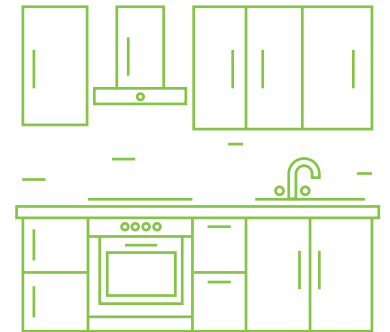


2017



HOUZZ KITCHEN TRENDS STUDY — AUSTRALIA



Big Ideas



NEW KITCHEN, HEALTHY LIFESTYLE

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

LEADING WITH CONTEMPORARY AND WHITE

Contemporary and modern styles are the hallmark of the new kitchens (30% and 25% each). White cabinetry appears in a whopping majority of updated kitchens (61%). Almost two thirds of new cabinetry is custom made (63%).

BIG BUDGETS

Almost a third of homeowners spent more than \$40K on their kitchen renovation. Another 38 percent spent between \$20K and \$40K.

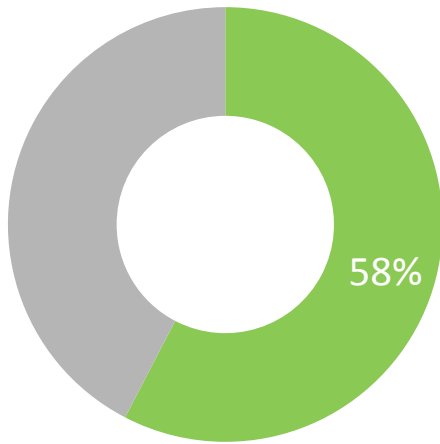
AN EVEN GREATER ROOM

Over half of kitchen renovators are increasing the room's size. Open concepts continue to be en vogue with 58% of new kitchens more open to other rooms and 40% more open to the outdoors.

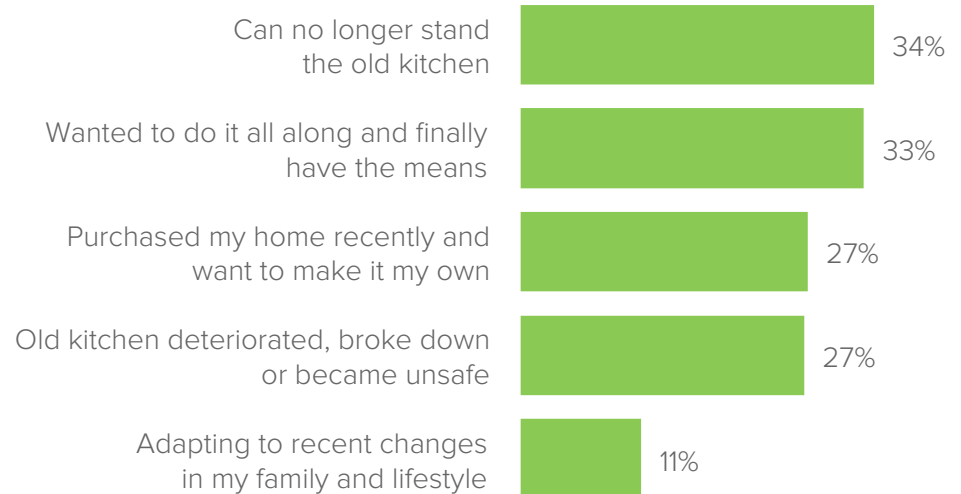
What And Why We Are Updating Our Kitchens

Charts below show frequency of increases in kitchen size and changes to kitchen floorplans, 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.

