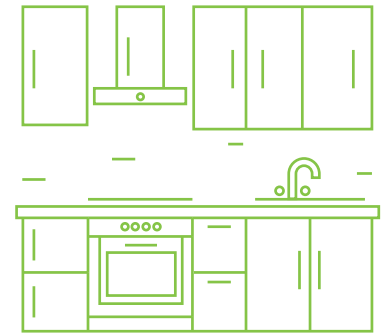


2017



HOUZZ KITCHEN TRENDS STUDY — UK



Big Ideas



NEW KITCHEN, HEALTHY LIFESTYLE

More than a third of homeowners report leading a healthier lifestyle after a kitchen renovation, from eating more fruits and vegetables to preparing more meals at home.

LEADING WITH CONTEMPORARY AND WHITE

Contemporary and traditional styles are the hallmark of new kitchens (56% and 10% each). White cabinetry appears in nearly a third of updated kitchens (31%). More than a fifth of new cabinetry is custom made (22%).

BIG BUDGETS

Nearly one in 10 homeowners spent more than £75K on their kitchen renovation (9%). Another 7% spent between £50K and £75K.

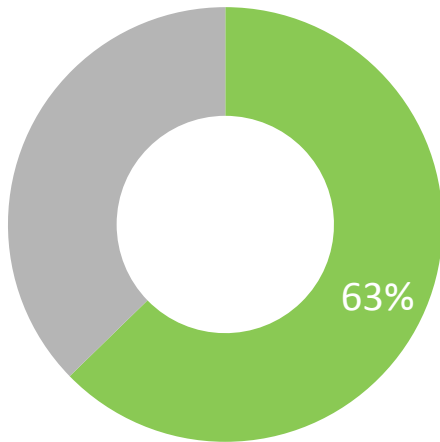
AN EVEN GREATER ROOM

Nearly two thirds of kitchen renovators are increasing the room's size (63%). Open concepts continue to be en vogue with 59% of new kitchens more open to other rooms and 52% more open to the outdoors.

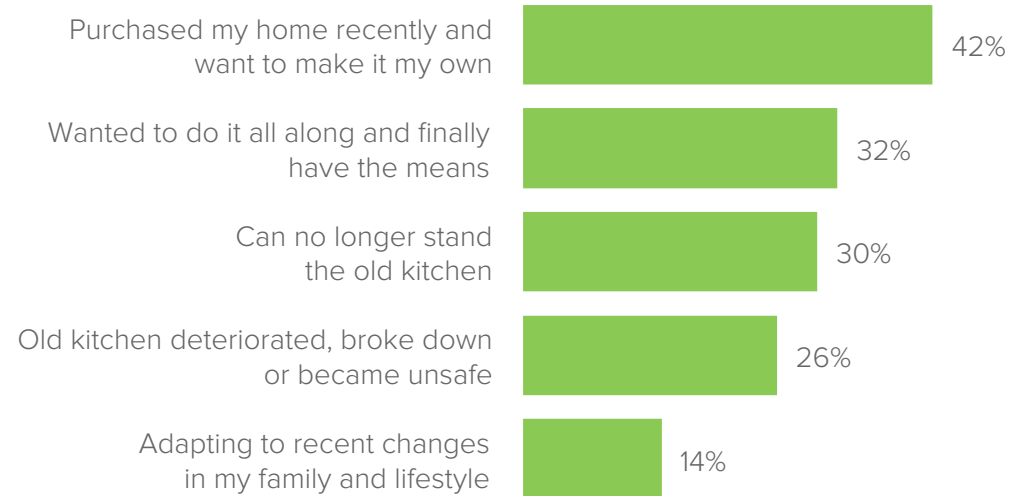
How and Why We Are Updating Our Kitchens

Charts below show frequency of increases in kitchen size and changes to kitchen floor plans, as well as frequency of events that triggered kitchen updates, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

