

2015



HOUZZ AUSTRALIA KITCHEN TRENDS STUDY



Big Ideas

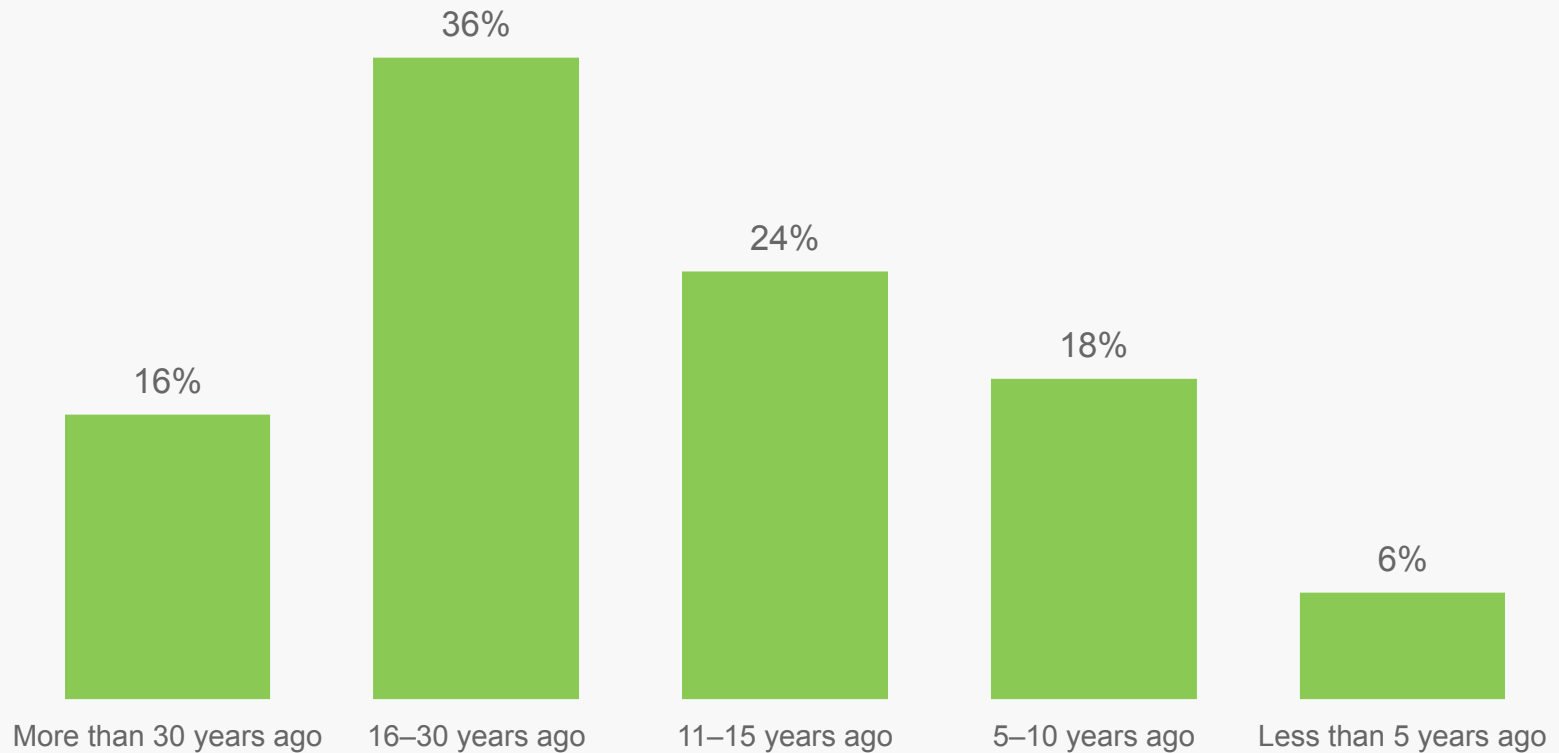
- Most Australians spend over two hours a day in their kitchens (86%), nearly 10% of their total lives!
- Dissatisfaction is the key driver for upgrading old kitchens, with most being over 15 years old
- The majority of kitchen renovations are substantial – 59% of Australians are replacing, adding to and expanding the space within their home
- Nearly eight-in-ten (77%) Aussies opt for professional help when building or renovating their kitchens
- Homeowners rate the most important design aspect of a kitchen as integration with the rest of the house (62%)
- 13% of homeowners reported spending over \$50,000 on their kitchen build or renovation, with a majority (55%) spending at least \$20,000

Out With the '90s



The majority of Australian homeowners (52%) are renovating kitchens more than 15 years old.

TIMING OF LAST KITCHEN UPDATE AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

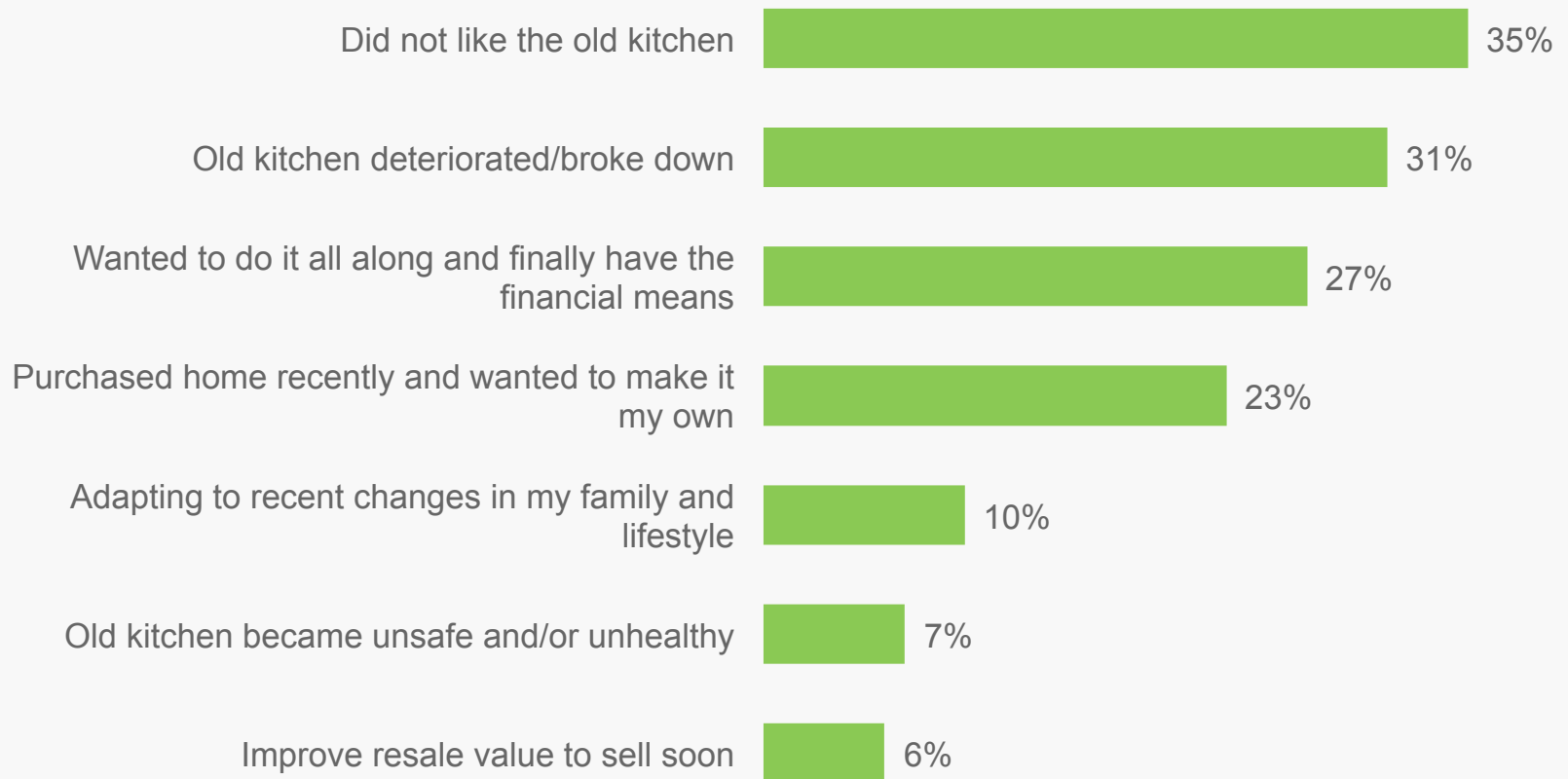


I Can't Get No Kitchen Satisfaction



More than a third of homeowners report engaging in kitchen upgrades because they did not like the old kitchen (35%), while just 6% are motivated by improving resale value in an upcoming home sale.

KITCHEN RENOVATION MOTIVATIONS AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT



Storage Is King



Storage, ease of cleaning and entertaining top the list when it comes to functional priorities in the kitchen. Meanwhile, just a quarter of homeowners prioritise ease of cooking quick meals in the kitchen.

