

**LOOK
INSIDE!**

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

Designing Kitchens for an Aging America



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

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America's Aging Population Equates to a Staggering 120 Million+ People

- The **81 million** Baby Boomers in the U.S. are remaining healthy and leading active lifestyles far longer than their parents' generation.
- Baby Boomers account for **28% of the population** but over half of the purchasing power and **50% of consumer spending** in America, according to McKinsey Consulting.
- Combining Boomers' parents' generation – often referred to as Matures, Traditionalists or The Greatest Generation – adds **another 40 million** people to the aging population cohort.



Easier Access to Cabinet Interiors is the #1 Need for Older Clients

Thinking of the needs of older people or those with diminishing abilities, tell us one or two product features or design elements that kitchen product manufacturers might incorporate that will meet the needs of this group.

Top 10 Product Features/Design Elements Suggested

- 1.Accessible cabinets/storage** (full roll-out trays, pull-outs, more base cabinet access for less bending)
- 2.Easy-to-read control panels on appliances** (larger font, “brightly colored LCD displays”)
- 3.Adjustable sink cabinet** (“flipper doors”, “sink bases that convert to wheelchair access for later”)
- 4.Drop-down mechanisms for wall cabinets**
- 5.Multi-level islands and countertops**
- 6.Better illumination** (lighting in kitchen overall but also inside appliances, drawers, cabinets)
- 7.Drawer appliances**
- 8.Ergonomic handles** (for gripping, “without ears that can catch on pockets or sleeves – or oxygen tubes!”)
- 9.Appliances that are easier to open** (swing door options for ovens) (including microwave ovens)
- 10.Remote-controlled or motion-activated products** (faucets, appliances – especially ventilation)

Designer Solution to Address Issues of Mobility & Accessibility for Client



**Kitchen by
Natalia Pierce
Located in Ottawa, ON**



“ We provided more accessible storage - pull-out shelves, more drawers, easy access corner cabinets, wider drawer pulls, pull-out pantry units, touch control faucets, island seating, wider aisles (work aisles). Maximizing storage so many seasonal items could be stored within the kitchen vs. a basement storage area. It has become a significant focus to design spaces that are well planned out, with all frequently used items within steps of the main preparation area to minimize additional steps.”



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.kitchentrends.org

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