KITCHEN SIZE INCREASE



TOP EVENTS TRIGGERING KITCHEN UPDATE



KITCHEN OPENNESS TO NEARBY SPACES



More open to the outdoors



52%



More open to the indoors



59%

TOP KITCHEN LAYOUTS

32%

U-shaped

28%

L-shaped

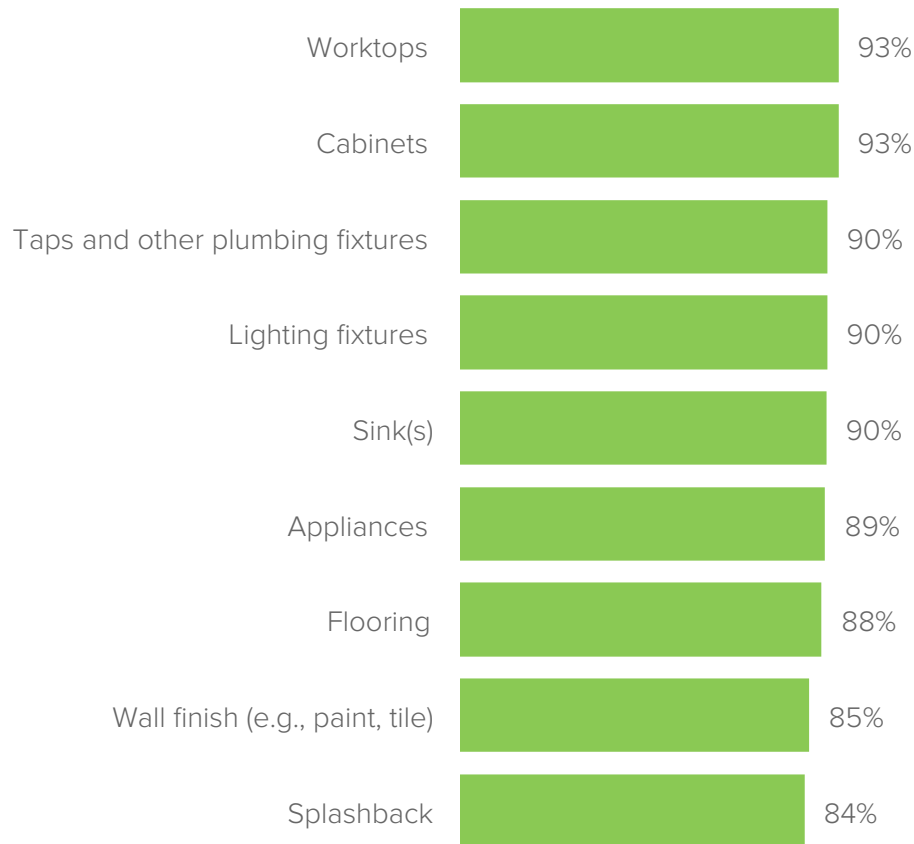
14%

Galley

Major Features We Install in Our Kitchens

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

TOP UPGRADED PRODUCTS AND MATERIALS



NEW APPLIANCES

24%

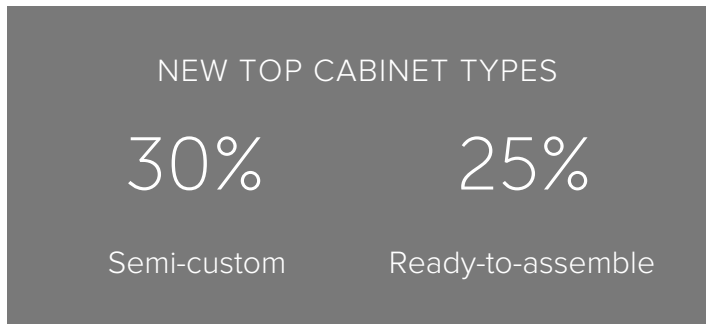
Install a boiling water tap

TOP NEW BUILT-IN KITCHEN FEATURES

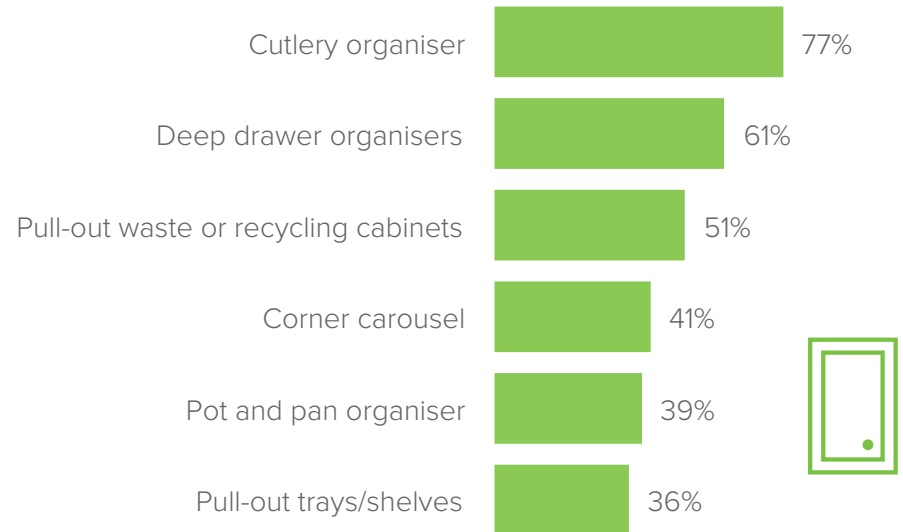
42%	Island
40%	Pantry cupboard
34%	Breakfast bar
29%	Built-in wine fridge/rack
12%	Peninsula

Cabinetry We Install in Our Kitchens

Charts below show frequency of upgraded kitchen cabinet types and storage types, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.



