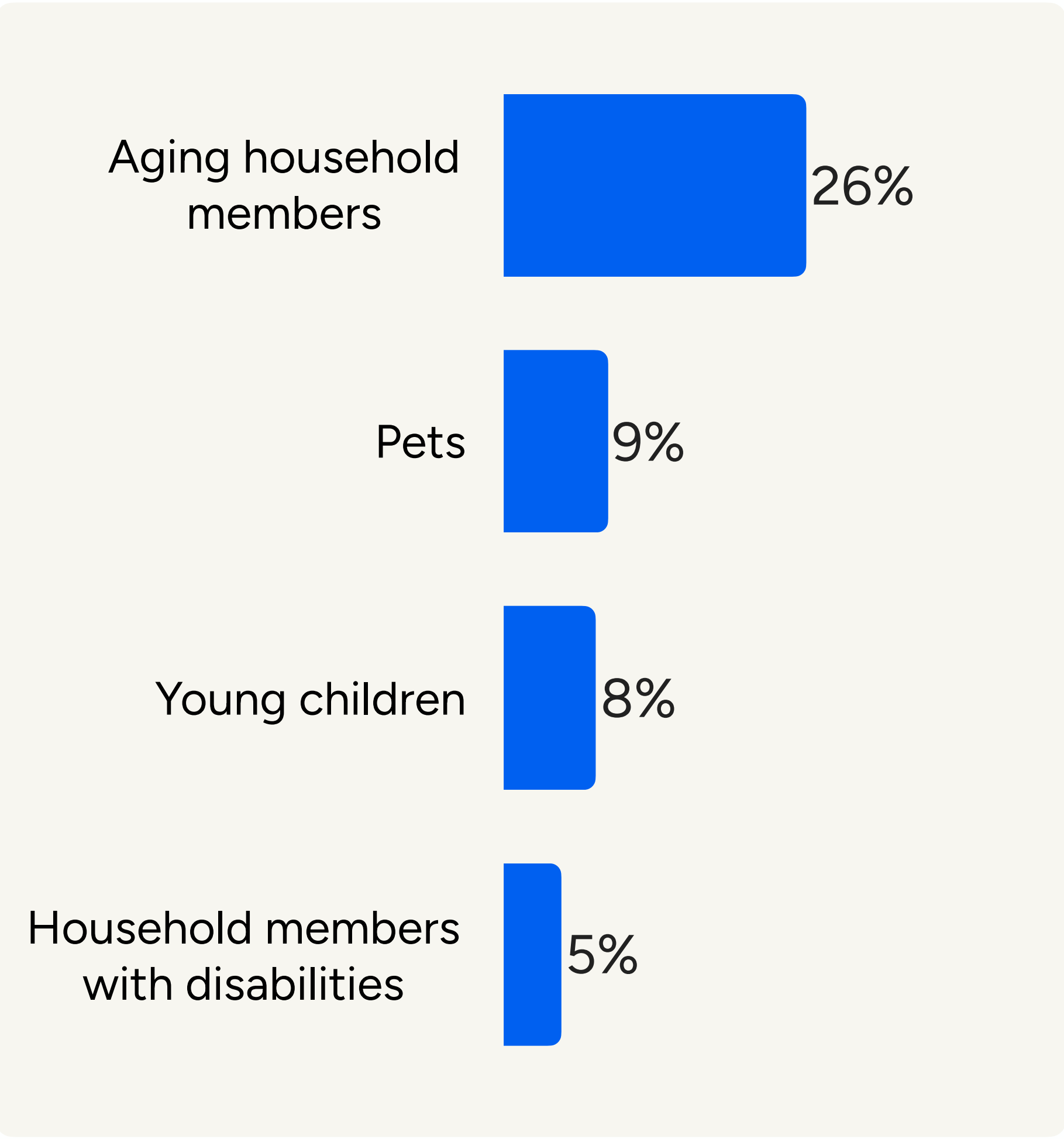
needs and 8% address young children’s needs. Additionally, 5% address the needs of household members with disabilities.

Among homeowners incorporating solutions for special needs, most (51%) expect these needs to arise five or more years in the future, and 29% expect them to arise within the next year.

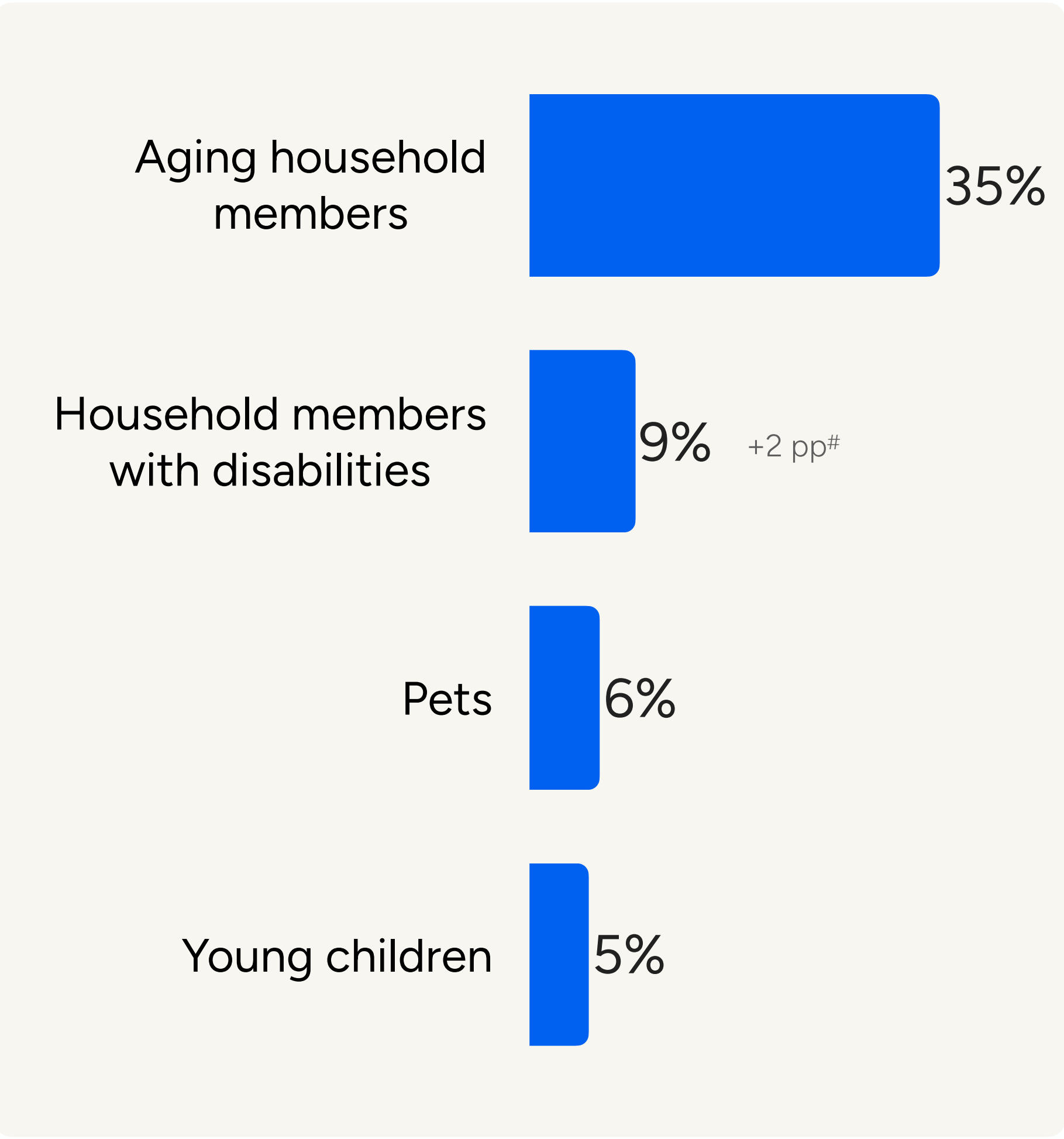
SPECIAL NEEDS ADDRESSED BY KITCHEN RENOVATIONS

2025 **50%**

CURRENT NEEDS



FUTURE NEEDS



WHEN HOMEOWNERS EXPECT FUTURE NEEDS TO ARISE

In the next 12 months **29%**

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

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

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

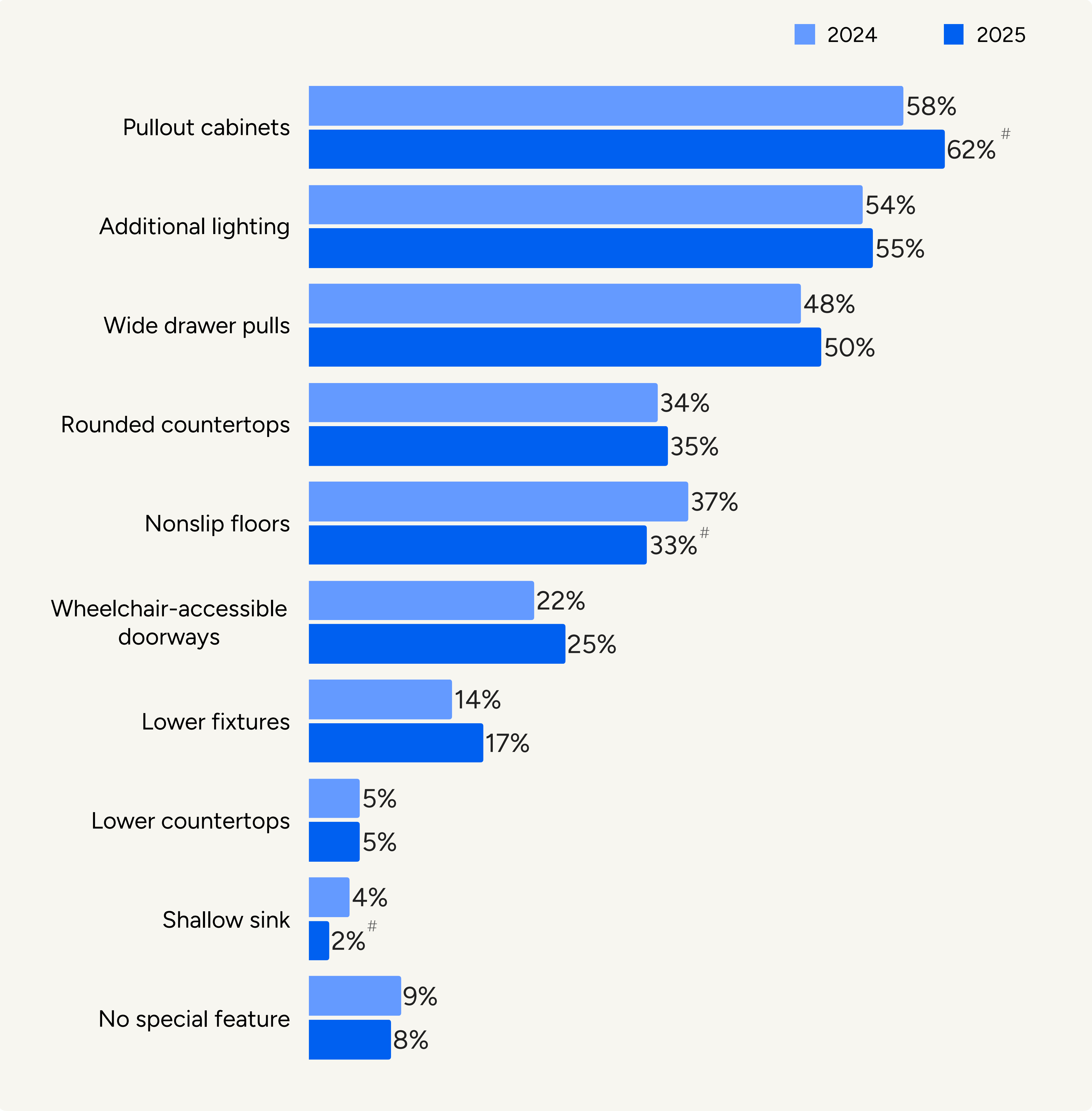
Equipping Kitchens for Long-Term Accessibility