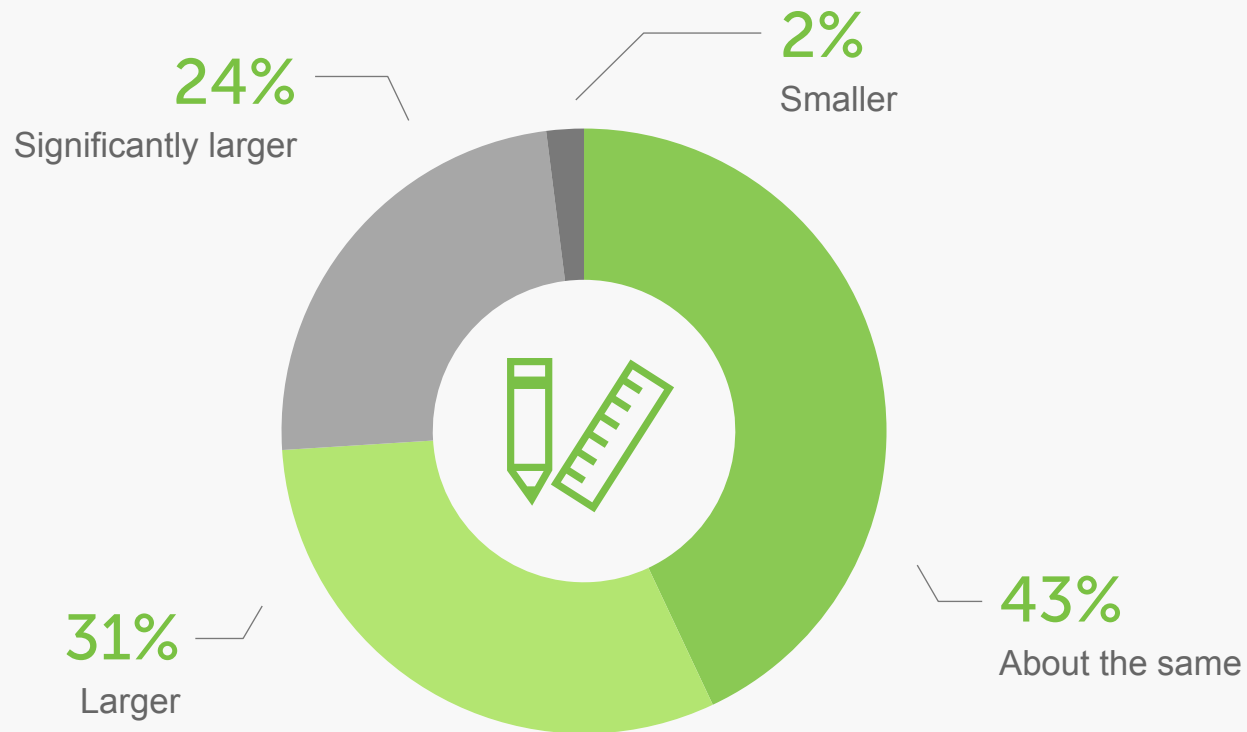
TOP-RATED KITCHEN FUNCTIONS AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT



Kitchens Living Large

With storage and entertainment a high priority, it follows that more than half of the homeowners surveyed are expanding their kitchens (55%).

CHANGE IN KITCHEN SIZE AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

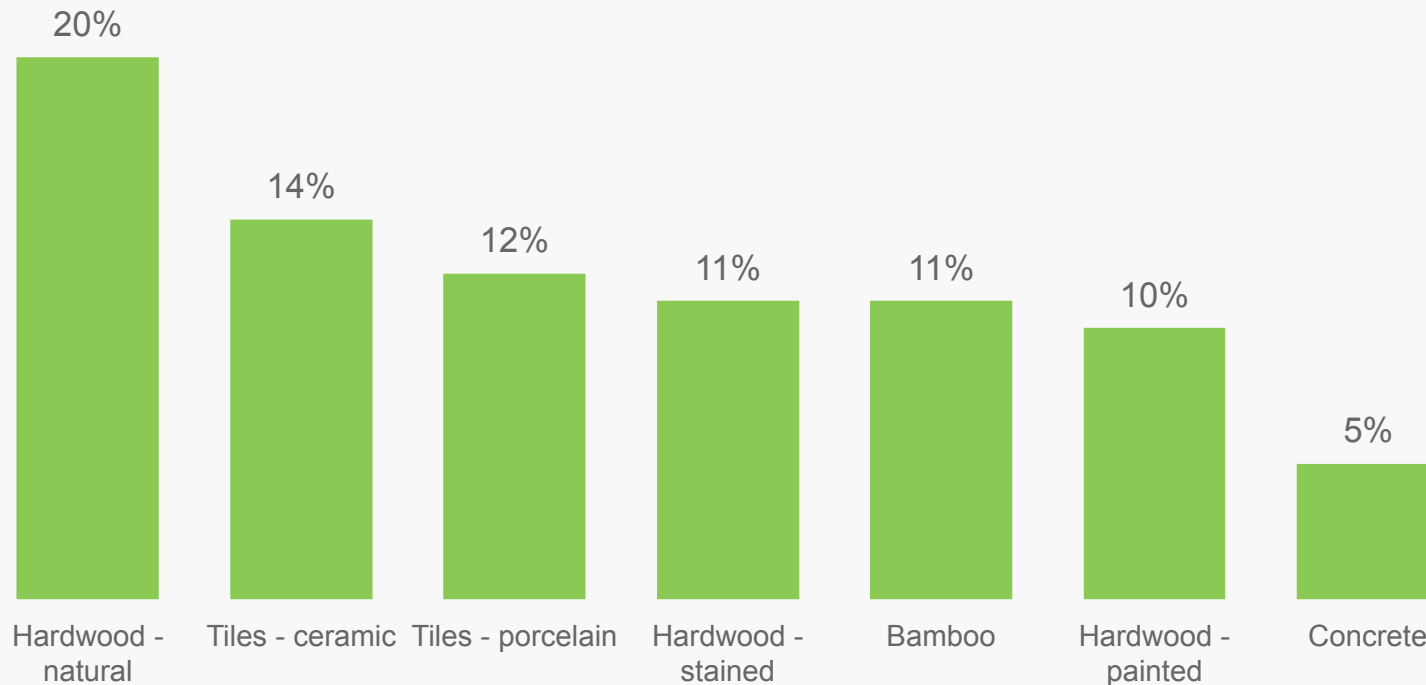


Tiles Out Of Style?



Seventy two per cent of homeowners upgrade flooring during a kitchen project. Among these, two-in-five homeowners are installing hardwood flooring in their new and upgraded kitchens (41%), compared to 26% using tiles. One-in-twenty new kitchens with updated flooring will include concrete floors.

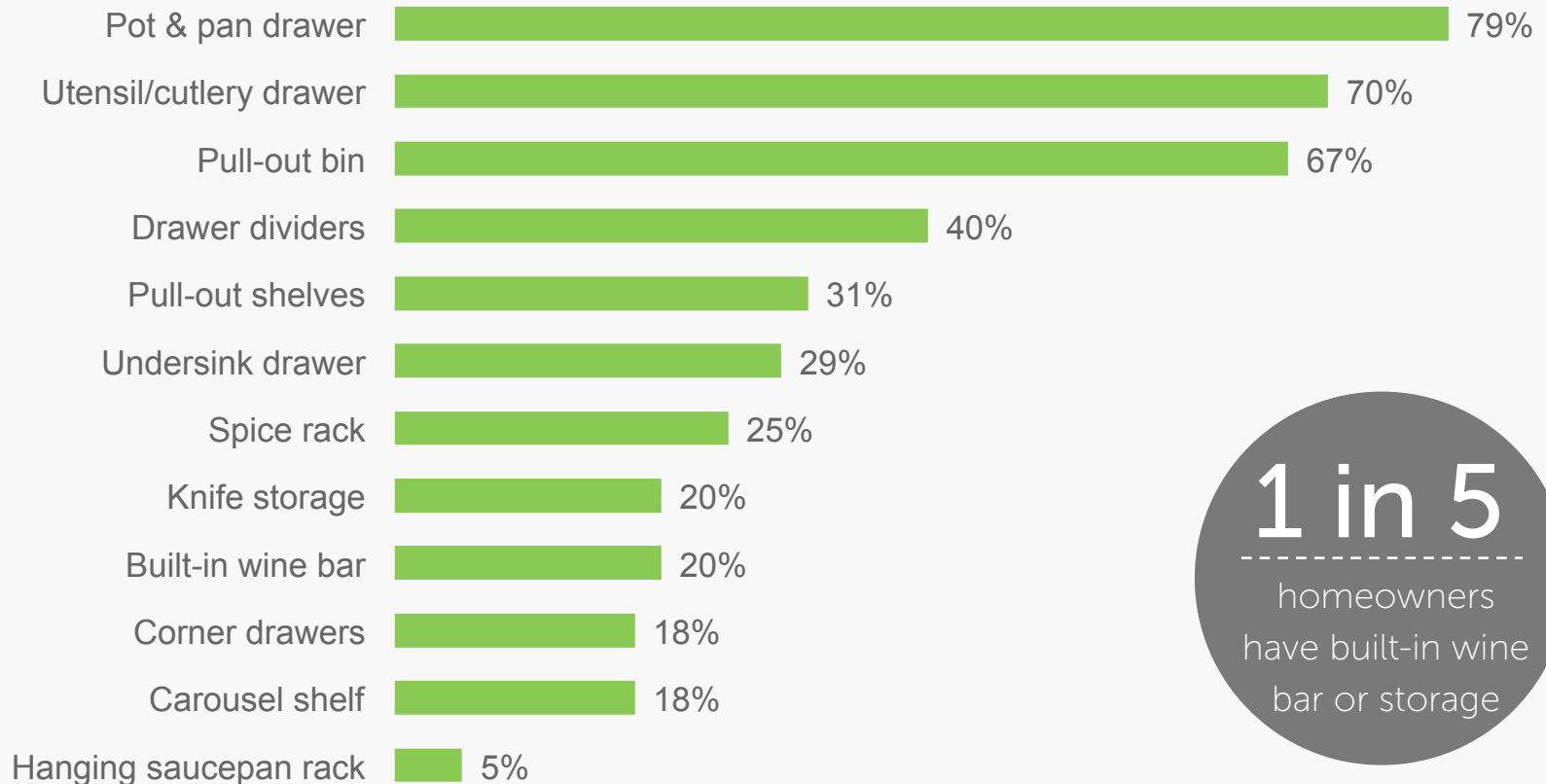
TOP NEW KITCHEN FLOORING AMONG HOMEOWNERS TACKLING FLOORING IN A KITCHEN PROJECT