TOP STORAGE UPDATES



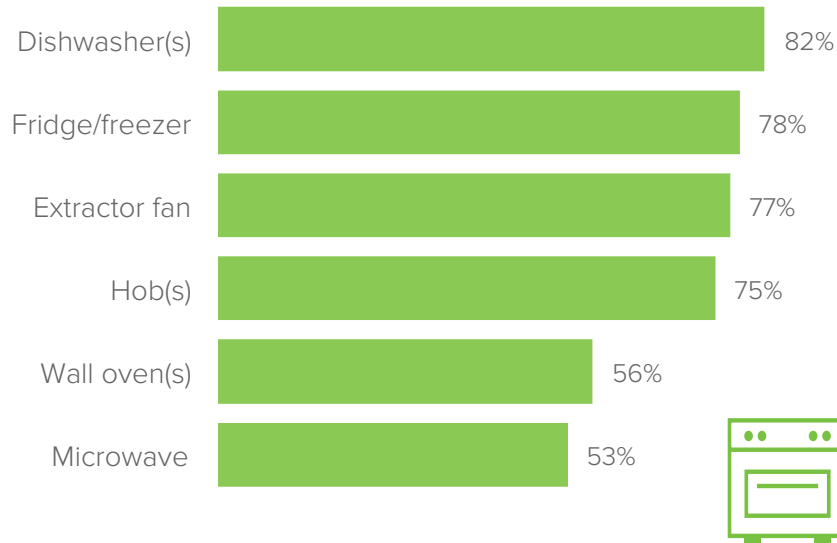
TOP UPGRADED CABINET COLOURS



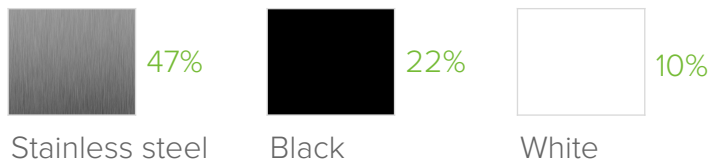
Appliances We Value in Our Kitchens

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

POPULAR APPLIANCE UPGRADES



TOP UPGRADED APPLIANCE COLOURS



NEW TOP HIGH-TECH APPLIANCE FEATURES

17%

Colour touchscreen

12%

Wireless control

TOP NEW COOKTOP TYPES

40%

Induction

31%

Gas

18%

Gas/electric combo

12%

Electric

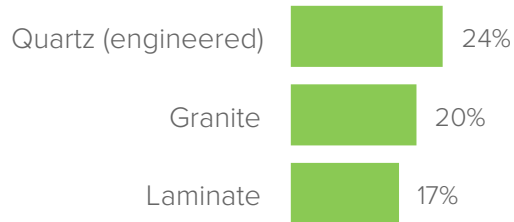
Materials We Choose in Our Kitchens

Charts below show frequency of upgraded worktop and flooring types, as reported by homeowners who renovated their kitchen in the past 12 months, are currently renovating their kitchen or are planning to renovate their kitchen in the next 3 months.