More than 9 in 10 homeowners who address current or future age-related needs in the kitchen do so by opting for special features. Pullout cabinets remain the most popular among these features, with 62% of homeowners incorporating them this year, up from 58% in the previous year. Additional lighting (aiding visibility and safety) follows at 55%; wide drawer pulls (50%) are popular as well.

Many homeowners also equip their kitchen with rounded countertops (35%) and nonslip flooring (33%), although the latter declined by 4 percentage points year over year.

Fewer than 1 in 10 renovating homeowners (8%) adds no special features to accommodate aging in place.

FEATURES INCORPORATED TO ADDRESS AGING IN PLACE



03

Products & Features



Backsplash Coverage Expands

Full coverage up to the cabinets or range hood is the most popular backsplash coverage choice, selected by 67% of homeowners — up by 5 percentage points year over year.

Extending backsplashes to the ceiling also is becoming increasingly popular, with more than 1 in 10 homeowners (12%) doing so — an increase of 2 percentage points. More than three-quarters of homeowners select tile for an upgraded

kitchen backsplash.

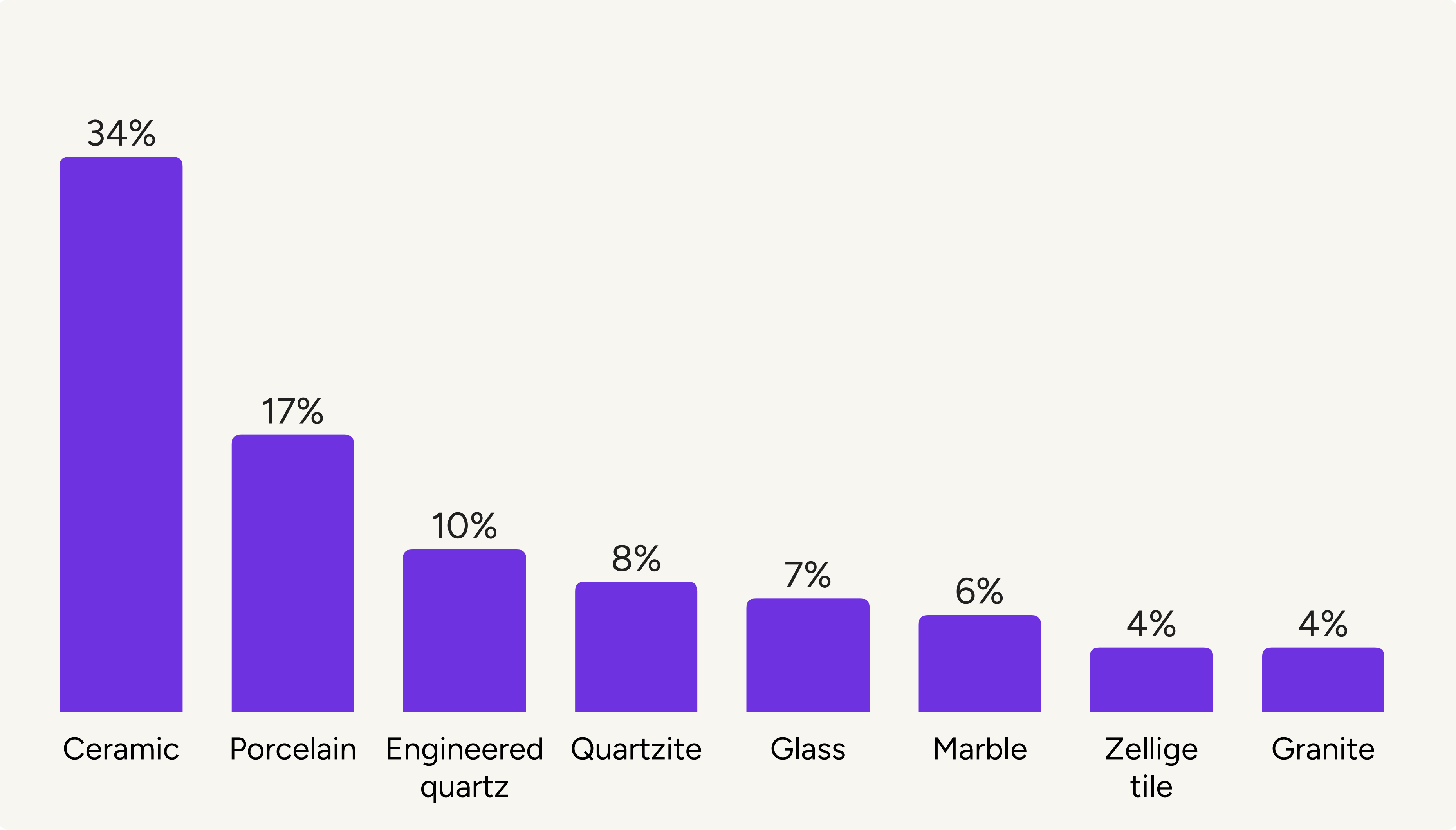
Ceramic remains the top material choice for upgraded backsplashes, at 34%. Porcelain follows at 17%, and engineered quartz (10%) and quartzite (8%) are in third and fourth place.

Fewer renovating homeowners opt for glass, marble, zellige tile or granite (7%, 6%, 4% and 4%, respectively).

TYPE OF NEW OR UPGRADED BACKSPLASHES

Tile	76%	Slab	24%
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MATERIALS FOR UPGRADED BACKSPLASHES



COVERAGE OF UPGRADED BACKSPLASHES

UP TO THE CABINETS OR RANGE HOOD		UP TO THE CEILING	
Full coverage	+5 pp# 67%	Full coverage	+2 pp# 12%
Partial coverage	-5 pp# 15%	Partial coverage	-2 pp# 3%

Classic Tile Shapes and Patterns Are in Favor

The majority of renovating homeowners (68%) choose rectangular tiles for their kitchen backsplash. Hexagonal tiles follow very distantly (4%), while diamond-shape, octagonal tiles and tiles with no particular shape are chosen the least frequently (3%, 1% and 2%, respectively).

When it comes to patterns, horizontal brick is the most favored, with nearly 2 in 5 renovating homeowners choosing it.

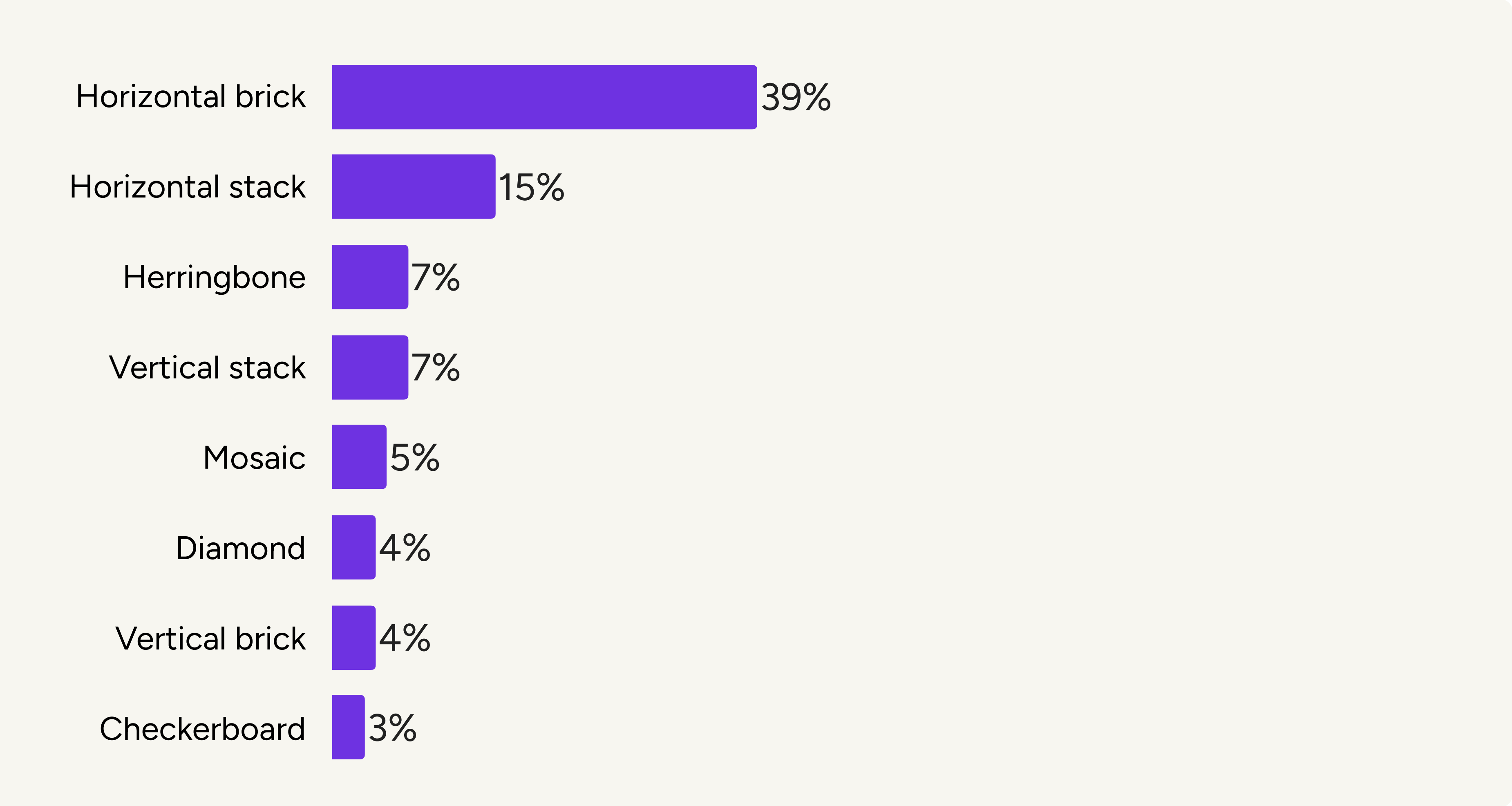
Horizontal stack follows at 15%. Herringbone and vertical stack patterns are tied for third place at 7%.

