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# ***He Said, She Said***

***Kitchen Thoughts among Upscale Consumers***

***by Gender***



*Helping kitchen-related businesses make smarter decisions  
and better products by delivering actionable insights*

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## Types of Products Want in Dream Kitchen

When presented with a list of 25 distinct products found in today's kitchen, from wine refrigerators to pizza ovens to free-standing water filtration systems with instant hot or chilled water, a number of meaningful differences emerged among the sexes.

<b>Would Want 'A Lot' in Ideal Kitchen</b>		
	<b><u>Upscale Men</u></b>	<b><u>Upscale Women</u></b>
<b>1<sup>st</sup></b>	Larger three-rack dishwasher	Customized cabinet storage
<b>2<sup>nd</sup></b>	Professional-grade appliances	Double oven
<b>3<sup>rd</sup></b>	Unique vent hood	Larger three-rack dishwasher
<b>4<sup>th</sup></b>	Customized cabinet storage	Unique vent hood
<b>5<sup>th</sup></b>	Water filtration with instant hot/cold	Professional-grade appliances

So while upscale men and women have a great deal in common, it is important to keep in mind the relatively nuanced differences between the sexes. Upscale women, for example, will gush when designers or showroom salespeople speak of customized storage solutions for cabinetry, while their husbands may be daydreaming about a certain commercial or professional-grade range.

And, while men and women do a lot of decision-making jointly, the female often takes the lead on kitchen improvements.

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