

# 2015



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## HOUZZ KITCHEN TRENDS STUDY: CANADA



# Big Ideas

- Kitchens are a long-term commitment
- Flexibility, functionality and personality drive kitchen updates
- Remodels satisfy pent-up demand
- Quality and design drive product purchase decisions

*and compared with the U.S.:*

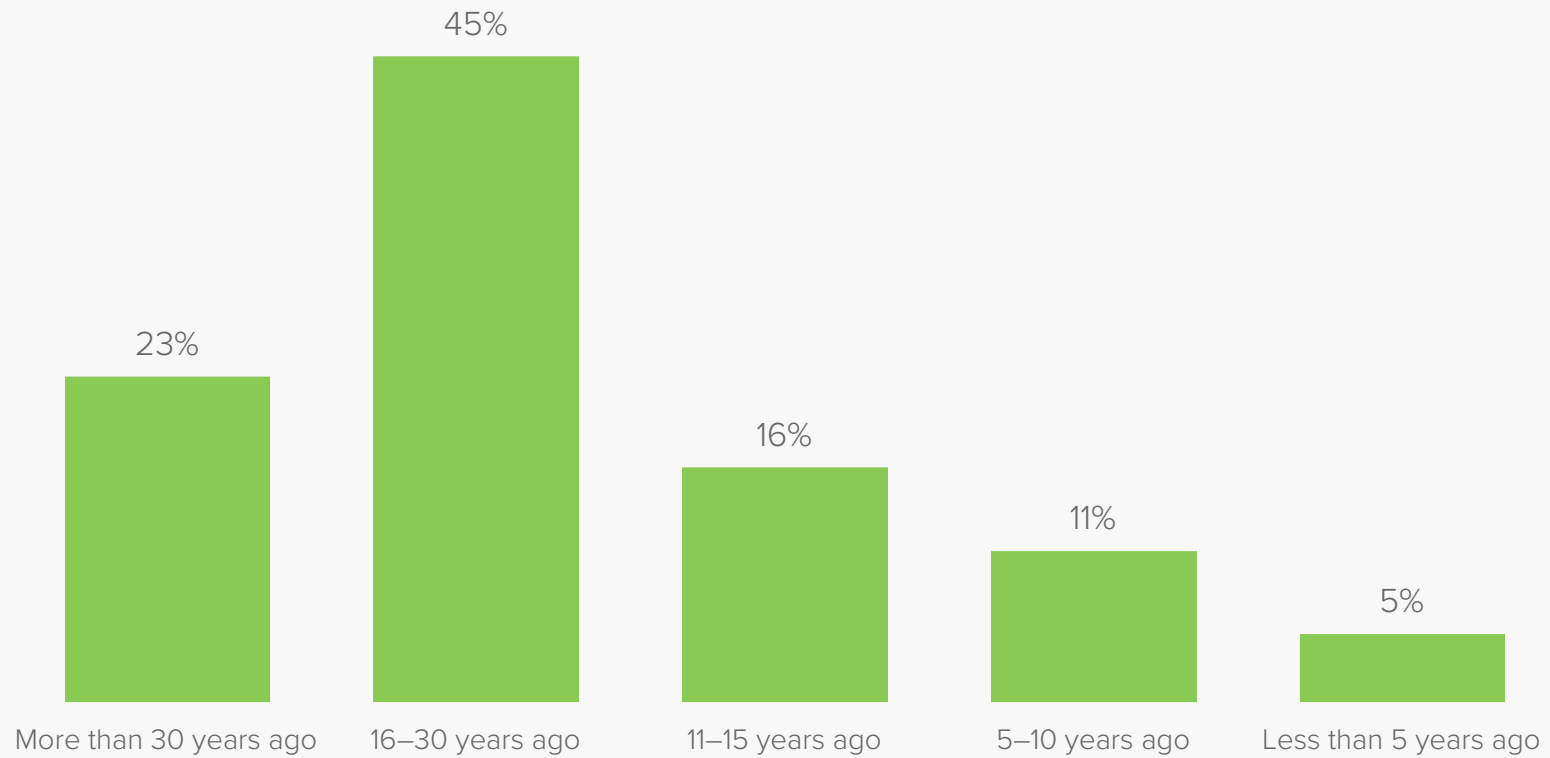
- Canadians are more likely to hire a kitchen designer than are U.S. homeowners
- More Canadians favor contemporary and modern kitchen styles and fewer show interest in farmhouse and craftsman styles than their U.S. counterparts
- Laminate countertops are more prevalent among Canadian households
- Electrical appliances are in half or more of Canadian urban and suburban homes, compared to less than a third of those in the U.S.

# Out With the '80s



Nearly a quarter of us are remodeling kitchens more than 30 years old.

TIMING OF LAST KITCHEN UPDATE

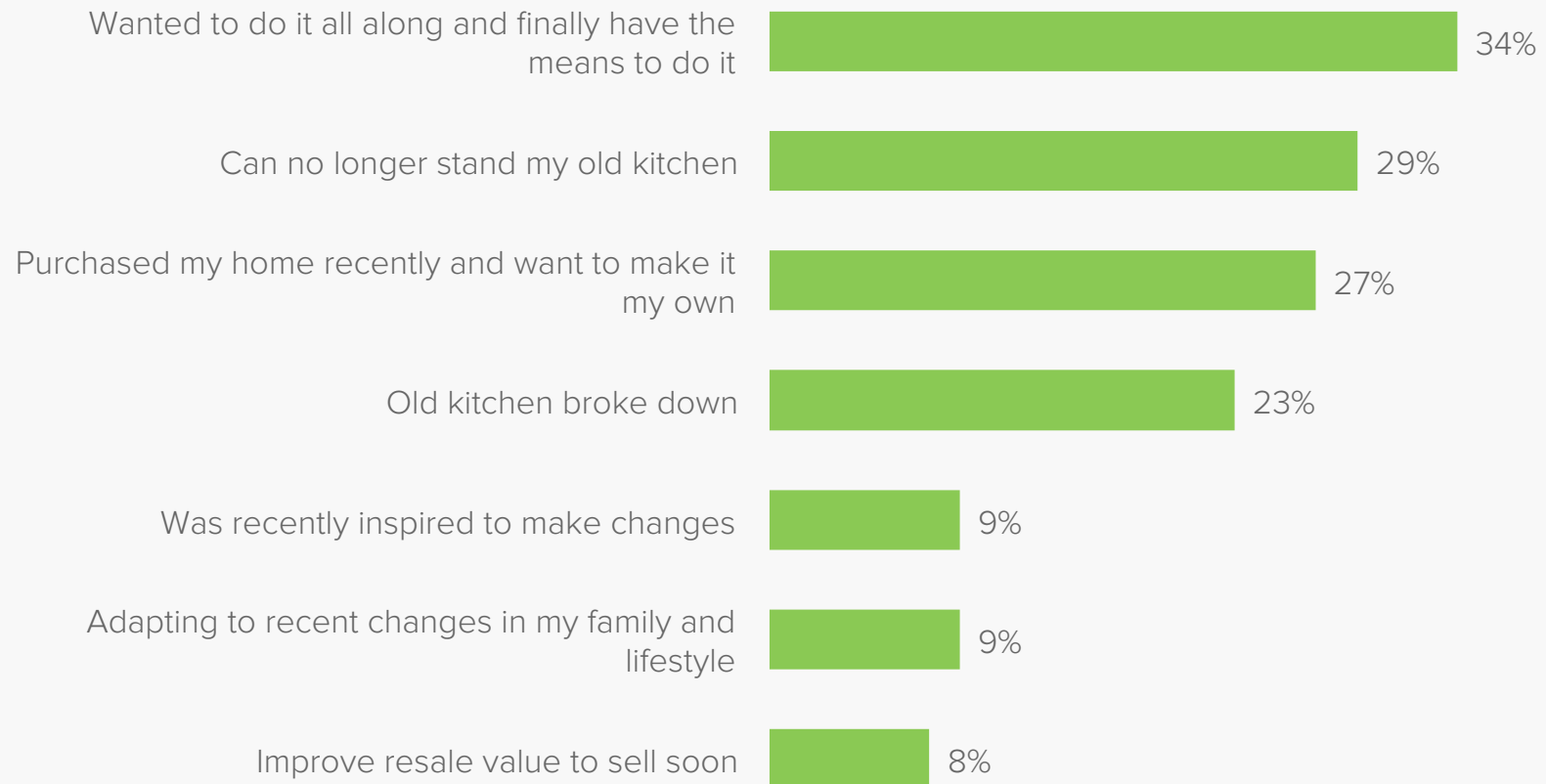


# Pent-Up Demand



More than a third of us finally have the means to renovate (34%). In 2014, just 8% of us are remodeling to improve resale value in anticipation of selling a home.

