

2021 U.S. Houzz Kitchen Trends Study



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Big Ideas: COVID-19-Related Trends



This report is designed for an 11-by-17-inch page format. To print on 8.5-by-11-inch paper, select Fit to Page in the print settings prior to printing.

The COVID-19 pandemic has impacted home design, as people have been spending more time at home. The following findings from the 2021 Houzz Kitchen Trends Study may be a result of adapting spaces to fit new needs.

Storage in Demand

Storage was key in 2020, with nearly all kitchen renovators performing some work on their cabinets (94%) and nearly two-thirds replacing all kitchen cabinets (63%). Of the 31% who opted for partial cabinet upgrades, 28% added at least some cabinets to their newly renovated kitchen, nearly 4 times as many as the previous year.

Pantries Aplenty

The percentage of homeowners adding or upgrading a pantry space also grew, with 46% upgrading their pantry cabinets, up three percentage points from last year, and the number adding a walk-in pantry growing to 13% from 10% the previous year.

Changes in Openness

The number of renovating homeowners creating an open-concept floor plan by opening up their kitchen to other interior spaces has dropped dramatically since 2019 (43% in 2021 versus 53% in 2019).

Outdoor Connection

One in 5 homeowners opens the kitchen to an outdoor space (22%), which is consistent with increased demand for outdoor home professionals on Houzz.*

*Data was gathered from "[Houzz Reports Nearly 60 Percent Increase in Demand for Home Professionals](#)," August 2020.

Big Ideas: Design



Kitchen Spend Consistent Year on Year

The median spend on major kitchen remodels (in which all the cabinets and appliances are replaced) completed in mid-2020 remained stable at \$35,000. The median cost of a minor remodel to a large kitchen is almost two and a half times higher than the cost of a minor remodel to a small kitchen, at \$12,000 for a large kitchen and \$5,000 for a small one.

Backsplashes Extend Upward

Homeowners who update their backsplash are going all-in, as an increasing number install the backsplash from the countertop all the way up to the upper cabinets or range hood (68%). Though white is still the top choice for backsplash color (37%), multicolored is the second choice (18%), showing that many want to make a statement with the backsplash.

Hardwood Flooring Steps Down, Vinyl Steps Up

Following the spike in interest for hardwood flooring in 2019, it dropped six percentage points and returned to the No. 2 position (23%), after ceramic or porcelain tile (24%). Vinyl continues to grow as a desired flooring material, with 19% choosing vinyl or resilient flooring in 2020, up six percentage points from the previous year.

Island Cabinets Stand Out

Contrasting colors make renovated kitchen islands pop. Forty-one percent of renovators differentiate their island cabinet color from the colors in the rest of the kitchen. Blue and gray are the top choices for nearly half of homeowners with contrasting island cabinets (47%), while only 13% choose these colors for their main wall cabinetry.

Faucets Feature High Tech

High-tech features appear in more than half of upgraded faucets and nearly 1 in 3 upgraded appliances (29%), up four percentage points from the previous year. A quarter of new faucets boast water efficiency (26%), followed by a no-fingerprint coating (22%) and touch-free activation (21%).

Neutral With Hints of Color

Renovated kitchens continue to feature neutral tones of gray, white and beige on wall surfaces. That said, some kitchen renovators are going for somewhat colorful, alternative looks, including blue walls (7%), gray flooring (14%), multicolored backsplashes (18%) and black appliances (10% choose black stainless and 6% choose another material in black).

Scope & Spend

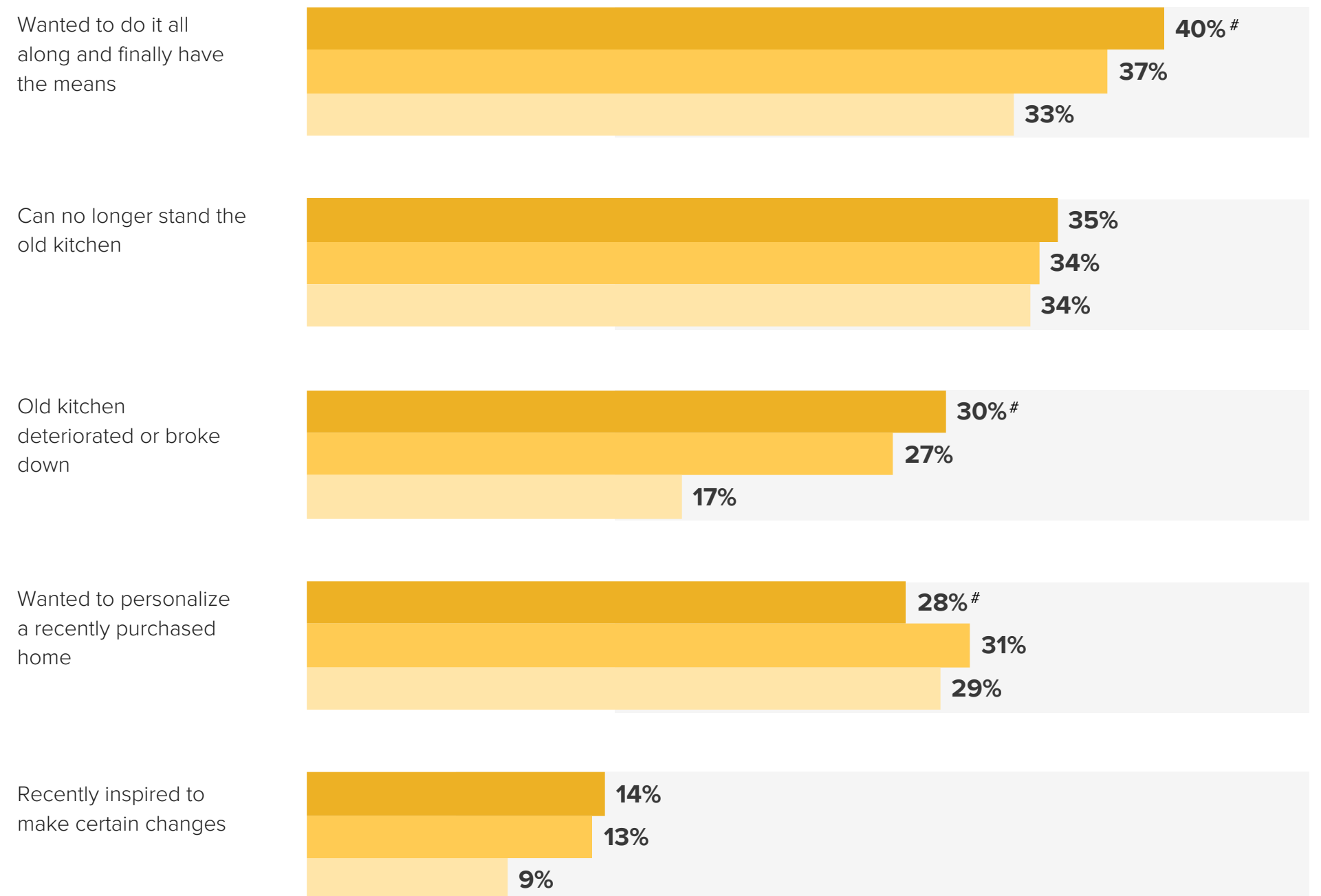


Deteriorating Kitchens Increasingly Trigger Renovations

The decision to remodel is increasingly triggered by old kitchens that deteriorate or break down (30%), now the third most common trigger for kitchen renovations, up from fourth place the previous year. In fact, kitchen deterioration trigger is at the highest level seen in Houzz’s six-year history of tracking kitchen project motivators. Meanwhile, finally having the means remains the top motivator to renovate (40%), up three percentage points from the previous year.

Events Triggering Kitchen Renovations*

2019 2020 2021



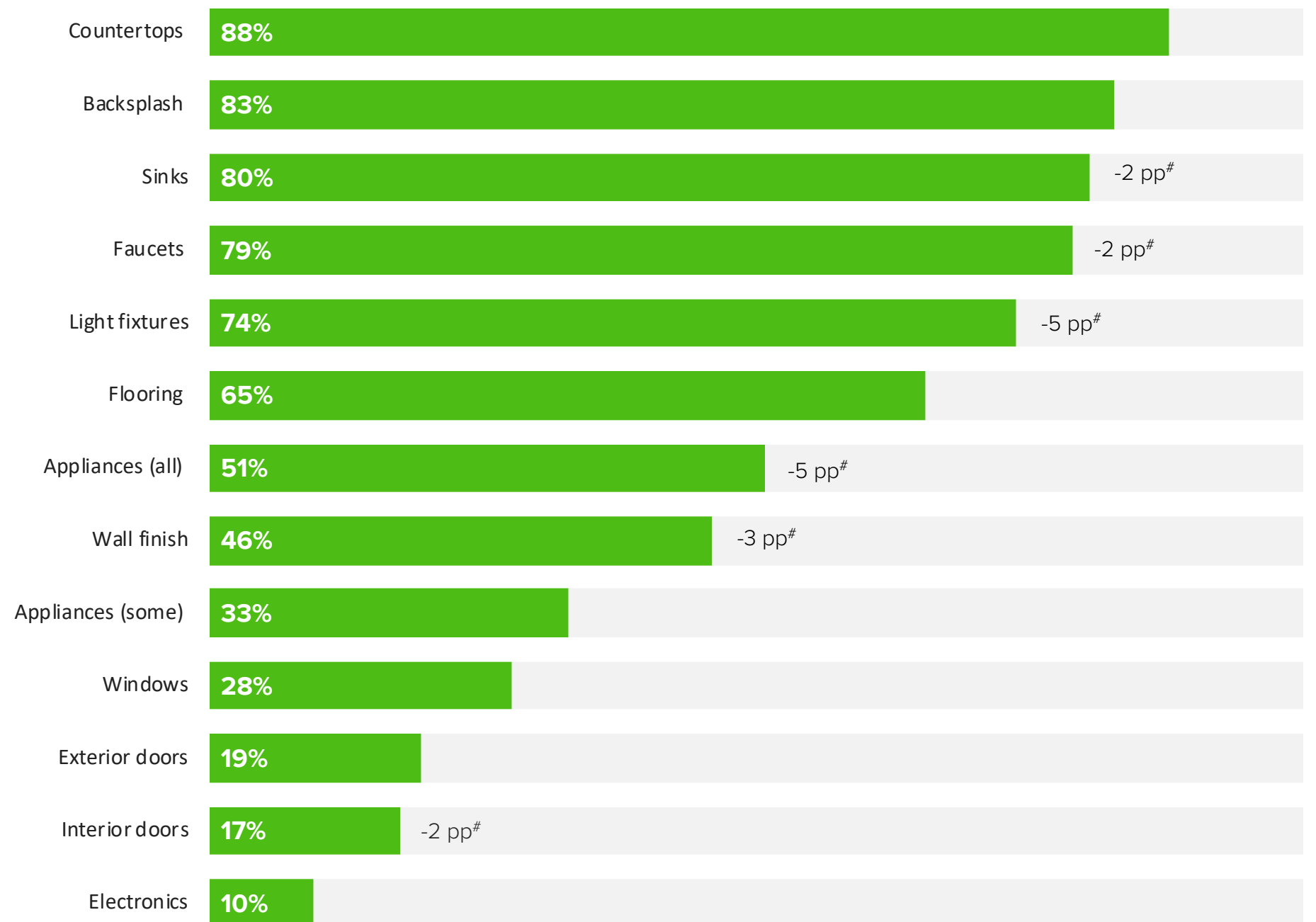
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

#Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Homeowners Scale Back on Major Features

A large majority of homeowners upgrade major features in their kitchen during renovation, with countertops and backsplashes being the most popular (88% and 83%, respectively). That said, for the third year in a row, homeowners are scaling back on renovation scope. For example, upgrades to sinks are not as widespread, down to 80%. Upgrades to features such as light fixtures, appliances, wall finishes and interior doors also declined significantly. (See Appendix A for more information and year-over-year comparisons.)

Feature Upgrades During Kitchen Renovations*



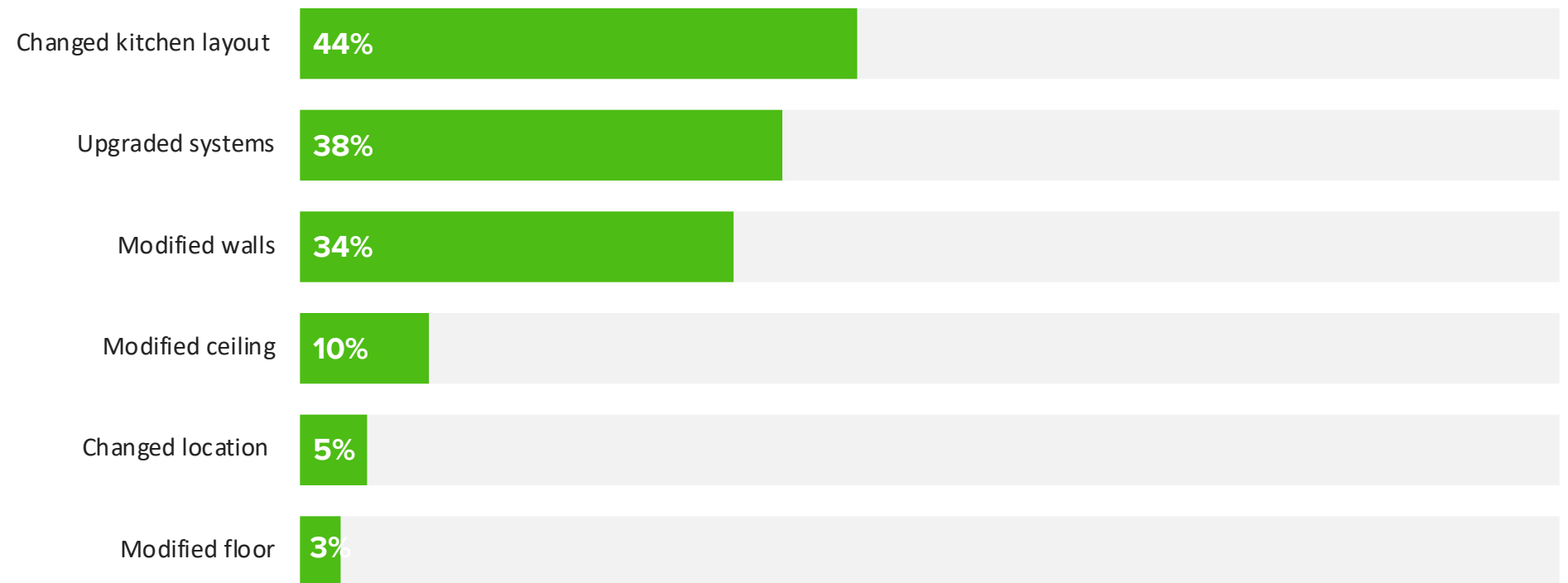
*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant difference at 90% confidence level.

Renovators Less Likely to Change Layouts or Size

Changing the layout, upgrading systems and modifying walls are the most popular major kitchen modifications (44%, 38% and 34% respectively). Two in 3 renovating homeowners keep the size of their kitchen relatively unchanged, while 1 in 3 makes it larger, down three percentage points from the previous year. Over half of renovated kitchens are 200 square feet or more (51%).