At the niche end of patterns are mosaic (5%), diamond (4%) and checkerboard (3%).

SHAPES OF BACKSPLASH TILE IN UPGRADED KITCHENS



PATTERNS OF BACKSPLASH TILE IN UPGRADED KITCHENS



Solid Wood Dominates for Cabinet Construction

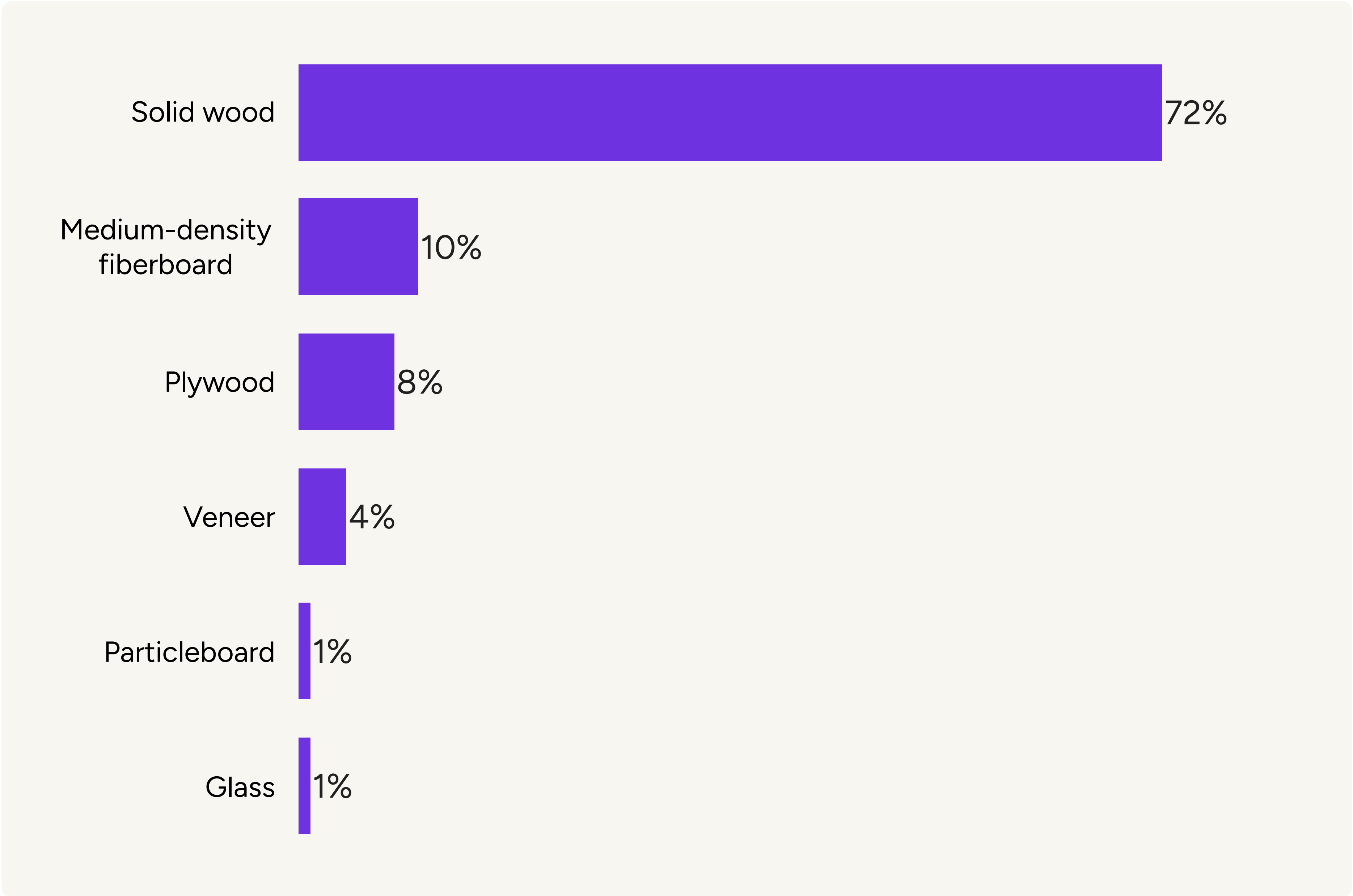
Solid wood is the overwhelming favorite material for new kitchen cabinets, with 72% of homeowners selecting it. Medium-density fiberboard (10%) and plywood (8%) are much less common, and renovating homeowners choose veneer (4%), particleboard (1%) and glass (1%) even less frequently.

As for cabinet finishes, 57% of homeowners choose paint.

Despite a rise of 3 percentage points, stain still follows distantly (17%). Only 7% of homeowners select wood veneer.

The driving factor for material selection among the majority of renovating homeowners is look and feel (72%). Functionality is the priority for 45%, while cost considerations influence 32%.

PRIMARY MATERIALS OF NEW CABINETS



FINISHES OF NEW CABINET MATERIALS

Paint	57%
Stain	+3 pp# 17%
Wood veneer	7%

REASONS FOR CHOOSING A NEW CABINET MATERIAL

Look and feel	72%
Functionality	45%
Cost	32%

Stock Cabinets See Slight Uptick

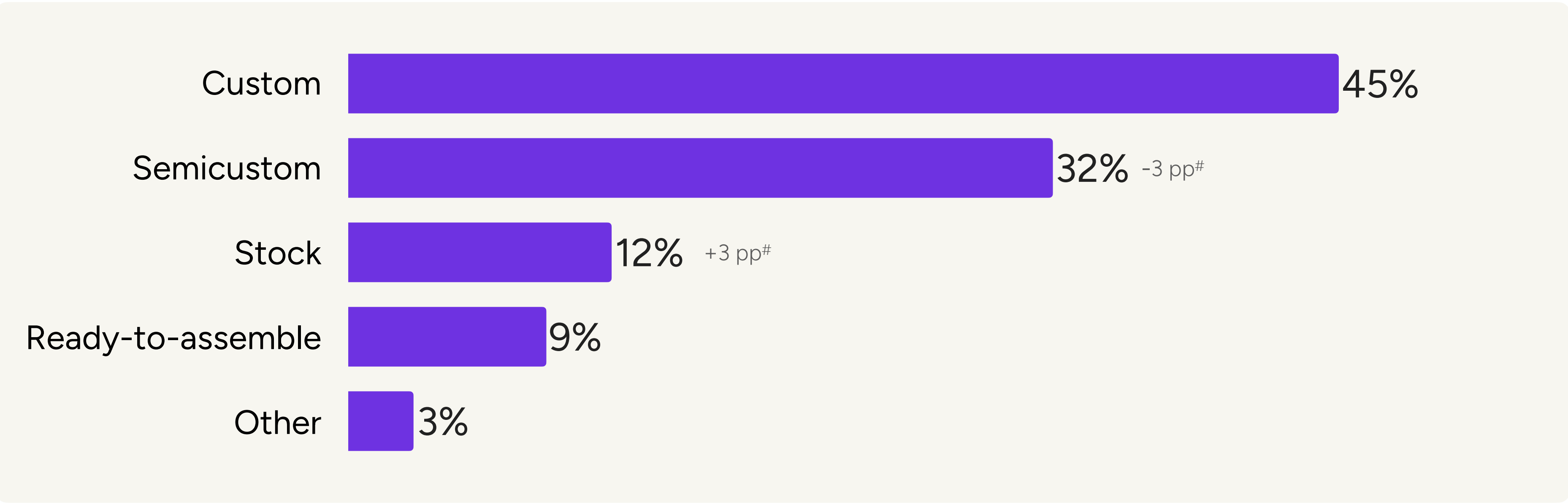
Stock cabinets are on the rise, increasing in favor by 3 percentage points year over year, to 12%. However, they remain far behind both fully customized (45%) and partially customized (32%) cabinets. Ready-to-assemble styles account for 9% of cabinet choices.

As for cabinet door styles, Shaker leads at 61%, far outpacing flat-panel (22%) and raised-panel (12%) designs. Only 3% of renovating homeowners go for glass-front doors.