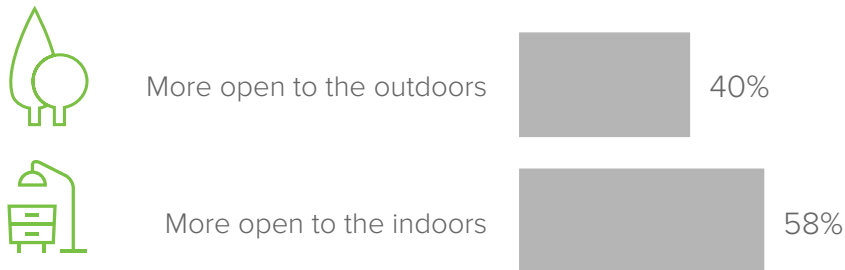
KITCHEN SIZE INCREASE



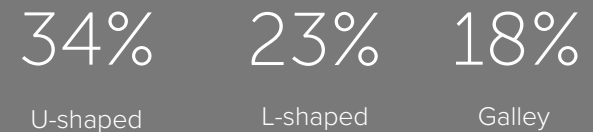
TOP EVENTS TRIGGERING KITCHEN UPDATE



KITCHEN OPENNESS TO NEARBY SPACES



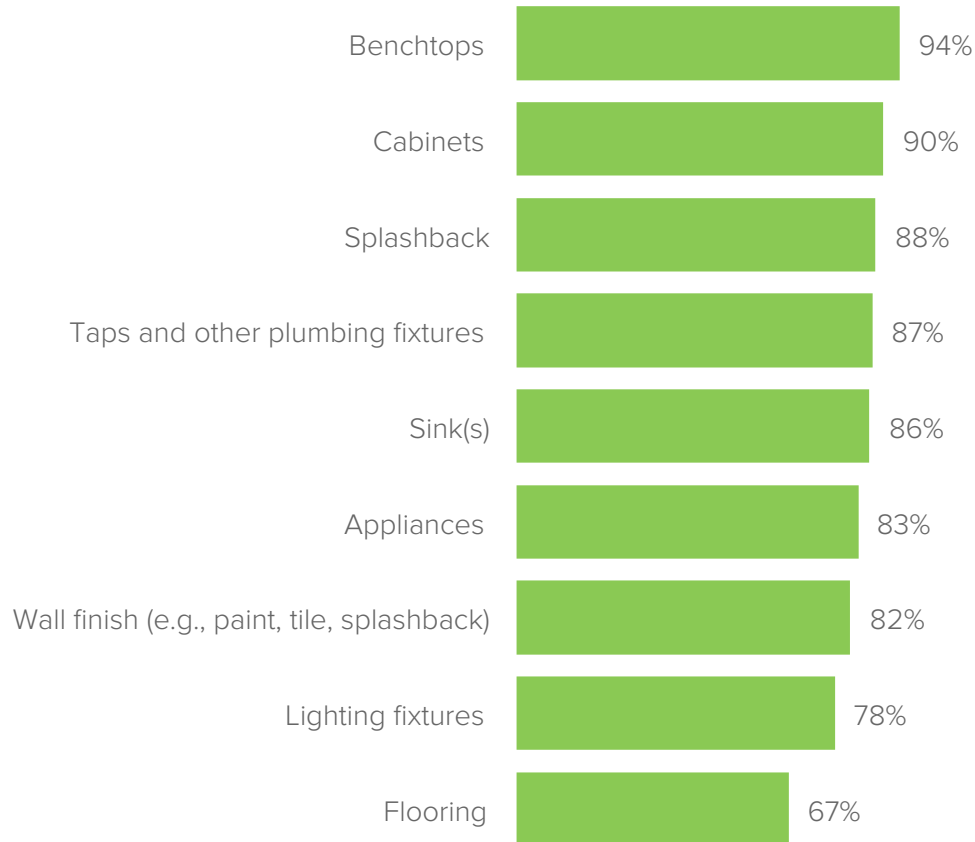
TOP LAYOUTS



What 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 KITCHEN COMPONENTS



NEW TOP ELECTRONICS

18%

TV, computer screen, tablet etc.

TOP NEW BUILT-IN KITCHEN FEATURES

44%	Island
41%	Breakfast bar
41%	Pantry (cabinets)
26%	Pantry (reach-in cupboard)
24%	Walk-in pantry

What Cabinetry We Install in Our Kitchens

Charts below show frequency of upgraded kitchen cabinets 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.