Major Changes During Kitchen Renovations*



Change in Size of Renovated Kitchen*

About the same	67%
Somewhat larger (up to 50%)	26% -3 pp [#]
Significantly larger (more than 50%)	7%

Final Size of Renovated Kitchen*

Less than 100 square feet	14%
100 to 199 square feet	35% -2 pp [#]
200 square feet or more	51% +1 pp [#]

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

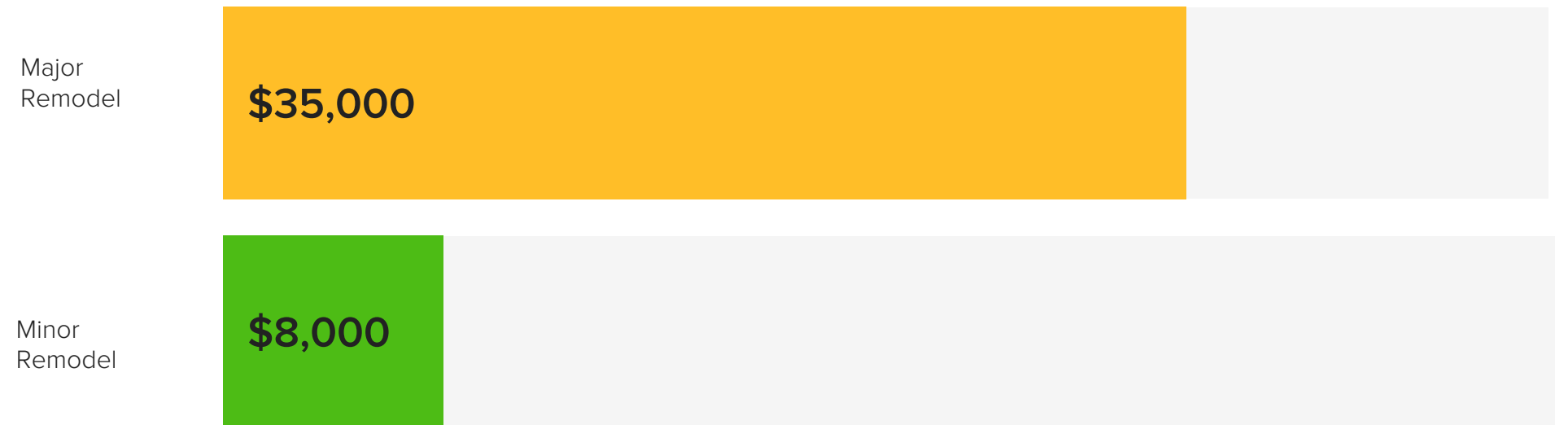
[#]Percentage point difference between 2021 and 2020 study findings; shows only statistically significant difference at 90% confidence level.

Remodels of Large Kitchens Are the Costliest

The median spend on a major kitchen remodel (in which at least all of the cabinets and appliances are replaced) remained stable in 2020 at \$35,000.

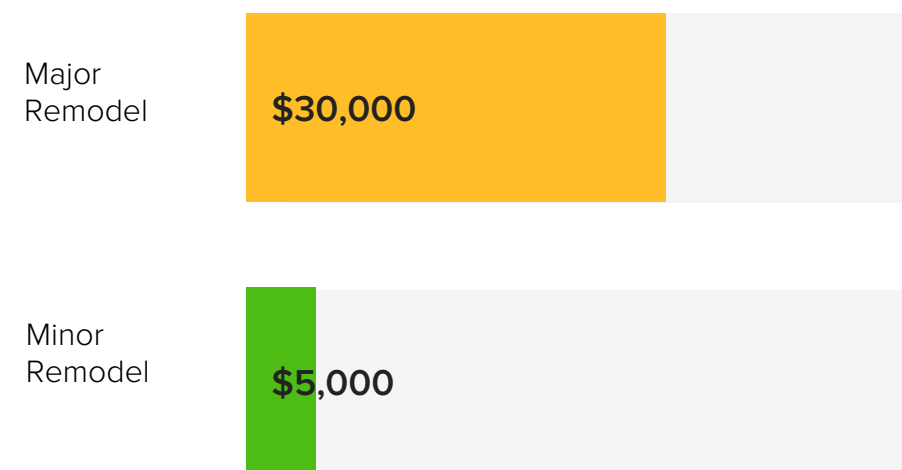
The median spend for a major remodel of a large kitchen (more than 250 square feet) is \$45,000, one and a half times that for a major remodel of a small kitchen. The median cost of a minor remodel of a large kitchen is far higher than the cost of a minor remodel to a small kitchen—almost two and a half times higher, at \$12,000 for a large kitchen and \$5,000 for a small one.

National Median Spend* for Major and Minor Kitchen Remodels**

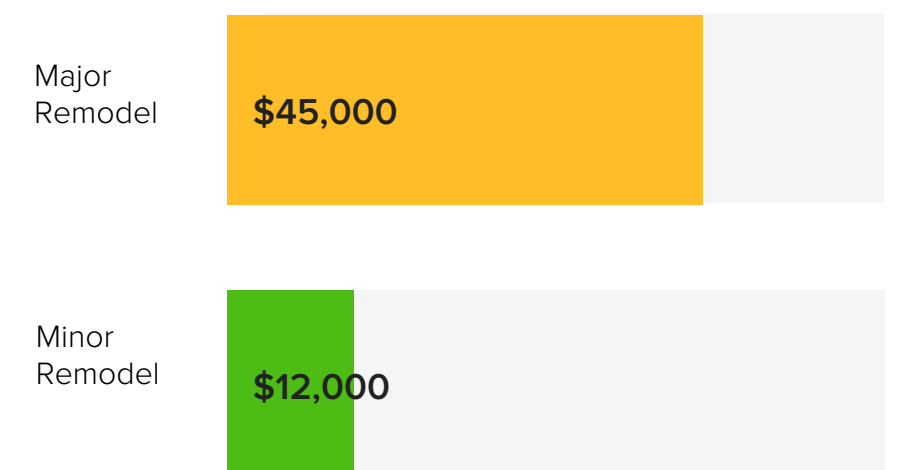


National Median Spend for Major and Minor Kitchen Remodels By Size**

Smaller Kitchen (<250 square feet)



Larger Kitchen (250+ square feet)



*Median spend reflects the spend of homeowners who had completed a kitchen remodel by mid-2020 (2021 study).

**Major kitchen remodel refers to a remodel in which at least all the cabinets and appliances are replaced. Minor kitchen remodel refers to all other remodels.

Homeowners Are Less Likely to Open Up Kitchens

The number of renovating homeowners creating an open-concept floor plan by opening up their kitchen to other interior spaces has dropped dramatically since 2019 (43% in 2021 versus 53% in 2019). One in 5 homeowners opens the kitchen to outdoor spaces (22%), consistent with increased demand for outdoor home professionals on Houzz.⁺ When a kitchen is made more open to the interior, it is most often integrated completely without any wall separation (63%). When opening to the outdoors, the most popular choice is via double doors or a row of doors (56%).

⁺Data was gathered from "[Houzz Reports Nearly 60 Percent Increase in Demand for Home Professionals](#)," August 2020.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

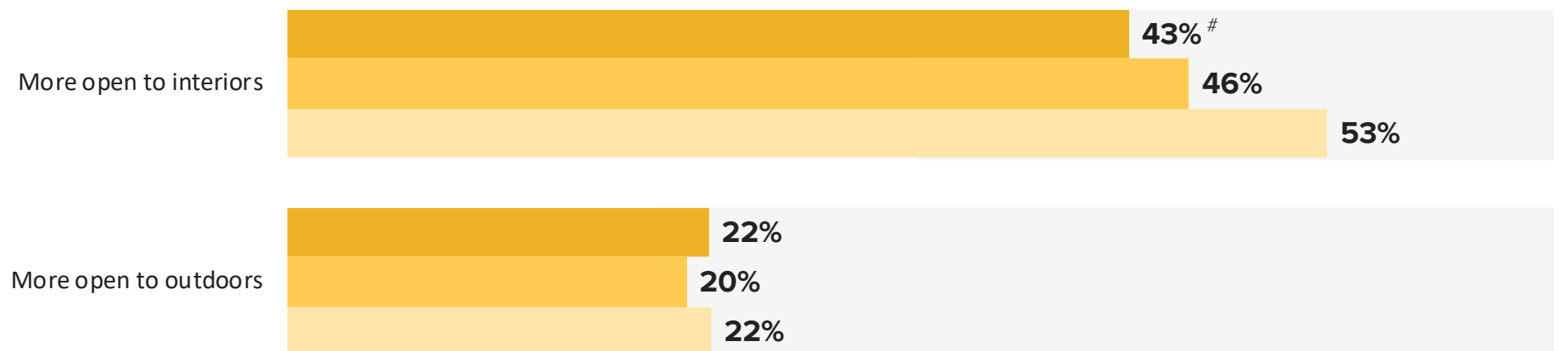
**Percentages reflect proportion of homeowners who are making the kitchen more open to nearby interior spaces as part of a completed, current or planned kitchen renovation during 2020-21.

***Percentages reflect proportion of homeowners who are making the kitchen more open to outdoor spaces as part of a completed, current or planned kitchen renovation during 2020-21.

[#]Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

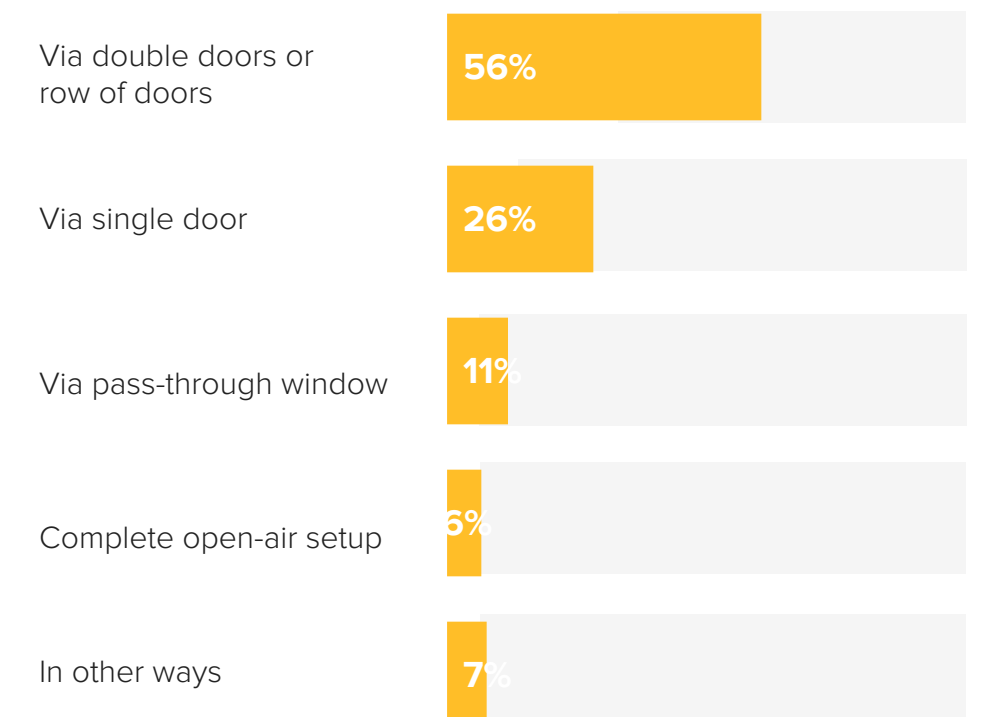
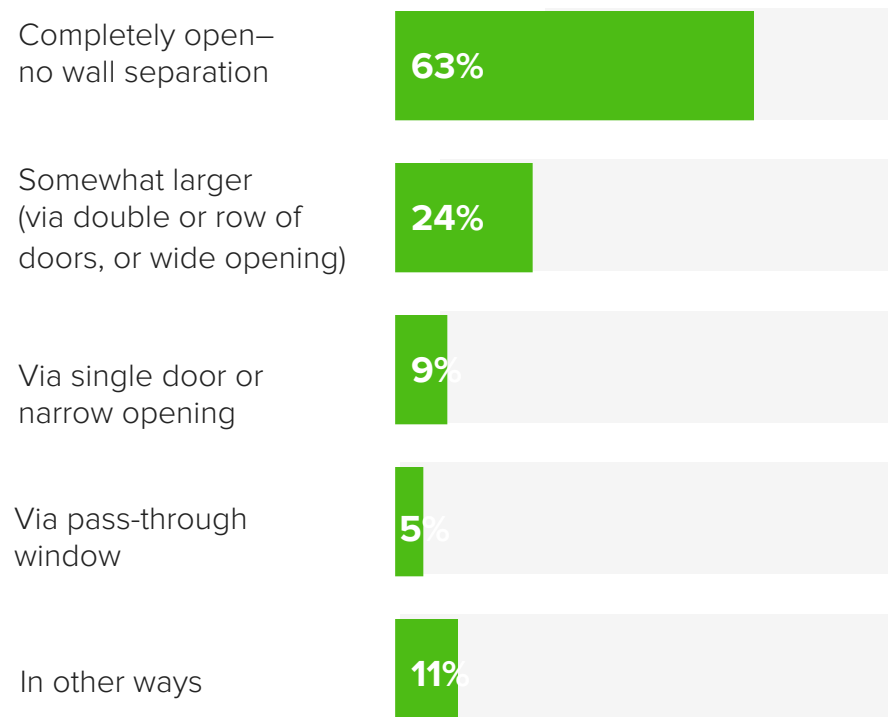
Changes to How Open the Kitchen Is to Nearby Rooms*

2019 2020 2021



New Opening to Nearby Interiors**

New Opening to Outdoors***



Many Add Islands, Many Change Layout

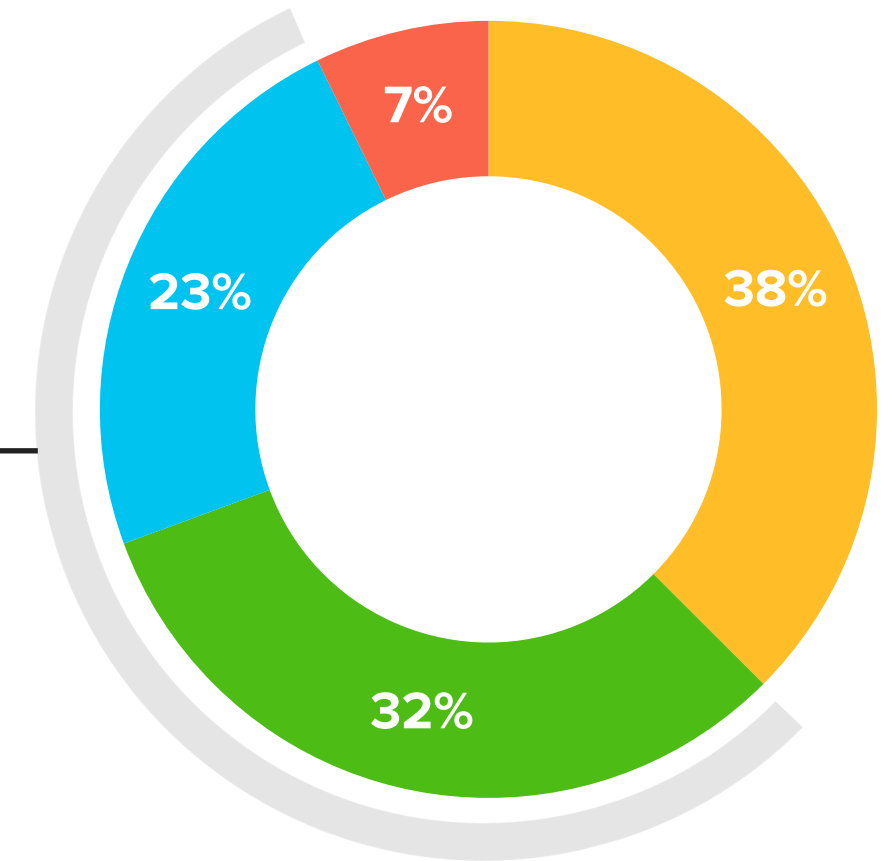
Of homeowners who are renovating their kitchen, more than half add an island or upgrade their existing island (55%). Nearly two-thirds of renovated kitchens feature an island (63%).