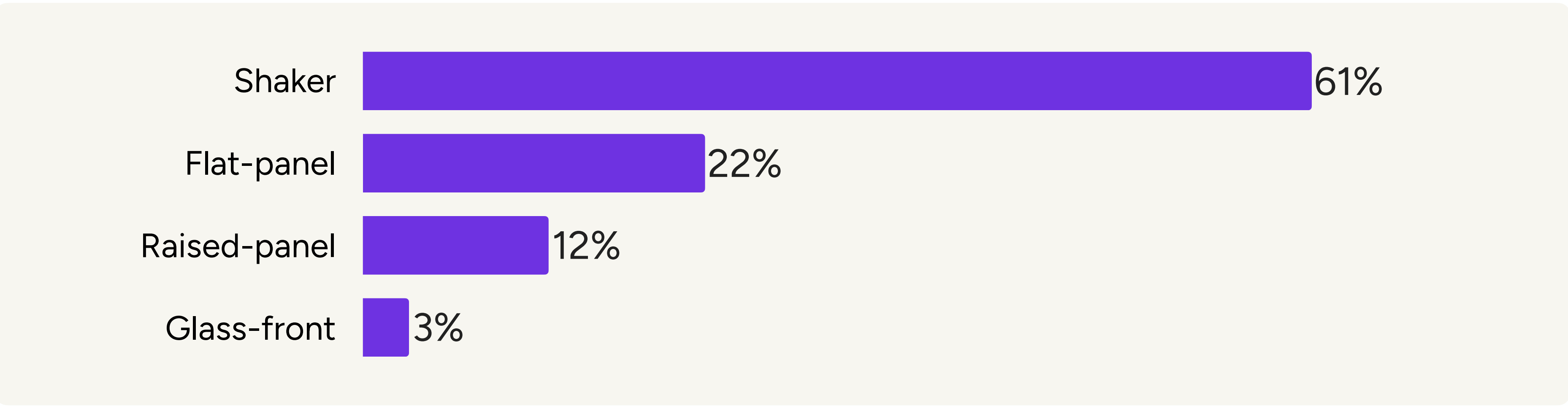
More than 9 in 10 homeowners (93%) opt for handles on their new cabinets. Among handle choices, bar pulls dominate at 75%, followed by knobs at 36%. Cup pulls and finger pulls each account for 9% of handle choices.

Among handle finishes, brushed nickel leads at 31%, followed by black (19%) and brass (17%). Bronze (14%) and chrome (5%) round out the list.

PRIMARY TYPES OF NEW CABINETS



PRIMARY DOOR STYLES OF NEW CABINETS



DOOR HANDLE STYLES ON NEW CABINETS

Bar pulls	75%
Knobs	36%
Cup pulls	9%
Finger pulls	9%
No handles	7%

DOOR HANDLE FINISHES ON NEW CABINETS

Brushed nickel	31%
Black	-3 pp# 19%
Brass	17%
Bronze	14%
Chrome	5%

Accent Cabinets Appeal to Many

More than half of renovating homeowners (52%) add or upgrade an accent cabinet or shelf while renovating their kitchen.

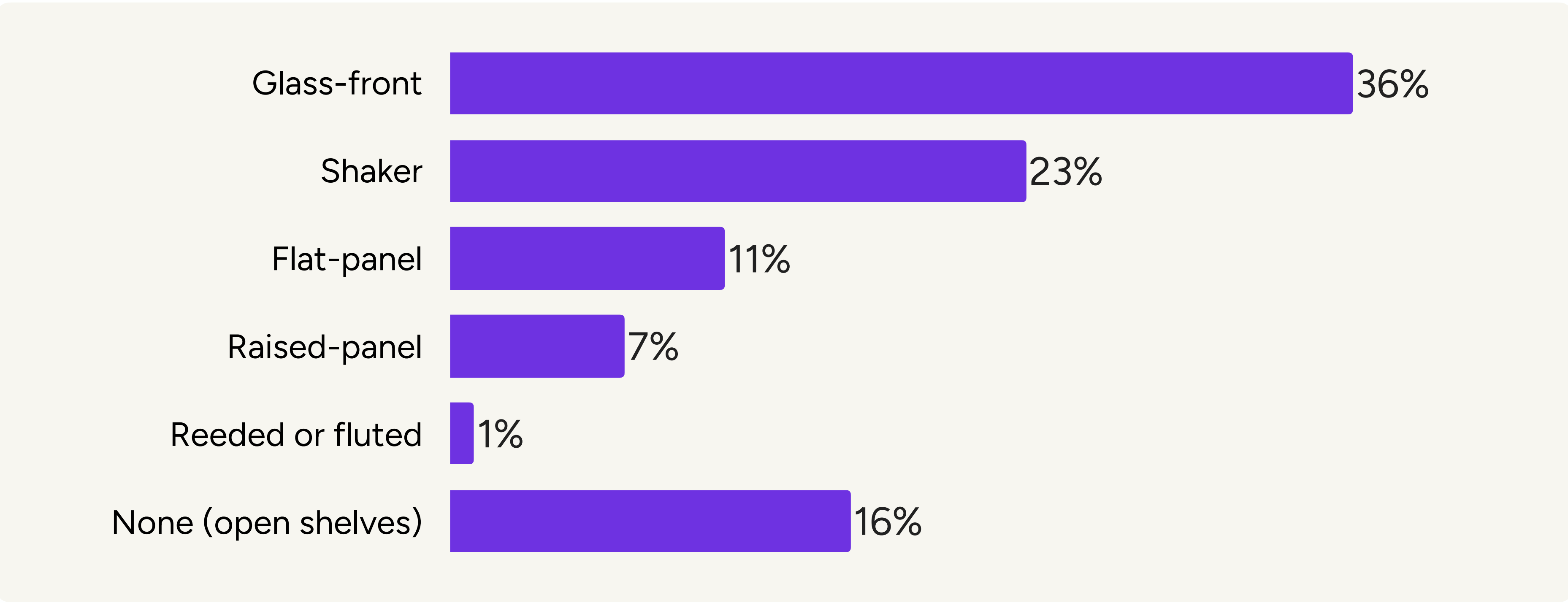
Glass-front cabinets rank highest, selected by 36%, followed by Shaker-style cabinets at 23% and open shelves without doors at 16%.

Homeowners use these accent cabinets and shelves to showcase various items. They most commonly display glassware (52%), followed by decorative items (43%) and dishware (34%). Cookbooks (23%), collectibles (21%) and china (18%) round out the list of display items.

52%

Add or upgrade an accent cabinet or shelf

PRIMARY DOOR STYLES OF NEW ACCENT CABINETS



ITEMS DISPLAYED IN ACCENT CABINET OR ON SHELF

Glassware	52%	Cookbooks	23%
Decorative items	43%	Collectibles	21%
Dishware	34%	China	18%

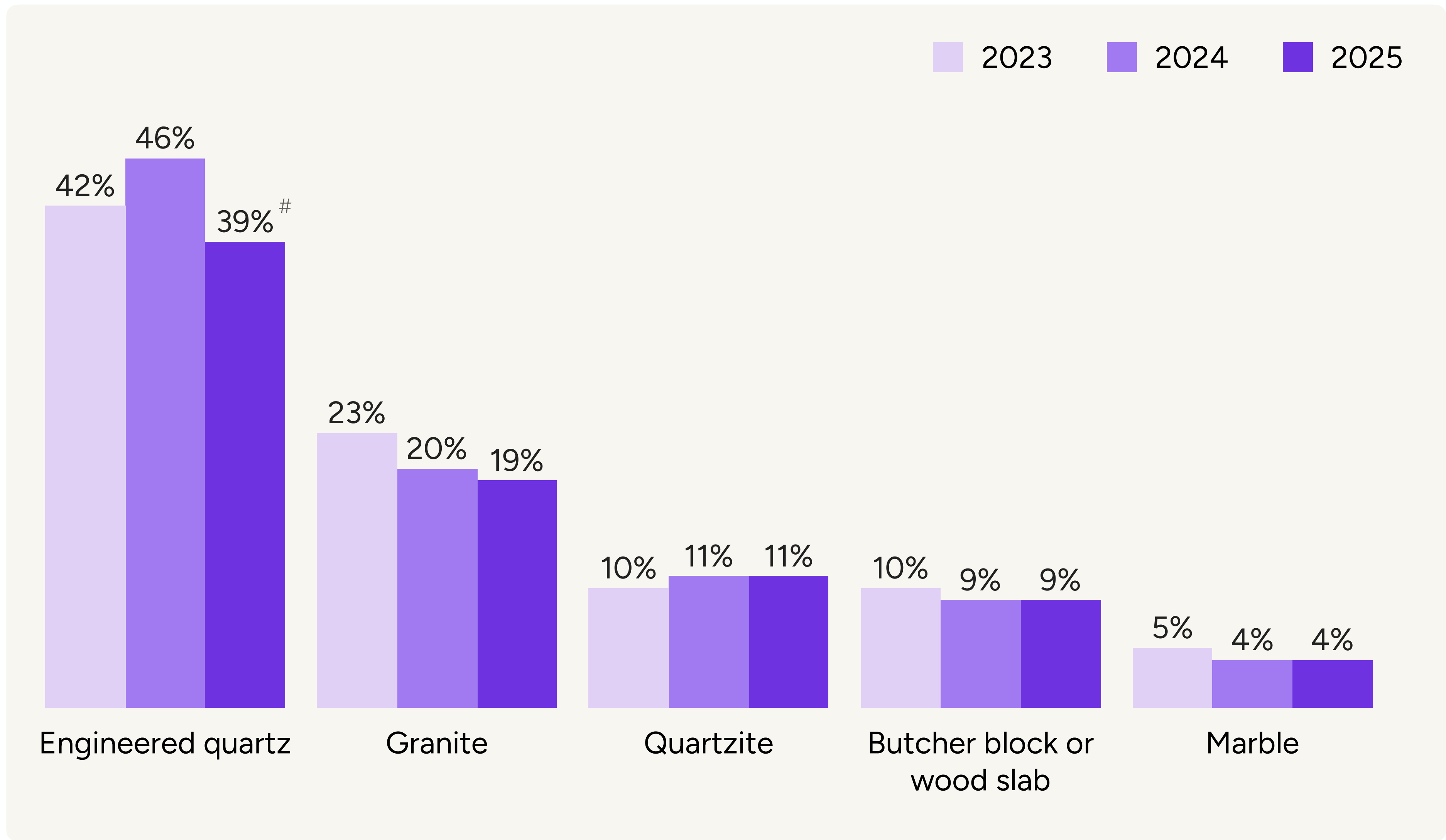
Engineered Quartz Is Tops for Countertops

Engineered quartz continues to be the countertop material of choice, with 39% of renovating homeowners opting for it. This material has held the top spot for longer than a decade, despite a 7-percentage-point decline from the previous year. Granite follows in second place, though its popularity has declined slightly, from 20% to 19% year over year. Quartzite (11%), butcher block or wood slab (9%), and marble (4%) are holding steady.

As for the edges of upgraded countertops, nearly 2 in 5 renovating homeowners choose square, followed by eased (30%) and beveled (12%) edges.

Among patterns of countertop material, veined is the overwhelming favorite, chosen by 74%, while speckled and evenly distributed patterns trail far behind at 13% each.