## KITCHEN REMODEL MOTIVATIONS



# Compatibility Is King



Making the kitchen compatible with our families and lifestyles is key. Ease of storage (69%) and entertaining (45%) are top priorities.

## TOP-RATED KITCHEN FUNCTIONS

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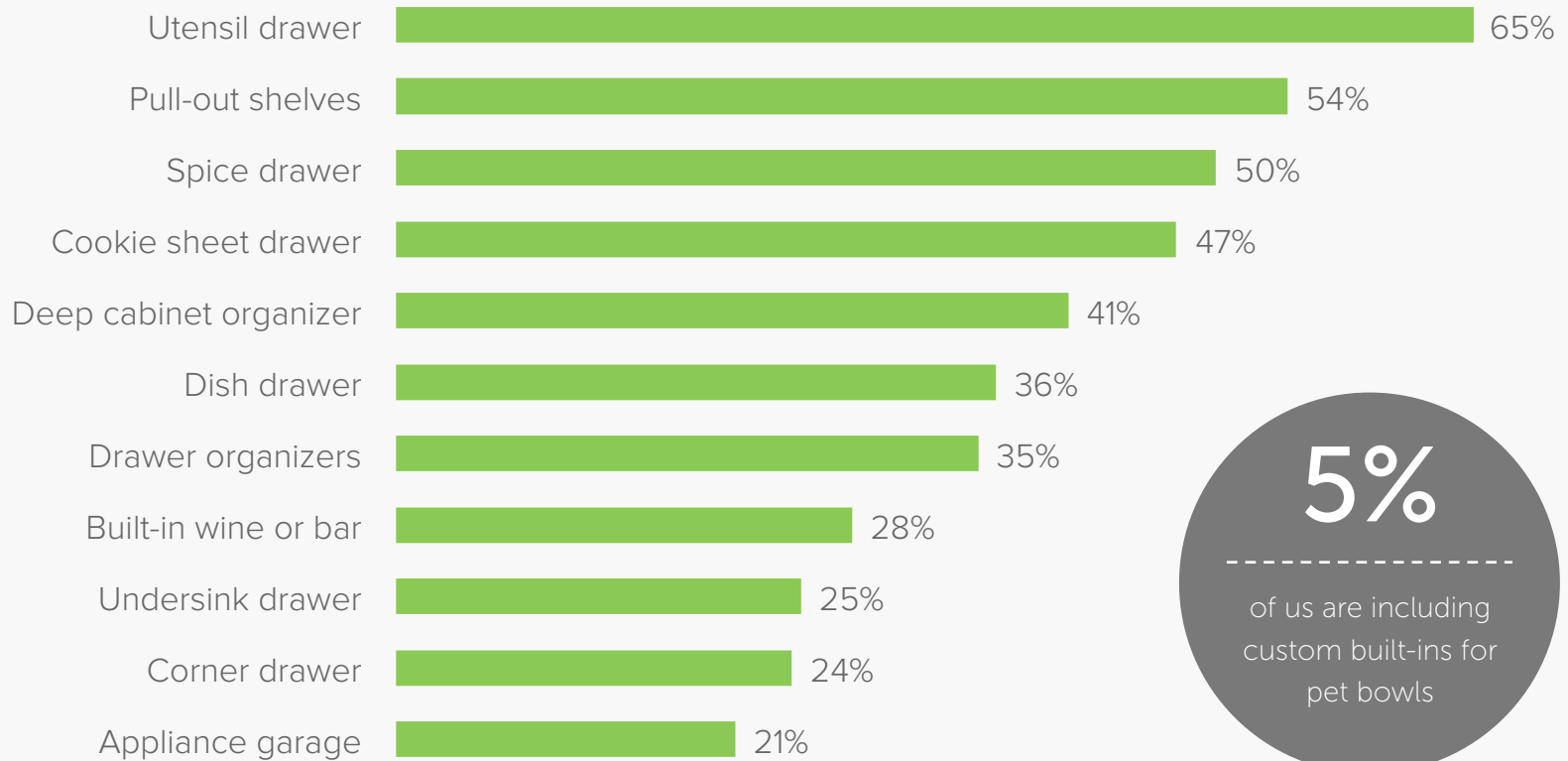


# Organization Extends to the Details



We're customizing storage solutions to fit our needs, from utensil drawers (65%) to deep cabinet organizers (41%). More than one quarter of us have built-in wine or bar storage.

## SPECIALTY KITCHEN STORAGE



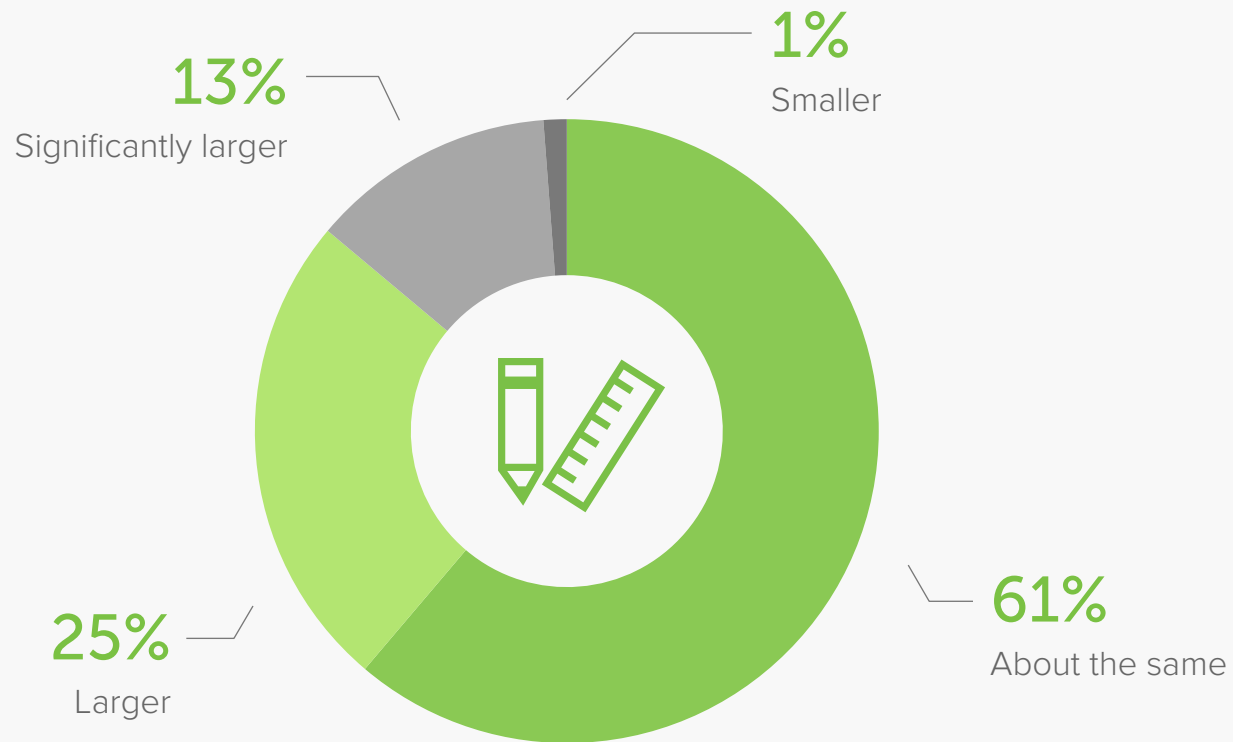
**5%**  
of us are including custom built-ins for pet bowls

# Kitchens Living Large



With many of us prioritizing storage and entertainment, it follows that those who can are enlarging their kitchens.

