

**LOOK
INSIDE!**

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first few pages of
the full report.



DREAM KITCHENS

Exploring Online Discussions about Consumers' Ideal Kitchen Wish List

Research Institute for Cooking & Kitchen Intelligence:
*Helping kitchen-related businesses make smarter decisions
and better products by delivering actionable insights.*

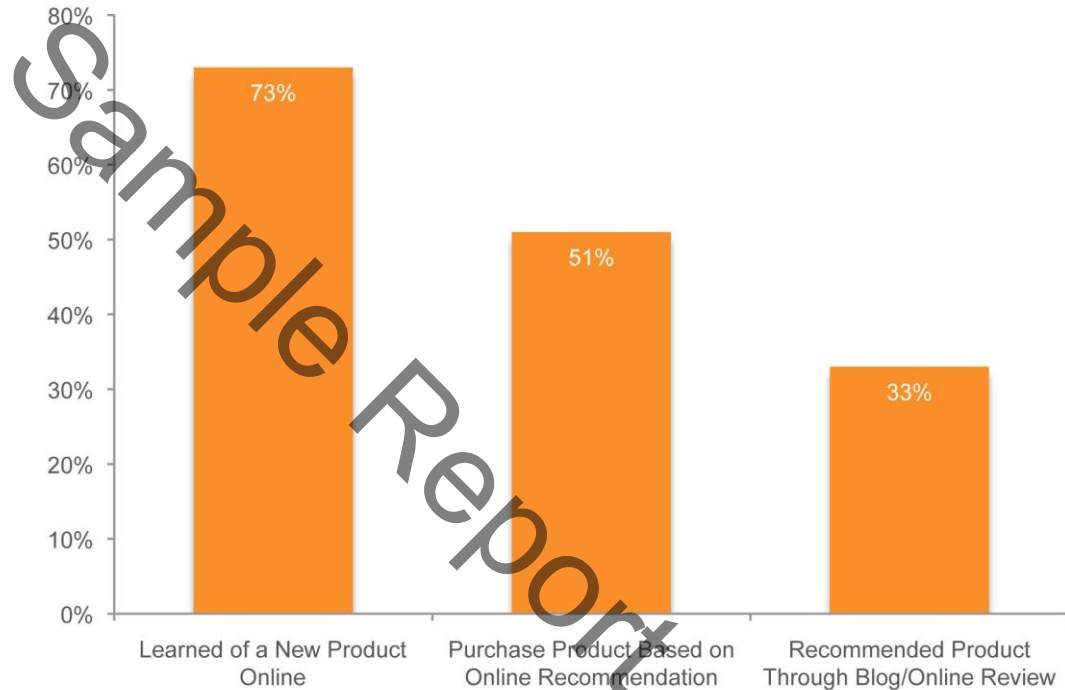
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Internet & Social Media Trends, Cont.

- Just over half of online consumers have purchased a product based on an online recommendation, while 33% have recommended a product through a blog or an online review.
- Nearly 3 in 4 learned of a new product through these same channels.

Online Influence on Purchase Process



Source: Deloitte, State of the Media Democracy Survey.

Cabinets & Islands: Most Popular Topics, Cont.



Here's a kitchen from my inspiration file."



onedogedie1

- **Kitchen cabinets and islands dominated the online dream kitchen conversations.**
- **A full 45% of the total online discussions mentioned cabinets and islands.**
 - Nearly **one in three** discussions **were about finish and cabinet material.**
 - The **most common finish option was paint** with the most common colors being neutral – beige or white. There were a few mentions of bold colors like sage green, chocolate brown or French blue.
 - Many preferred **wood cabinets with a natural finish or light stain.**
 - Wood discussions often mentioned species – **walnut, cherry and maple.**
 - **Islands are a 'must have'** for many, being the second most talked about theme in this category.
- **Cost was a prime factor** in the cabinets and islands conversations, with many resurfacing cabinets, changing doors and installing new hardware rather than undergo the time and financial investment in a complete remodel.
- Most agreed that **changing cabinets or adding islands doesn't allow them to have their dream kitchen as far as function is concerned** – unless the functionality is already present – **but lets them get the look they want.**
- Many **considered installing pullout shelves and new drawer systems** in order to build in the function and storage they desired.

Key Takeaways: Conclusion & Recommendations

- **Nearly 80% of U.S. adults use the Internet and two-thirds of those are social media users.**
- **New rules for brand monitoring and trend analysis. No longer can a company control the message. Today much of the conversation around brands takes place P-to-P (peer to peer) rather than B-to-C and consumers tend to trust peer recommendations more than they do advertisements.**
- **Much of the dream kitchen conversations online relate to giving and getting advice on products, layouts and purchase recommendations** as well as discussions about truly aspirational “fantasy” kitchens.
- While social media monitoring cannot take the place of traditional research methodologies, **companies must be aware of and continuously track what people are saying about their brands** in the online space.



Sample Report

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2108 South Boulevard, Suite 201
Charlotte, NC 28203
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