MATERIALS FOR UPGRADED COUNTERTOPS



EDGES OF UPGRADED KITCHEN COUNTERTOPS

Square	38%
Eased	30%
Beveled	12%

PATTERNS OF UPGRADED KITCHEN COUNTERTOPS

Veined	74%
Speckled	13%
Uniform	13%

Wood Ranks No. 1 for Islands With Contrasting Countertops

While engineered quartz is the top choice overall for countertops in renovated kitchens, 24% of renovating homeowners use different materials on their island countertop and main countertops.

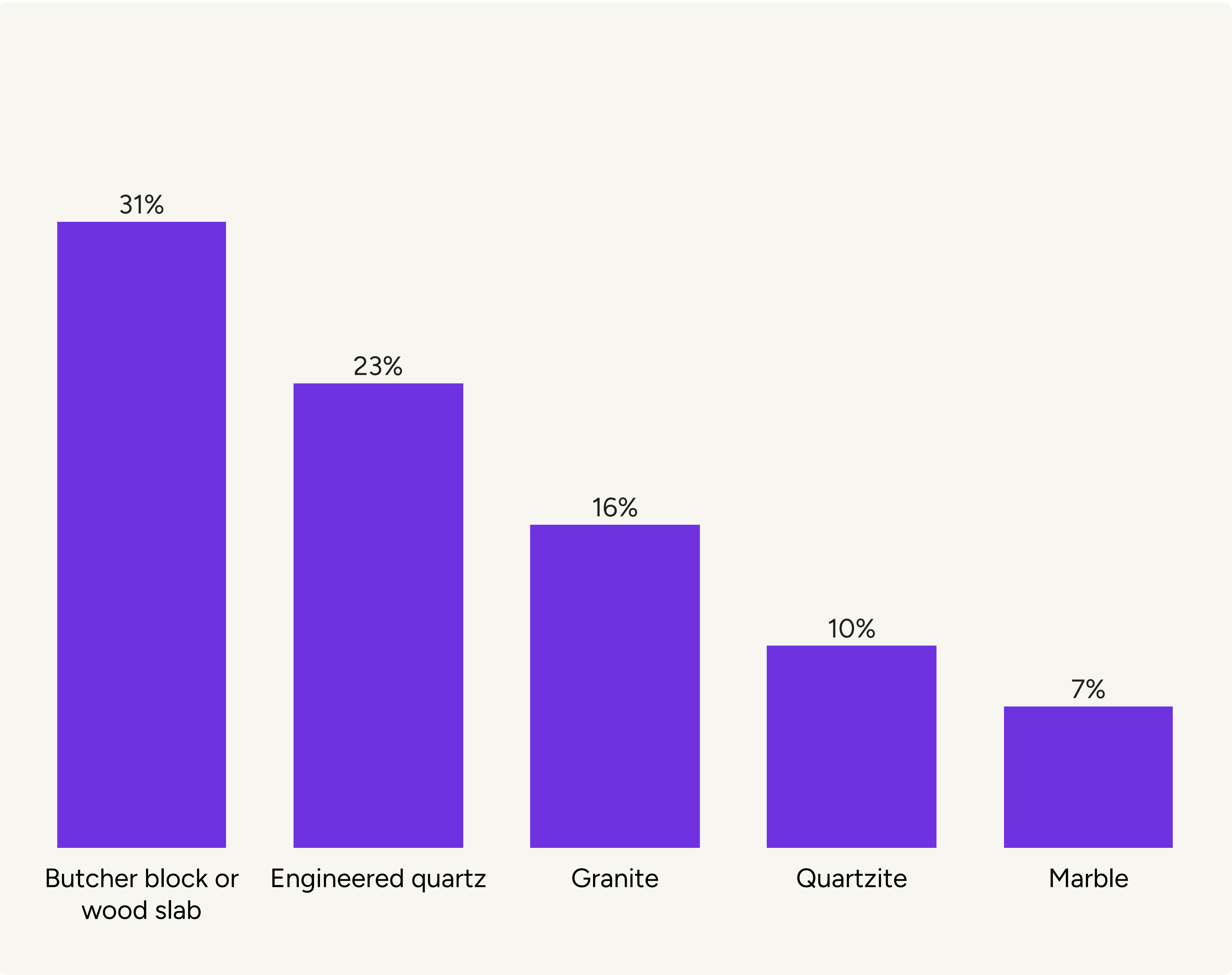
When these materials differ, butcher block or wood slab leads for island countertops, selected by 31%. Engineered quartz follows somewhat closely, chosen by 23%.

Natural stones make an appearance too, with some renovating homeowners choosing granite (16%), quartzite (10%) or marble (7%).

24%

Choose different island and main countertop materials

CONTRASTING MATERIALS FOR UPGRADED ISLAND COUNTERTOPS



Quality and Looks Trump Cost for Large Appliances

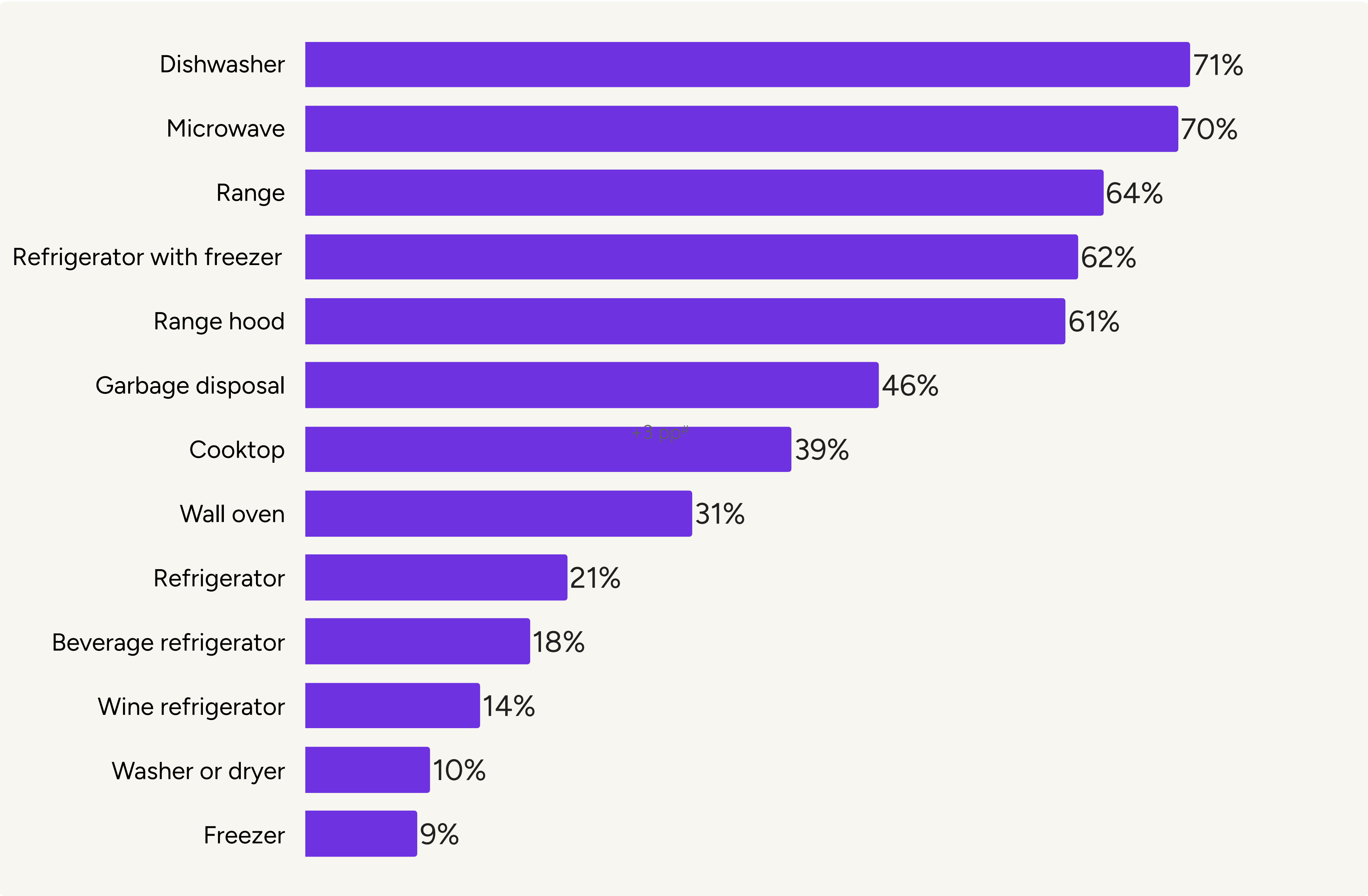
Among large kitchen appliances, renovating homeowners go for dishwashers (71%) and microwaves (70%) most frequently, followed by ranges (64%), refrigerator-freezer combinations (62%) and range hoods (61%).

Homeowners also frequently upgrade cooktops (39%) and wall ovens (31%), while smaller shares opt for beverage refrigerators (18%) and wine refrigerators (14%).

As for what influences large appliance purchases, homeowners prioritize quality and aesthetics over cost. Quality is the top priority, influencing 64% of homeowners, while look and feel is most important for 50%.

Though cost is a lower priority for most, 29% of renovating homeowners still cite it as the reason for their appliance purchase. Substantial shares also prioritize size (27%), specialty features (25%) and energy efficiency (22%).