## SQUARE FOOTAGE CHANGES IN KITCHENS

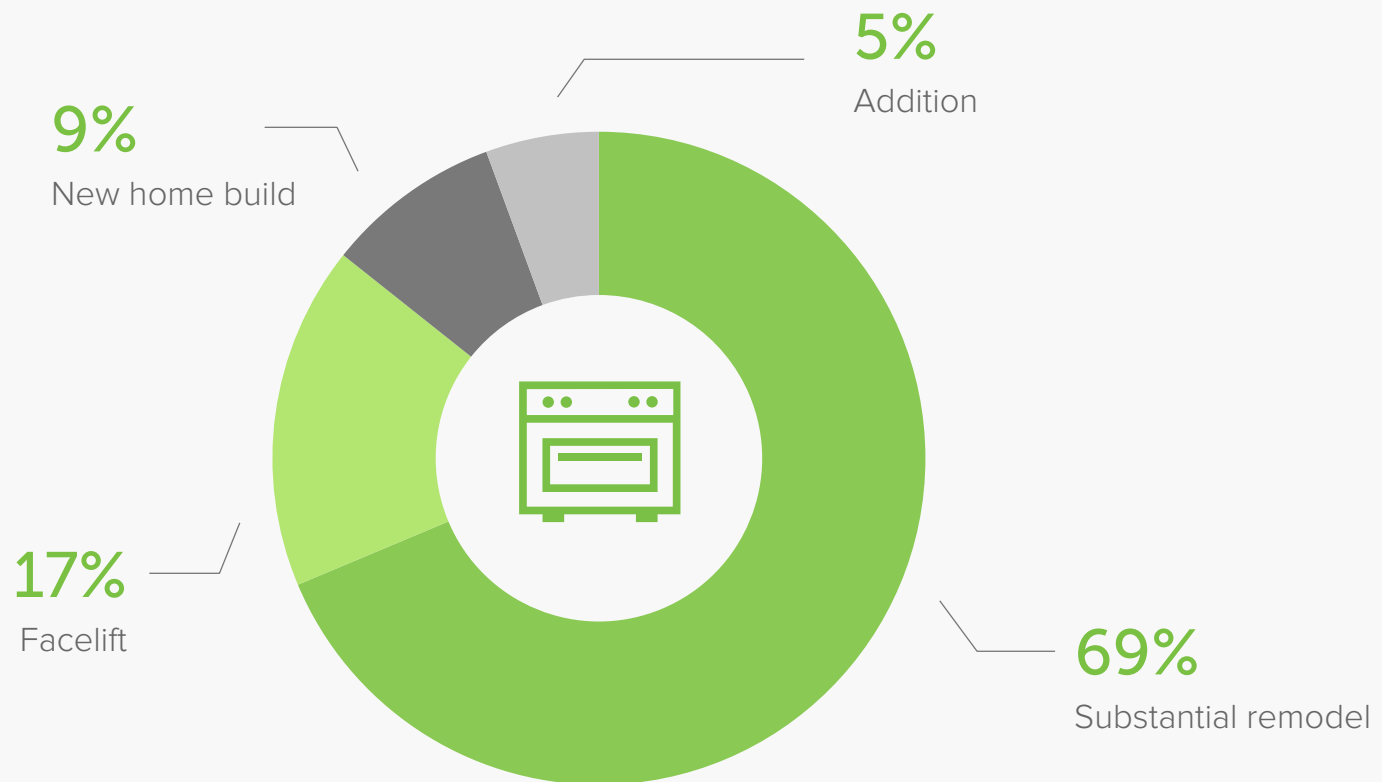


# Kitchens Go Big With Construction



Whether adding square footage or not, the majority of us are opting for a complete or major overhaul (83%).

## KITCHEN REMODEL SCOPE



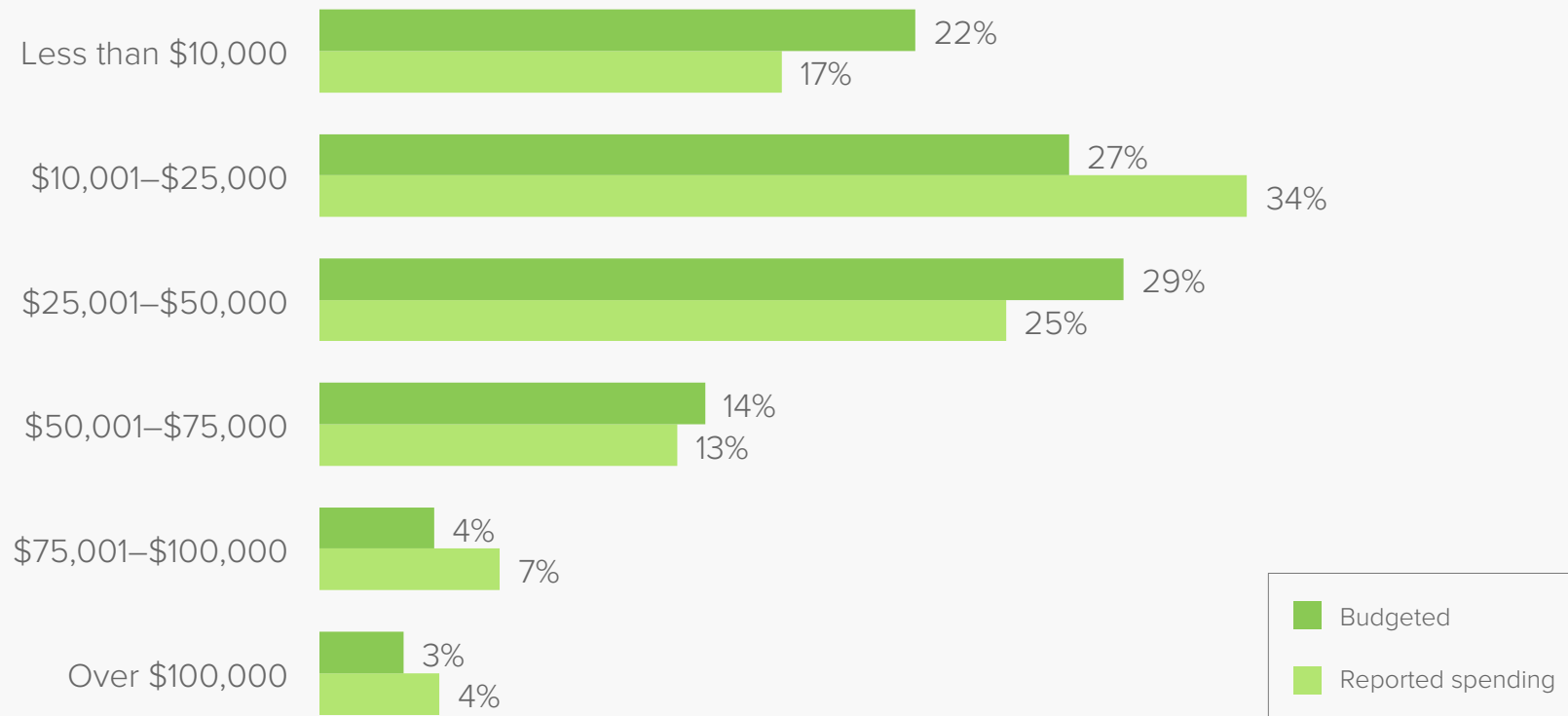


# Budgets Don't Add Up



Half of us are budgeting \$25K or less for our upcoming kitchen remodels and about the same number spent that much on finished projects (51%). Meanwhile, one-in-ten are spending more than \$75,000.