Among the 44% of renovating homeowners changing the layout of their kitchen, an L-shaped layout is No. 1 (38%), followed by a U-shaped layout (31%), a galley style (12%) and a single-wall layout (10%); the latter is up three percentage points from the previous year.

Island Changes During Kitchen Renovations*

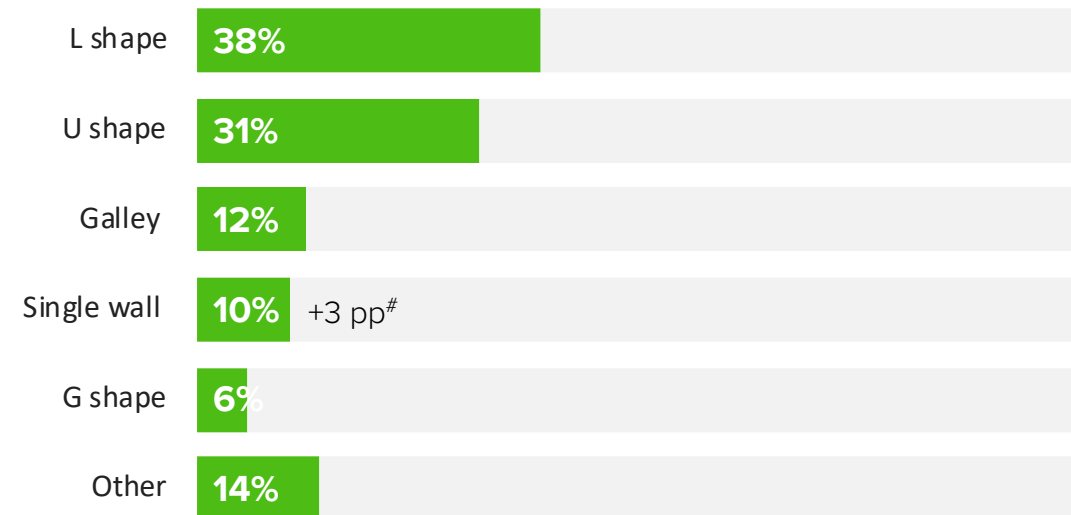
- No change, no island
- Add an island
- Upgrade an existing island
- No change, keep island as is

55%
Add an island or upgrade an existing island



New Layout Among Those Changing Layout**

44%
Change kitchen layout



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who are changing the kitchen layout as part of a completed, current or planned kitchen renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant difference at a 90% confidence level.

Demand for Cabinet Additions Surges

Nearly every homeowner renovating the kitchen performs some work on kitchen cabinets (94%). While most choose to replace all cabinets (63%), nearly 1 in 3 opts for a partial cabinet upgrade (31%).

Refinishing the cabinets' exterior remains by far the most popular partial upgrade (60%). In a dramatic jump from the previous year, adding some cabinets is now much more popular, with 28% of kitchen renovators saying they have added or are adding some cabinets, an increase of 20 percentage points from the previous year. Only replacing cabinet doors is also more popular than in the previous year (25%), up 7 percentage points.

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

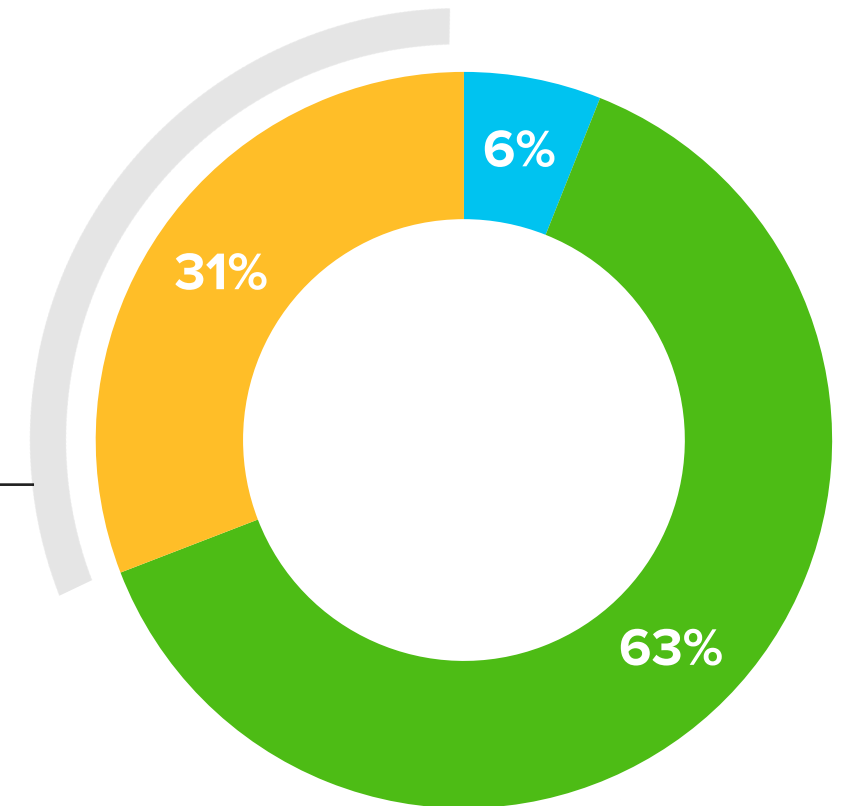
**Percentages reflect proportion of homeowners who are partially upgrading kitchen cabinets as part of a completed, current or planned kitchen renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant difference at 90% confidence level.

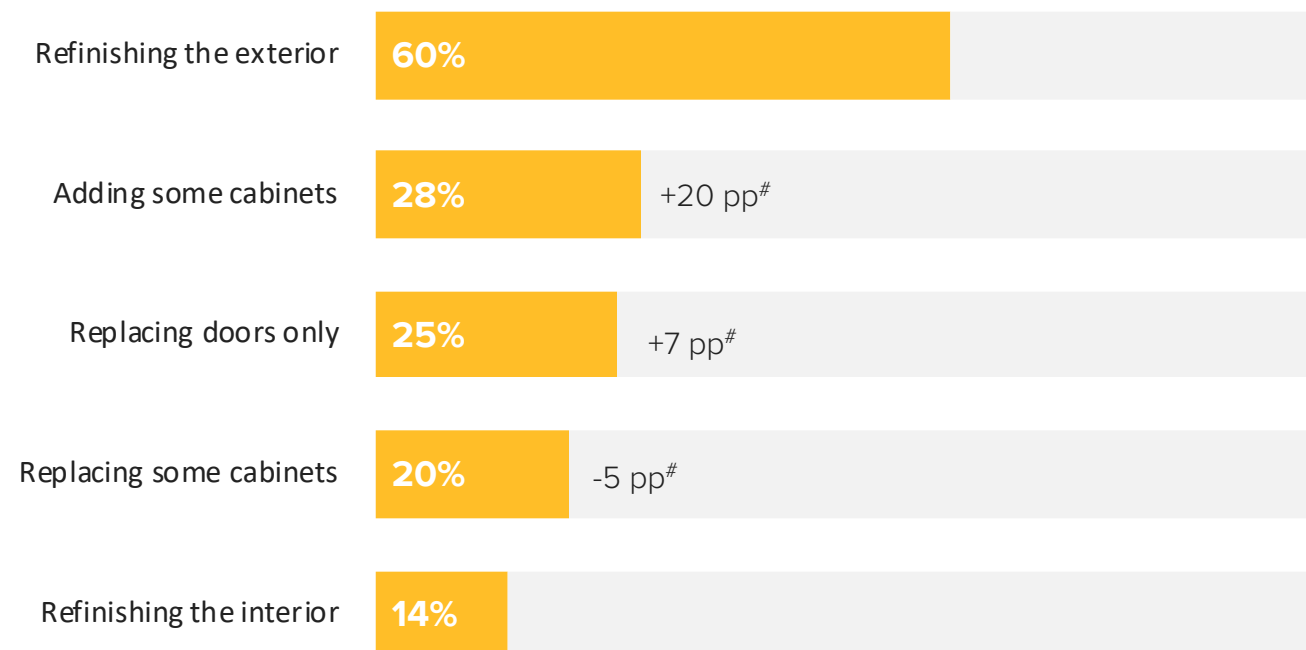
Cabinet Upgrades During Kitchen Renovations*

- Do not replace or upgrade cabinets
- Replace all cabinets
- Partially replace cabinets

31%
Partially replace cabinets



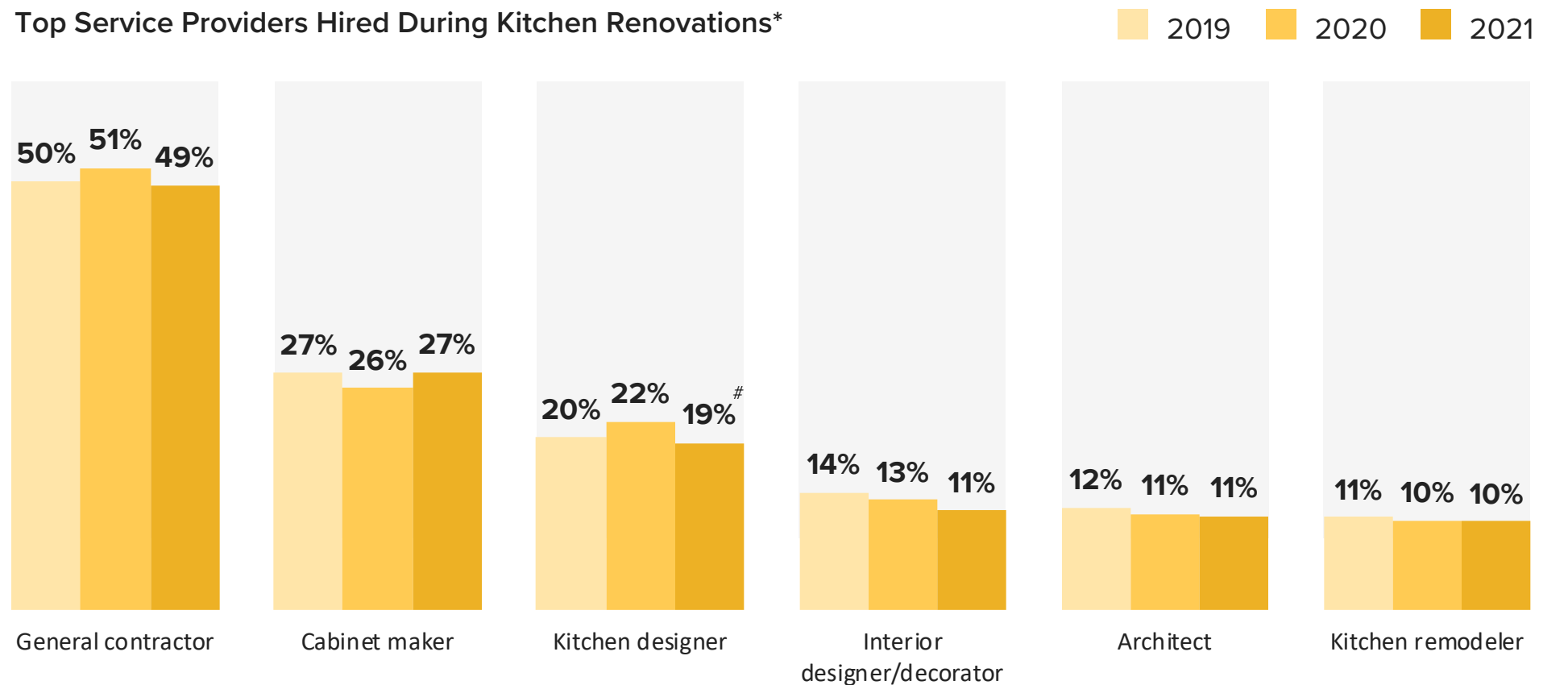
Improvements Among Partial Cabinet Upgrades**



Demand for Home Pros Remains Strong

Overall hiring of professional help has remained stable over the past few years, with 85% of renovators reporting they hired or plan to hire a pro, in line with 85% in 2020 and slightly up from 83% in 2019. Fewer than 1 in 5 remodelers hires a specialty service provider without a project manager (18%). General contractors continue to be the top hiring category (49%), followed by kitchen designers (19%), though the percentage of renovators hiring a kitchen designer declined three percentage points from the previous year.

Top Service Providers Hired During Kitchen Renovations*



Overall Pro Hiring*

2021	85%
2020	85%
2019	83%

Hiring of Specialty Service Providers (Without a Project Manager)**

2021	18%
2020	17%
2019	19%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

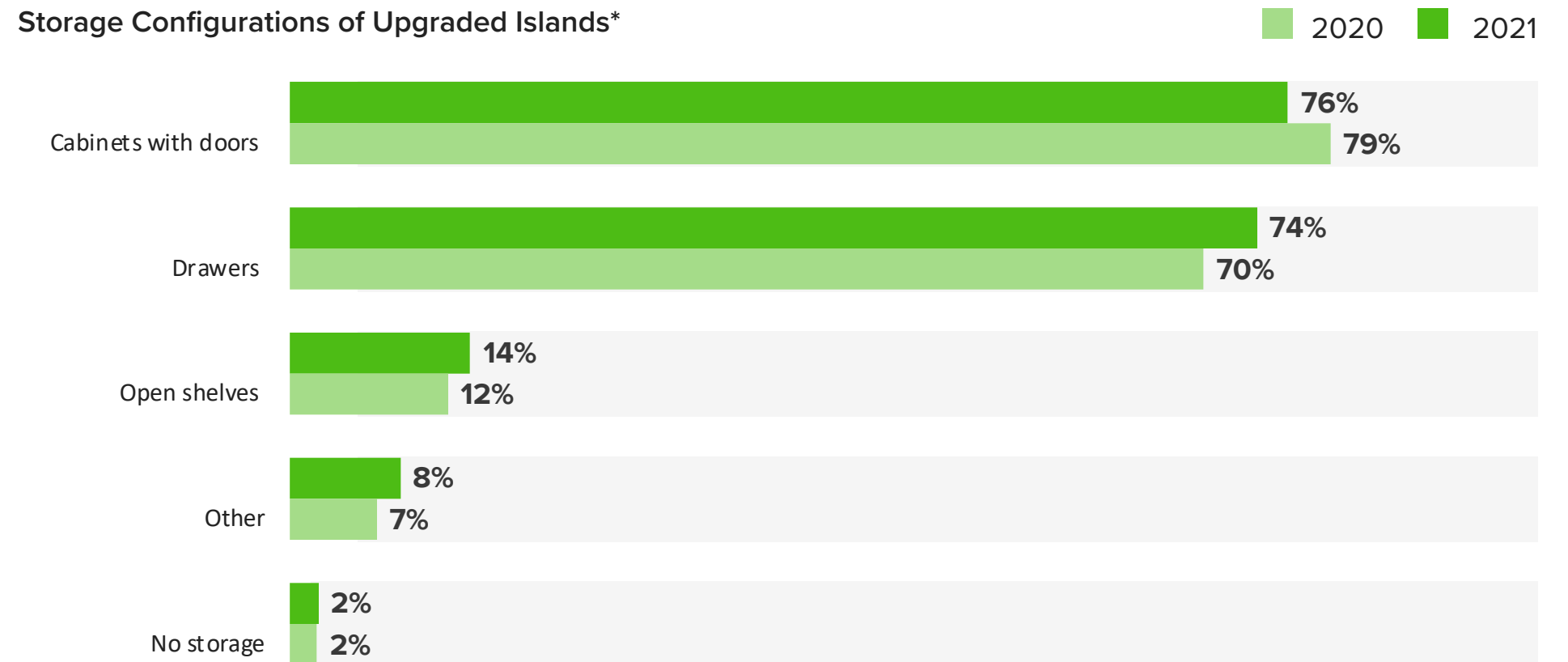
**Specialty service providers refers to electricians, plumbers, tile specialists, cabinetmakers and other trades. Project manager refers to general contractors and remodelers.