CHOICES FOR NEW LARGE APPLIANCES



REASONS FOR CHOOSING NEW LARGE APPLIANCES

Quality	64%	Size	27%
Look and feel	50%	Specialty features	25%
Cost	29%	Energy efficiency	22%

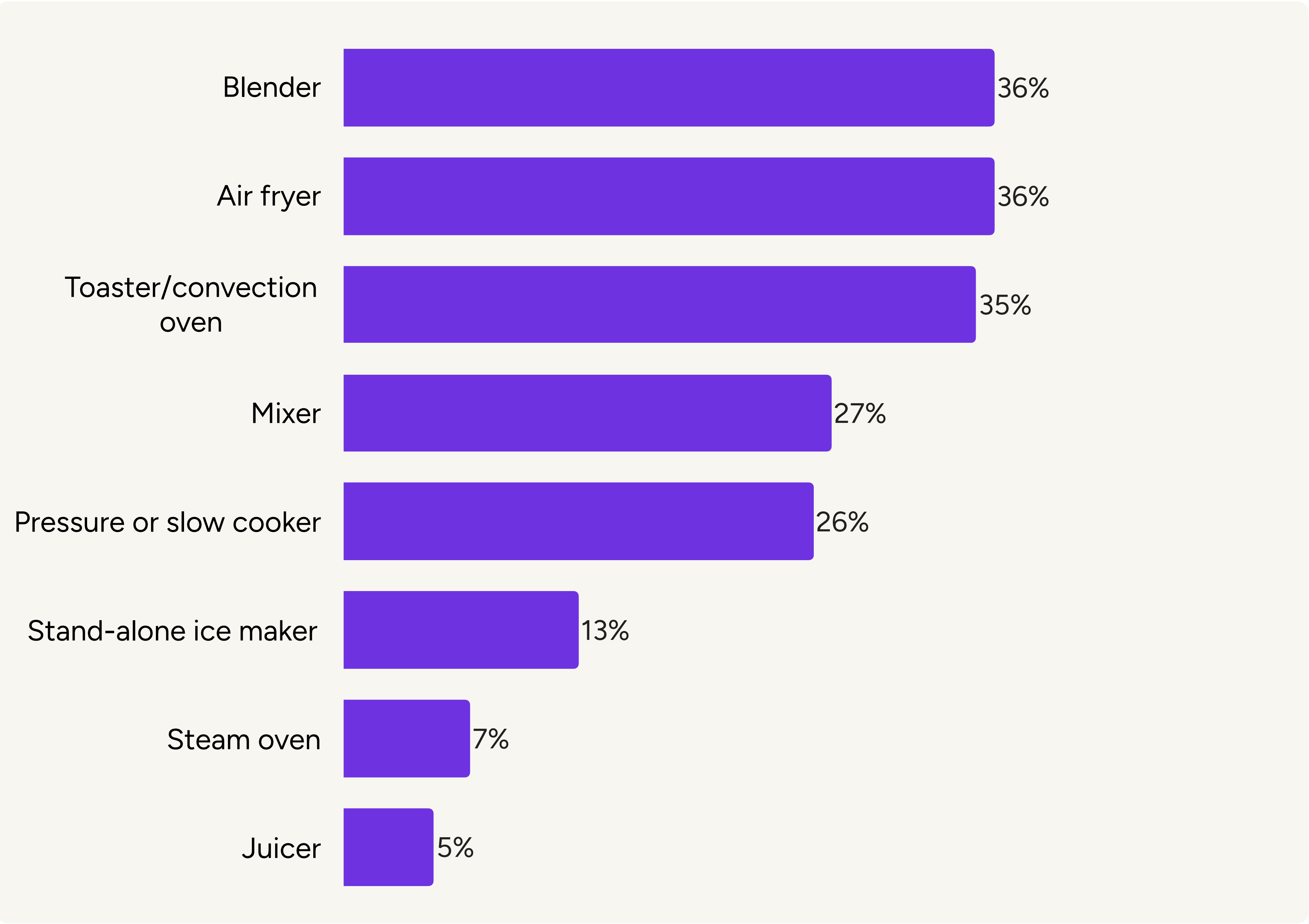
Quality Drives Small Appliance Purchase Decisions

As with large appliances, quality is the top priority for most small kitchen appliance purchases, with nearly half (47%) of renovating homeowners citing it as the deciding factor. Speciality features follow at 36%, while look and feel influences 25% of homeowners.

Cost is only a slightly lower priority, with 24% of homeowners citing it as the deciding factor.

Blenders and air fryers top the list of small appliance purchases, with 36% of homeowners choosing each, followed closely by toaster-and-convection oven combos at 35%. Mixers (27%) and pressure cookers (26%) also are popular, while stand-alone ice makers (13%), steam ovens (7%) and juicers (5%) appeal to smaller shares.

CHOICES FOR NEW SMALL APPLIANCES



REASONS FOR CHOOSING NEW SMALL APPLIANCES

Quality	47%	Cost	24%
Specialty features	36%	Size	22%
Look and feel	25%	Brand	15%

Ceilings and Cabinets

See the Light

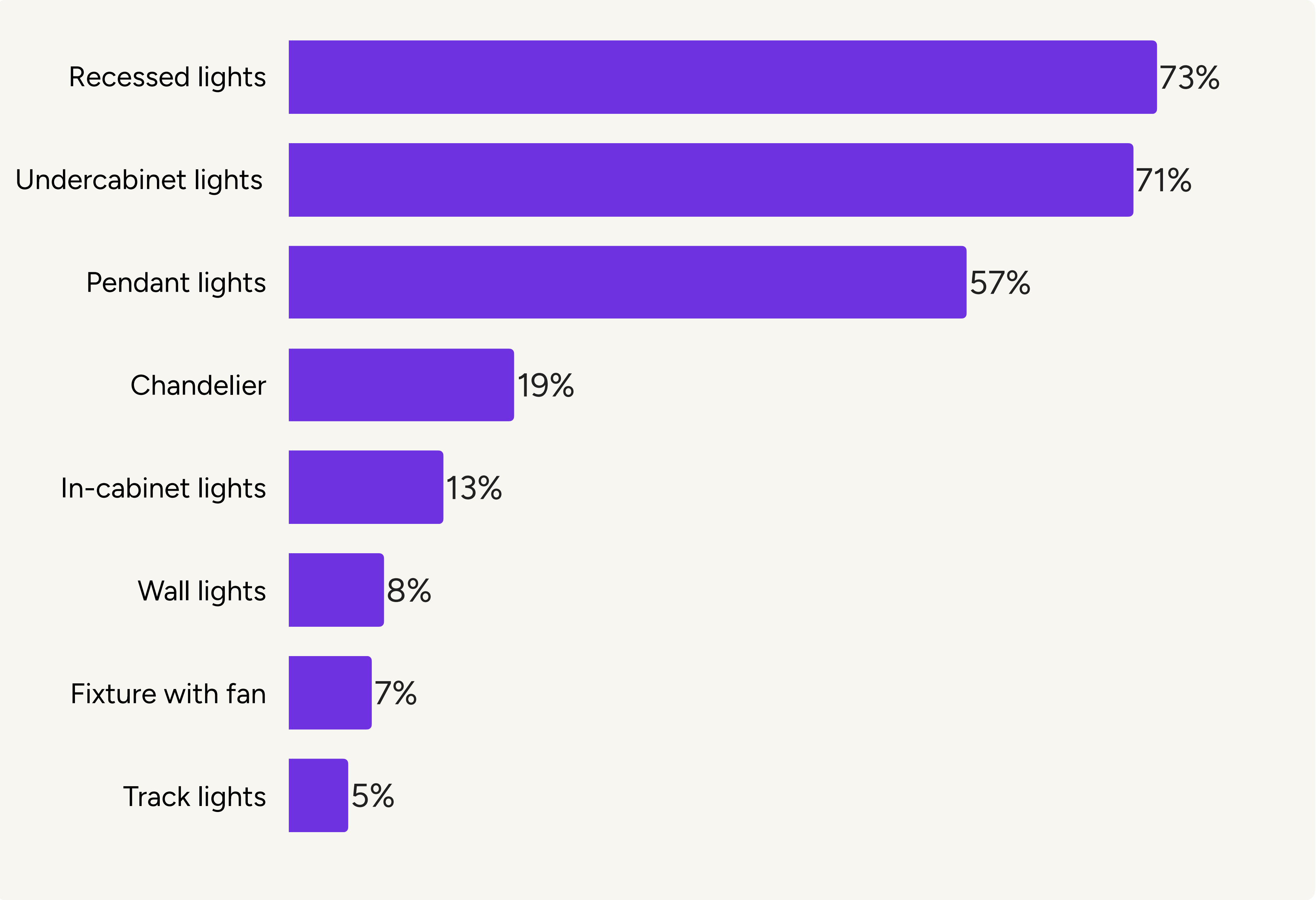
Recessed lights and undercabinet lights dominate the selections for light fixtures in renovated kitchens, with 73% and 71% of homeowners, respectively, opting for them.

Pendant lights are another popular choice, selected by 57%, followed by chandeliers (19%). Only 13% go for in-cabinet lights, while wall lights (8%), light fixtures with fans (7%) and

track lights (5%) are even less common.

When it comes to lighting fixture material, a combination of metal and glass is the top choice, selected by 52% of renovating homeowners. All-metal fixtures follow at 26%, while 16% of homeowners opt for designs made mostly of glass.

CHOICES FOR UPGRADED LIGHT FIXTURES



MATERIALS FOR UPGRADED LIGHTING FIXTURES

Metal-glass combination	52%
All metal	26%
Mostly glass	16%

Pendant Lights Reign Over Kitchen Islands

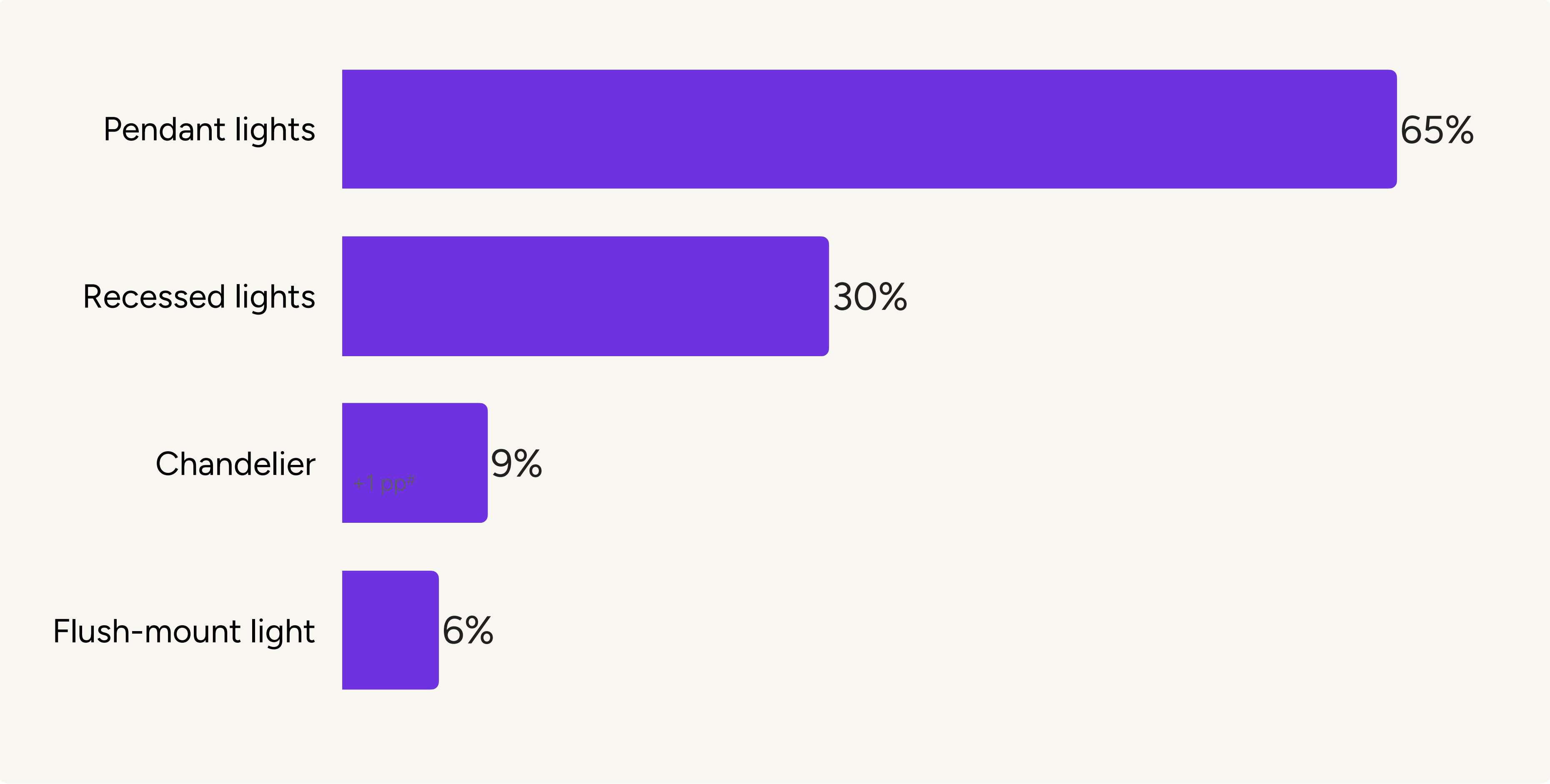
More than 9 in 10 renovating homeowners install new light fixtures above the island, and many opt for multiple fixtures. Two fixtures remains the most popular choice at 36%, though this figure has declined by 7 percentage points from the previous year. Three fixtures follows closely at 35%. The share of homeowners using four or more fixtures above the island has risen to 14% — a 5-point increase.

