

**LOOK
INSIDE!**

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the full report.

Trends in Major Kitchen Appliances as Seen by Kitchen Designers

Research Institute for Cooking & Kitchen Intelligence:

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

Table of Contents

	<u>Page</u>
Introduction	
▪ Objective & Methodology	2
▪ Designer Profile	3
Consumers' Appliance Wish List	4
Trends in Client Requests: What's HOT in Appliances	
▪ Integration	6
▪ Flexibility	7
▪ Style, Finish & Heat Source	8
▪ Budget	9
▪ What's NOT Hot in Appliances	10
Trends in Client Requests: What's HOT in Hoods	
▪ Statement Appliance & Outside Ventilation	12
▪ Noise Level & Finish	13
▪ What's NOT Hot in Hoods	14
About RICKI	15

Objective & Methodology

- *Kitchen Intelligence: A Designer's Perspective* is a study conducted annually to gather information on what professional kitchen designers say they are hearing from consumers regarding product preferences, design choices, overall kitchen layout and other kitchen remodeling-related issues, as well as their predictions for the future.
- Fifteen kitchen designers from across the country were recruited from RICKI's proprietary designer panel to participate in the study.
- The discussion was conducted over a period of three days, from December 15 through December 17, 2010.
- Discussions took place within an interactive online format – a format similar to that used in a traditional focus group but within a longer time frame allowing for thoughtful feedback given at the participant's leisure. This type of qualitative study design allows for in-depth discussions among a geographically diverse group of kitchen designers. Designers typically logged on once or twice a day to participate and respond to comments from the moderator (Brenda Bryan, RICKI's Executive Director) or comments from other participating designers.
- Results from discussion groups such as these should be used for exploratory and informational purposes only. Because of the nature and size of the groups, quantitative projections cannot be made from any findings.
- Select findings from RICKI's 2010 Remodelers 360 are also included. This study, conducted in February and March of 2010, is based on 2,906 respondents, of whom 651 had conducted a kitchen remodel or improvement in the previous 12 months.

Designer Profile

Gender	# of Designers
Male	6
Female	9
Age	
Younger than 44	6
45 to 54	6
55 or Older	3
Business/Employment	
Independent Designer	7
Own Kitchen & Bath Specialty Store	3
Work for Kitchen & Bath Specialty Store	5
Types of Kitchens Done Past 2 Years	
Residential	14
Both Residential & Commercial	1

Consumers' Appliance Wish List

The Top 5 Kitchen Wish List Items Chosen by Americans from a List of 31 Items Were all Appliance Related (list included Appliances and other Kitchen Products):

Cooktop with Built-in Grill or Rotisserie Attachment	43%
Commercial Grade Appliances	35%
Larger Dishwasher to Accommodate Pans	34%
Central Island Cooktop	34%
Oven that Dramatically Reduces Cook Time	31%



Source: RICKI Remodelers 360 (2010) – Online survey of 2,906 U.S. adults

Sample Report

What Designers are Seeing

HOT Appliance Trends: Integration

HOT

- **Integration** – A continuing trend is fully integrated units with clients “still asking for the built-in look.”
 - One designer talked about a hide and seek game when it comes to “hidden” appliances: “It becomes a fun challenge to hide the appliances so well that guests have to ask. With the hinges getting beefier and the tolerances tighter, a wide variety of materials are available to hide the appliance.”

“More requests for energy efficient, accessible storage (refrigerators), quiet, fully integrated, microwave drawers, under-counter drawer refrigeration, micro/convection combo ovens.”

“More clients have also been using full depth refrigerators as opposed to counter depth, and still asking for the built-in look.”

“Alternatives to the microwave, steam ovens or in-counter steamers, appliances with multiple functions (combo-steam, speed ovens), induction, integrated appliances, microwave drawers (versus built-in or counter).”

About RICKI



- America's leading authority for kitchen research and intelligence.
- The research conducted by RICKI goes beyond traditional research methodologies to help companies gain a better understanding of the mindset of today's consumers by delving deeper into motivations and emotional drivers to pinpoint trends that will impact companies into the future.
- RICKI was founded by a group of professional market researchers. The Executive Director of RICKI spent 18 years in the home improvement industry and was a former president and board member of one of the leading associations for the overall home improvement sector, the Home Improvement Research Institute (HIRI).

To find out more about RICKI, visit: www.kitchenintelligence.org

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