## BUDGET AND SPENDING ON KITCHENS

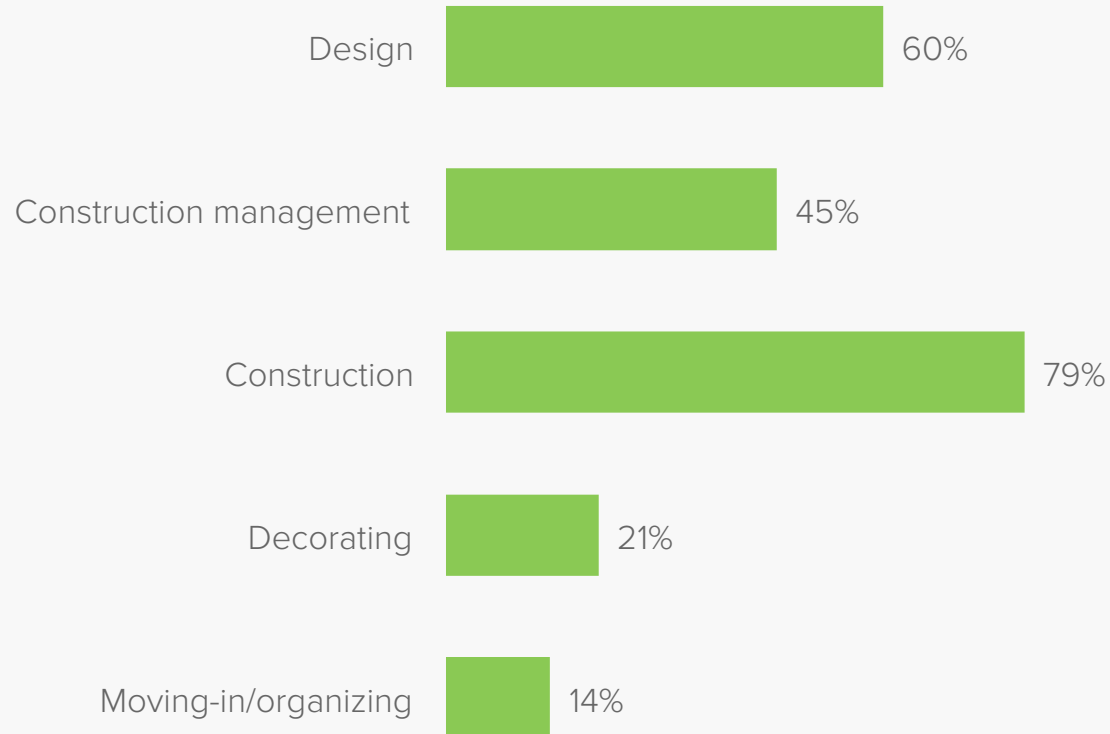


# It Takes Professional Help



Four out of five of us hired, or plan to hire, a pro for our kitchen remodel, from designing the space to doing construction work.

## PROFESSIONALS HIRED TO HELP WITH KITCHEN REMODELS

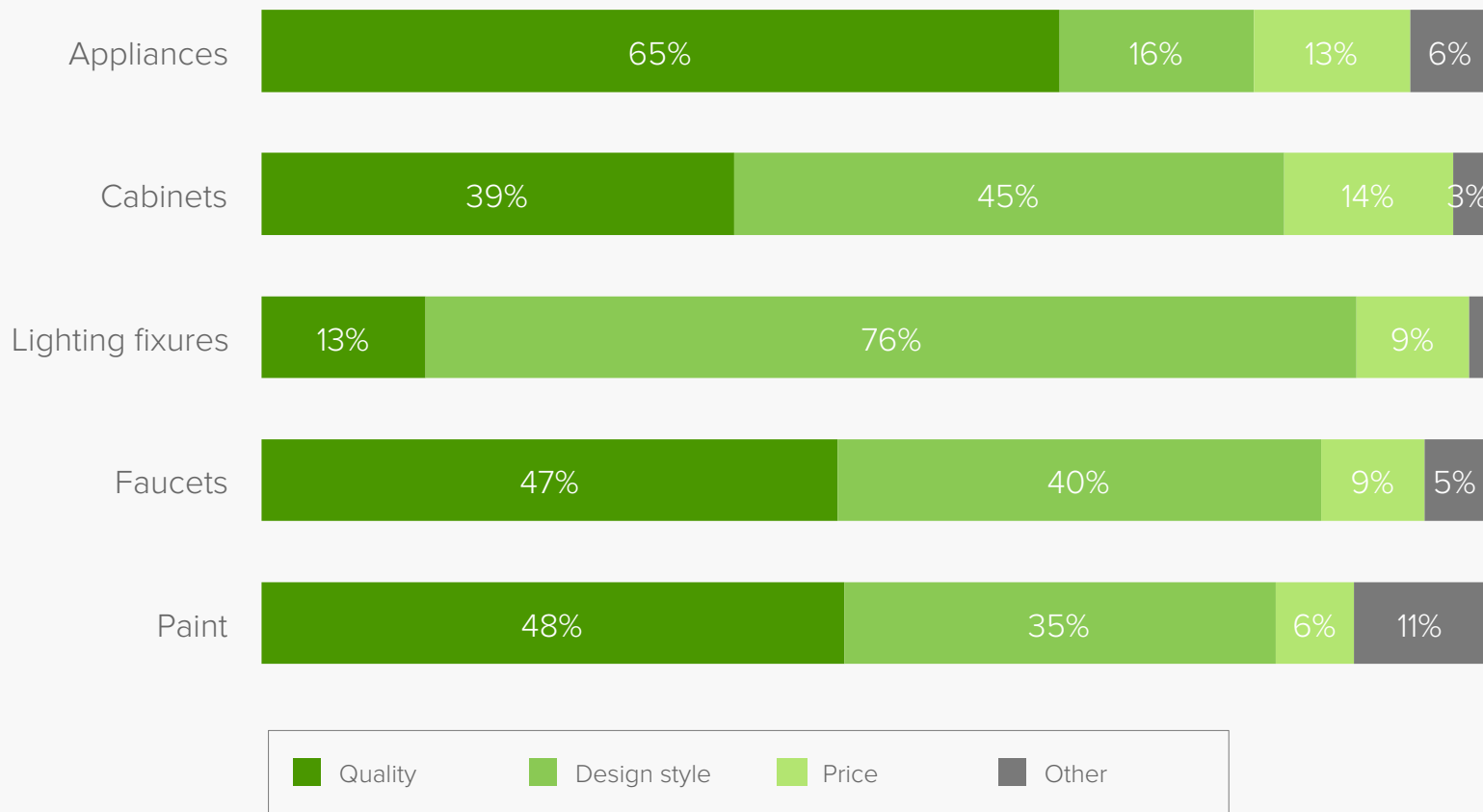


**81%**  
of us are hiring pros  
for our project

# Quality Drives Product Decisions



In keeping with creating kitchens with staying power, quality and design style top lists when it comes to decision making for key purchases. Price is the main driver for just 10% of us, on average.