Pendant lights are the predominant island lighting choice (65%). Recessed lights are the second-most-popular option (30%), while only a few homeowners opt for chandeliers (9%) or flush-mount lights (6%).

94%

Install new light fixtures above the island

LIGHT FIXTURES APPEARING ABOVE ISLANDS



NUMBER OF LIGHT FIXTURES APPEARING ABOVE ISLANDS

One	15%
Two	<div>-7 pp#</div> 36%
Three	35%
Four or more	<div>+5 pp#</div> 14%

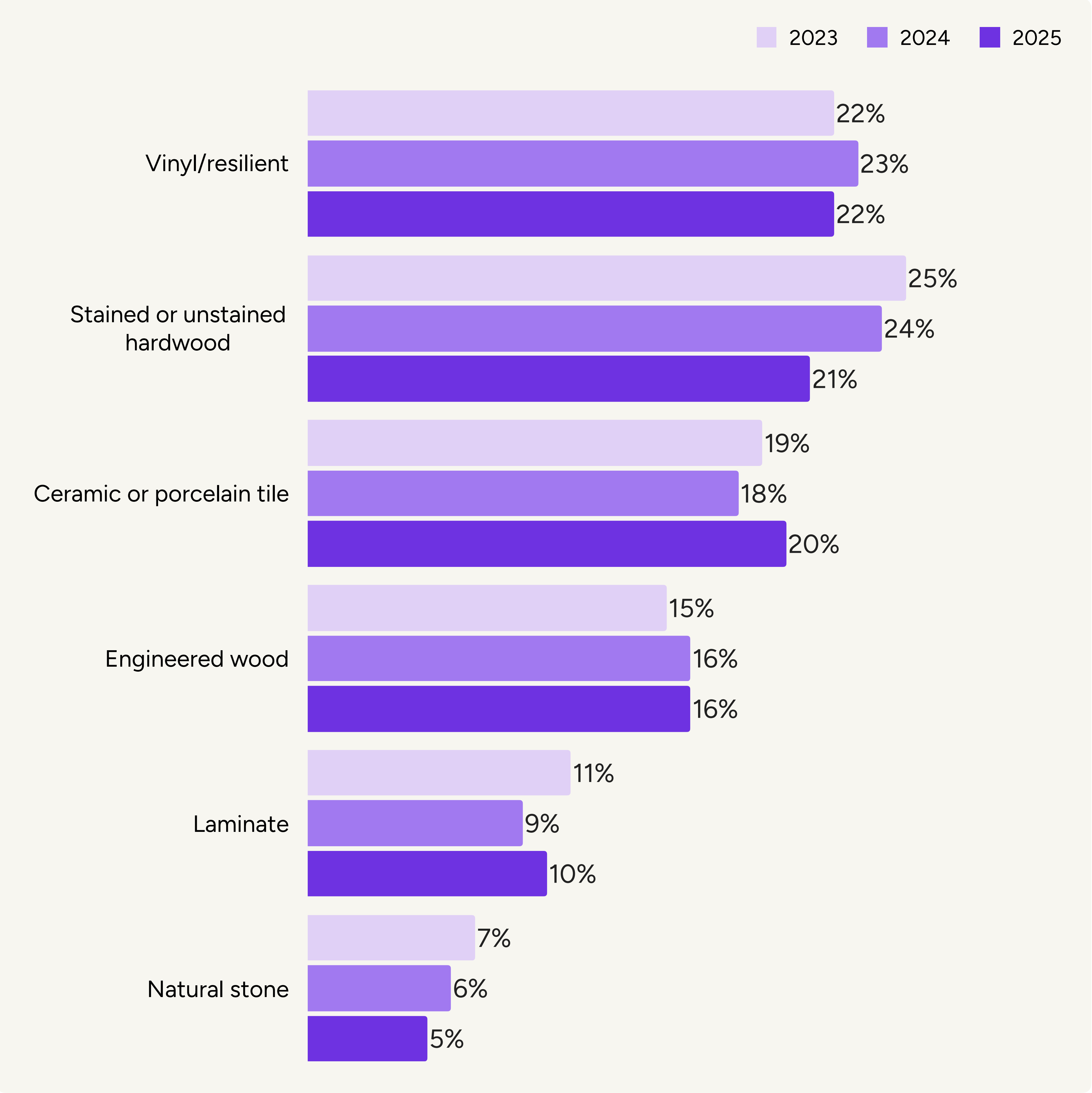
3 Sets of Materials Vie for Top Flooring Choice

Vinyl/resilient flooring has emerged in the top spot for floors in renovated kitchens, chosen by 22% of renovating homeowners. After years of being close to hardwood, it finally has surpassed that flooring material, chosen this year by 21% of renovating homeowners.

Ceramic or porcelain tile follows closely at 20%, indicating that it remains a popular flooring choice.

Engineered wood is holding steady at 16%, while laminate remains a less common option, chosen by 10% of renovating homeowners. Natural stone has dropped in popularity for the second year in a row, and now accounts for only 5% of flooring in renovated kitchens.

CHOICES FOR UPGRADED FLOORING



Pulling Out All the Storage Stops

Homeowners continue to incorporate specialty storage solutions in their renovated kitchens. Pullout waste or recycling bins top the list, selected by 67% of homeowners. Cookie sheet and tray organizers follow closely at 59%, while storage for spices and microwaves are equally popular, chosen by 43% each.

Other widely embraced features include cutlery trays (39%),

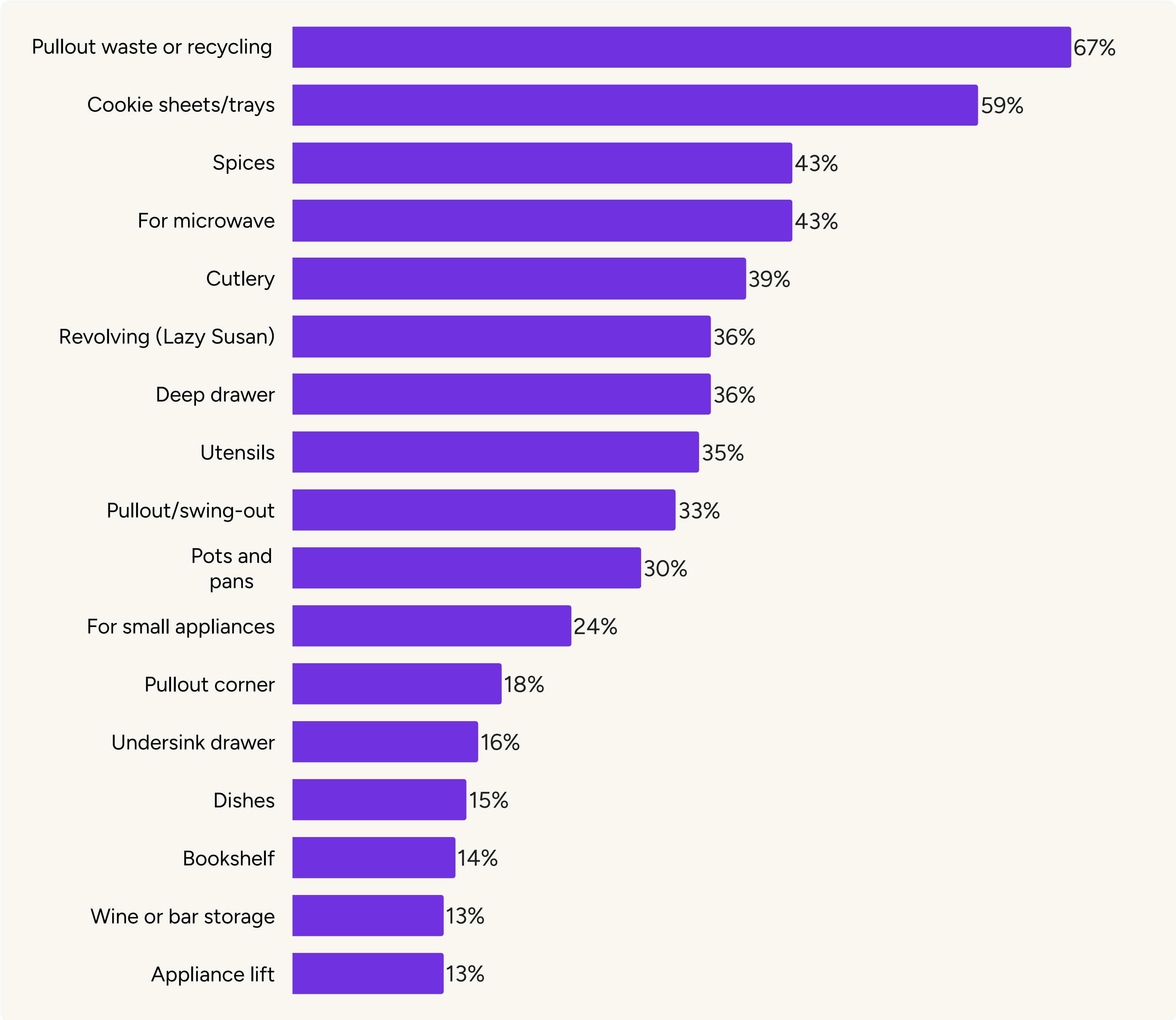
Lazy Susans (36%), deep drawers (36%) and utensil organizers (35%). Smaller shares of renovating homeowners opt for bookshelves (14%) and appliance lifts (13%).