Organisation Extends to the Details

Homeowners are choosing custom storage solutions to fit their needs including pull-out shelves and specialty drawers to maximise use of undersink and corner spaces.

TOP NEW SPECIALTY STORAGE AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

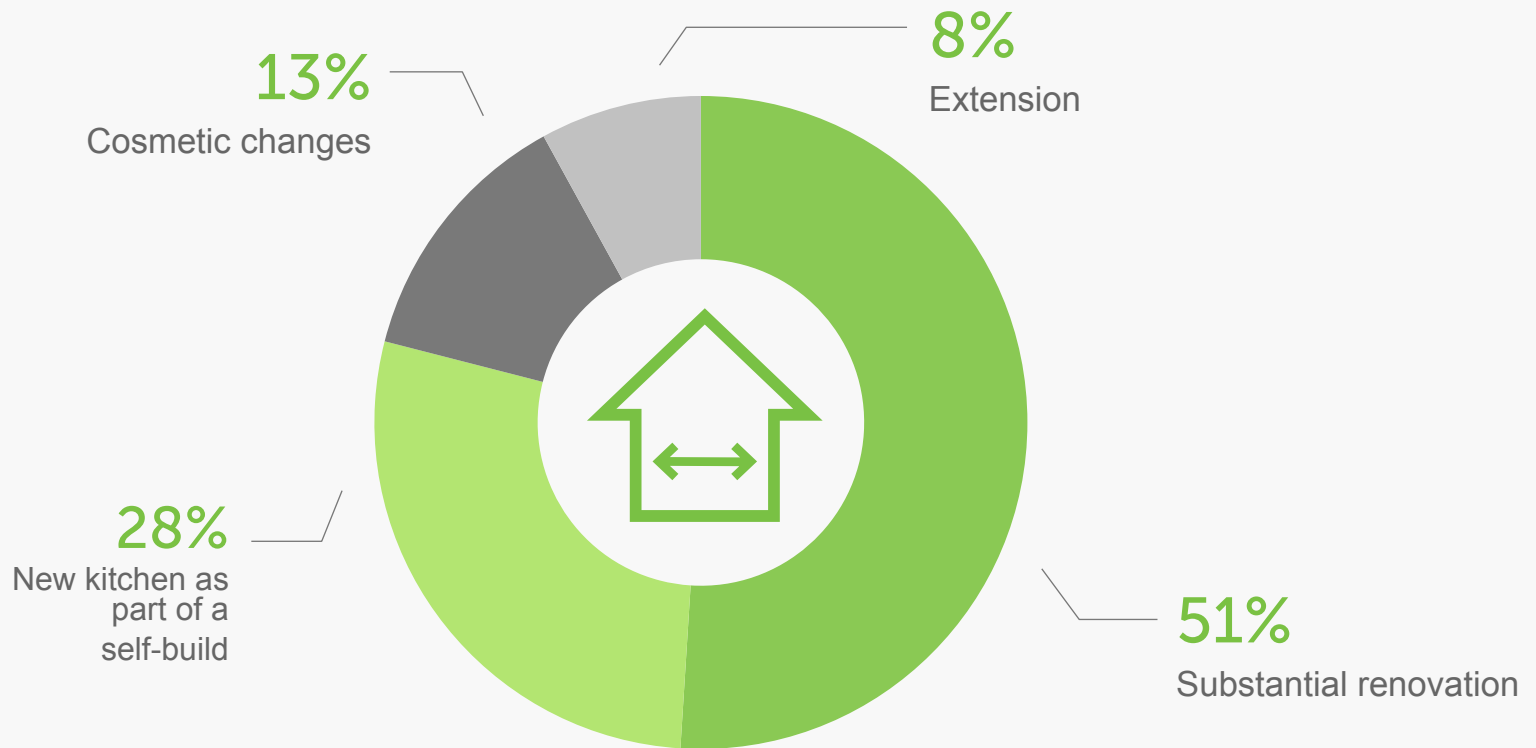


1 in 5
homeowners
have built-in wine
bar or storage

Kitchens Go Big With Construction

Whether or not kitchen projects involve increasing the size of the space, the majority of are large scale, either a completely new kitchen or major overhaul (79%).

KITCHEN PROJECT SCOPE AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

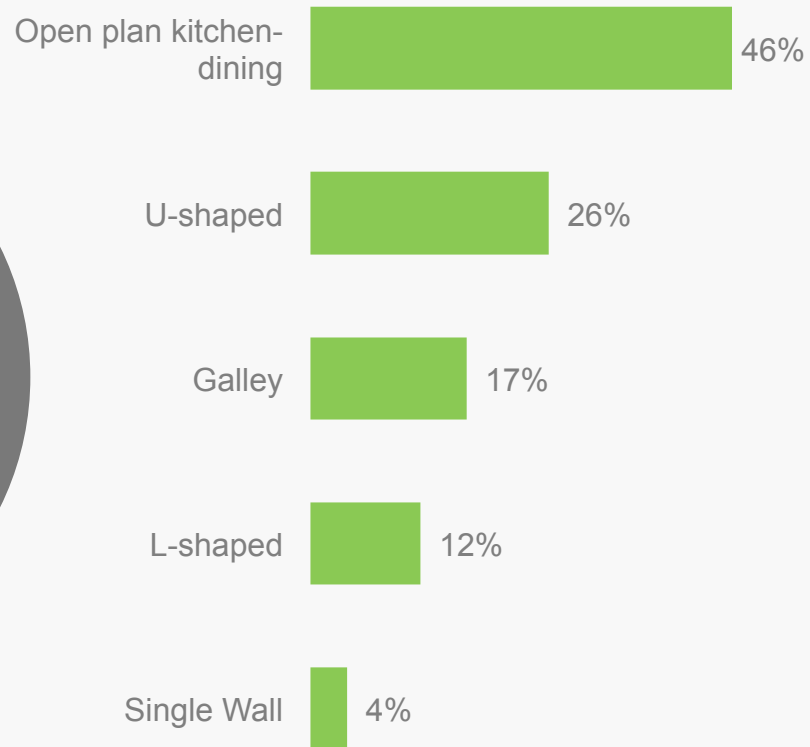


Open Plan Island Life

The majority of Aussies that have completed or are in the midst of a kitchen project are opting for an open-plan design (46%). Thirty-nine per cent will integrate an island into their layout.