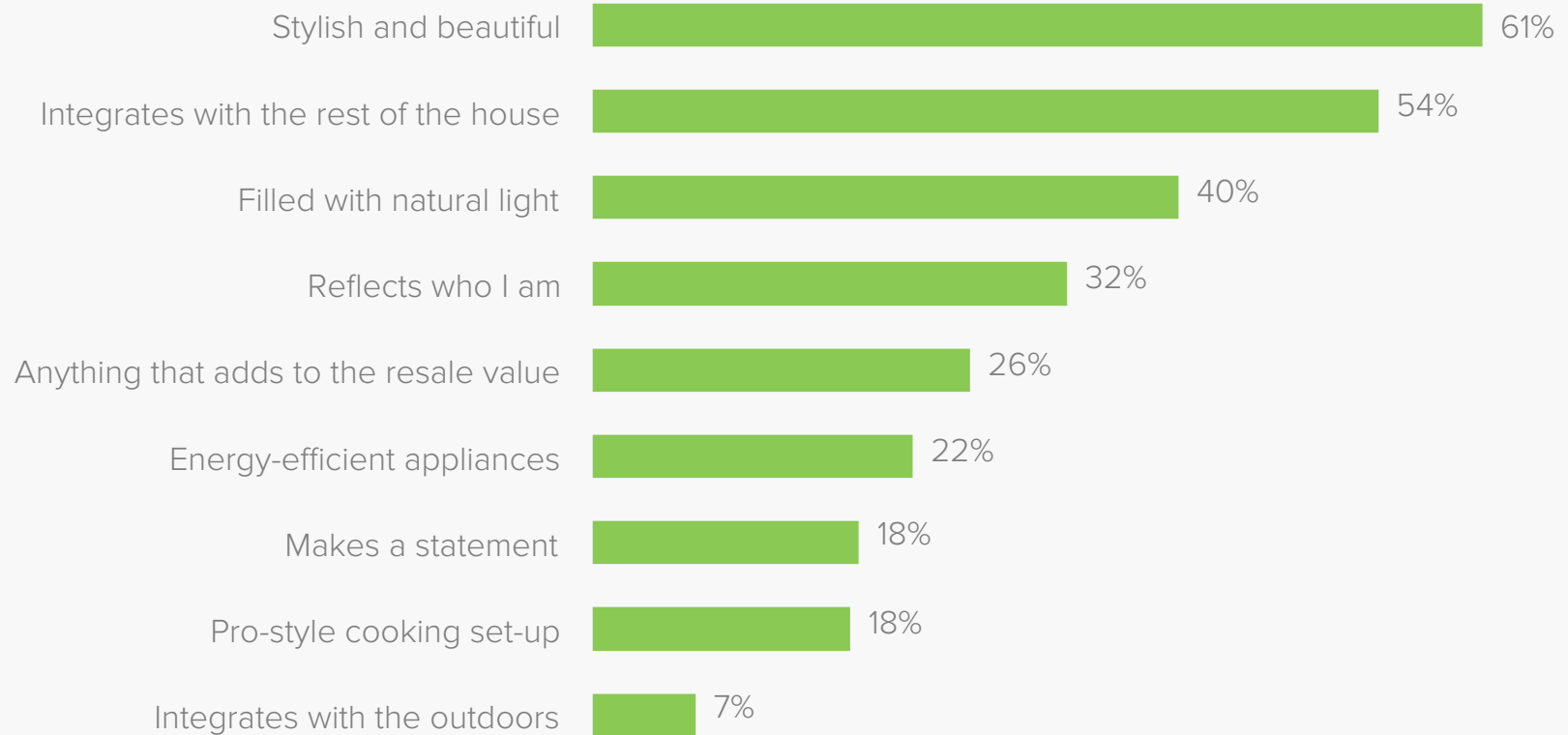


# Aesthetics Drive Design Choices



When it comes to the most important design aspects in our kitchens, style and beauty top the list (61%), followed closely by integrating with the rest of our home (54%).

## DESIGN KITCHEN DRIVERS

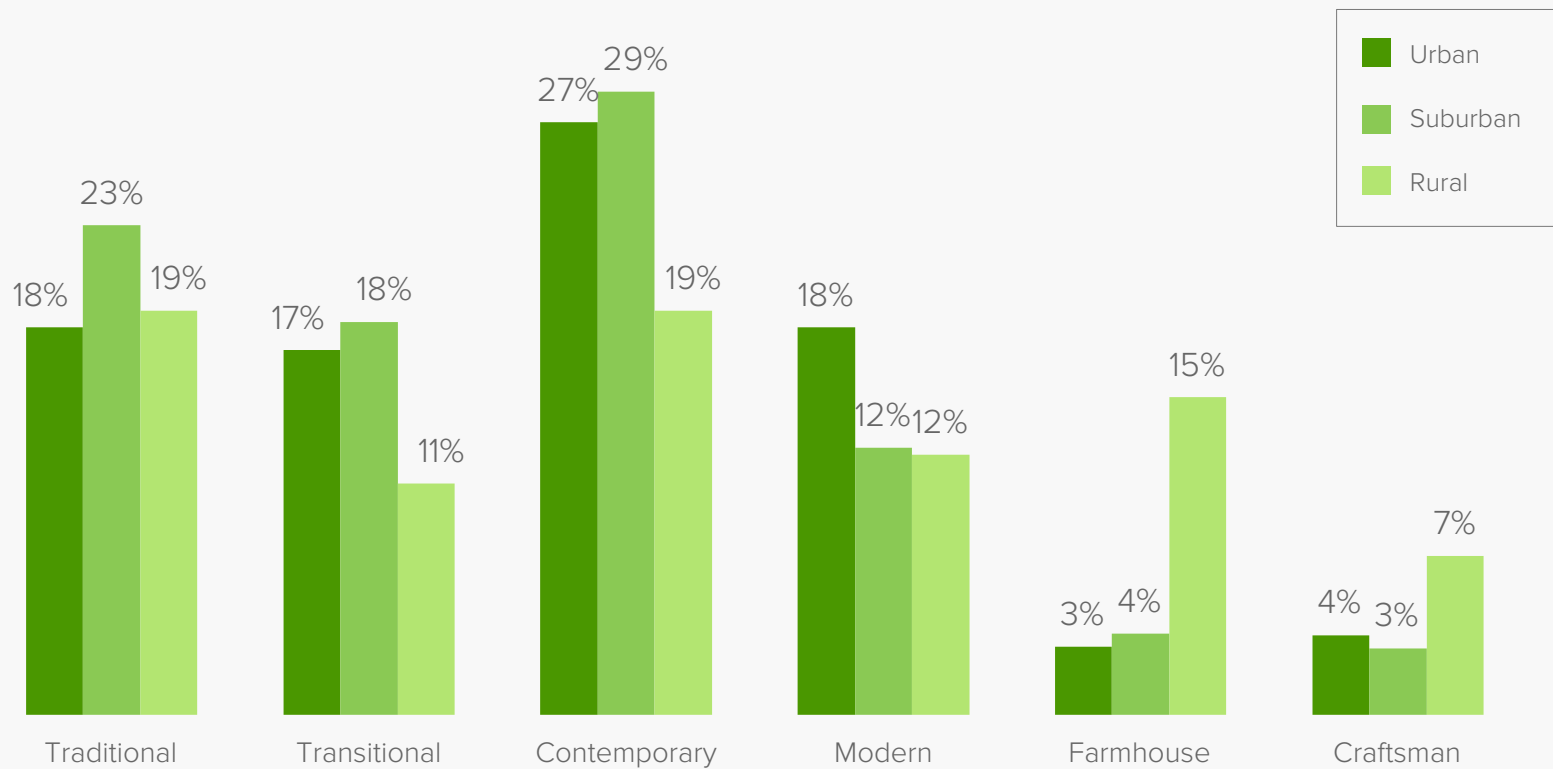


# Styles Vary by Neighborhood



Farmhouse kitchens are more than five times more popular in rural neighborhoods. Contemporary style is most prevalent in suburban and urban neighborhoods, followed by traditional and transitional styles. Those of us in urban neighborhoods also favor modern style.