Pantry upgrades are highly popular, with 45% of homeowners opting for pantry cabinets and 17% choosing walk-in pantries.

PANTRY UPGRADES DURING KITCHEN RENOVATIONS

Pantry cabinet	45%	Walk-in pantry	17%
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SPECIALTY STORAGE CHOICES IN UPGRADED CABINETS



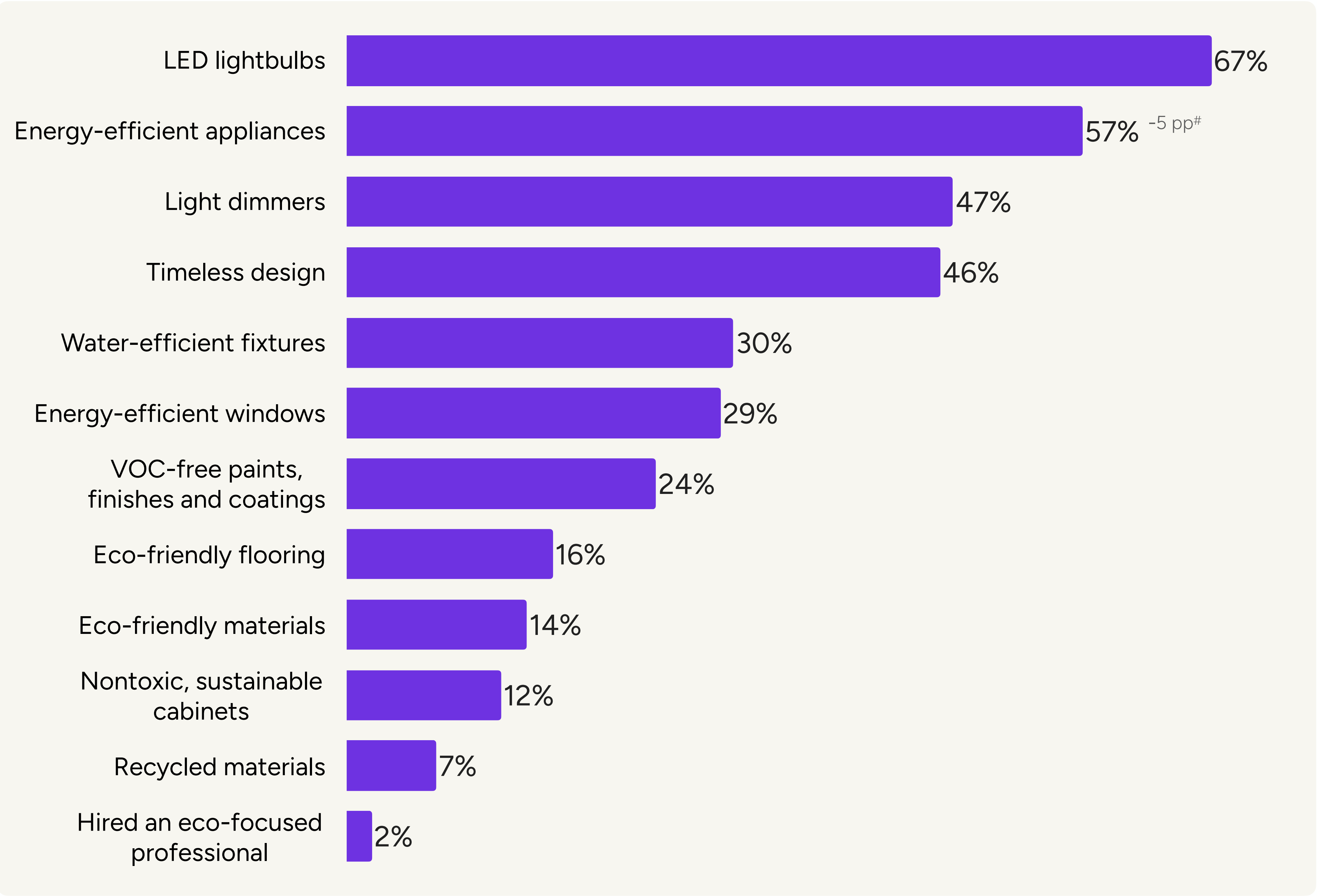
Cost Consciousness Drives Sustainable Choices

More than 7 in 10 homeowners cite cost effectiveness in the long run as the leading motivator for making sustainable choices during kitchen upgrades. So it's no surprise that energy-efficient options account for several of the most popular sustainable choices. Nearly 7 in 10 homeowners (67%) install LED lightbulbs, and more than half (57%) opt for energy-

efficient appliances, although the latter share has declined by 5 percentage points year over year.

Many homeowners (55%) also prioritize environmental friendliness. Choices include VOC-free paints, finishes and coatings (24%) eco-friendly flooring (16%), eco-friendly materials (14%) and nontoxic, sustainable cabinets (12%).

SUSTAINABLE CHOICES DURING KITCHEN RENOVATION



90%
Choose at least one sustainable option

REASONS FOR CHOOSING SUSTAINABLE FEATURES

Cost-effective in long run	72%	Health reasons	12%
Environmentally friendly	55%	Other	7%

Specialty Features Desired for Appliances and Faucets

The majority of renovating homeowners choose kitchen appliances with specialty features: in microwaves (65%), in refrigerators with freezers (63%) and in ovens (63%). Faucets with specialty features are somewhat less sought out, at 46%.

For microwaves, sensor reheat (43%) is most popular, followed by automated cooking (30%) and oven functionality (21%).

Control locks, which enhance safety by preventing accidental use, are popular across all three major appliances: microwaves (17%), refrigerators with freezers (21%) and ovens (30%).

As for newly installed faucets, water efficiency (23%) and touch controls (19%) are the most sought special features.

65%	
SPECIALTY FEATURES IN NEW MICROWAVES	
Sensor reheat	43%
Automated cooking	30%
Oven feature	21%
Control locks	17%
Activity notifications	12%
Monitor/control using phone	12%
Status check	9%
Remote timer activation	8%

63%	
SPECIALTY FEATURES IN NEW OVENS	
Monitor/control using phone	39%
Remote timer activation	30%
Control locks	30%
Precise temperature control	25%
Automated cooking	22%
Activity notifications	20%
Status check	13%
Location-based automation	8%

63%	
SPECIALTY FEATURES IN NEW REFRIGERATORS WITH FREEZERS	
Water filter change alert	65%
Adjustable temperature by drawer or compartment	46%
Control locks	21%
Touch-screen display	17%
Remote ice maker control	13%

46%	
SPECIALTY FEATURES IN NEW FAUCETS	
Water efficiency	23%
Touch control	19%
Voice or touch-free activation	5%
LED light display (temperature)	4%
LED light display (single color)	2%

Kitchen Bestsellers

The top six kitchen categories are shown here, including a bestseller for each.



KITCHEN FAUCETS



PENDANT LIGHTS



GAS AND ELECTRIC RANGES



BAR AND COUNTER STOOLS



KITCHEN DRAWER ORGANIZERS



KITCHEN SINKS

05

Appendixes



Appendix A

FEATURE UPGRADES DURING KITCHEN RENOVATIONS

	2021	2022	2023	2024	2025
Countertops	88%	91%	90%	91%	91%
Backsplash	83%	86%	84%	86%	85%
Cabinets	80%	83%	83%	85%	85%
Sinks	80%	84%	83%	85%	84%
Faucets	79%	81%	81%	83%	81% [#]
Lighting fixtures	74%	76%	77%	79%	78%
Flooring	65%	64%	67%	68%	65% [#]
Appliances (all)	51%	50%	53%	54%	51% [#]
Wall finish	46%	48%	46%	48%	43% [#]
Appliances (some)	33%	33%	32%	34%	32%
Windows	28%	28%	30%	32%	29% [#]
Interior doors	17%	19%	20%	22%	19% [#]
Exterior doors	19%	18%	20%	21%	19% [#]

Appendix B

KITCHEN STYLES AFTER STYLE CHANGE

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

Appendix C

KITCHEN COLORS AFTER RENOVATION

	Walls	Cabinetry	Countertops	Backsplash	Appliances	Flooring
Off-white	26%	14%	23%	22%	2%	5%
White	25%	33%	41%	35%	7%	5%
Gray	11%	6%	7%	7%	1%	10%
Greige	7%	4%	3%	4%	0%	4%
Beige	9%	3%	5%	7%	1%	8%
Blue	5%	5%	1%	8%	1%	0%
Green	5%	5%	1%	5%	1%	0%
Orange	1%	0%	0%	0%	0%	0%
Red	1%	0%	0%	0%	0%	0%
Yellow	3%	1%	0%	0%	0%	0%
Brown	1%	1%	2%	1%	0%	15%
Medium wood	0%	12%	2%	0%	1%	24%
Light wood	0%	8%	1%	0%	1%	20%
Dark wood	0%	3%	1%	0%	0%	2%
Standard stainless	0%	0%	0%	1%	0%	0%
Black stainless	0%	0%	0%	0%	0%	0%
Black	1%	2%	8%	3%	3%	1%
Other	7%	3%	3%	7%	4%	4%

Appendix D

KITCHEN ACTIVITIES AFTER RENOVATION

	Activities in the kitchen	Activities around the island
Cooking	96%	74%
Baking	80%	56%
Eating/dining	77%	66%
Entertaining	70%	59%
Socializing	49%	47%
Doing work	24%	20%
Crafting or projects	18%	18%
Watching TV	14%	9%
Reading	10%	7%