TOP NEW KITCHEN LAYOUTS AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

39%
of homeowners are
integrating kitchen
islands into their
layout

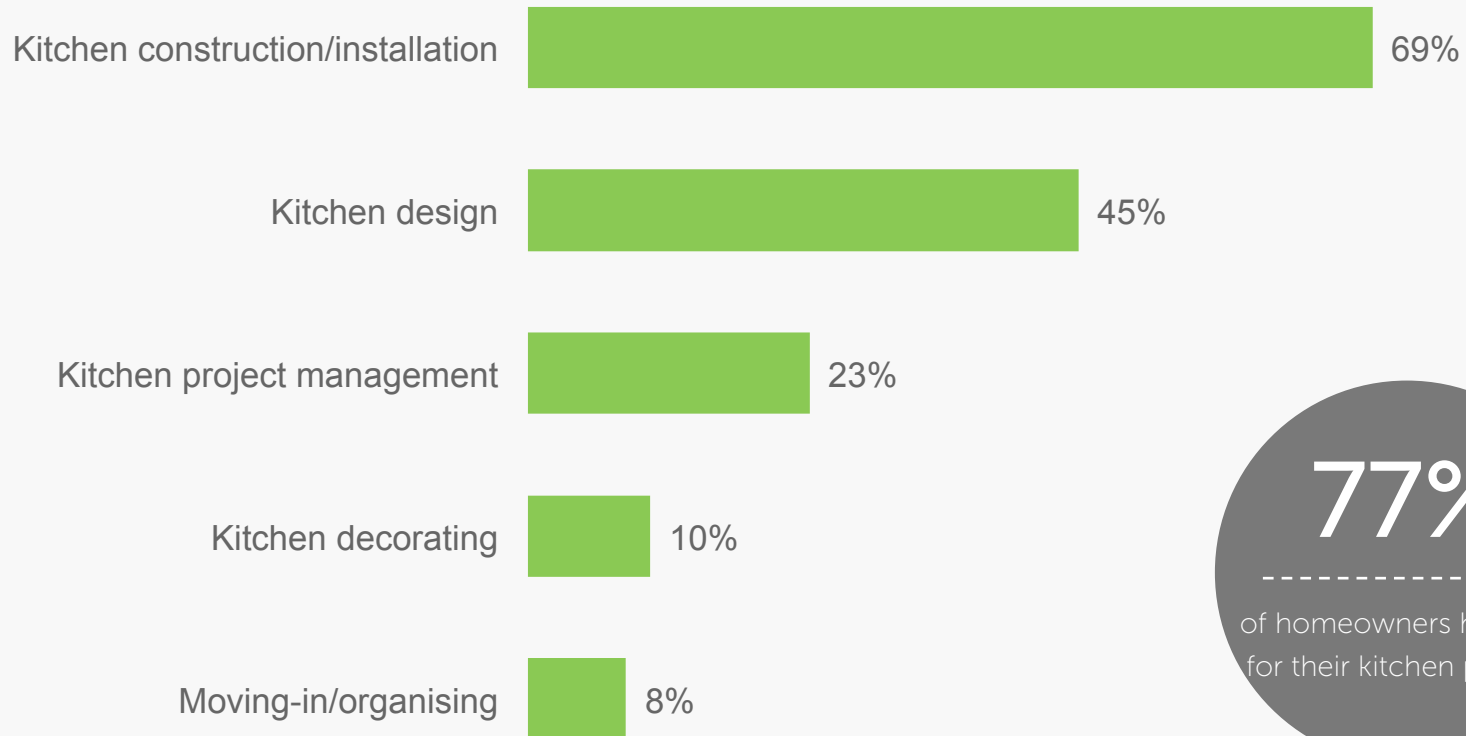


Seeking Professional Help



The vast majority of homeowners hired, or plan to hire, a pro for their kitchen renovation (77%). This work ranges from designing the space to doing construction work. Construction professionals are in highest demand.

PROFESSIONALS HIRED AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

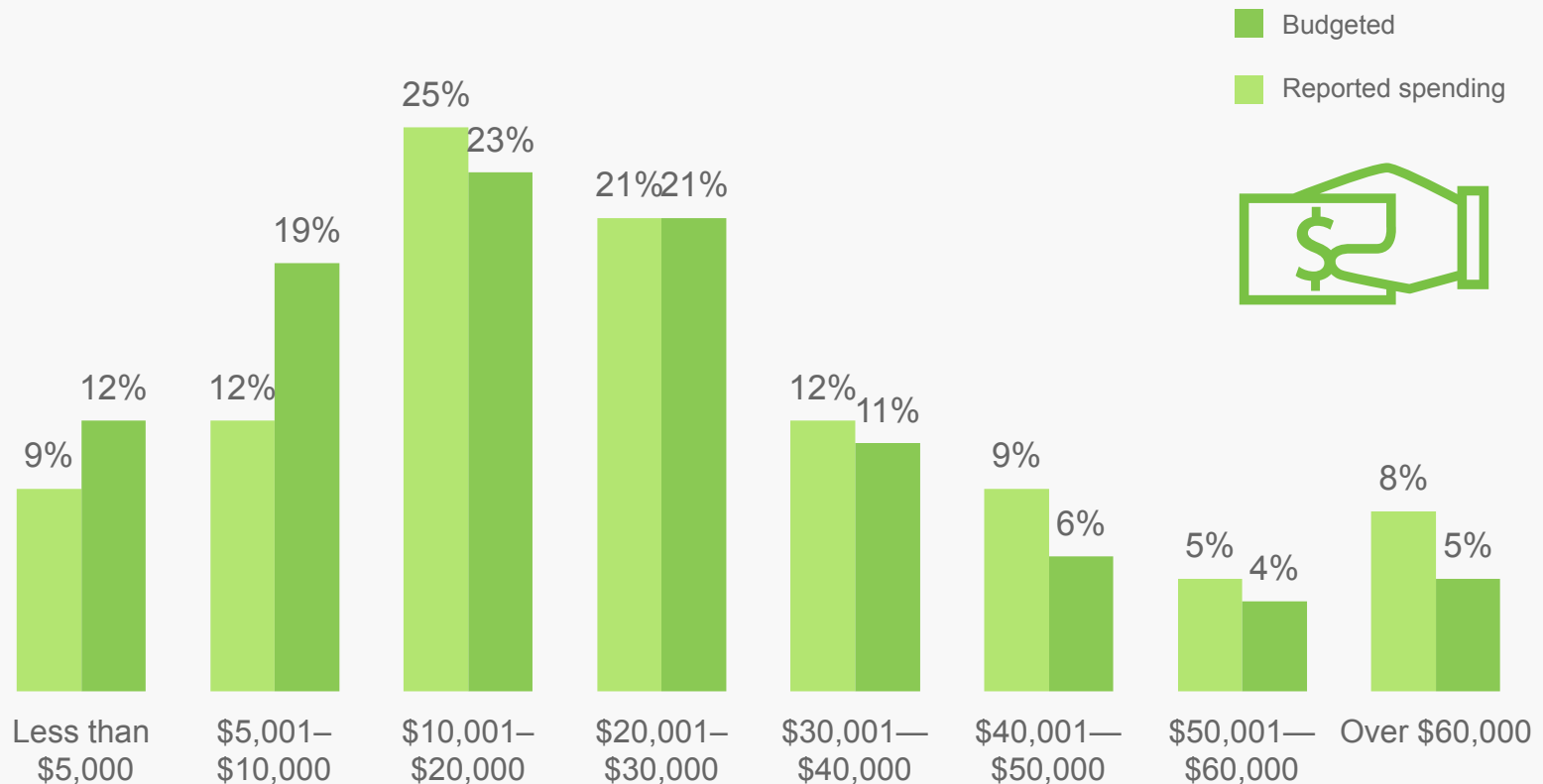


77%
of homeowners hire pros
for their kitchen projects

Budgets Don't Add Up

More than half of homeowners are budgeting \$20K or less for their upcoming kitchen renovation (54%), yet only 46% spent less than \$20K on recent renovations. Thirteen per cent reported spending over \$50,000 on their kitchen renovations.

BUDGET AND SPENDING ON KITCHENS AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