KITCHEN STYLE BY NEIGHBORHOOD

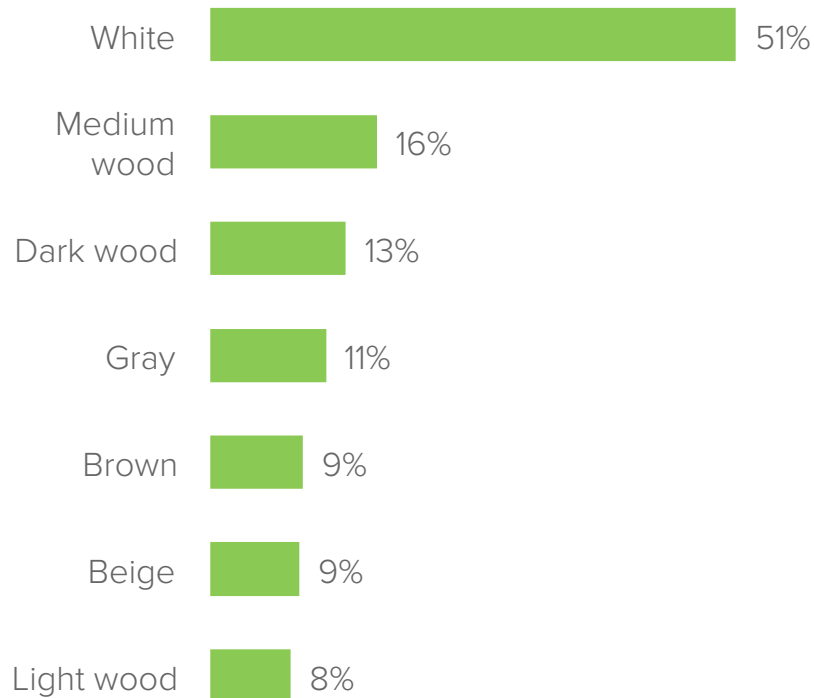


# Classic White for Cabinets

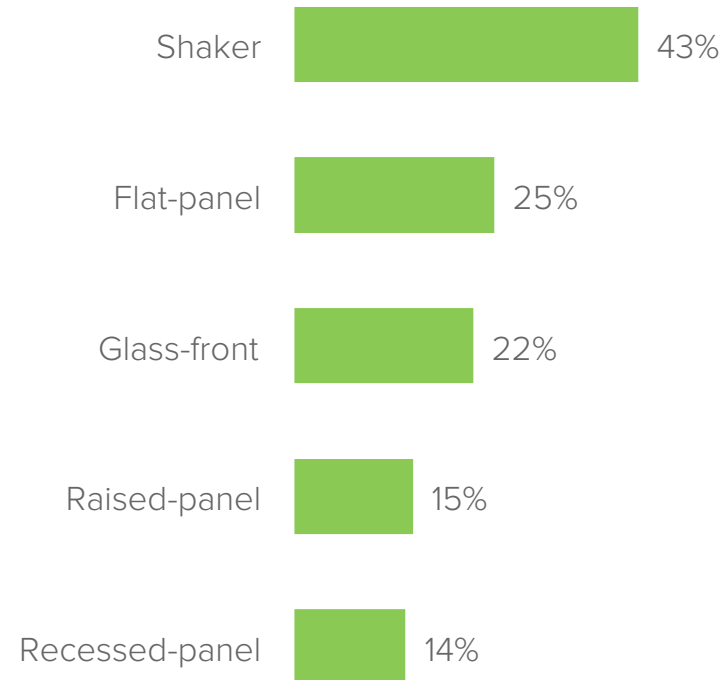


More than half of us are choosing white cabinets (51%), and 16% are opting for medium-toned wood. This is consistent with last year's finding that 75% of new kitchens have "soft and neutral" color palettes. When it comes to style, our choices are more varied, with Shaker (43%), raised-panel (25%) and glass-front (22%) topping lists.

## CABINET COLOR



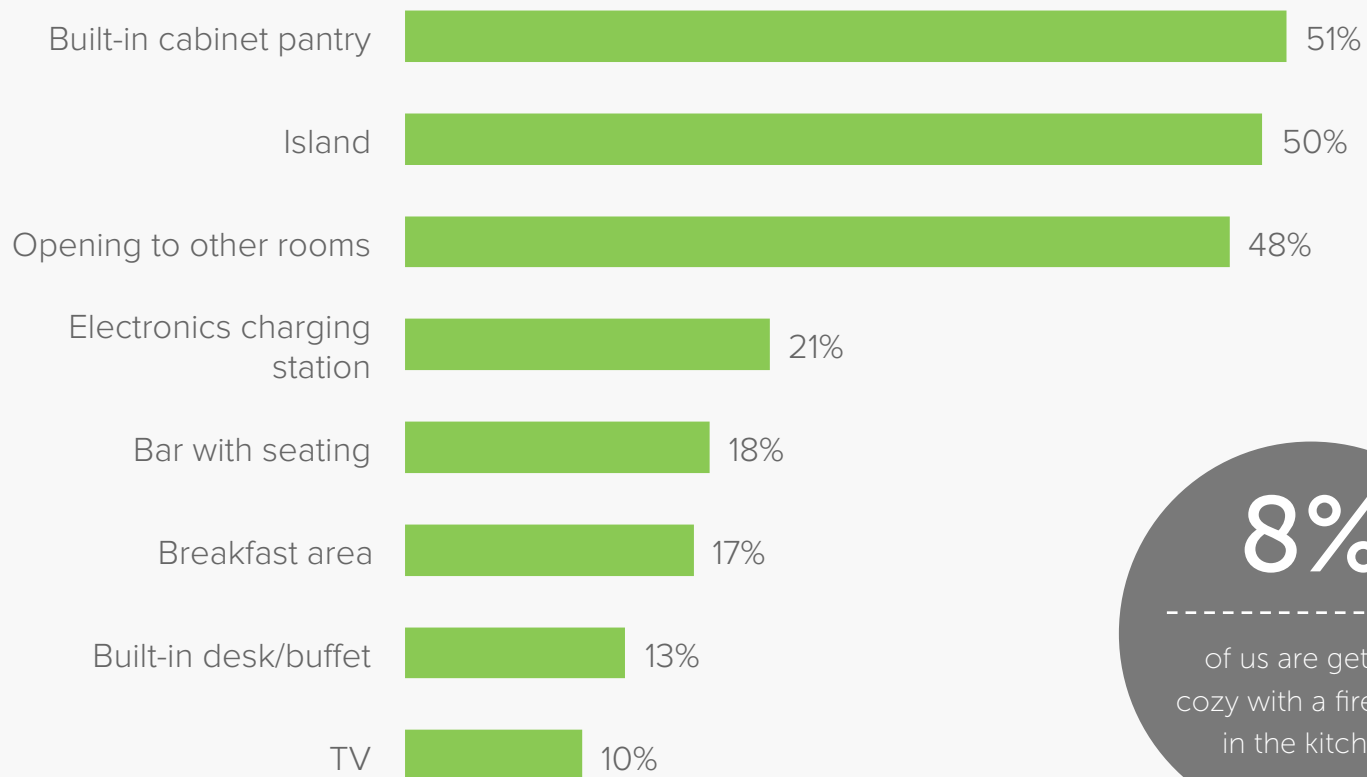
## CABINET STYLE



# New Kitchen Features



While kitchens remain beautiful, contemporary, and open to other rooms of the house, many of us are also accommodating the digital age with electronics charging stations (21%).



