

**LOOK
INSIDE!**

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the full report.



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Designers Talk Trends

Conducted by the
Research Institute for
Cooking & Kitchen Intelligence

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

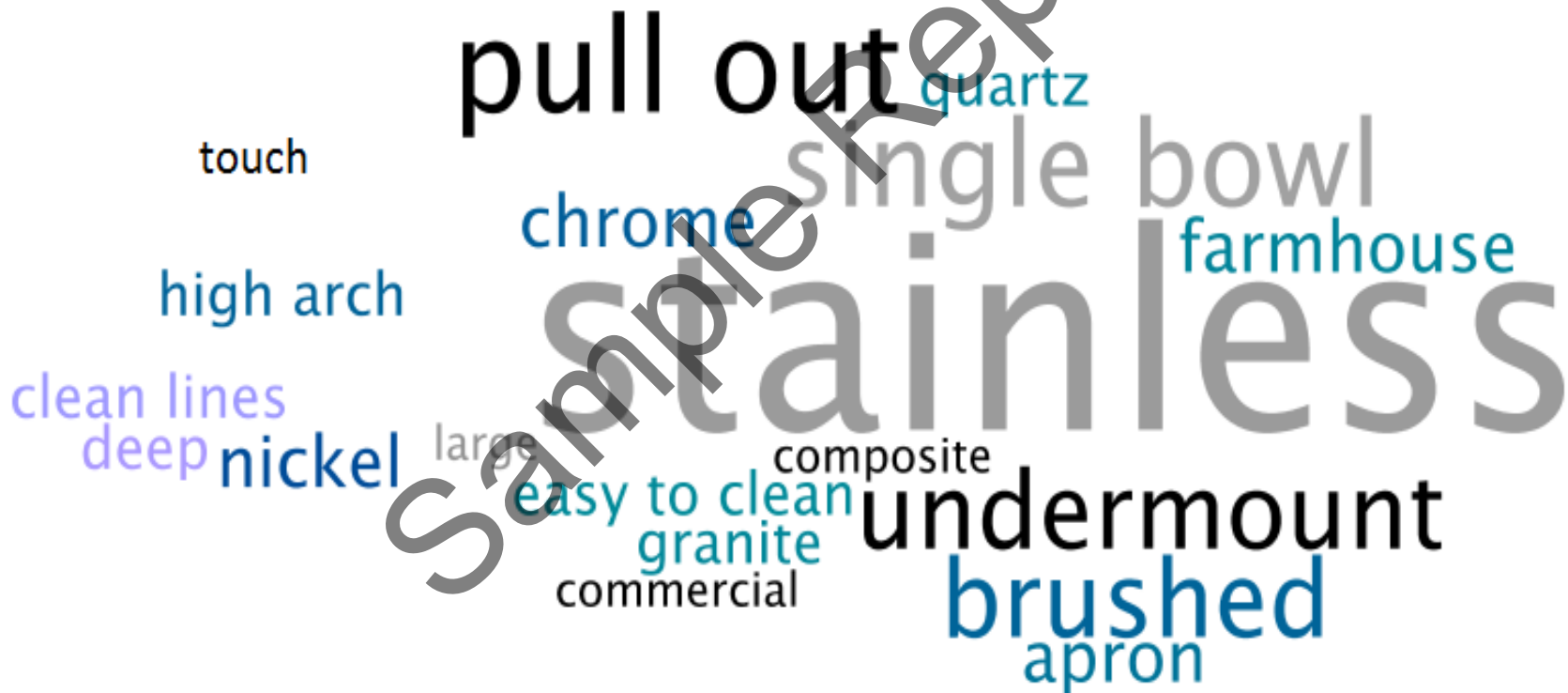
Table of Contents

	Page
Introduction	
Objective & Methodology	2
Designer Profile	3
Leading-Edge Designer Segment Defined	4
Trends in Design Jobs	
Changing Kitchen Size, Layout vs. Working Within Existing Footprint	7
Client Conversations	8
Aesthetics vs. Function	10
Trends by Product Category	
Faucets & Sinks	14
Countertops	16
Appliances	18
Hoods/Ventilation	20
Cabinetry & Hardware	22
Cookware	24
Small Appliances	26
Kitchen Budget Trends	
Increases & Decreases by Product Category	29
Reasons Behind Biggest Decline	31
Design Style Trends	
Current Style Preferences	37
Design Style Trends	39
Island Trends	41
Designers' Inspiration & Predictions	
Level of Inspiration from Various Sources	45
Kitchens of the Future	47
3-Point Recap	51

Trends by Product Category

Faucets & Sinks: Top Words Used by Professional Designers

- The word cloud below was created by extracting words used most by professional designers to describe what clients are asking for more now than they were a few years ago when it comes to kitchen faucets and sinks. Stainless remains the most popular finish (“stainless is back”), followed by brushed nickel (“brushed nickel is still tops”). Pull-out faucets are now considered a “must have” item. Single-bowl sinks dominate client requests.

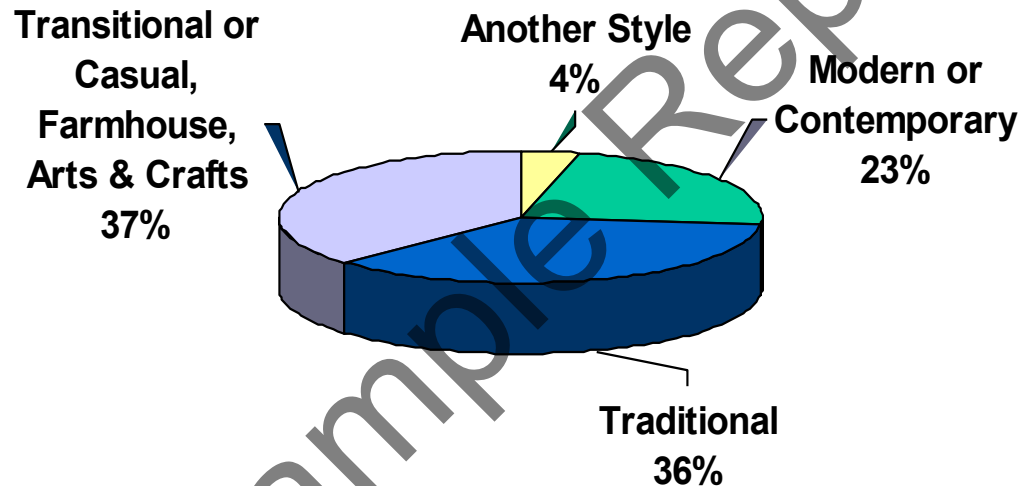


NOTE: A word cloud is a visual depiction of the most popular words represented by different font sizes and colors. Words appearing more frequently in the responses of designers in the study are represented by larger font sizes. The different colors do not carry any weight or value, but rather serve as a way to add visual interest and make the word cloud easier to read.

Design Style Trends

Transitional & Traditional Tie for First

*What percentage of your designs fall into the following styles?
The sum of your percentages should equal 100%.*



About RICKI



- The Research Institute for Cooking & Kitchen Intelligence (RICKI) is an independent organization to help kitchen-related businesses make smarter decisions and better products by using a wide range of research methodologies to deliver actionable insights.
- 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).
- The research conducted by RICKI goes beyond traditional research methodologies to help members 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 member companies into the future.

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

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