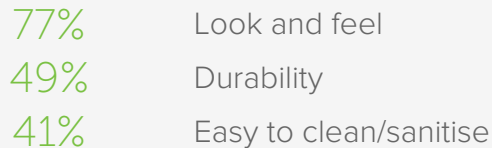
TOP KITCHEN WORKTOP CHOICES

Among the 93% of homeowners who updated worktops

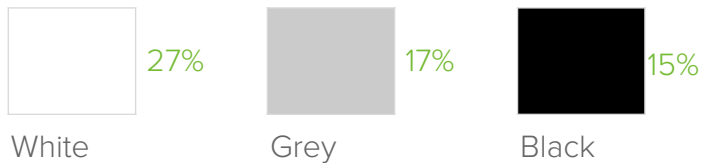
TOP MATERIALS



TOP PURCHASE MOTIVATIONS



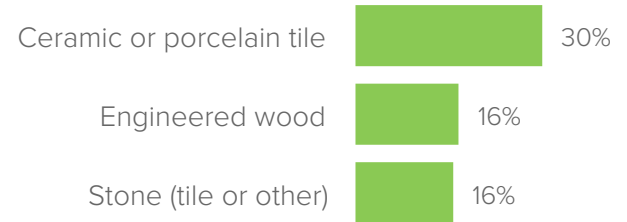
TOP COLOURS



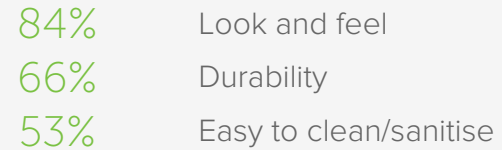
TOP KITCHEN FLOORING CHOICES

Among the 88% of homeowners who updated flooring

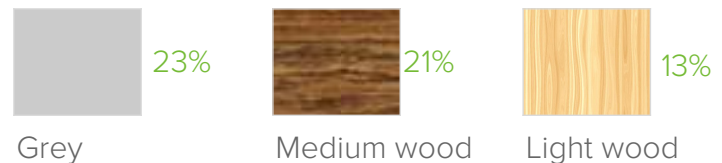
TOP MATERIALS



TOP PURCHASE MOTIVATIONS

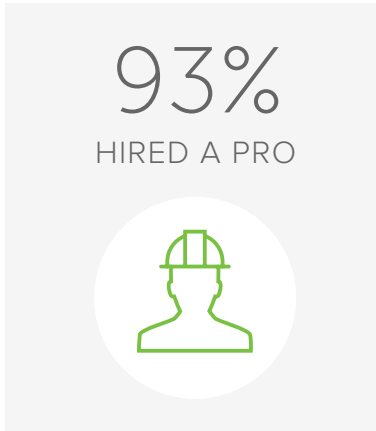


TOP COLOURS

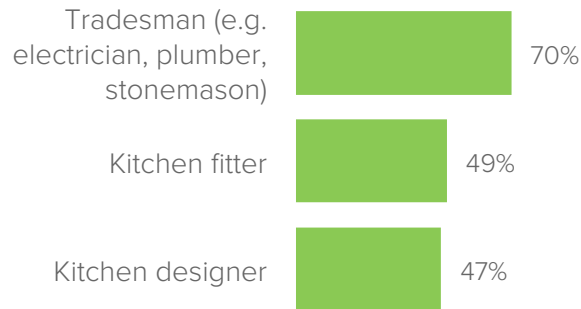


