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INSIDE!**

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first few pages of  
the full report.

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# ***Trends in Kitchen Design, Style & Storage***

*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.*

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# Objective & Methodology

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- *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

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

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# **Kitchen Design Trends**

# Overall Kitchen Design: What's HOT

## HOT

**#1 Customization** – Designers in the study say clients today want unique kitchens tailored to the homeowners needs and lifestyles (“more requests for ‘custom’ design instead of the same old same old”; “lots of requests to accommodate two cooks and cooks of all ages”, “making more of a personal statement”; “showing the signature of the client”).

- Designers in the study say more clients want a “wow feature” they can show their friends and family.
- And it appears some are more open to color and taking some risks than in years past.

“*More focus on the importance of kitchens and importance on family cooking – hence, more open-plan designs and integration of the kitchen with the architecture of the home; more integration of dining tables (versus bar seating) as family's strive to eat together more frequently again... upsurge in consumer interest for simplicity... fewer materials that require maintenance.”*

“*In the past 6 to 12 months, I've noticed that my clients tend to be breaking out of their shells and taking some risks with their designs. In fact, I'm working on four projects now that have all taken risks with color, materials, or both.”*

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# Kitchen Style Trends

# Trends in Style of Kitchen

- In the 2008 and 2009 *Kitchen Intelligence* studies, when asked what style of kitchen they are getting more requests for now than in years past, designers were split between more requests for transitional and modern. The needle has now moved toward more transitional kitchens, at least according to designers in the 2010 study.
- Based on responses from designers participating in the 2010 study, 'transitional' means a blend of styles – somewhere between traditional and modern.
  - One phrase commonly used by several designers describing this blend of styles is "clean lines" ("transitional... not contemporary but clean lines, simple doors and details with the flair in the finish or in the island").
  - One designer used the word "classic" and another agreed ("I am seeing more transitional and more of what I call 'classic'").

“Clients with transitional aesthetics all seem to be gravitating toward cleaner lines – not necessarily modern or contemporary, but simple and uncluttered with fewer embellishments.”

“Because of the prevailing aesthetic in my area [Washington, DC], I get primarily traditional or transitional requests... this area tends to have a mobile and dynamic population, so most of my clients have an eye toward resale and tend to design for the masses instead of for themselves.”

“I am seeing more transitional / modern with clean lines, less mouldings and niches. I am even starting to see open shelves being requested vs. wall cabinets. I feel that the Pacific Rim and European influence is slowly taking shape here in the United States.”



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# **Kitchen Storage Trends**

# Storage Ranks High on Client's List

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- In RICKI's latest *Remodelers 360* report, a biennial study of American consumers, storage solutions were high on the list of the ideal kitchen.
  - In the study conducted among 2,096 American consumers in 2010, 'customized storage solutions' was in the top 25 percentile from a list of 31 kitchen products and design features chosen by respondents for their ideal kitchen.
  - Specifically among the 11 ideal 'design' features measured, 'customized storage solutions' came in second place.
  - The demand for personalized storage options holds steady regardless of budget – high-end as well as more moderate spending remodelers chose this kitchen feature at similar levels.

# About RICKI

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- 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](http://www.kitchenintelligence.org)**

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