[#]Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Large Islands With Doors and Drawers Still Reign

Nearly all homeowners who add or upgrade an island include at least some storage (98%). The most popular forms of storage are cabinets with doors (76%) and drawers (74%). Fourteen percent install open shelves, up two percentage points from the previous year. Rectangular or square islands are most common (81%), with only 7% and 6% choosing an L or U shape, respectively. The majority of upgraded and new islands are less than 7 feet in length (66%), though 1 in 3 islands is quite large, exceeding 7 feet in length (34%).

Storage Configurations of Upgraded Islands*



Average Length of Upgraded Island*

Less than 6 feet	27%
6 to 7 feet	39%
More than 7 feet	34%

Shape of Upgraded Island*

Rectangle or square	81%
L shape	7%
U shape	6%

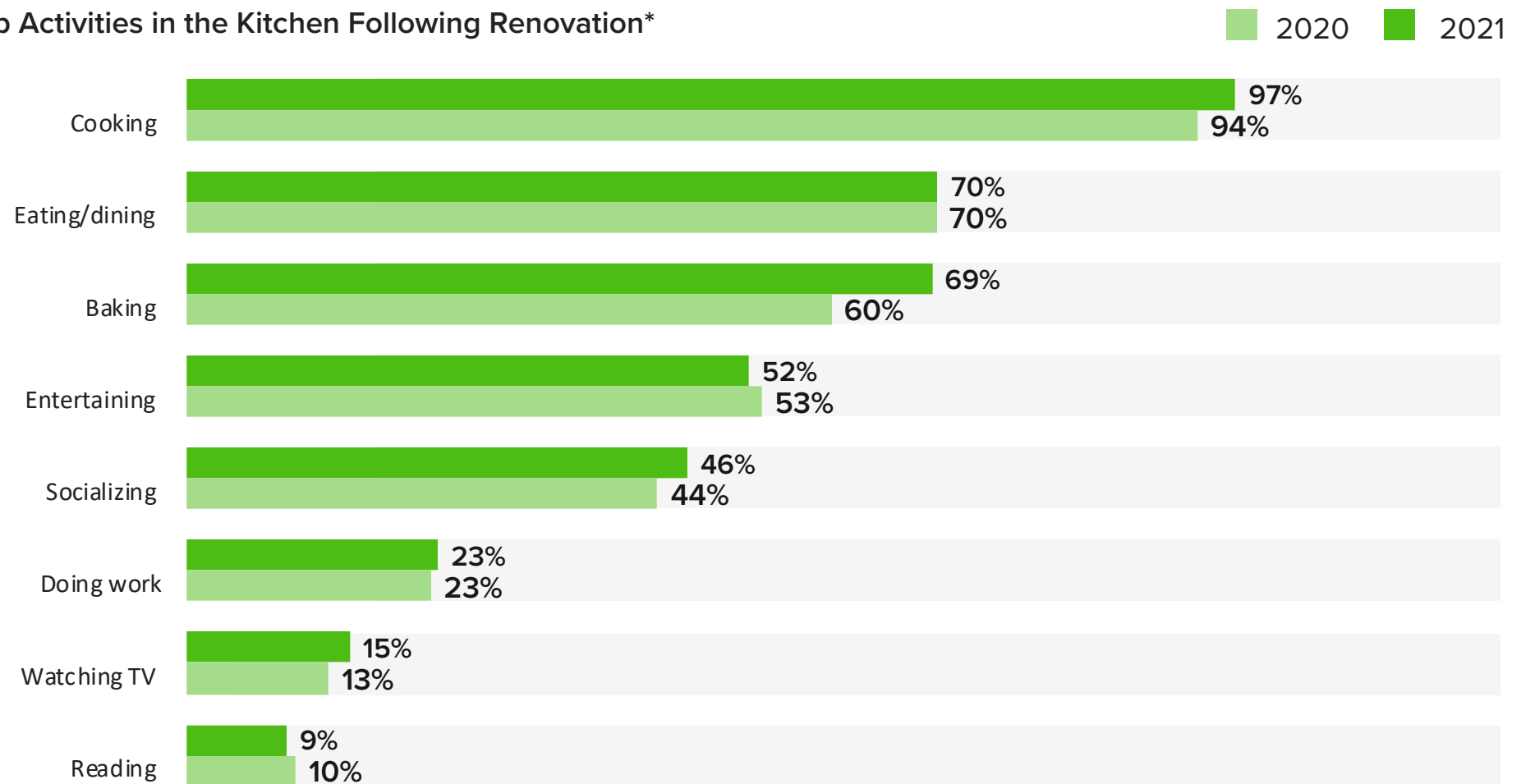
*Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island as part of a completed, current or planned kitchen renovation during 2020-21.

Healthier Lifestyles and Socializing Hubs

Nearly a third of homeowners who renovate their kitchen report having a healthier lifestyle after the project (30%). Nearly all homeowners who renovate their kitchen cook there post-renovation (97%), and more than two-thirds of homeowners also dine in their renovated kitchen (70%).

Among those who added or upgraded their kitchen island, 52% use it for dining. Other top activities at the island include entertaining (50%) and socializing (48%). The latter percentage is slightly higher than the percentage of those who use the kitchen in general to socialize (46%).

Top Activities in the Kitchen Following Renovation*



Change in Lifestyle After Kitchen Renovation*

Healthier	30%
Equally healthy	70%
Less healthy	<1%

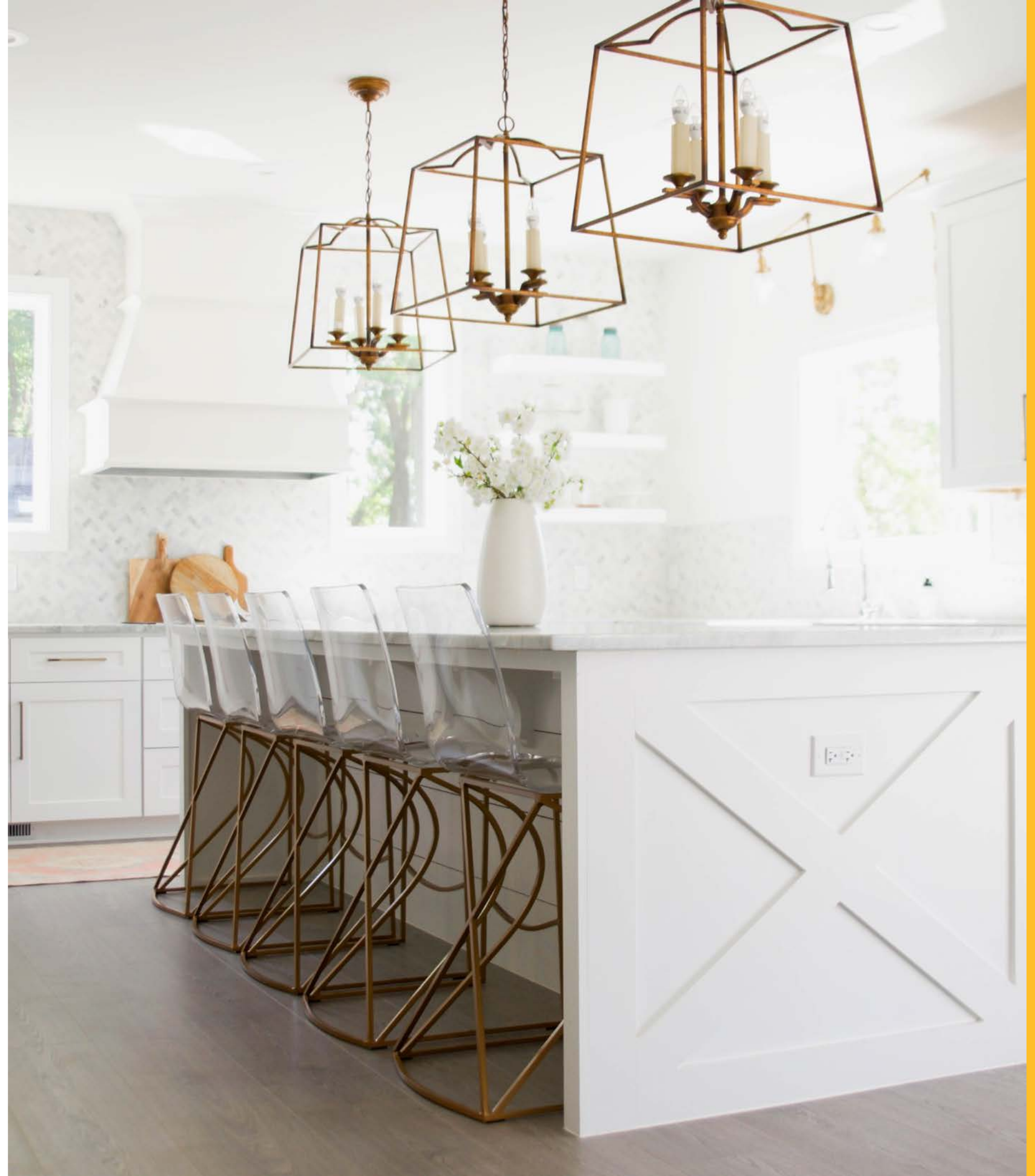
Top Activities Besides Cooking/Baking at the Island After Kitchen Renovation**

Eating/dining	52%
Entertaining	50%
Socializing	48%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who have a kitchen island and who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

Look & Feel



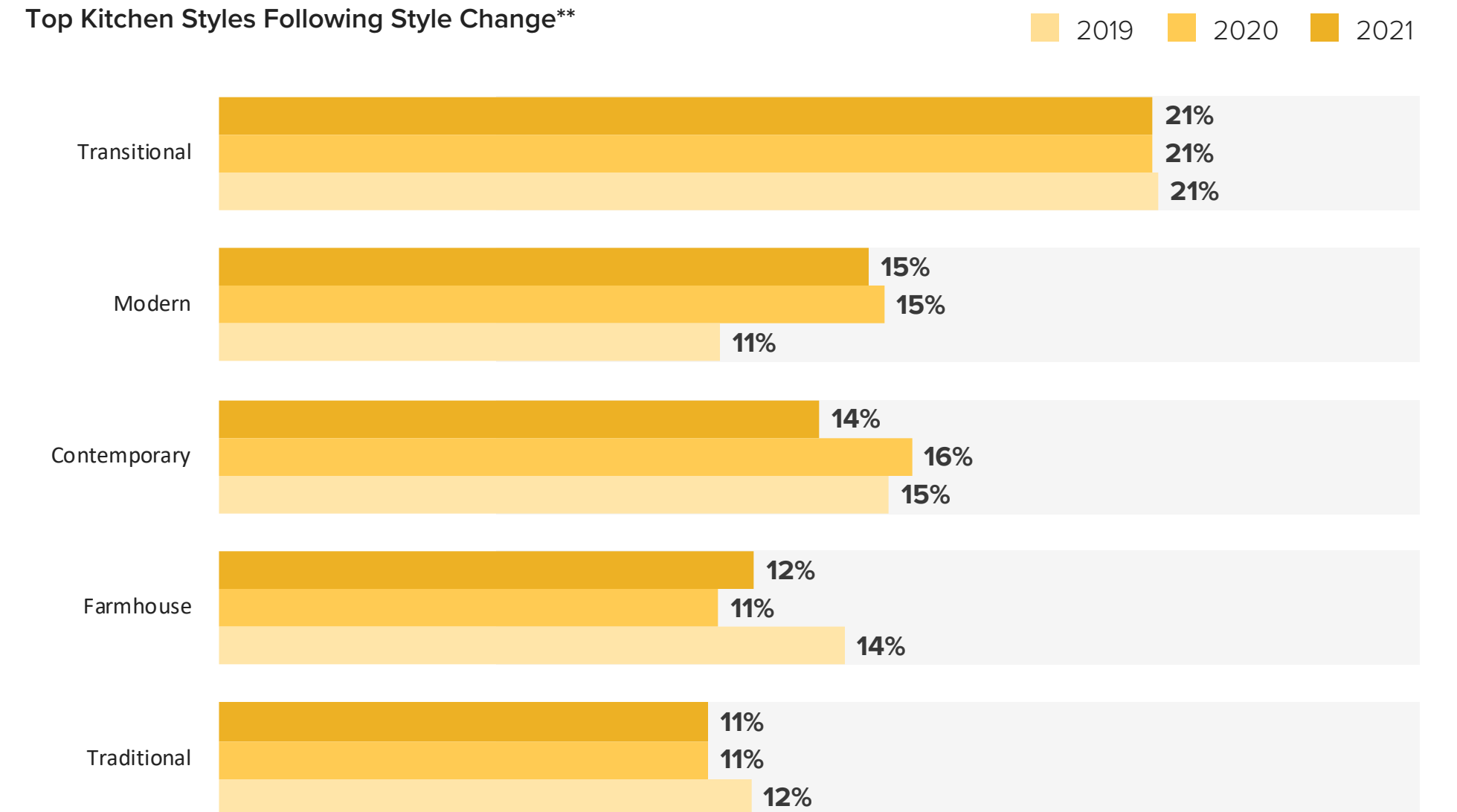
Transitional Style Leads Consistently

Among the 85% of renovating homeowners who change their kitchen style, transitional remains their No. 1 choice, holding steady at 21% for the past three years. Modern and contemporary styles continue to vie for second and third place. As with the style trend for master bathrooms, farmhouse style appears to be holding steady (12%) after losing steam from its peak at 14% in 2019. (See Appendix B for more information on kitchen styles over time.)