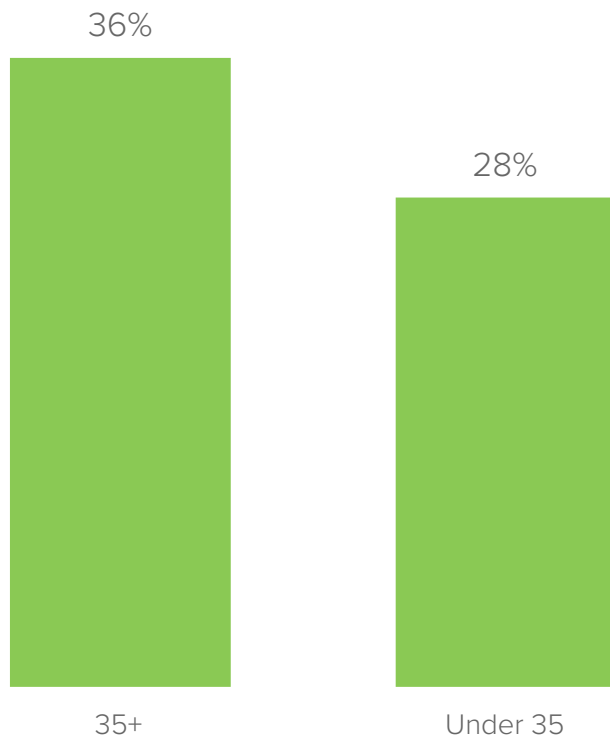
8%  
of us are getting cozy with a fireplace in the kitchen

# Seasoned Homeowners Make a (Back)splash

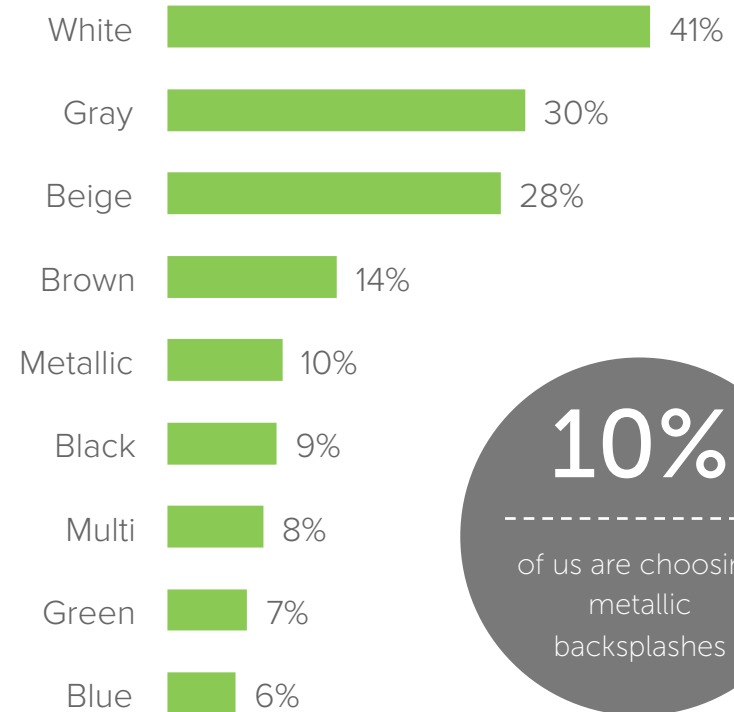


While most of us opt for subtle backsplashes, homeowners ages 35+ are more likely to choose a backsplash that makes a statement. This is in keeping with our 2014 Houzz and Home Survey finding that homeowners under 35 are more likely to renovate for resale.

STATEMENT BACKSPLASHES BY AGE



BACKSPLASH COLOR



**10%**  
of us are choosing metallic backsplashes



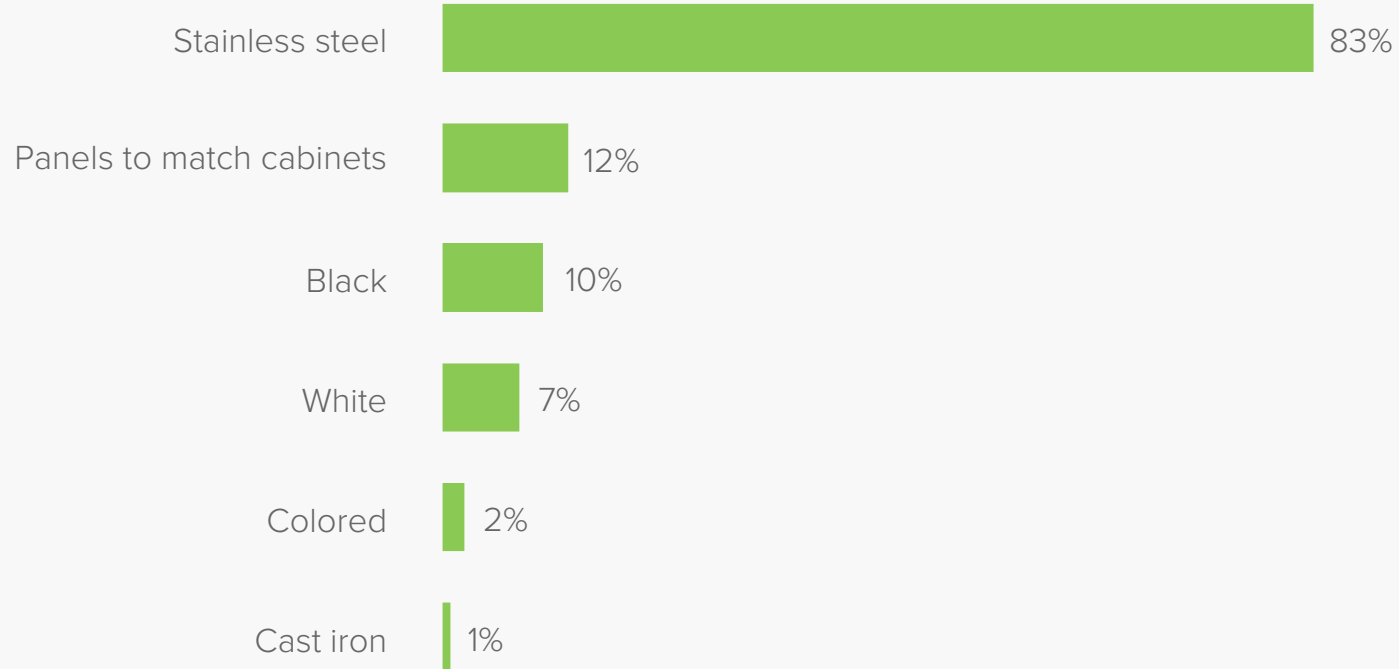
# Stainless on the Rise



Stainless steel appliances will make appearances in 83% of our kitchens, up from 65% last year.