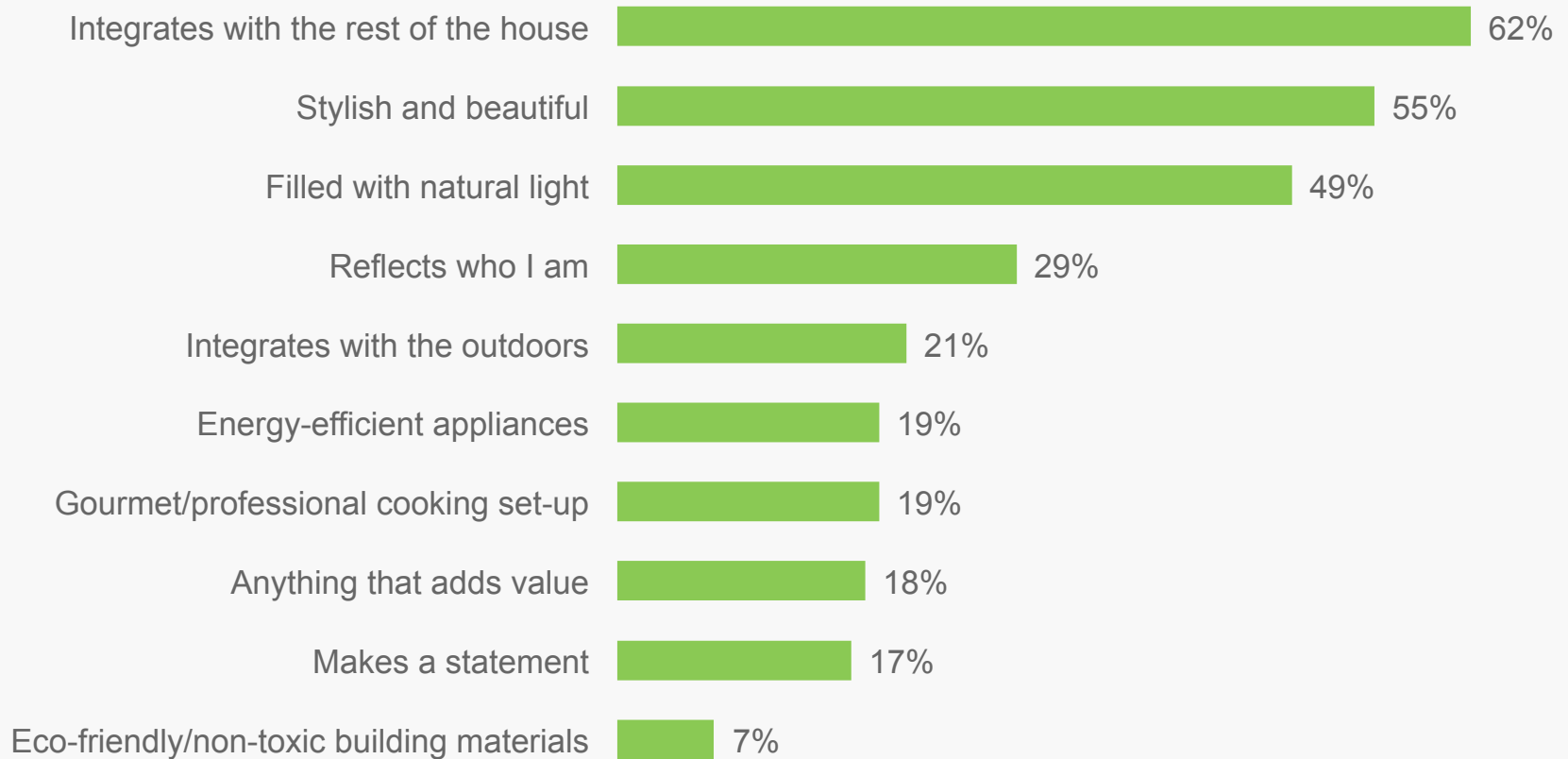


New Kitchens A Good Fit



When it comes to the most important design aspects of a kitchen, integrating with the rest of the house tops the list (62%), followed closely by style and beauty (55%).

DESIGN KITCHEN DRIVERS AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

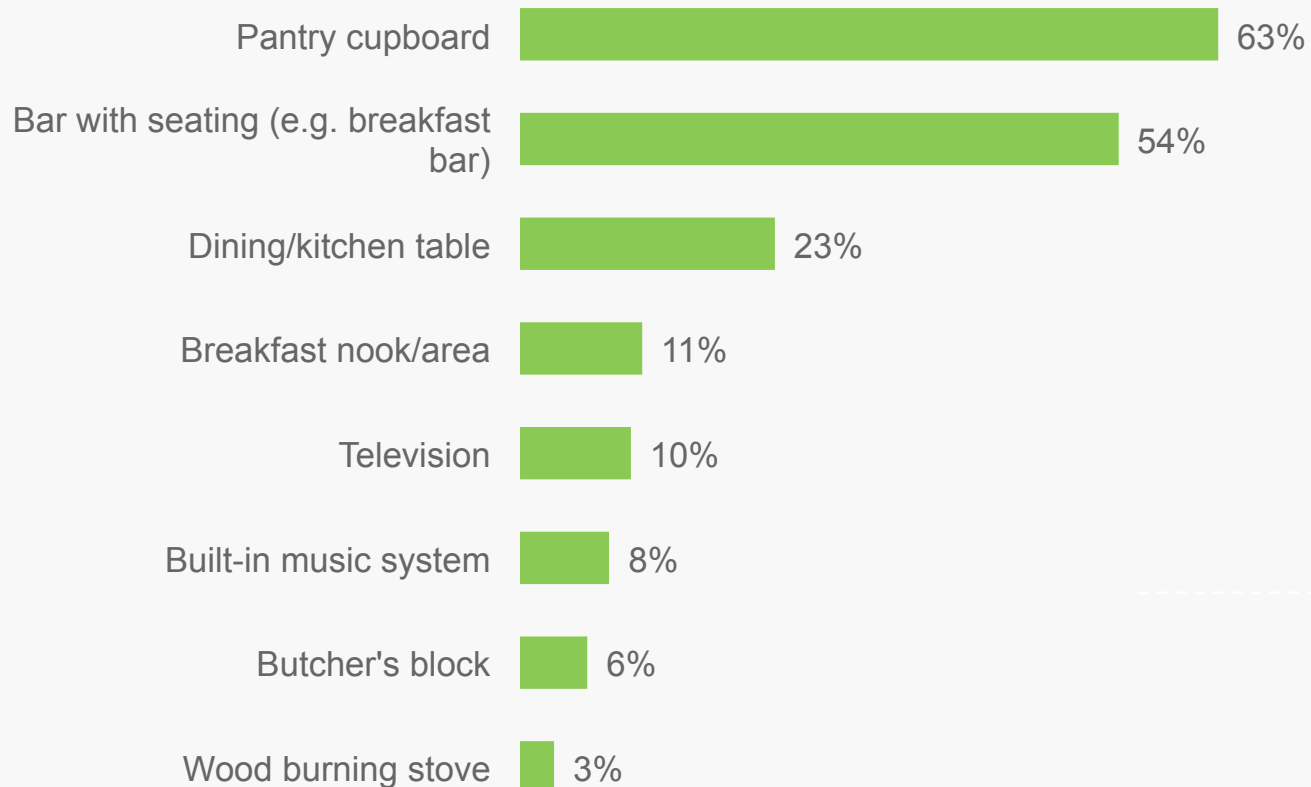


New Kitchen Features



With storage a top priority in Aussie kitchens, it's fitting that 63% of homeowners working on a kitchen project are incorporating a pantry cupboard. Kitchens are also a place for digital entertainment, with many including televisions (10%) or built-in music systems (8%).

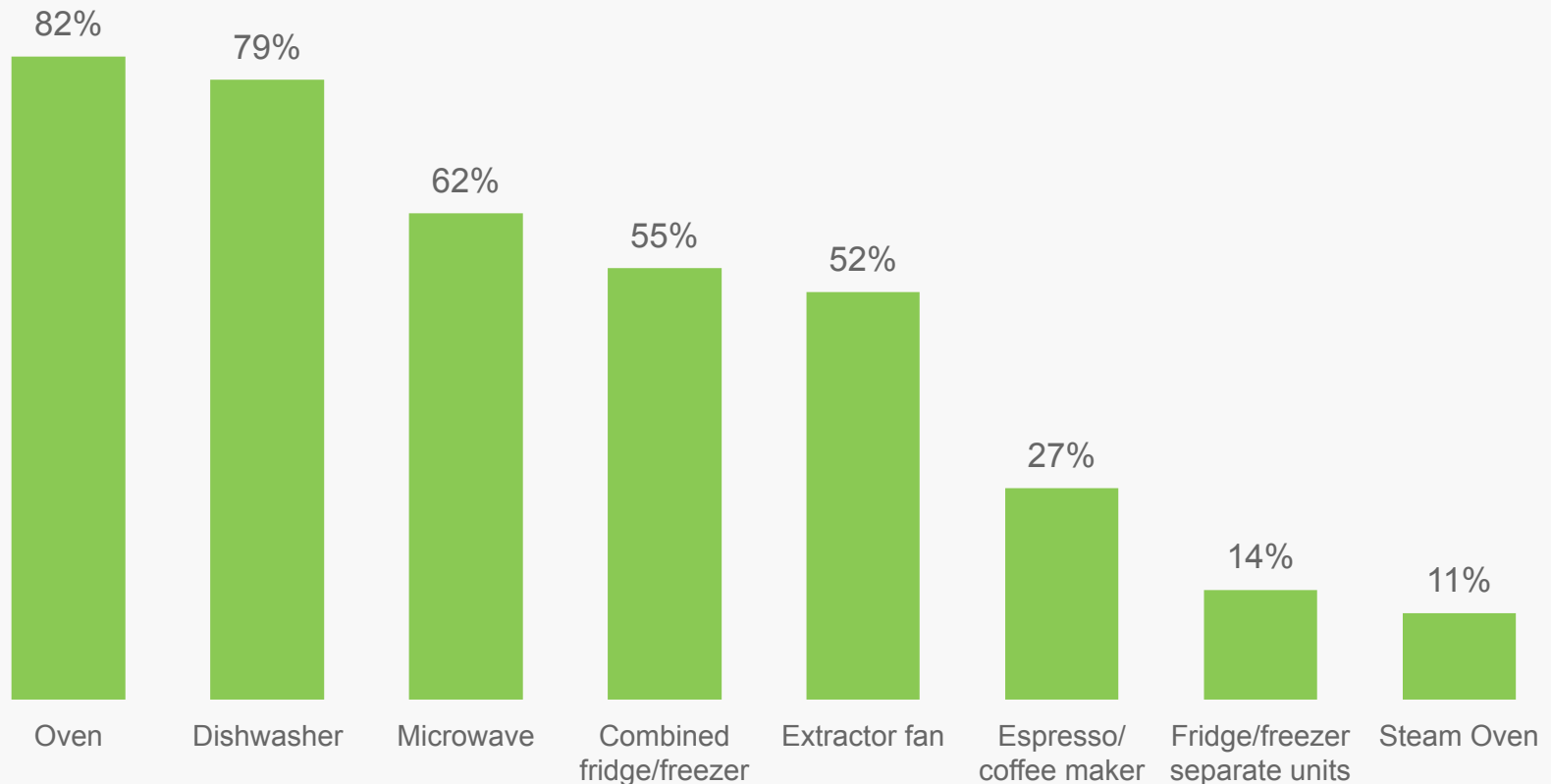
SELECT NEW KITCHEN FEATURES AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT



Shiny, New Things

For those who are adding new appliances to their kitchens (84%), ovens are the most popular upgrade (82%), closely followed by dishwashers (79%). More than one-in-ten are also adding the healthier alternative of a new steam oven.