Style Change During Renovation*



Top Kitchen Styles Following Style Change**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

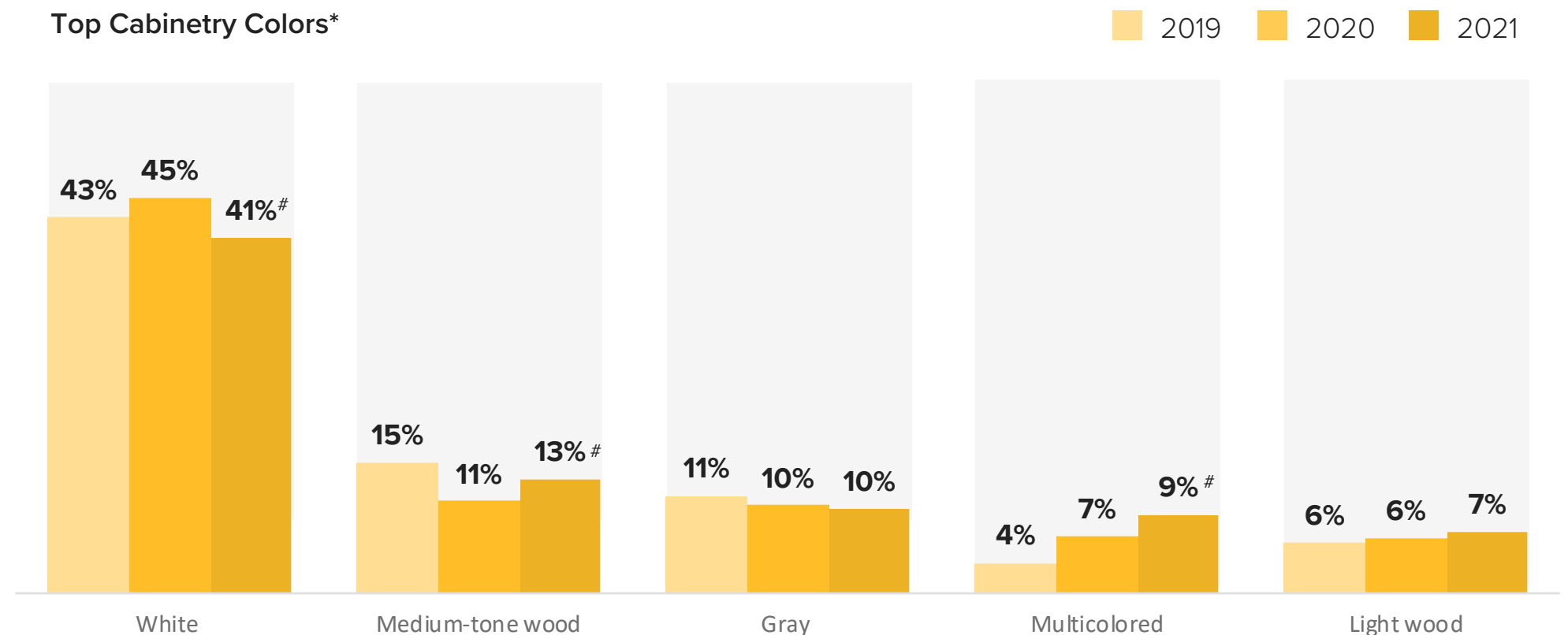
**Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed, current or planned kitchen renovation during 2020-21, 2019-20 and 2018-19.

Contrasting Islands Continue to Trend

White continues to be the most popular color for kitchen cabinets (41%), despite a decline of four percentage points from the previous year. Wood-tone*** cabinets collectively follow (23%), with medium-tone wood being the favorite (13%), followed by light wood (7%). Gray is in third place (10%), followed by multicolored (9%), which has been steadily increasing in popularity for the last three years.

Of those who are upgrading their kitchen island, 41% choose colors for their island cabinets that contrast the color of their other cabinets. Blue is the most popular choice for island cabinets, taking the lead spot away from gray (20% in 2021 versus 26% in 2020). (See Appendix C for more information on kitchen colors.)

Top Cabinetry Colors*



41%
Contrast island cabinetry colors

Top Contrasting Cabinetry Colors for Upgraded Islands**

Blue	27%	Black	10%
Gray	20%	Dark Wood	7%
White	10%	Brown	7%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for a cabinetry color distinct from the main cabinetry color as part of a completed, current or planned kitchen renovation during 2020-21.

***Wood-tone includes light, medium and dark tones.

#Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Wood Island Countertops

Add Contrast

One in 4 homeowners adding or upgrading an island chooses a countertop color that contrasts the primary countertop colors in the kitchen (25%). White holds steady as the top choice for both countertop color (33%) and contrasting island countertop color (32%).

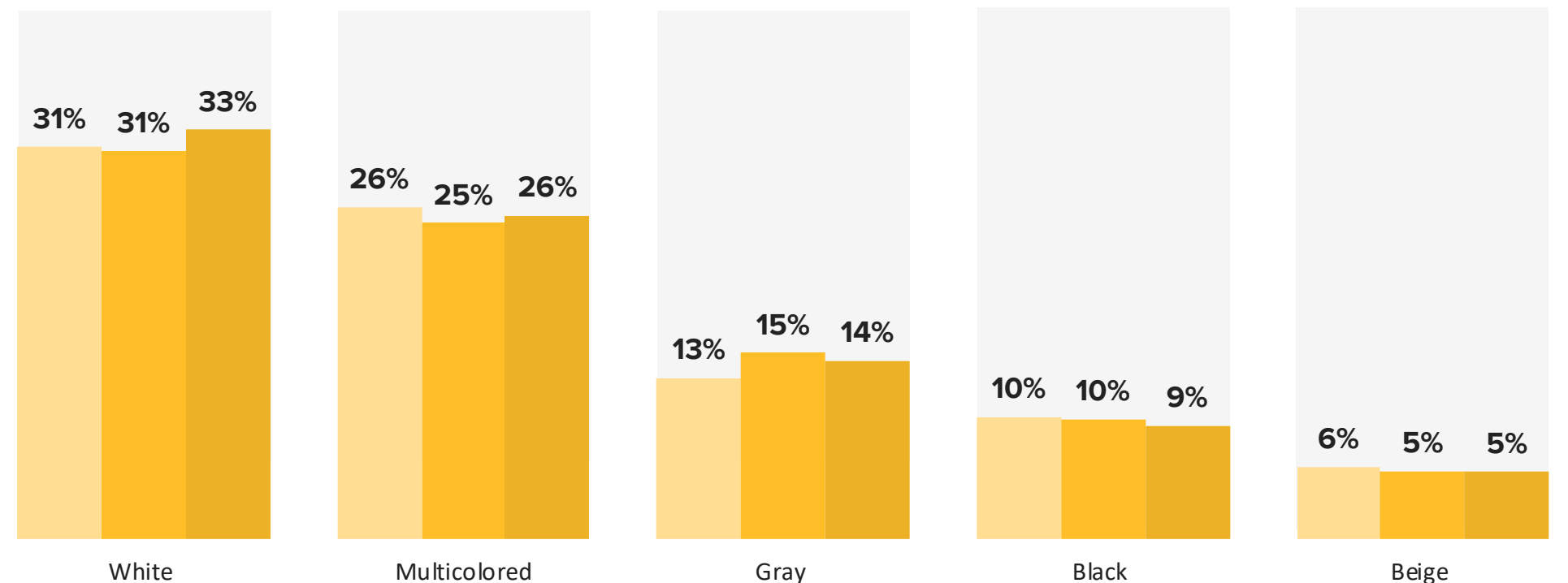
Multicolored countertops are a more common choice for the nonisland area, with 26% of renovators choosing this option, compared with only 8% choosing it for the contrasting island color.

Wood-tone countertops are the second-most-popular option for adding contrast to the island (32% total), whether in a medium (18%), light (7%) or dark (7%) tone. Gray is in third place, with 9% of renovators choosing this for contrast. (See Appendix C for more information on kitchen colors.)

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

**Percentages reflect proportion of homeowners who are updating or adding a kitchen island and opting for countertop color distinct from the main countertop color as part of a completed, current or planned kitchen renovation during 2020-21.

Top Countertop Colors*



25%
Contrast island countertop colors

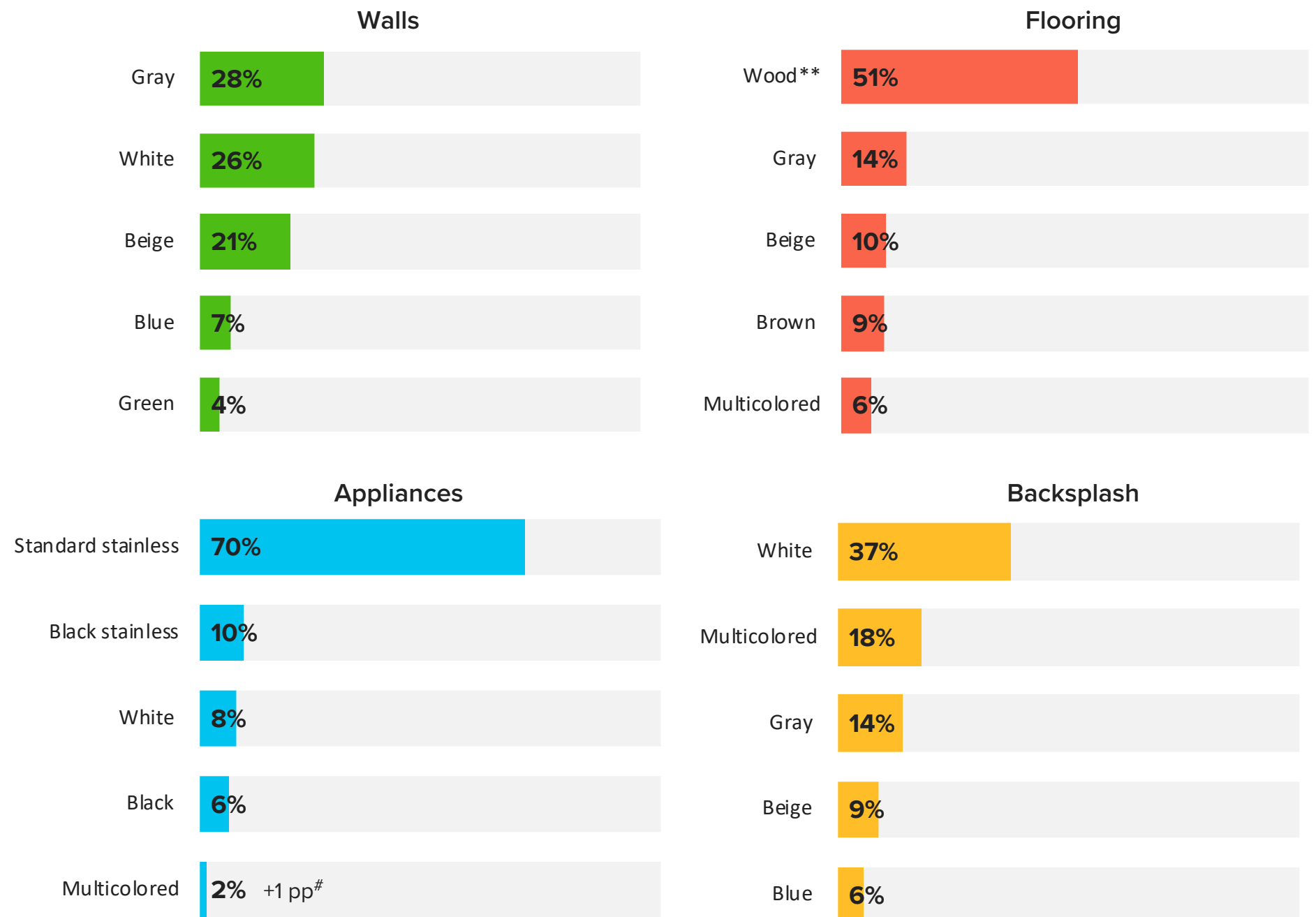
Top Contrasting Countertop Colors for Upgraded Islands**

White	32%	Multicolored	8%
Medium-tone wood	18%	Light wood	7%
Gray	9%	Dark wood	7%

Gray Walls and Wood Floors Remain Favorites

Renovated kitchens continue to feature neutral tones of gray, white and beige on wall surfaces. The gap between gray (28%) and white (26%) for walls has shrunk since the prior year (30% and 24%, respectively). Wood tones dominate in flooring, while stainless steel maintains its lead for appliances. That said, some kitchen renovators are going for somewhat colorful, alternative looks, including blue walls (7%), gray flooring (14%), multicolored backsplashes (18%) and black appliances (10% choose black stainless and 6% choose another material in black). (See Appendix C for more information on kitchen colors.)

Top Colors in Kitchen Renovations*



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

**Wood includes light, medium and dark tones.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Products & Features

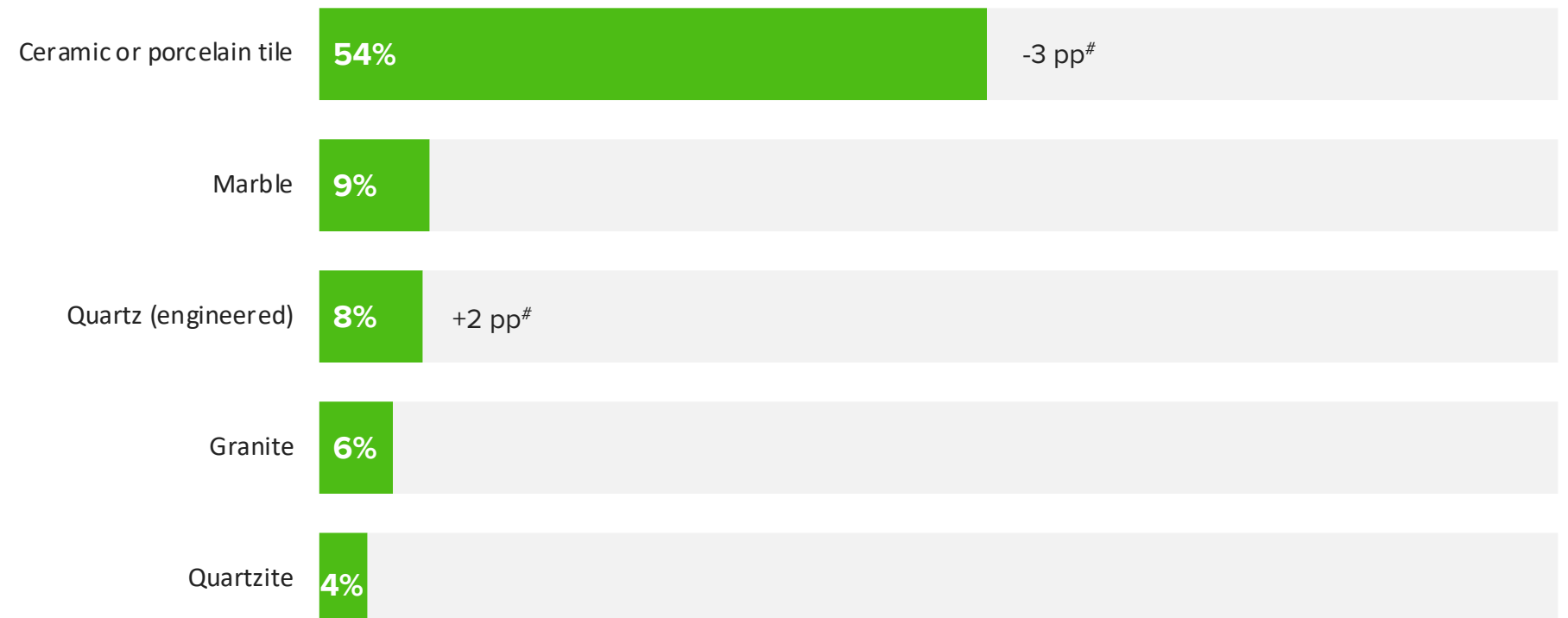


Backsplashes Offer Full Coverage

Ceramic or porcelain tile continues to dominate in kitchen backsplashes (54%), followed by marble (10%) and engineered quartz (8%), the latter of which is up two percentage points from the previous year.

