Design Trends 2021
November 2020
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Cover Project Designed By: Lana Zepponi Meyers, AKBD  |  Photographer: Sarah Bell-Rossi
RESEARCH PURPOSE

Provide designers and specifiers insights on the most popular design styles and features.

RESEARCH OBJECTIVES

• Identify styles, features and materials that are anticipated to be more popular in the next few years.

• Identify categories and new products that have the most dramatic impact on today’s kitchens and bathrooms.

• Assess if there are notable variations in designer client base profiles, and if client base profiles are predictors of anticipated design trends.

METHODOLOGY/SAMPLE

An online survey about 15 to 25 minutes in length. Sample from NKBA member database and NKBA lists.

Respondents break out as follows:

• Occupation: designers, showrooms, dealers, specialists, manufacturers, K&B remodelers/contractors, architects (52% are designers)

• Excluded occupations (if not qualified above): fabricators, home centers, installers

• Have designed, specified or sold products for at least one kitchen or bathroom project in the past year

Total (n=716): US (n=655); Canada (n=37)

78% NKBA Members; 22% Non-Members
Designers and specifiers expect COVID to have a substantial influence on kitchen and bath design, with greater homeowner desire to invest in their home, particularly for easy-to-clean surfaces, flexible workspaces, enhanced outdoor living areas and better storage solutions.

Some are also seeing an increase in Outdoor Living Projects as homeowners upgrade or create new Outdoor Spaces to accommodate more time spent at home. Top homeowner needs include an enhanced seating area, outdoor kitchen, fireplace/fire pit and protection from the weather for extended usage.

For kitchens, open layouts with large islands and conversation areas will be popular with more minimalistic styles and touches of organic or natural materials. Technology in the kitchen continues to grow with top needs of dedicated device charging/viewing, seamless video communication and emergency power for the refrigerator.

For bathrooms, changing layouts will be popular (e.g., removing bathtubs to increase shower space, connecting bathroom to closet area) with design styles that promote a clean and calm feeling. Technology remains key, especially for smart controls for floor/shower temperature, water conservation, motion sensor lighting and leak detector sensors with mobile alerts.
Designers and specifiers are working with homeowners in all life stages, but Gen-X and Boomers are driving most projects.

**LIFE STAGES DESIGNED FOR IN PAST YEAR**

<table>
<thead>
<tr>
<th>Life Stage</th>
<th>ANY PROJECT PAST YEAR</th>
<th>MOST PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen-X (ages 39-54)</td>
<td>79%</td>
<td>48%</td>
</tr>
<tr>
<td>Boomers (ages 55-73)</td>
<td>80%</td>
<td>40%</td>
</tr>
<tr>
<td>Millennials (ages 23-38) with kids</td>
<td>51%</td>
<td>6% (10% are doing most of their projects for Millennials)</td>
</tr>
<tr>
<td>Millennials (ages 23-38) without kids</td>
<td>42%</td>
<td>4%</td>
</tr>
<tr>
<td>Silent / greatest generation (ages 74+)</td>
<td>34%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Q1. Which life stage(s) describe clients for whom you've designed, specified, or provided products for in the past year?

Q2. Which life stage have you designed, specified, or provided products for MOST this past year?
Some are designing or specifying for new construction, but most projects are for houses that are 11+ years old.

### Type of Home
- House (single/detached): 96%
- Condo/apartment: 3%
- Townhouse/duplex: 1%

### Typical Age of Home
- More than 20 years old: 30%
- 16 to 20 years: 26%
- 11 to 15 years: 15%
- 6 to 10 years: 9%
- 3 to 5 years: 2%
- 2 years or less: 1%
- New Construction: 19%

Base: Total (n=716)

Q3. What type of home do you design, specify, or provide products for the MOST?
Q4. What is the typical age of homes for which you design, specify, or provide products for the MOST?
IMPACT OF COVID ON DESIGN
Top-of-mind design changes from COVID include creating flexible spaces in the home for work and/or school, better storage solutions and easy-to-clean surfaces.

**How COVID is Changing Kitchen and Bath Design**

**Open-End Responses**

**Functional Spaces for Work / School**

Besides home offices, areas in the kitchen to plug in a laptop and Zoom etc.

More remodeling work specifically for kitchens now that folks are staying home/working from home...more functional kitchen geared towards having areas to "plug in," home bars. Anticipate clients spending more money on cabinet features so that items can be stowed away and not out on the countertop creating clutter.

**More / Better Storage**

Larger pantry and storage in both kitchen and bath.

Increased storage capabilities for extended stays in the home, larger pantry areas, increased size of refrigeration and freezer appliances for increased quantities.

Additional storage which was not needed previously -- enough to store a week or more of food and other essential products.

Additional storage space to accommodate less trips to the store.

**Easy to Keep Clean Surfaces**

Easy-to-clean products such as slab front drawers, and simple or no crown moldings.

Finishes on products that can easily be sanitized and hold up to ammonia and alcohol-based cleaners.