TOP NEW KITCHEN APPLIANCES AMONG THOSE REPLACING/ADDING APPLIANCES

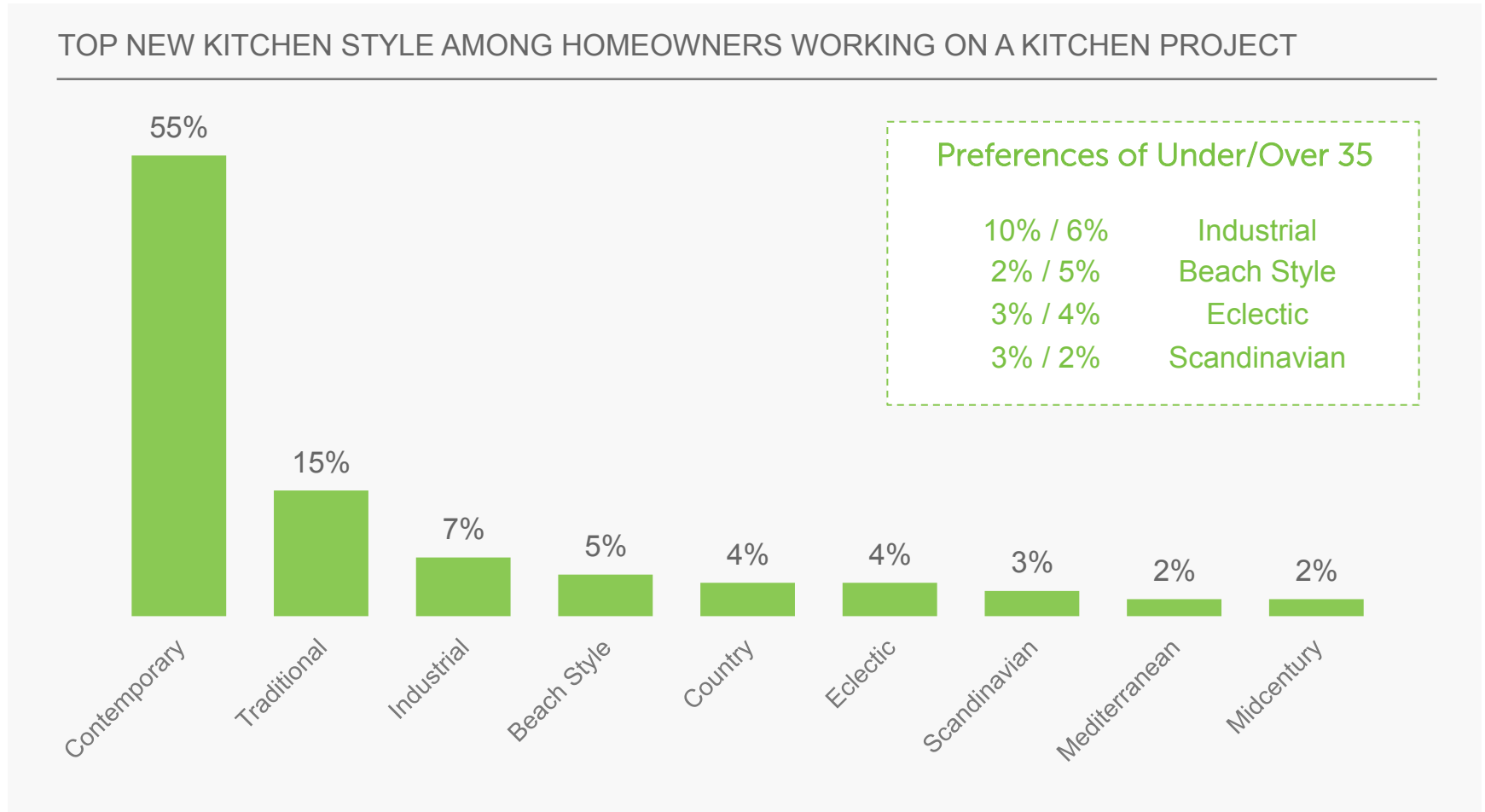


Style Transcends The Ages



While contemporary style is the clear preference across all ages, under 35s are slightly more in favour of Scandinavian (3%) and industrial (10%) style, while over 35s prefer beach style (5%) and eclectic (4%) style.

TOP NEW KITCHEN STYLE AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

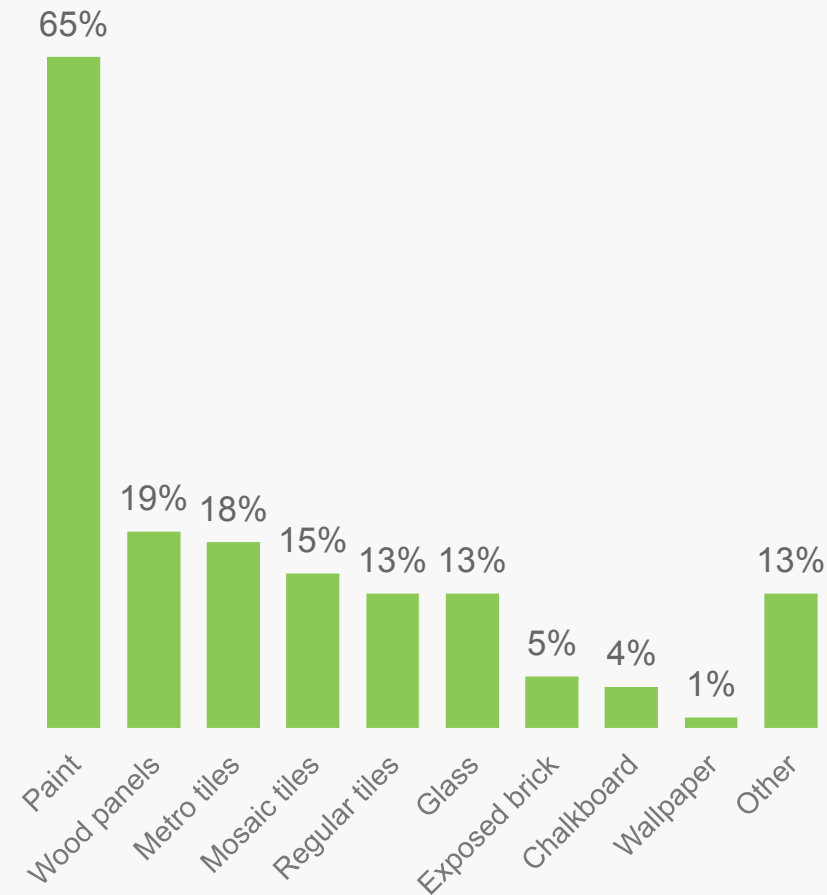


Wall Finish and Colour

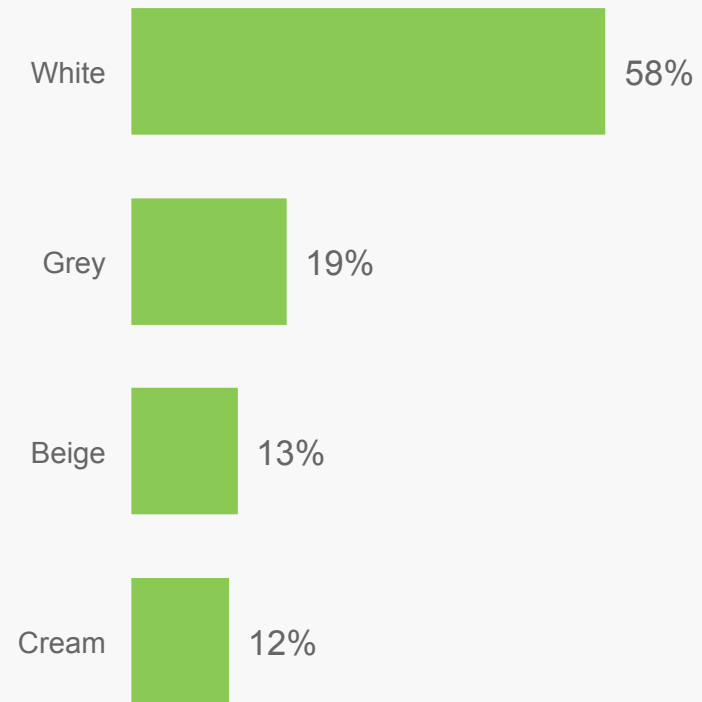


Eighty-four per cent of homeowners change their wall colour and/or wall finish during a kitchen project. Among the finishes, paint is the most popular choice (65%). Some opt for specialty tiles (metro 18% and mosaic 15%) and others select alternative materials (wood panels 19% and glass 13%). When it comes to colour in the kitchen, Australians play it safe.