Continuing the trend from last year, the majority of homeowners who upgrade their backsplash embrace full coverage up to the upper cabinets or range hood (68%); others take the backsplash from the countertop all the way to the ceiling (9%).

Top Materials for Upgraded Backsplashes*



Coverage of Upgraded Backsplashes*

Up to the Cabinets or Range Hood

Full coverage	68%
Partial coverage	18%

Up to the Ceiling

Full coverage	9%
Partial coverage	3%

*Percentages reflect proportion of homeowners who are updating the backsplash as part of a completed, current or planned kitchen renovation during 2020-21.

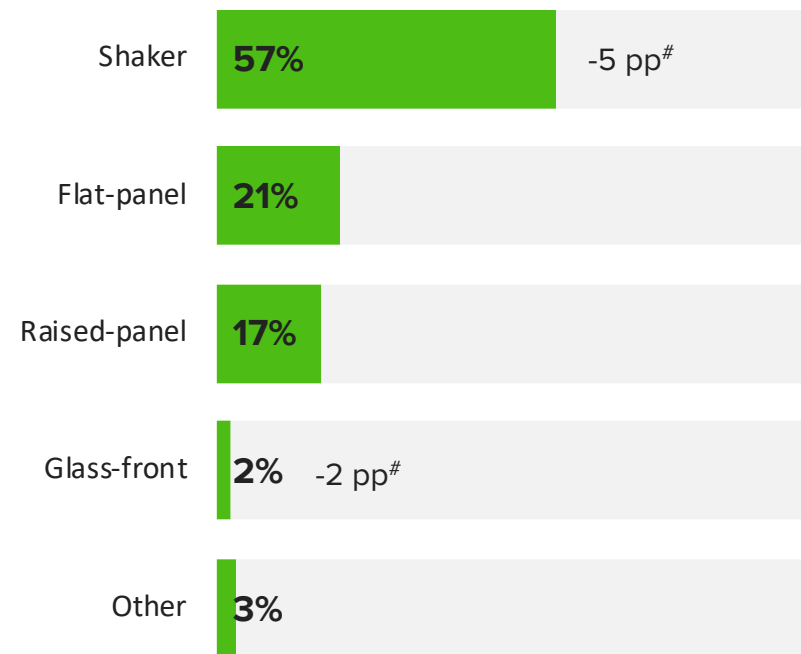
#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Shaker Style Continues to Lead

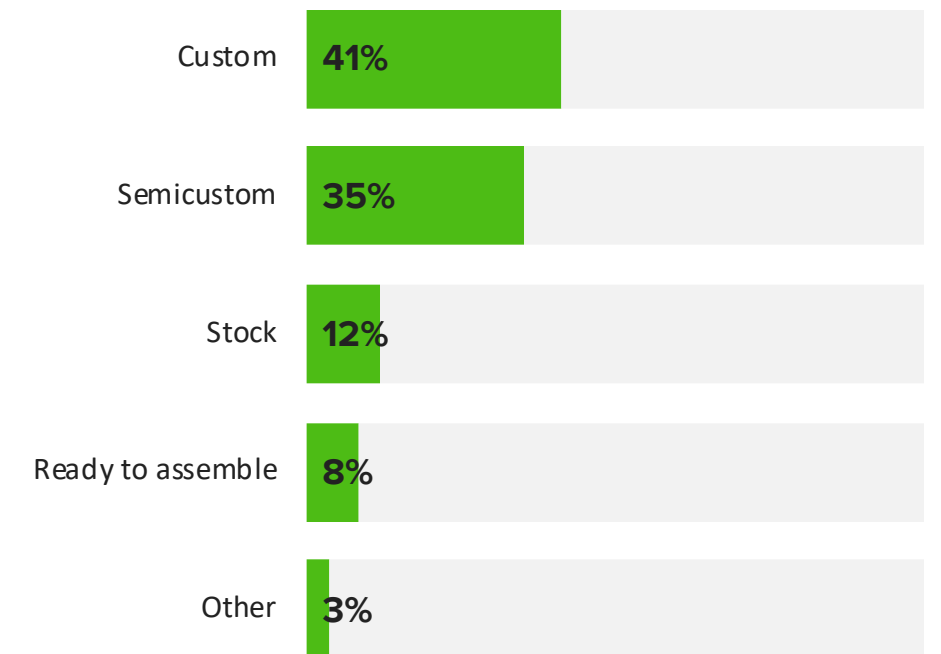
The majority of renovating homeowners continue to choose Shaker-style doors for their upgraded cabinetry (57%). Flat-panel doors come in a distant second (21%), followed closely by raised-panel styles (17%). Kitchen renovators overwhelmingly choose custom or semicustom cabinetry (76%).

Interestingly, more than 1 in 10 new or upgraded islands features a cabinet door style that contrasts that of the main cabinets (12%). Among the contrasting island cabinet upgrades, Shaker (34%) and flat-panel (30%) door styles are the most common, while only 4% of upgrading homeowners opt for a louvered door style.

Primary Door Styles of Upgraded Cabinets*



Primary Make of Upgraded Cabinets*



12%

Contrast island cabinet door styles

Top Contrasting Cabinetry Door Styles of Upgraded Islands**

Shaker	34%	Louvered	4%
Flat-panel	30%	Glass-front	3%
Raised-panel	20%	Other	9%

*Percentages reflect the proportion of homeowners who are adding or replacing some or all of the cabinets as part of a completed, current or planned kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island with storage and opting for cabinetry door styles distinct from the main cabinetry door styles as part of a completed, current or planned kitchen renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Butcher-Block Countertops Offer Island Contrast

While engineered quartz is by far the leading material for upgraded countertops, it has dramatically declined in popularity since the previous year (40% versus 51%). The drop is likely explained by the rising cost of engineered quartz, resulting from increased tariffs on imports from China.⁺

One in 4 upgraded islands (24%) features a countertop material that contrasts the main countertop material, with butcher block or wood (41%) preferred over granite (16%). Engineered quartz is now in third place (15%), down from 28% the previous year, also likely as a result of the higher costs resulting from increased tariffs.⁺

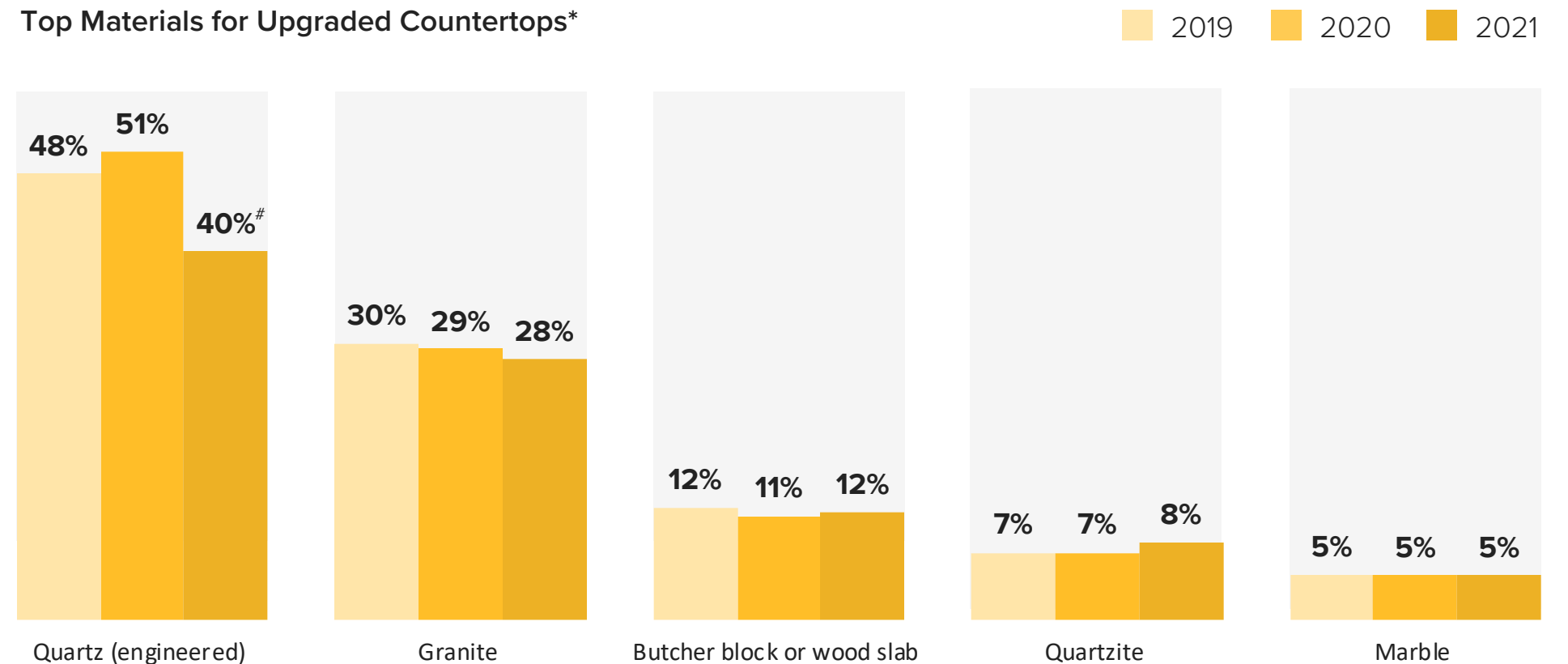
⁺See [“An Unexpected Victim of the Trade War: The Home Improvement Industry,”](#) MarketWatch, October 16, 2019.

*Percentages reflect proportion of homeowners who are updating countertops as part of a completed, current or planned kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for a countertop material distinct from the main countertop material as part of a completed, current or planned kitchen renovation during 2020-21.

[#]Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Top Materials for Upgraded Countertops*



24%

Contrast island countertop materials

Top Contrasting Countertop Materials for Upgraded Islands**

Butcher block or wood slab	41%	Marble	8%
Granite	16%	Quartzite	5%
Quartz (engineered)	15% ^{-13 pp[#]}	Soapstone	3%

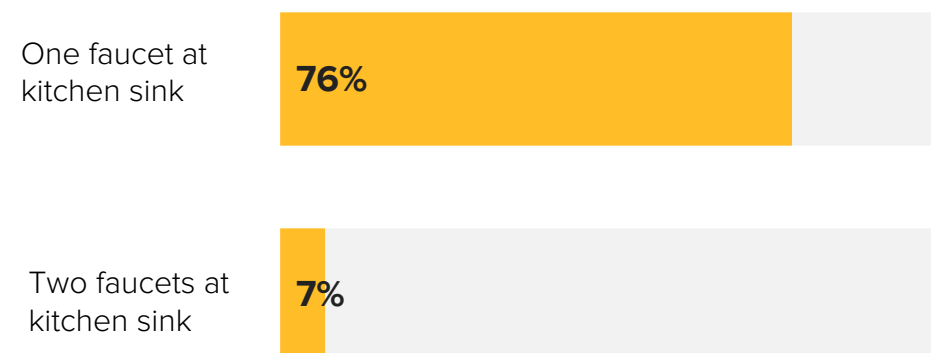
Upgraded Faucets Still in Demand

Nearly 4 in 5 renovating homeowners upgrade or replace their faucet as part of their kitchen renovation (79%), though the percentage upgrading their faucet declined two points from 2020 and four points from 2019. Of the 79% who upgrade their faucet, 76% install one at the kitchen sink and 7% install two at the sink. Islands often feature sinks as well, with 1 in 5 renovating homeowners installing one faucet at the island sink.

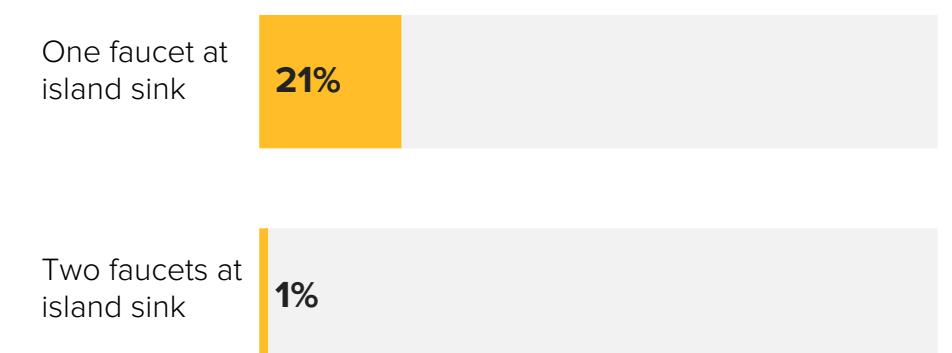
Faucet Upgrades During Renovation*



New Kitchen Faucets**



New Island Faucets**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who are adding or upgrading faucets as part of a completed, current or planned kitchen renovation during 2020-21.