NEW TOP CABINET TYPES

63%

Custom cabinet

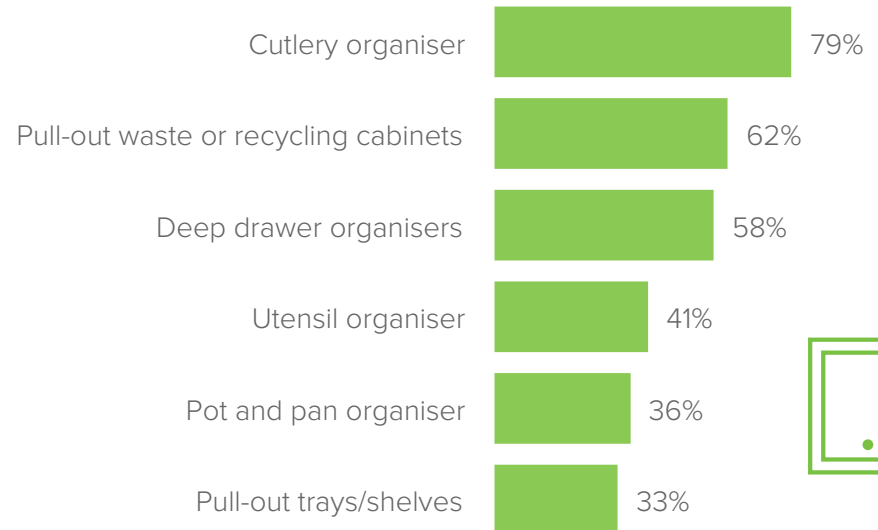
18%

Semi-custom

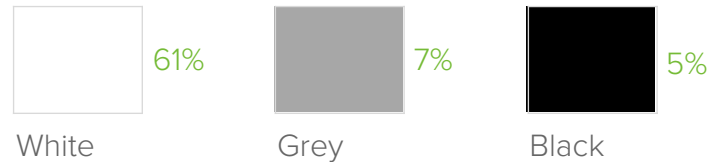
TOP STORAGE MOTIVATIONS

- 77% Make better use of space
- 59% Make it easier to find items
- 50% Reduce clutter
- 37% Utilise unreachable spaces
- 19% Make cooking/baking easier

TOP STORAGE UPDATES



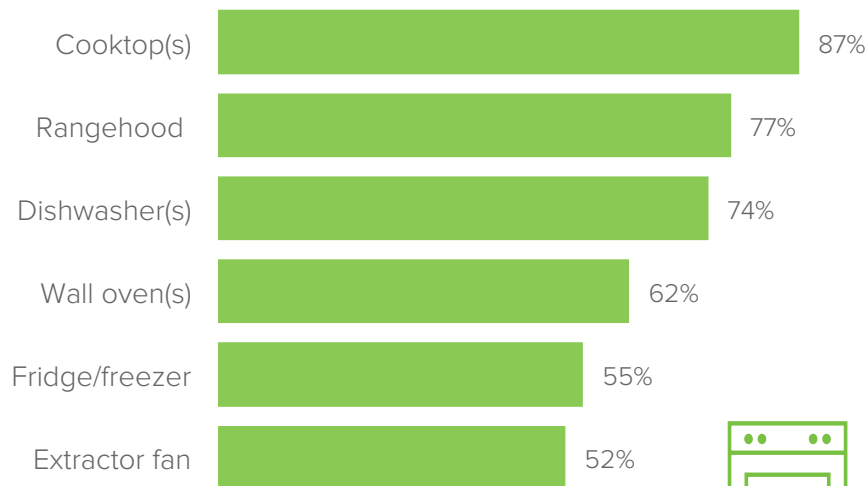
TOP UPGRADED CABINET COLORS



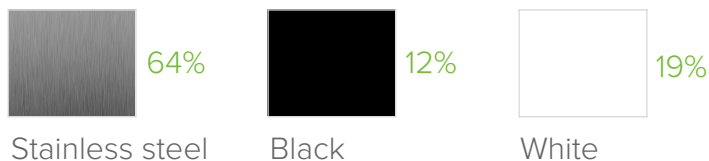
What Appliances We Value in Our Kitchens

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.