WALL FINISH AMONG THOSE WORKING ON WALLS



WALL COLOUR AMONG THOSE WORKING ON WALLS

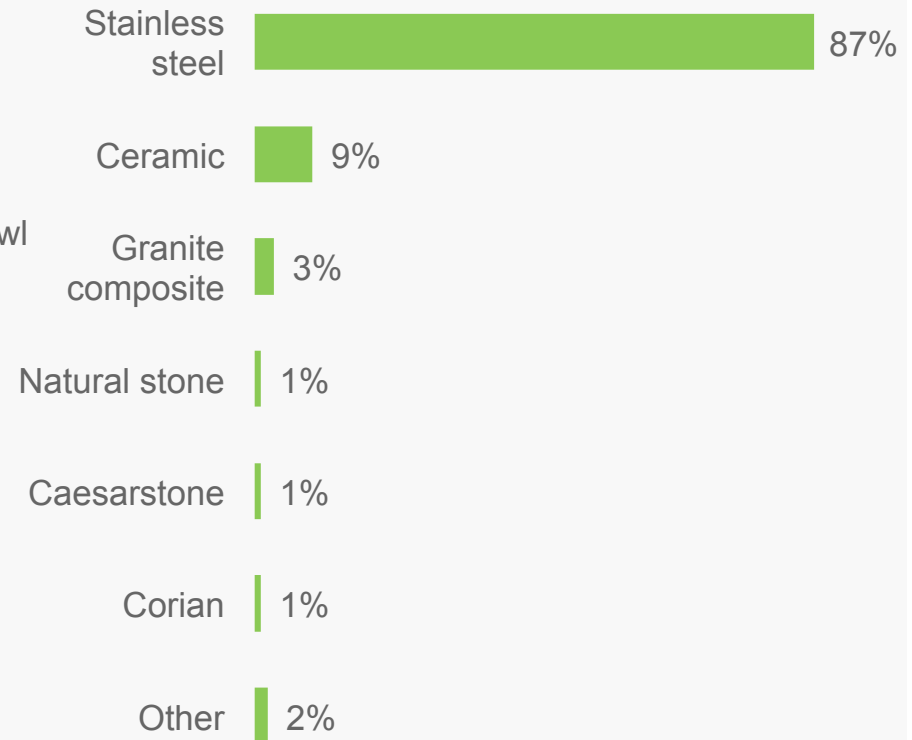
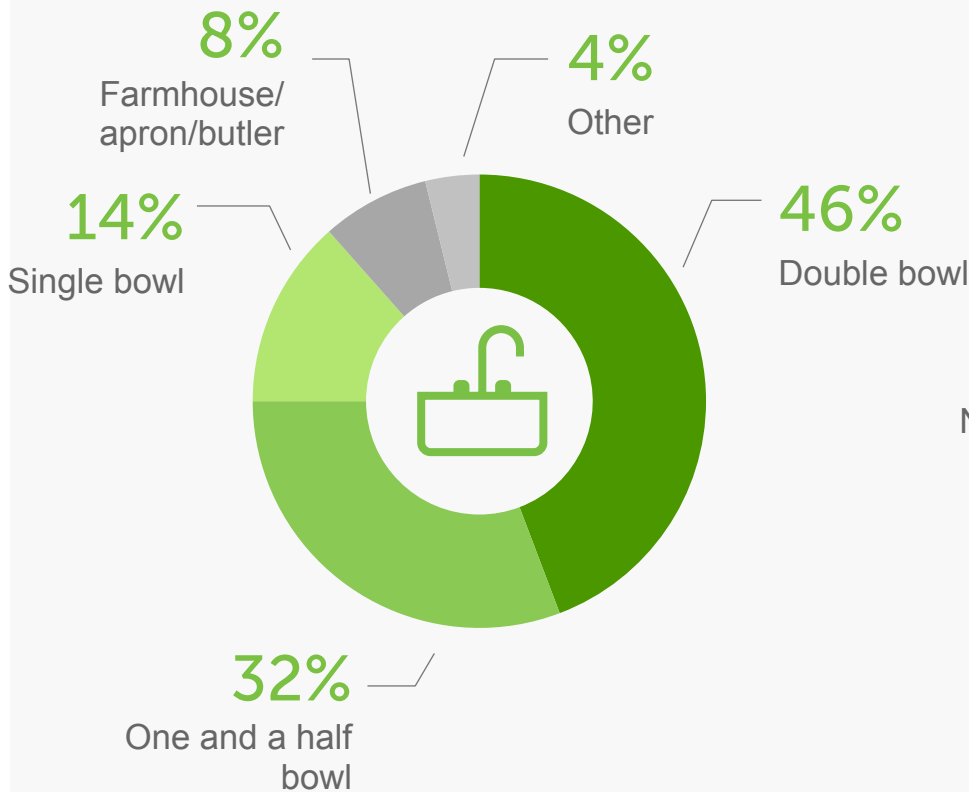


That Sinking Feeling

Eighty-four per cent of homeowners plan to replace their kitchen sinks, with 9-in-10 opting for stainless steel. Only 14% choose a single bowl, while 32% opt for a 1.5 bowl and 46% prefer a double bowl.

SINK TYPE AMONG THOSE REPLACING/ADDING SINKS

SINK MATERIAL AMONG THOSE REPLACING/ADDING SINKS

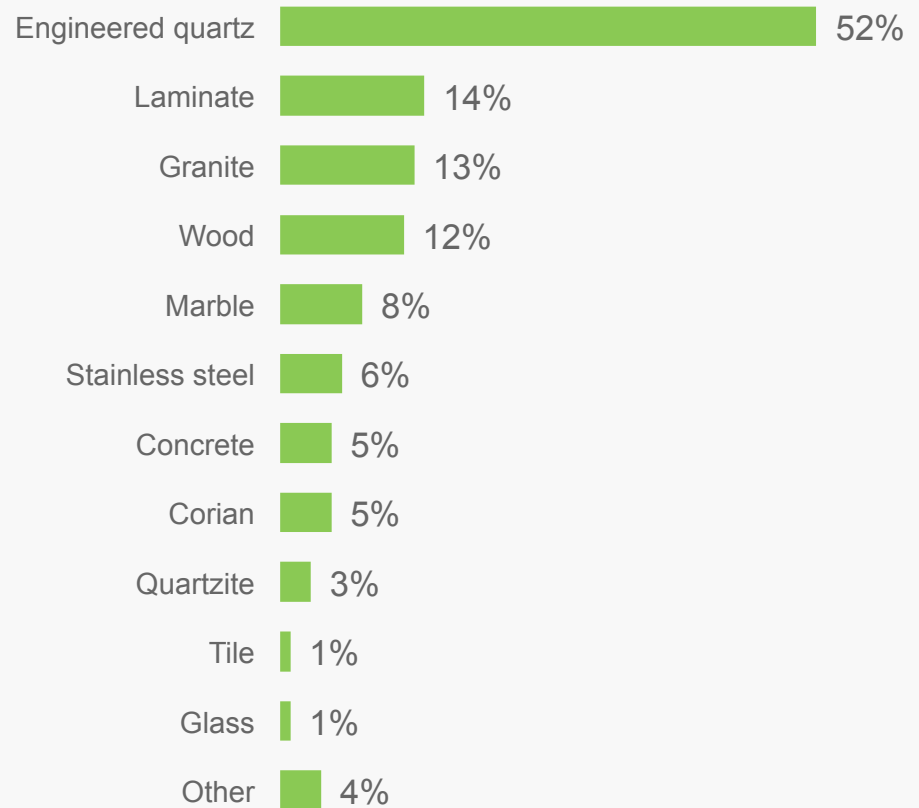


Rock Solid Benches

Among those tackling benchtops (89%), engineered quartz is the majority choice (52%). Wood (12%), stainless steel (6%) and concrete (5%) represent Aussies' love for industrial style.

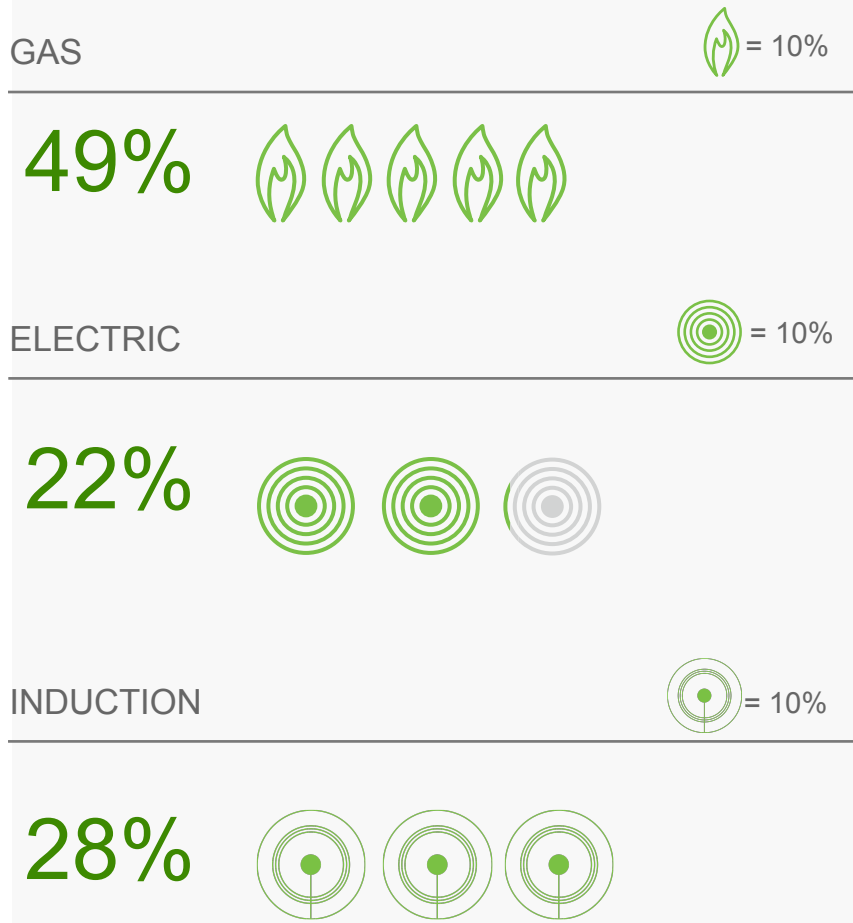
NEW BENCHTOP MATERIAL AMONG THOSE REPLACING/ADDING KITCHEN BENCHTOPS

6%
of upgraded kitchens
will have a butcher's
block



Cooking With Gas

Gas stovetops dominate among homeowners replacing or adding appliances (49%), but new and updated kitchens are more likely to include induction stoves (28%) over electric (22%).