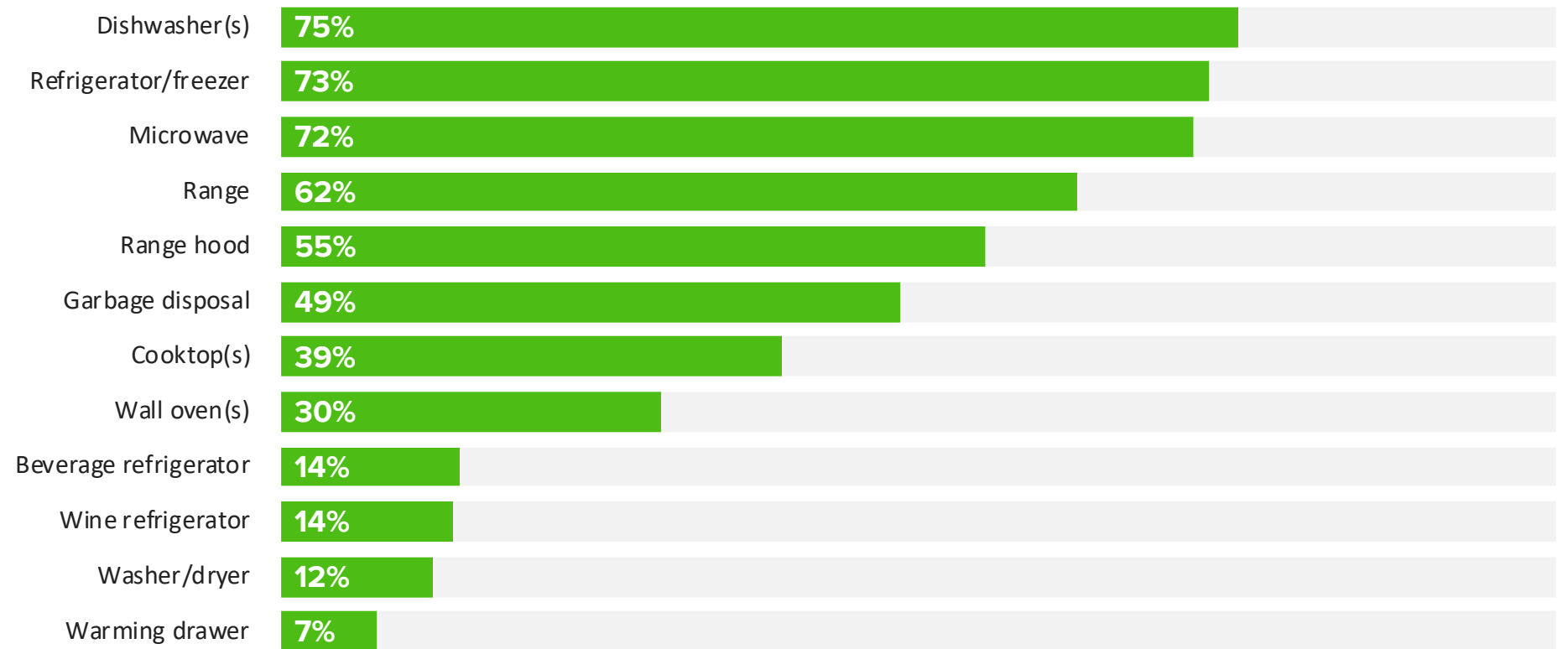
[#]Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Upgraded Islands Likely to Feature New Appliances

For homeowners renovating their kitchen, the dishwasher, refrigerator and microwave are the core appliances replaced (75%, 73% and 72%, respectively). One in 7 renovating homeowners incorporates a beverage or wine refrigerator (14% each), and 12% upgrade their washer-dryer as part of their kitchen renovation as well.

More than half of newly added or upgraded islands feature a new appliance (55%). Among these islands, more than a third include a dishwasher (34%) and/or microwave (33%), while 1 in 4 features a garbage disposal (25%).

Top Choices for New or Upgraded Appliances*



55%

Install at least one new appliance in the island

Top New Appliances in Upgraded Islands**

Dishwasher(s)	34%	Cooktop(s)	16%
Microwave	33%	Range	8%
Garbage disposal	25%	Beverage refrigerator	5%

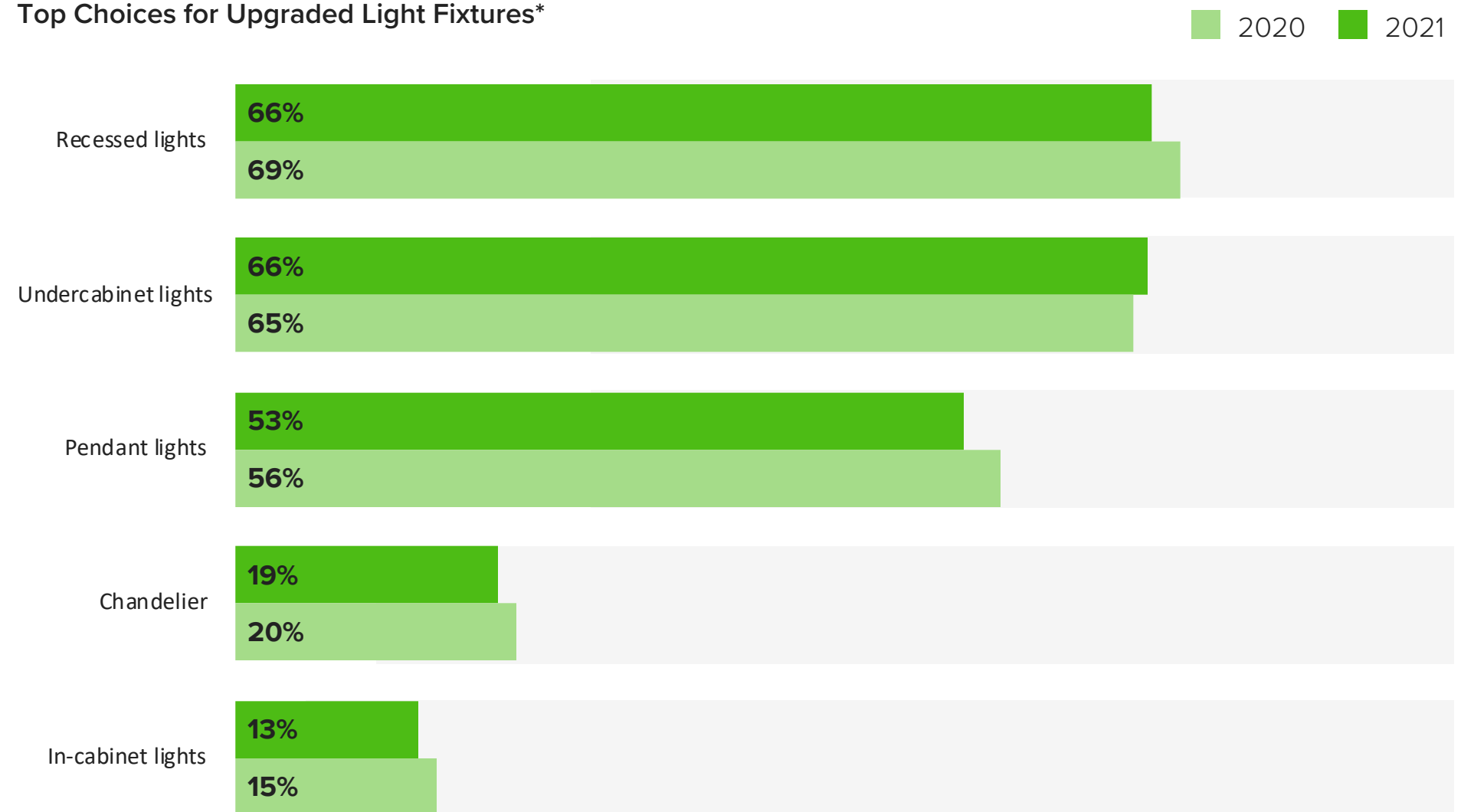
*Percentages reflect proportion of homeowners who are updating some or all of the appliances as part of a completed, current or planned kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for a new appliance in the island as part of a completed, current or planned kitchen renovation during 2020-21.

Recessed and Undercabinet Lights Equally Popular

Among the 75% of renovating homeowners who choose to upgrade light fixtures in the kitchen, recessed lights and undercabinet lights are now equally popular (66% each), followed by pendant lights (53%). Interestingly, nearly 1 in 5 chooses a chandelier for kitchen lighting (19%).

Top Choices for Upgraded Light Fixtures*



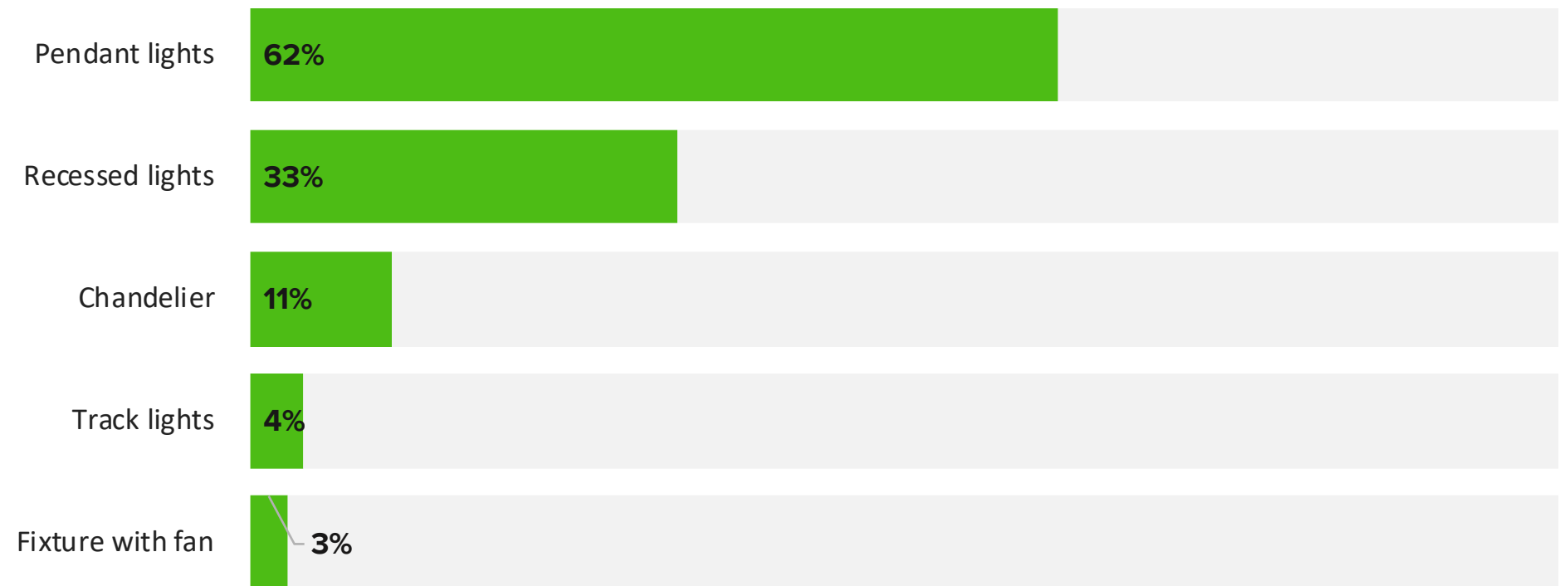
*Percentages reflect proportion of homeowners who are adding or upgrading lighting as part of a completed, current or planned kitchen renovation during 2020-21 (2021 study) and 2019-20 (2020 study).

Pendant Lights Shine on Islands

Of renovating homeowners who add or upgrade a kitchen island, 93% choose to install new light fixtures above it. Pendant lights are the most common option above the island (62%), with recessed ceiling fixtures coming in a distant second (33%). One in 10 installs a chandelier above the island (11%), only half as many as those who choose a chandelier for the kitchen overall.

When it comes to the number of light fixtures above the island, two and three are equally popular at 36% each. More lighting is not uncommon. More than 1 in 10 renovating homeowners installs four or more lights (12%).

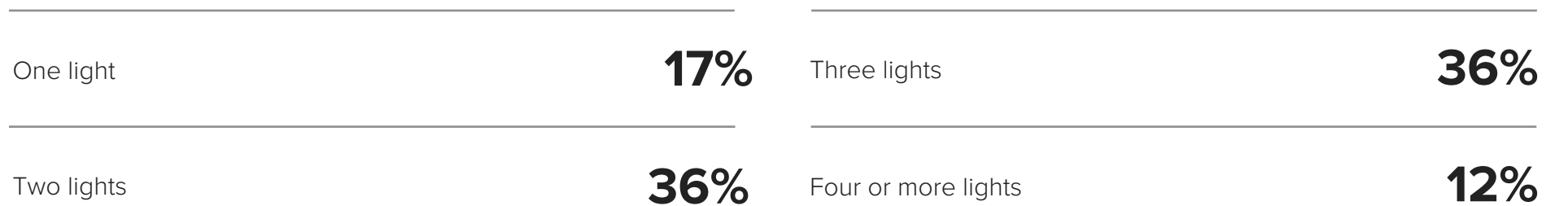
Top Light Fixtures Appearing Above Upgraded Islands*



93%

Install new light fixtures above the island

Number of Light Fixtures Appearing Above Upgraded Islands*

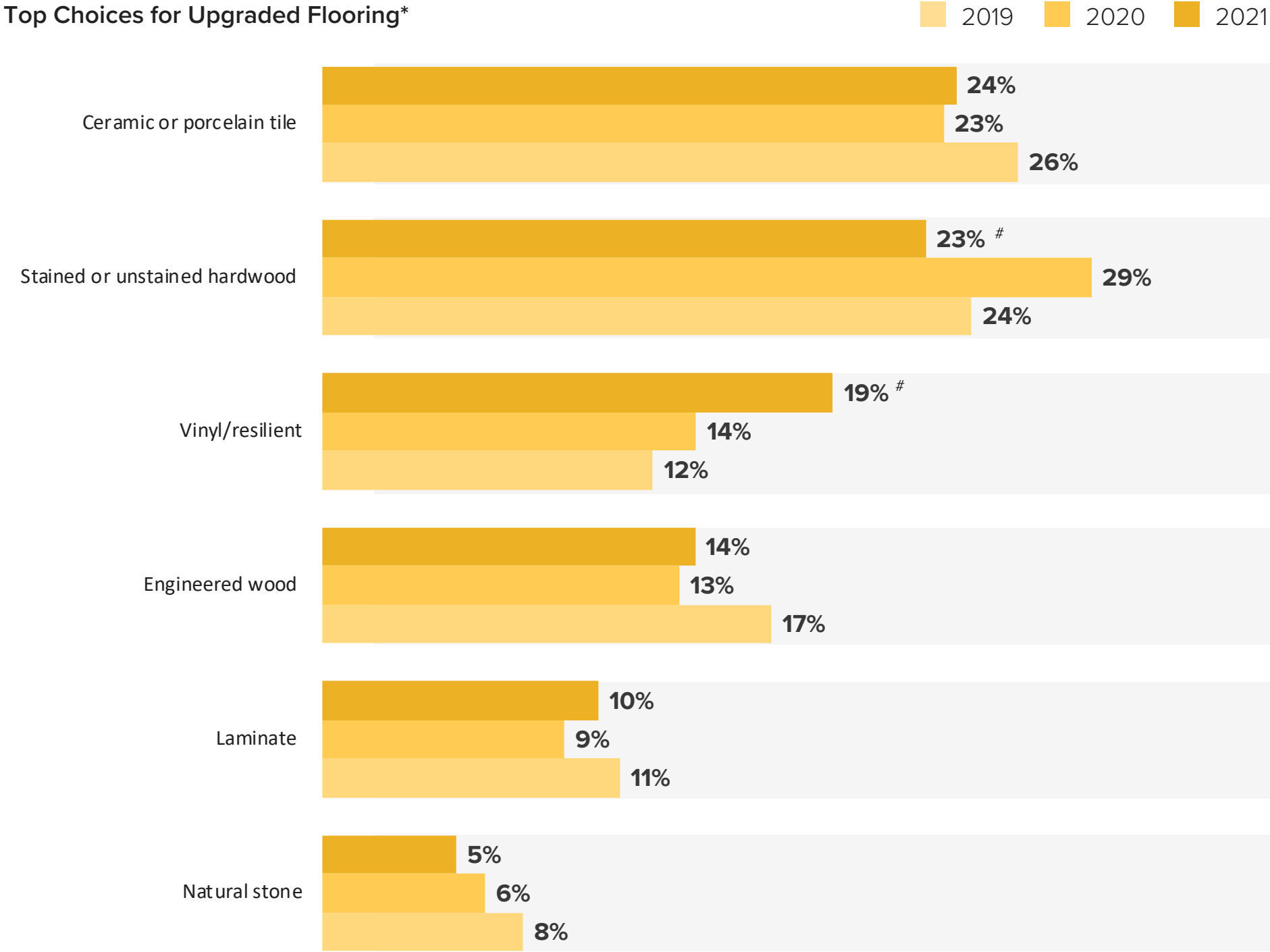


*Percentages reflect proportion of homeowners who are adding or upgrading a kitchen island and opting for light fixtures above it as part of a completed, current or planned kitchen renovation during 2020-21.

