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INSIDE!**

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Trends in Faucets & Sinks 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

- *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

What Designers are Seeing – Faucets

Faucet Trends: Spout & Handles

HOT

- Tall, high arch style faucets.
- Incorporated pull-down sprayers (“still hot because lower- priced faucets are looking and performing as well as the higher-end faucets”).
- Single handle and single control. Several designers in last year’s *Kitchen Intelligence* study pointed to an increase in client interest in single-handle faucets and that continues.

“The old mom and pop faucet is history! People want high neck, incorporated sprayers, single lever.”

“Pull out kitchen faucets are still hot because lower priced faucets are looking and performing as well as the higher-end faucets.”

“Pull-out faucets are still the most requested while the standard faucet and side spray is the least.”

“Most clients request a single-handle pull-out type of faucet... virtually no demand for faucets with separate hot and cold controls.”

What Designers are Seeing – Sinks

Sink Trends: Style

HOT

- A majority of kitchen designers participating in this year's study say larger, deeper sinks with single bowls are being requested by more clients (compared with half in last year's study).
- "Squared edge" sinks ("more rectangular sinks vs. rounded shaped sinks").
- Under mounted sinks "have become the norm."
- Designers say that apron front sinks are still being requested by some clients, but more with a contemporary twist (e.g., stainless steel).
- One designer says he's getting more requests for more room around the sink area, "making 'deeper' areas on the entire wall instead of just the sink bump out."

“

With sinks, LARGER, DEEPER is the trend. Also, fewer double basins and more squarer rather than curved and freeform shapes.”

“

Most clients understand that the center partition in the double bowl sink is cumbersome and allows water to more easily be spilled on the counter.”

“

Most clients are asking for undermount styles for ease of cleaning.”

“

There are so many styles and varieties in single bowl sinks that a 25x22 sink can be as efficient, if not more, than an older style double bowl sink.”

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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