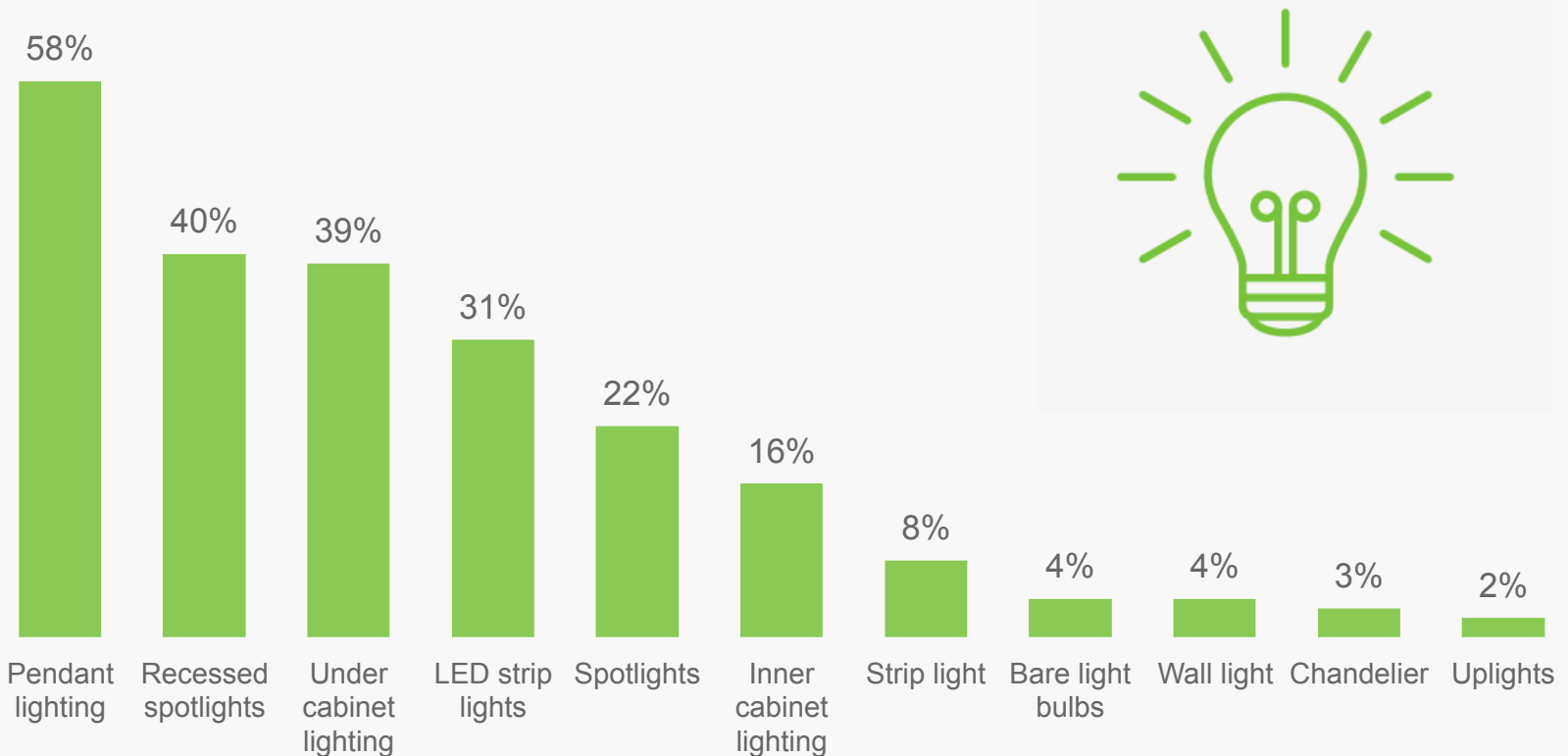


3%
of new/upgraded
kitchens include
wood burning
stoves

Statement Lighting Hanging Around

Eighty-three per cent of kitchen projects involve an upgrade to lighting fixtures, where pendant lighting is most popular (58%). Some Aussies (3%) are going glamorous by incorporating chandeliers.

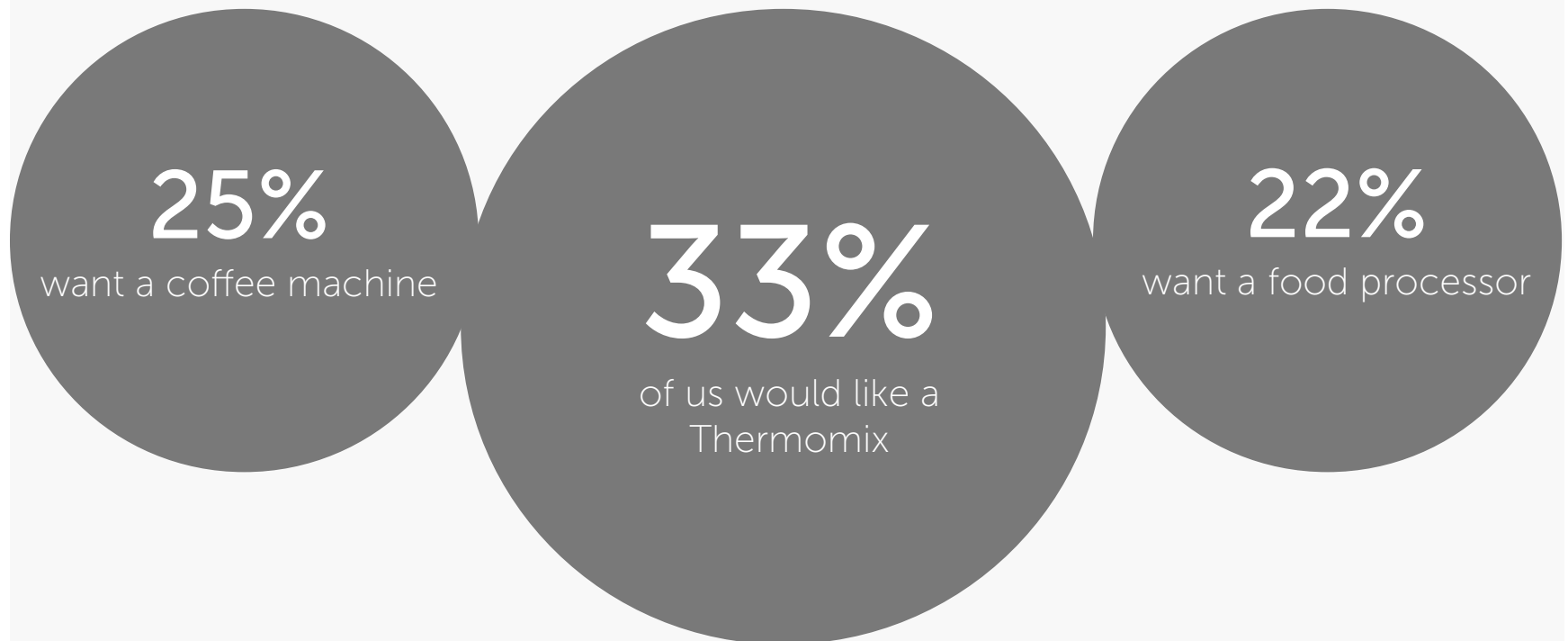
NEW KITCHEN LIGHTING FIXTURES AMONG THOSE UPGRADING/ADDING LIGHTING FIXTURES



A Little Bit Extra

Topping the list of small appliances homeowners would like in their kitchen, is the Thermomix (33%). Aussies love to make things from scratch, with 17% noting they would like an ice-cream maker, and 13% wanting a bread maker.

TOP SMALL APPLIANCE WISH LIST AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT



Methodology



2,854 homeowners reporting a kitchen project shared their kitchen plans and progress in our online survey sent to registered Houzz users in Australia in May 2015.

PROJECT STATUS AMONG HOMEOWNERS WORKING ON A KITCHEN PROJECT