Tile Retakes the Top Spot in Flooring

After spiking last year, hardwood flooring has dropped six percentage points and returned to the No. 2 position (23%), after ceramic or porcelain tile (24%). Vinyl continues to grow in popularity as a flooring material, with 19% of kitchen renovators choosing vinyl or resilient flooring in 2021, up five points from the previous year; vinyl is now considerably more popular than engineered wood (14%).

Top Choices for Upgraded Flooring*



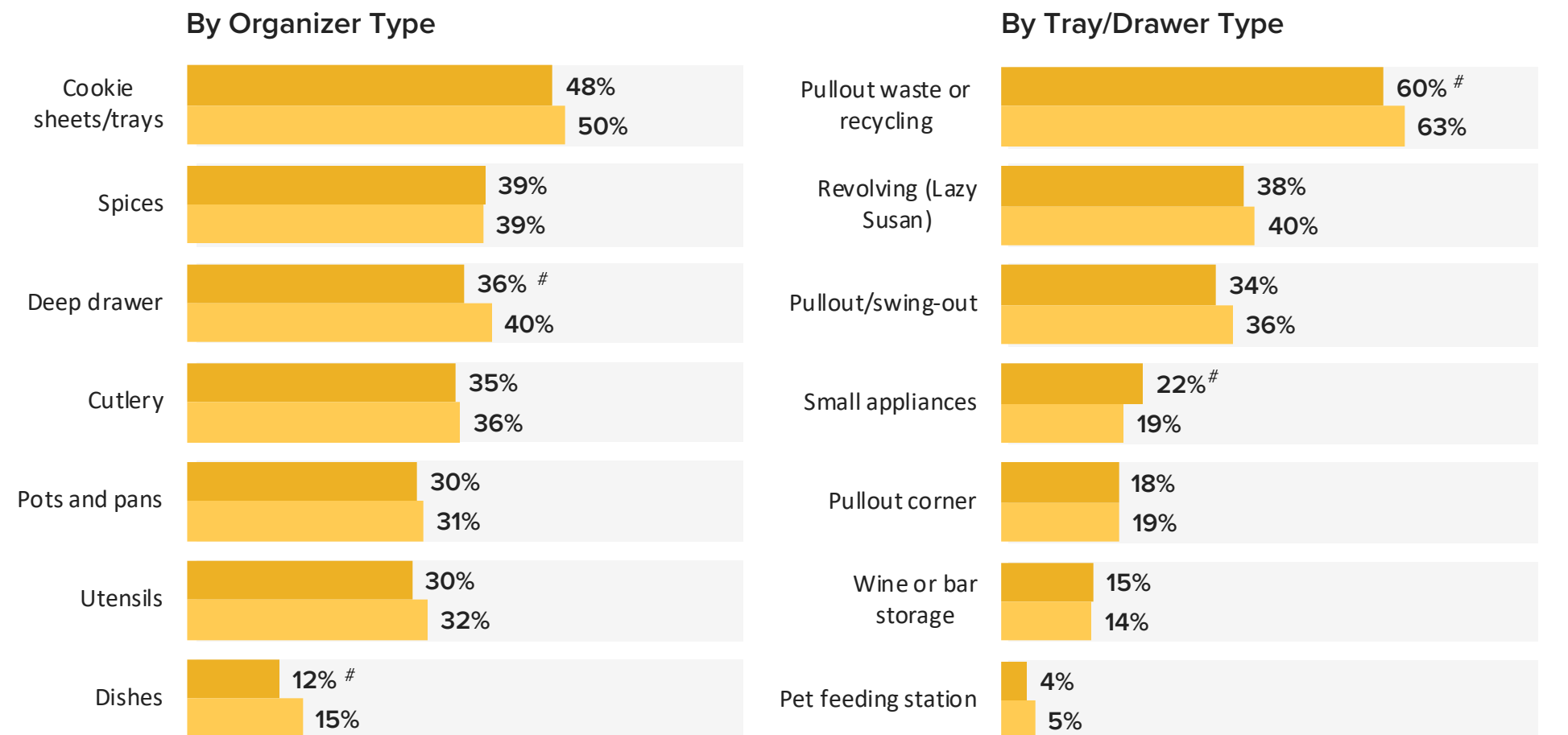
*Percentages reflect proportion of homeowners who are upgrading flooring as part of a completed, current or planned kitchen renovation during during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

#Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Upgraded Cabinets Feature Specialty Organizers

More than half of renovating homeowners upgrade the pantry with either a pantry cabinet (46%) or a walk-in pantry (13%). Consistent with the previous year's findings, many new cabinets are equipped with built-in specialty organizers or drawers. The most popular organizers are for cookie sheets (48%), while the most common specialty drawers are pullout waste or recycling drawers (60%). More than a third of specialty trays are revolving or pullout/swing-out (38% and 34%, respectively), making deep or hard-to-reach cabinet spaces more accessible.

Specialty Storage in Upgraded Cabinets**



*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who are adding or replacing cabinets as part of a completed, current or planned kitchen renovation during 2020-21.

#Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

Pantry Upgrades During Kitchen Renovations*



High-Tech Kitchens Feature Wireless Appliances, Computers

High-tech features appear in more than half of upgraded faucets and nearly 1 in 3 upgraded appliances (29%); the percentages are up two and four points from the previous year, respectively. One in 4 new faucets boasts water efficiency (26%), followed by a no-fingerprint coating (22%) and touch-only/touch-free activation (21%). The most popular appliance features are wireless controls (19%) and a color touch-screen display (13%). Charging stations continue to be popular (41%), while home assistants are now more popular than wireless speakers (35% versus 31%). Kitchen computers jumped by five percentage points and now feature in nearly 1 in 10 homes (9%), but still lag behind kitchen tablets.

*Percentages reflect proportion of homeowners who are adding or upgrading faucets as part of a completed, current or planned kitchen renovation during 2020-21.

**Percentages reflect proportion of homeowners who are updating some or all of the appliances as part of a completed, current or planned kitchen renovation during 2020-21.

***Percentages reflect proportion of homeowners who are updating electronics as part of a completed, current or planned kitchen renovation during 2020-21.

#Shows a statistically significant difference at a 90% confidence level between 2021 and 2020 study findings.

53%		29% +4 pp#	
High-Tech Features in Upgraded Faucets*		High-Tech Features in Upgraded Appliances**	
Water efficiency	26%	Wireless controls	19% +5 pp#
No-fingerprint coating	22%	Color touch-screen display	13%
Touch-only/touch-free activation	21%	Built-in apps (e.g., recipes)	6%
LED light display (temperature)	4%	Built-in speakers	3%
LED light display (single color)	3%	Voice-activated controls	3%
		Smart meter connectedness	2%

Select Electronic Upgrades***

Docking/charging station	41%	Home assistant	35%	Wireless speakers	31%
Kitchen tablet	14%	Kitchen computer	9% +5 pp#		

Kitchen Bestsellers

The top five kitchen categories in the Houzz Shop in 2020 are shown here, including a bestseller for each.

**Kitchen
Faucets**



**Kitchen
Sinks**



**Range Hoods
and Vents**



**Bar and
Counter
Stools**



**Pendant
Lights**

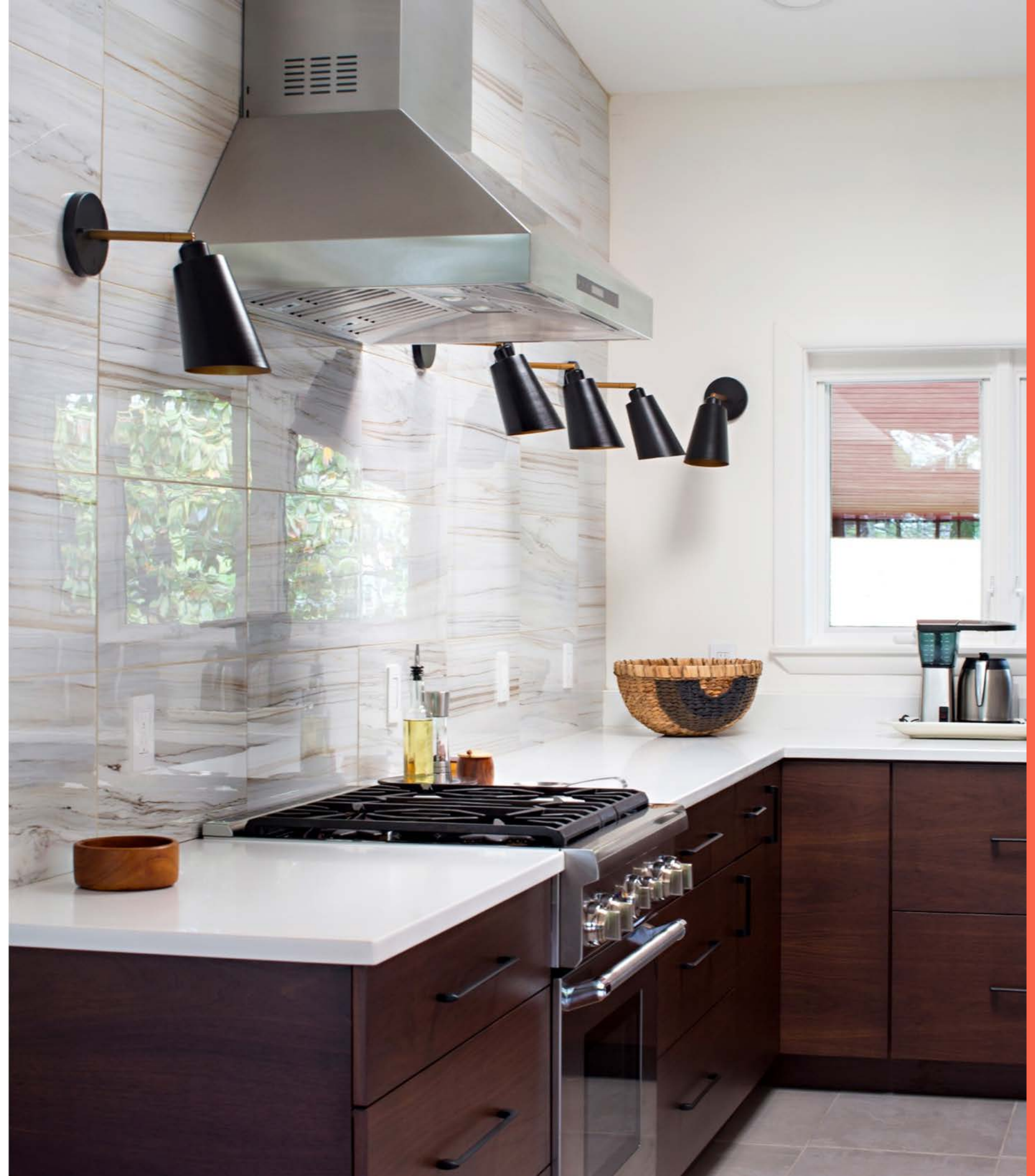


**Gas and
Electric
Ranges**



Links to the products, clockwise from top left: [Artec Commercial Style Pull-Down 1-Handle Kitchen Faucet Pre-Rinse](#), [KIBI Undermount Single Bowl Stainless Steel Workstation Sink](#), [Heidi Velvet Counter Stool](#), [ZLINE Professional Dual Fuel Range in Stainless Steel](#), [3-Light Pendant](#), [Winflo Convertible Wall-Mount Range Hood](#)

Methodology & Appendixes



Methodology

Approach

Houzz is an all-in-one resource for homeowners working on a home renovation or decorating project. Our large and engaged user community is able to provide unprecedented insights on the latest market trends based on users' home improvement activity. We aggregate and share these insights with the community to give people greater confidence in the choices they make for their homes, and to give home professionals greater insights into their clients' wants and needs. With these goals in mind, Houzz conducted an online quantitative survey of registered Houzz users regarding kitchen renovation projects, fielded between June 24 and July 9, 2020.

Sampling and Weighting

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their kitchen project details, and people who did not meet the qualification criteria above were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own kitchen renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Completeness and Qualifications

The 76-question survey gathered information from a total of 2,014 users, who reported they were 18 or older; were homeowners; and had completed a kitchen remodel or addition in the past 12 months, were currently working on one or planned to start one in the next three months.

Appendix A

Feature Upgrades During Kitchen Renovations*

	2019	2020	2021
Countertops	93%	89%	88%
Backsplash	87%	84%	83%
Sink(s)	85%	83%	80% ^{-2 pp#}
Faucets/plumbing fixtures	83%	81%	79% ^{-2 pp#}
Light fixtures	80%	79%	74% ^{-5 pp#}
Flooring	69%	67%	65%
Appliances (all)	54%	55%	51% ^{-5 pp#}
Wall finish	52%	49%	46% ^{-3 pp#}
Appliances (some)	34%	31%	33%
Windows	32%	28%	28%
Interior doors	22%	20%	17%
Exterior doors	22%	19%	19% ^{-2 pp#}
Electronics	11%	11%	10%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Appendix B

Kitchen Styles After Style Upgrade*

	2018	2019	2020	2021
Transitional	26%	21%	21%	21%
Contemporary	16%	15%	16%	14%
Modern	10%	11%	15%	15%
Traditional	10%	12%	11%	11%
Farmhouse	12%	14%	11%	12%
Craftsman	4%	4%	4%	4%
No particular style	3%	2%	3%	4%
Midcentury	2%	3%	3%	3%
Beach	3%	4%	2%	3%
Eclectic	3%	3%	2%	3%
Rustic	3%	3%	2%	2%
Industrial	1%	1%	1%	2% ^{+1 pp #}
Scandinavian	1%	1%	1%	2%
Other	6%	6%	7%	4%

*Percentages reflect proportion of homeowners who are changing the kitchen style as part of a completed or planned kitchen renovation during 2020-21 (2021 study), 2019-20 (2020 study) and 2018-19 (2019 study).

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Appendix C

Kitchen Colors After Kitchen Renovation*

	Walls	Cabinetry	Countertops	Backsplash	Appliances	Flooring
Gray	28%	10%	14%	14%	1% ^{-1 pp#}	14%
White	26%	41% ^{-5 pp#}	33%	37%	8%	3%
Beige	21%	3%	5%	9%	1%	10%
Blue	7%	3%	1%	6%	0%	0%
Black	0%	3% ^{+1 pp#}	9%	2%	6%	1%
Green	4%	1%	1%	2%	0%	0%
Yellow	4%	0%	0%	0%	0%	0%
Multicolored	2%	9% ^{+3 pp#}	26%	18%	2% ^{+1 pp#}	6%
Medium wood	1%	13% ^{+3 pp#}	2%	0%	0%	28%
Light wood	0%	7%	2%	0%	0%	15%
Dark wood	0%	3%	0%	0%	0%	8%
Standard stainless	0%	0% ^{-1 pp#}	0%	1%	70%	0%
Black stainless	0%	0%	0%	0%	10%	0%
Other	4%	3%	4%	7%	1%	4%

*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a kitchen renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.