Who We Hire and How We Budget Our Kitchen Updates

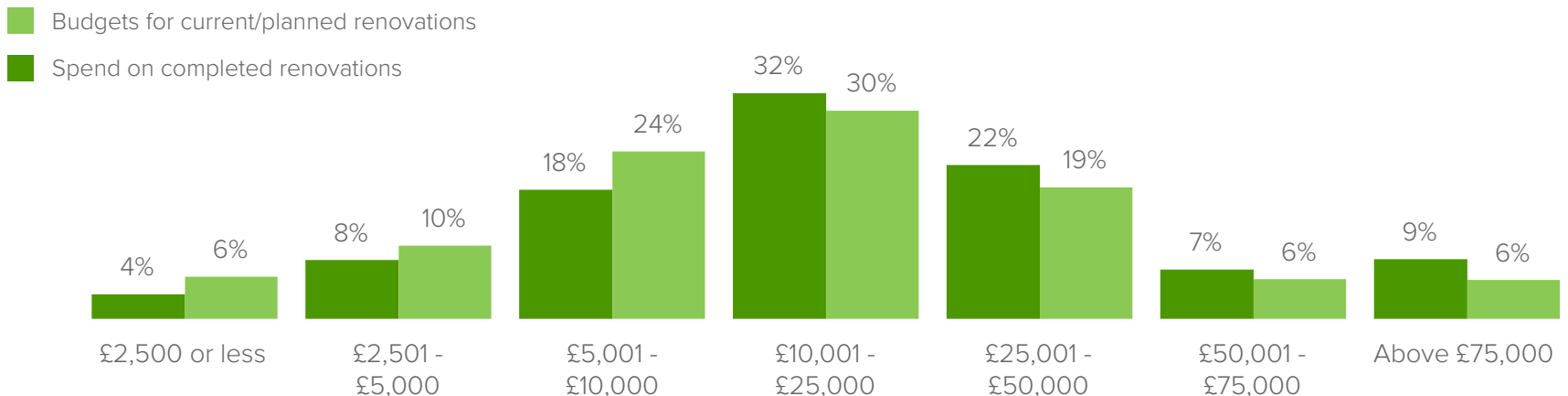
Charts below show frequency of professional hiring and renovation budgets, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months



TOP PROS HIRED



BUDGET VS. SPEND

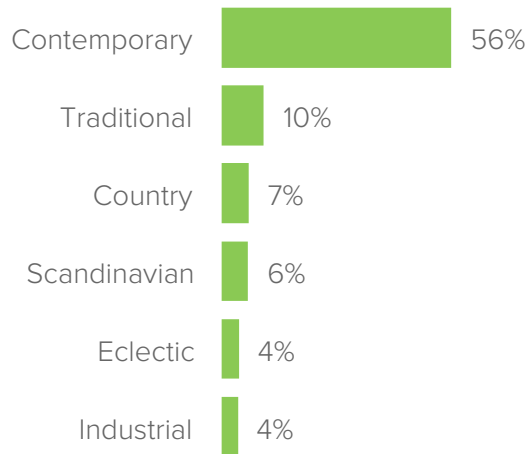


Style Choices in Our Kitchens

Charts below show frequency of updated kitchen styles, wall finishes and lighting fixtures, as reported by homeowners who renovated their kitchens in the past 12 months, are currently renovating their kitchens or are planning to renovate their kitchens in the next 3 months.