TOP APPLIANCE UPGRADES



TOP UPGRADED APPLIANCE COLORS



NEW TOP HIGH-TECH APPLIANCE FEATURES

10%

Colour touch screen

5%

Wireless control

TOP NEW COOKTOP/RANGE TYPES

47%

Gas

31%

Induction

13%

Electric

10%

Gas/electric combo

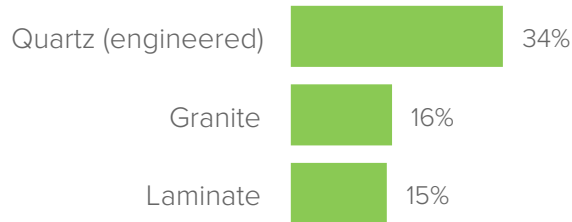
What Materials We Choose in Our Kitchens

Charts below show frequency of upgraded benchtop 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.

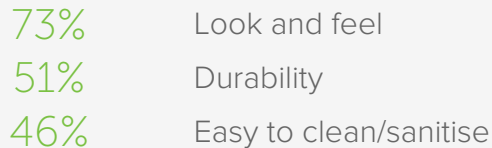
TOP KITCHEN BENCHTOP CHOICES

Among the 94% of homeowners who updated countertops

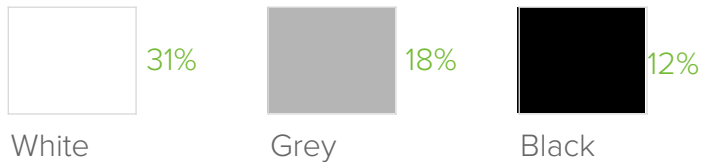
TOP MATERIALS



TOP PURCHASE MOTIVATIONS



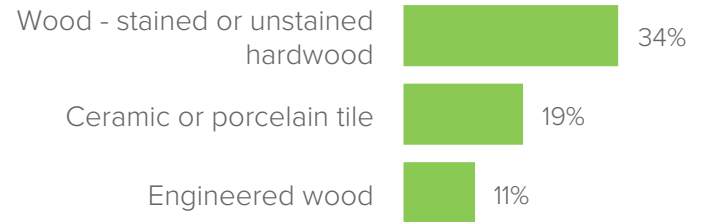
TOP COLORS



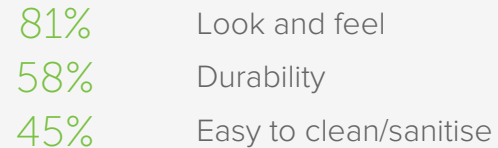
TOP KITCHEN FLOORING CHOICES

Among the 67% of homeowners who updated flooring

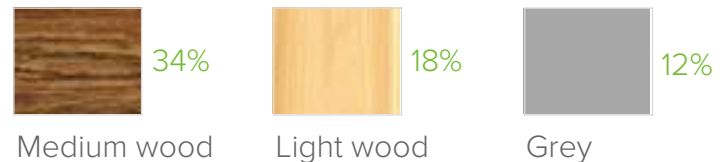
TOP MATERIALS



TOP PURCHASE MOTIVATIONS

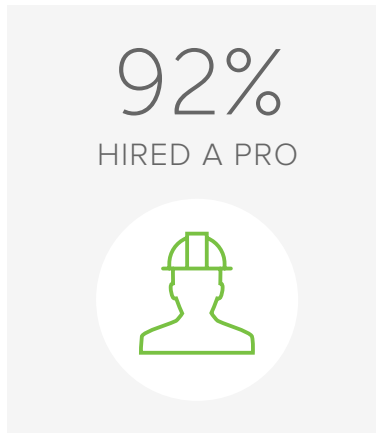