## KITCHEN APPLIANCE FINISH

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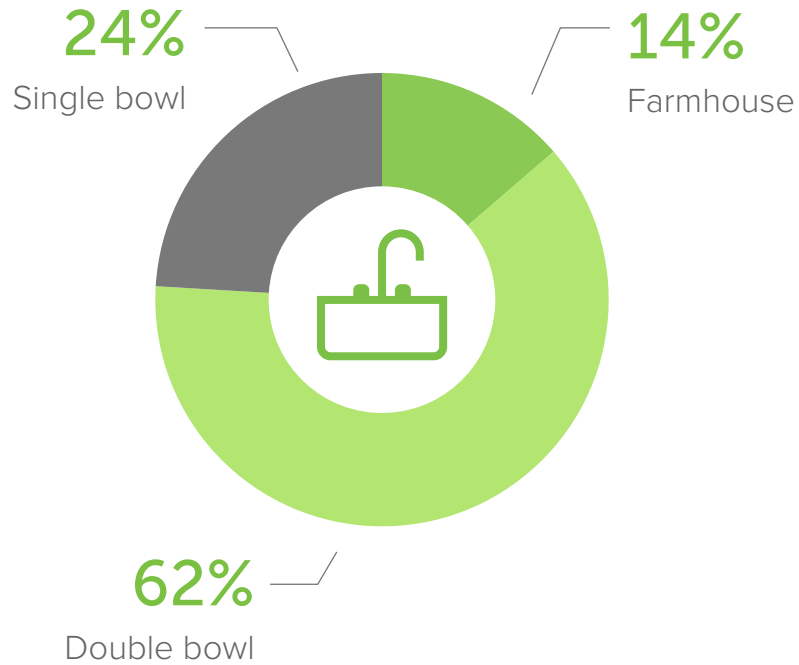


# Industrial Sinks

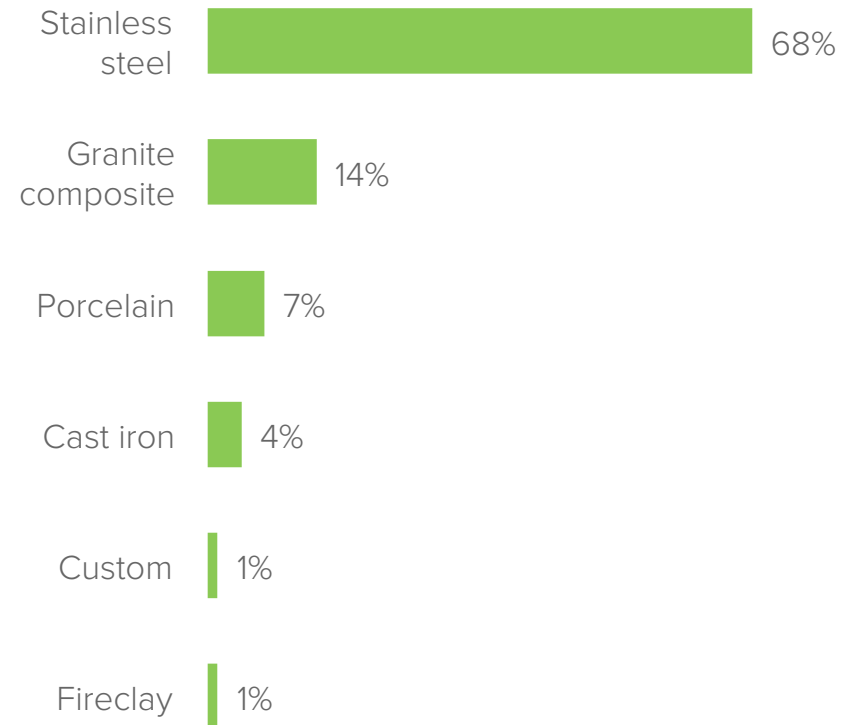


Eighty-seven percent of us are replacing our kitchen sinks, and the majority are opting for stainless steel (68%). Double bowl is nearly three times more popular (62%) than single (24%). Farmhouse sinks are in the minority (14%).

SINK TYPE



SINK MATERIAL

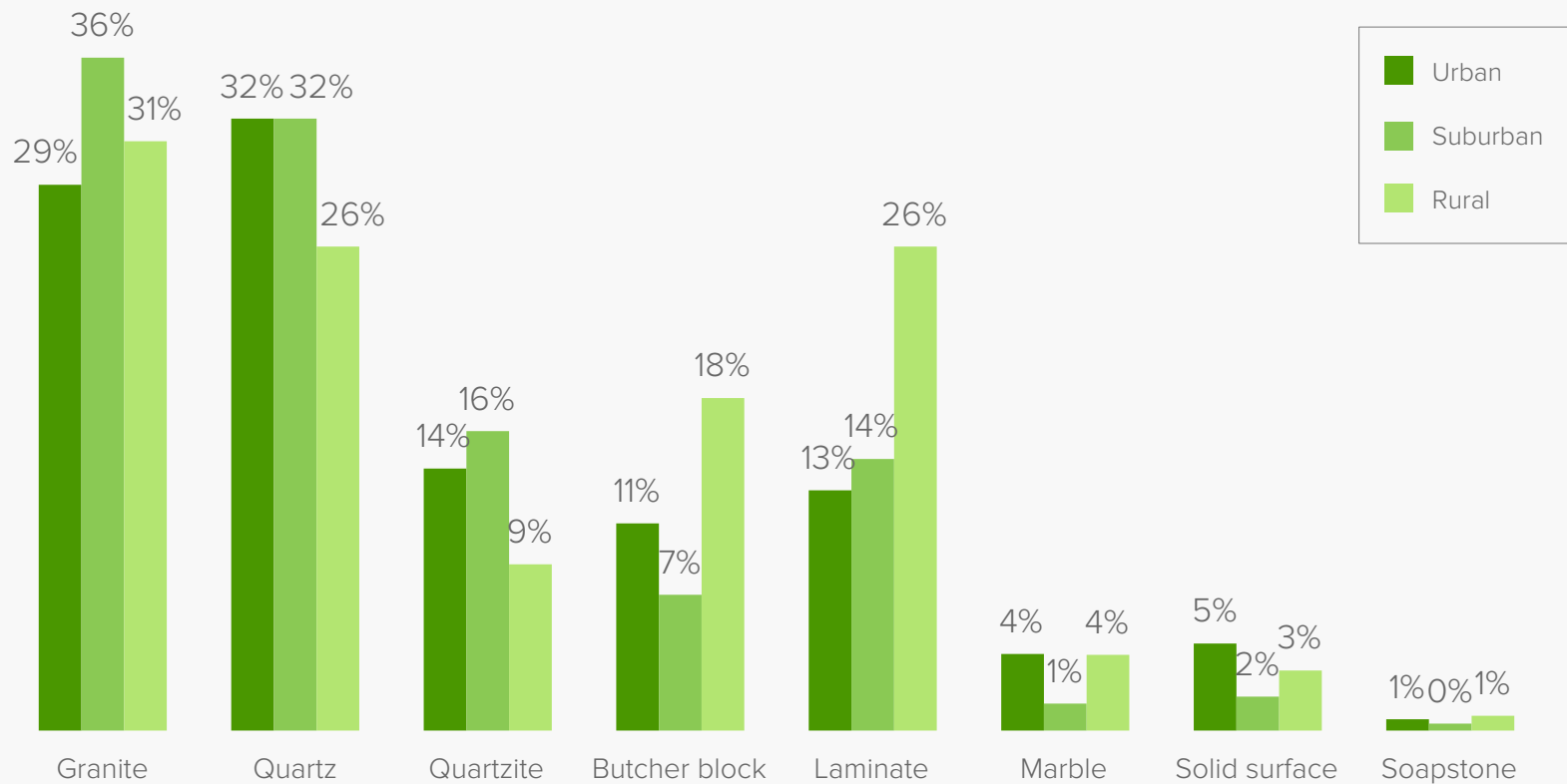


# Rock Solid Countertops



Granite and engineered quartz are countertops of choice in all neighborhoods. Rural dwellers are twice as likely to install laminate, and also go for butcher block more so than the urban and suburban dwellers.

### COUNTERTOP MATERIALS BY NEIGHBORHOOD



# Cooking With Gas



Regardless of neighborhood, we're split on gas versus electric stoves.

GAS

ELECTRIC



# Methodology



701 homeowners who completed a kitchen project in 2014, are working on one or plan to start one in the next three months shared their kitchen remodeling plans and progress in our online survey sent to registered Houzz users in Canada.

## OVERALL REMODEL SCOPE

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Does not include new builds.