RESEARCH INSTITUTE FOR
COOKING & KITCHEN INTELLIGENCE

RICKI

Trends in Cabinets, Islands & Cabinet Hardware as Seen by Kitchen Designers

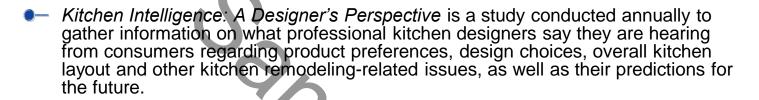**Research Institute for Cooking & Kitchen Intelligence:**

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

Table of Contents

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

Cabinet Market Snapshot

Percent of U.S. households that bought cabinets in recent remodel (in which they spent $2,500+ on remodel)….….….… 31%

Cabinet rank among improvements would make to kitchen if cost were not an obstacle……………………….………… #1

'Customized storage solution in cabinets' rank among design elements desired in ideal kitchen…………………………… #2

4

Kitchen Island Trends

Island Trends: Bigger & One Level

RICKI
RESEARCH INSTITUTE FOR COOKING & KITCHEN INTELLIGENCE

HOT

- According to designers in the study, islands are "the number one requested feature in the kitchen." One designers went so far as to say, "It is the most used and therefore most important functional aspect of the kitchen – bar none."

  - Besides functioning as a place for food prep and storage, today's kitchen islands are places where family and friends "congregate." Several designers say clients are asking for larger islands and secondary island than in years past ("the bigger the better").

- A strong consensus emerged among designers in the study that one-level islands are becoming more popular, allowing for "an expanse of uninterrupted workspace."

- And designers say people want seating at islands as it often serves as "the primary place for eating meals… taking the place of the kitchen table."

If the kitchen is the 'heart of the home', the island is the 'heart of the kitchen'."

Lately I have been doing a lot of prep islands....with a secondary sink and seating. Big is better, meaning large islands. People congregate around the island. One level islands are being requested. Refrigeration in the island."

More requests for secondary/small appliances on island, auxiliary dishwashers, dishwasher drawers, refrigerator drawers, beverage centers, icemakers, microwave drawers."

More requests for huge islands. As big as possible. Islands run the gamut. Often the main sink or cooking surface is installed there. Other times, prep sink, microwave drawer, wine cooler. Almost always some sort of seating at the island."

6

Hardware Trends: Function & Form

HOT

- As mentioned in the cabinet section of this report, <u>functional interior hardware</u> is in greater demand than ever before.

- Consumers still want <u>unique</u> exterior cabinet hardware "so that they do not look like they came from a home improvement store."

- Several of the designers in the study say their clients are "still into <u>stainless steel</u> finishes."

- A couple of designers say clients are looking for "larger, sleeker" knobs and pulls.

- <u>Soft close doors and drawer glides are "almost universally standard" now</u>, according to designers in the study ("<u>a must</u> on every space designed!)."

Money is going into the interior function of cabinets."

All in all, there is much more interest in management of the items being stored inside cabinetry. Simple roll-out shelves are not specific enough any longer."

I've seen clients really begin to branch out and choose fun products that really reflect their personalities."

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

20