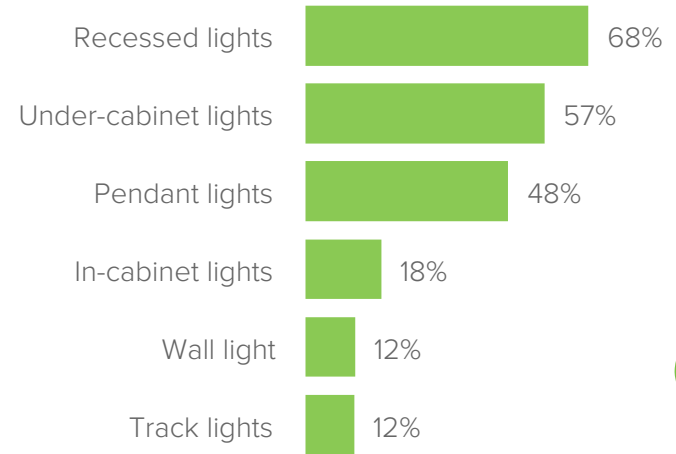
TOP KITCHEN STYLE CHOICES

Among the 88% of homeowners who updated style



TOP LIGHTING CHOICES

Among the 90% of homeowners who updated lighting



TOP NEW WALL FINISHES

84%

Paint

22%

Ceramic or porcelain tile

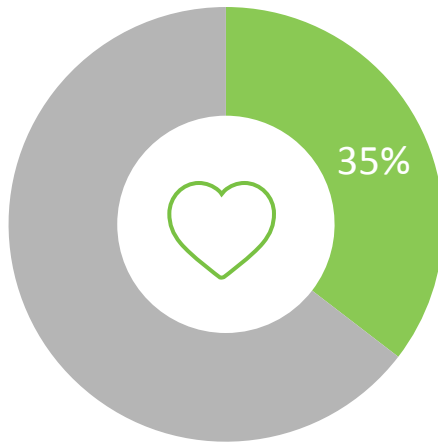
9%

Exposed brick

Updated Kitchens Affect Our Lifestyles

Charts below show frequency of lifestyle changes after kitchen updates, as well as frequency of cooking meals at home, as reported by homeowners who renovated their kitchens in the past 12 months.

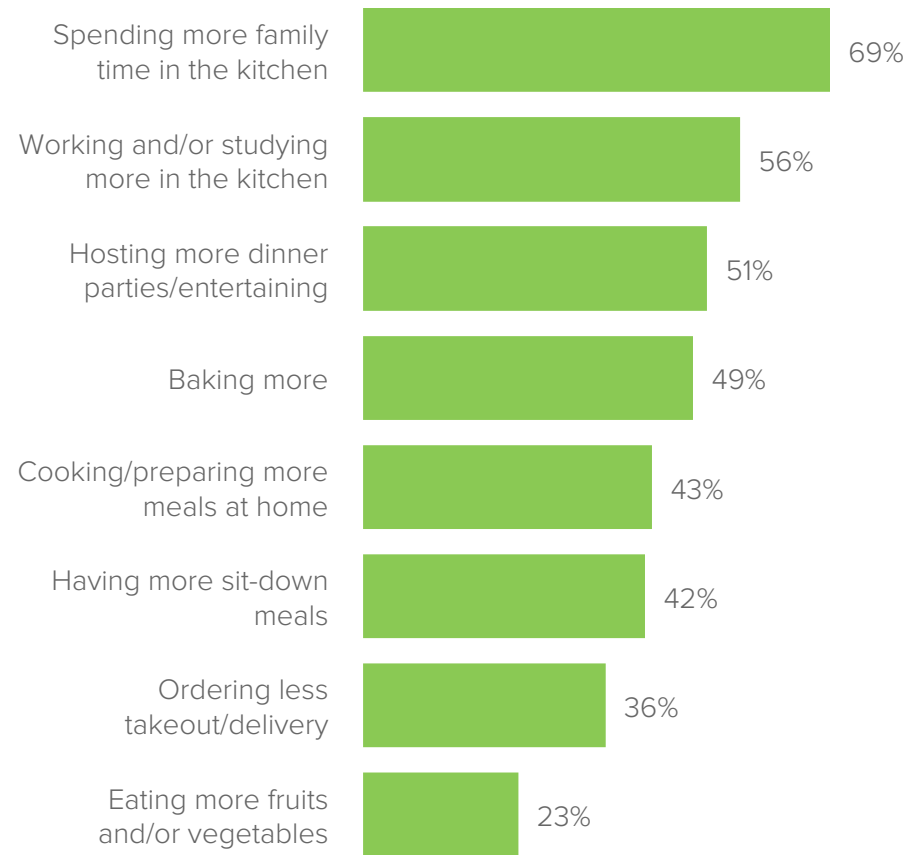
CHANGE TO A HEALTHIER LIFESTYLE



FREQUENCY OF COOKING MEALS AT HOME

91%	5+ days a week
7%	3-4 days a week
1%	<3 days a week

CHANGES IN LIFESTYLE



Methodology

The survey was sent to registered Houzz users in the UK, and fielded in November 2016. Homeowners who completed a kitchen renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=3,156.

Links to Resources on Houzz UK

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