

**LOOK  
INSIDE!**

Take a look at the  
first few pages of  
the full report.

# ***Kitchen Designers' Wish Lists & Top 7 Predictions for the Future***

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.

# Sample Report

## Wish Lists



# Remodeling Projects Dominate Today

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- — **Designers are doing mostly remodels rather than new home construction these days.** Some say 100% of their work is remodels (“I exclusively work on remodels now and have changed the sales and fulfillment process to reflect that”).
- — **Compared to years past, most designers say they are now...**
  - Working within the home’s existing footprint,
  - Dealing with clients taking longer to sign off on a design, and
  - Fielding more questions like “How much can we get for \$\_\_\_\_\_?”
- — **And while budget concerns are prominent in designer/client discussions, value is key.**
  - One designer summarized common sentiment among designers in the study about remodels saying, “Not that they won’t spend the money but they often need to be convinced of the value of a particular feature before agreeing to purchase it.”

# Predictions & Outlook



# Designers Dust Off their Crystal Balls

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- RICKI asked designers to get out their crystal balls and tell us what they think will appeal to consumers in the future. Analyzing their comments highlights 7 common themes, ranked by the number of designers who mentioned them throughout the three-day discussion.
- The top 7 predictions are summarized below and covered in the following pages of this chapter.
  1. **Technology Inc.**
  2. **Less is More**
  3. **European Mentality**
  4. **Focus on Healthier Living**
  5. **Greater Flexibility & Customization**
  6. **Rising Interest in Universal Design**
  7. **Energy Conservation**

# 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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