TOP COLORS

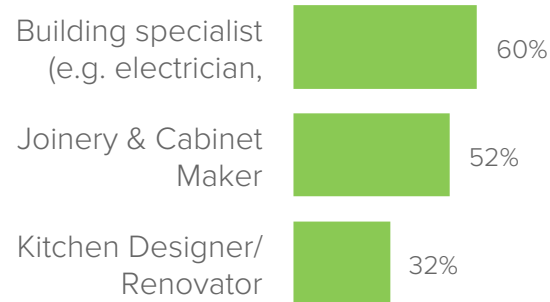


Who We Hire and How We Budget Our Kitchen Updates

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

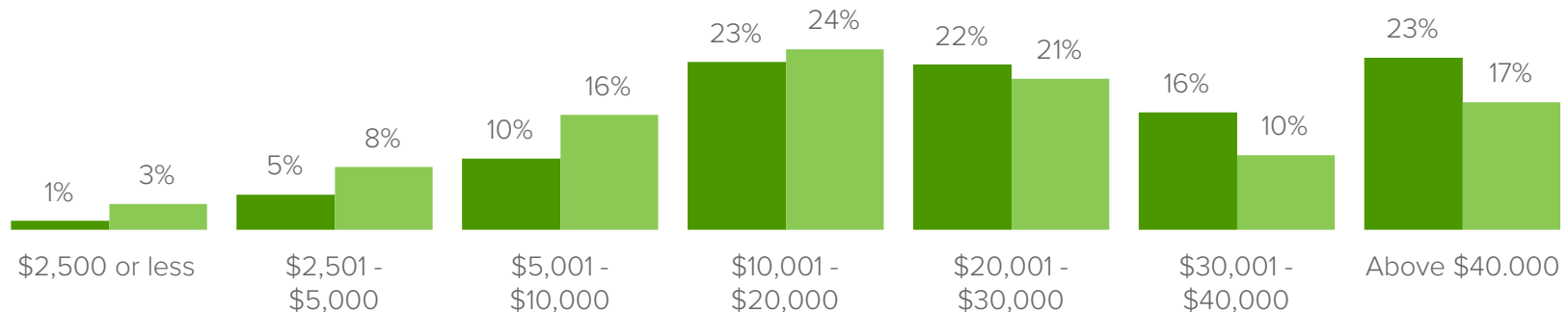


OTHER PRO HIRING

14%
Architect

BUDGET VS. SPEND

- Budgets for current/planned renovations
- Spend on completed renovations

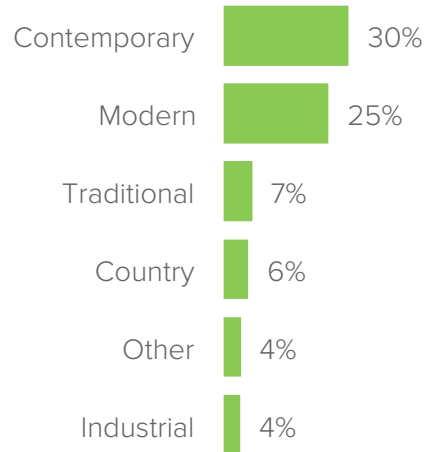


How We Are Styling and Lighting Our Kitchens

Charts below show frequency of updated kitchen styles and lighting types, 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.

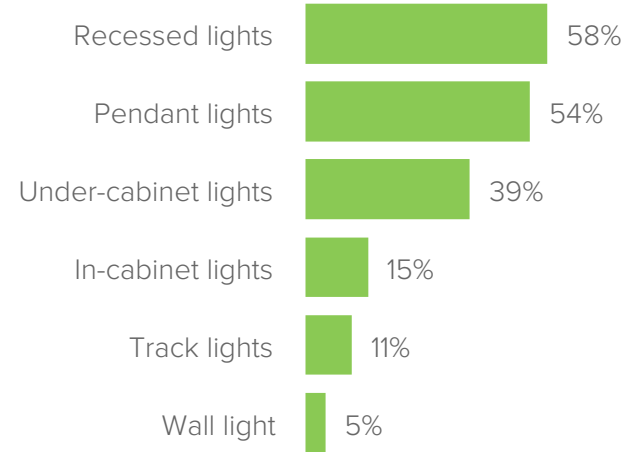
TOP KITCHEN STYLE CHOICES

Among the 82% of homeowners who updated style



TOP KITCHEN LIGHTING CHOICES

Among the 78% of homeowners who updated lighting



TOP STYLES PRIOR TO UPGRADES

22%

No particular

21%

Contemporary

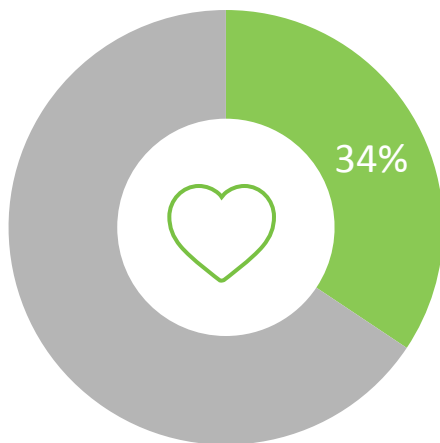
15%

Modern

How 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.

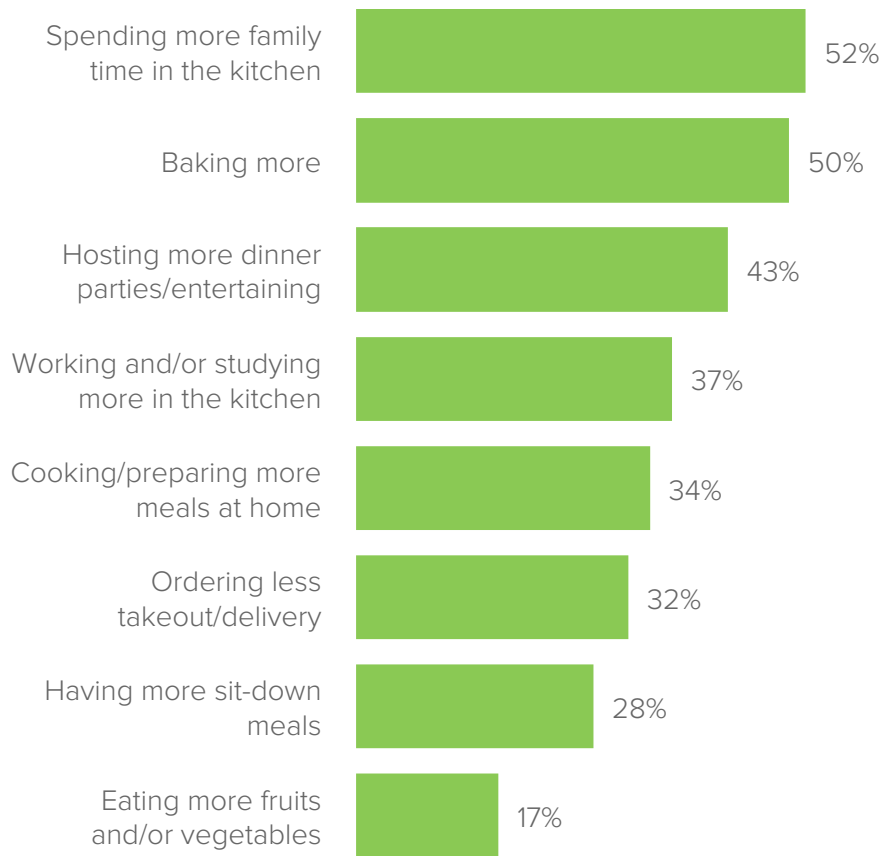
CHANGE TO A HEALTHIER LIFESTYLE



FREQUENCY OF COOKING MEALS AT HOME

91%	5+ days a week
7%	3-4 days a week
2%	<3 days a week

CHANGES IN LIFESTYLE



Methodology

The survey was sent to registered Houzz users in Australia, 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=2,380.

Links to Resources on Houzz Australia

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Kitchen	Architects	Kitchen & Dining	Kitchen Ideas
Kitchen/dining	Building Designers	Major Kitchen Appliances	Kitchen Styles
L-shape	Home Builders	Small Kitchen Appliances	Kitchen Features
U-shape	Interior Designers & Decorators	Kitchen storage & Organisation	Small Kitchens
Galley	Design & Construction	Kitchen Tools & Gadgets	
Single-wall	Kitchen Designers & Renovators	Kitchen & Table Linens	
Contemporary Kitchen	Bathroom Designers & Renovators	Kitchen Knives & Accessories	
Modern Kitchen	Joinery & Cabinet Makers	Tile	
Transitional Kitchen		Kitchen & Cabinet Lighting	