Adding antibacterial materials like quartz, woods like bamboo, oak or cork stop bacteria and microorganisms from growing.
Homeowners are willing to invest in their home because of COVID, especially for easy-to-clean surfaces, flexible workspaces, enhanced outdoor living areas and better storage solutions.

COVID INFLUENCES ON DESIGN
(Top 2 Box - Influential)

Most Influential

- Greater desire to invest time and money in home: 71%
- Desire to return routine/normalcy to home: 68%
- More emphasis on easy-to-clean surfaces: 65%
- More flexible spaces that can work for different functions: 62%
- Need for private space to conduct video calls or meetings: 57%
- Emphasis on enhanced outdoor living areas: 56%

Also Influential

- Need for more kitchen pantry storage: 53%
- More home entertaining vs going to restaurants: 52%
- Technology that enables seamless communication and entertainment: 50%
- More emphasis on easy-to-clean flooring: 48%
- Enthusiasm/new skills for cooking in the kitchen vs take-out/ eating out: 45%
- Kid study areas built into other rooms: 45%
- Technology that enables greater comfort in the home: 44%
- Desire for locally-made products: 43%
- Flexibility for multiple generations in same home: 42%
- Enhanced ventilation systems for improved air quality: 42%
- Desire for touchless fixtures: 41%
- Need for more fresh food storage: 37%
- A desire for a home gym or areas to workout: 36%
- Enhanced mudrooms: 34%

Less Influential

- Need for secure areas to leave deliveries: 26%
- Desire for ‘less is more’ in the home: 26%
- More sustainable food sources in the home: 25%
- Move away from open floor plans to accommodate working/school at home: 21%

Base: Total (n=716)
Q6. Based on your expectations, please rate how influential you feel each of the following trends will be on changing kitchen and bath designs post COVID. (7pt. Scale)
Designers involved in outdoor living areas are seeing an increase in their volume of outdoor living projects compared to pre-COVID.

**DESIGN RESIDENTIAL OUTDOOR LIVING AREAS**

**YES 54%**

**CHANGES IN VOLUME FOR OUTDOOR LIVING PROJECTS**

- *Up Significantly/Slightly*: 65%
  - Up significantly: 21%
  - Up slightly: 44%
  - Same: 31%
  - Down slightly/significantly: 4%

*Compared to pre-COVID, my current/planned 2021 volume of projects for Residential Outdoor Living Areas will be...*
Homeowners are upgrading or creating new outdoor living spaces that include outdoor kitchens, patio/deck areas or screened-in porches/three-season rooms.

2020 OUTDOOR DESIGN PROJECTS
(Among those Designing Outdoor Areas)

<table>
<thead>
<tr>
<th>Types Designed</th>
<th>2020 Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor kitchens</td>
<td>76%</td>
</tr>
<tr>
<td>Patios/decks</td>
<td>54%</td>
</tr>
<tr>
<td>Screened-in porches/ three-season rooms</td>
<td>31%</td>
</tr>
<tr>
<td>Pools, spas, hot tubs</td>
<td>19%</td>
</tr>
<tr>
<td>Transition rooms</td>
<td>15%</td>
</tr>
<tr>
<td>Balconies</td>
<td>10%</td>
</tr>
<tr>
<td>Rooftops</td>
<td>9%</td>
</tr>
<tr>
<td>No outdoor living projects in 2020</td>
<td>6%</td>
</tr>
</tbody>
</table>

Converting/upgrading existing outdoor area for more function and design aesthetic: 60%
Creating brand new outdoor living space where none before: 40%

Base: Design Outdoor Living Areas (n=386); Had 2020 Project (n=364)
Q9. Which type(s) of Outdoor Living Areas have you designed or specified for in 2020?
Q10. Thinking about 2020 would you say your Outdoor Living Area projects are mostly…
Top homeowner needs for outdoor living areas include an enhanced seating area, outdoor kitchen, fireplace/fire pit and protection from the weather for extended usage.

**POPULAR OUTDOOR LIVING OPTIONS**  
(Top 2 Box - Popular)

- Expanded/enhanced seating areas: 60%
- Outdoor kitchens: 60%
- Fireplaces and firepits: 60%
- Weather protection: 55%
- Integrated entertainment: 48%
- Additional windows/doors that open home to outdoor living area: 46%
- Integrated lighting and cooling: 39%
- Gardens with vegetables, herbs, fruits: 38%
- Heating solutions: 34%
- Pools, spas, hot tubs: 29%

COVID may be encouraging homeowners to get more year-round usage from their outdoor living areas with fireplaces and weather protection.

Those designing for Millennials note more integrated entertainment (63%) and less for outdoor kitchens (43%).
KITCHEN DESIGN
Next Three Years

Designer: Madeleine Sloback
Photographer: Amanda Oster
Currently, medium-sized kitchens are most common with a typical homeowner spend of $40K - $55K.

**Medium Kitchen Spend**

- **(<$25K**: 18%
- **$25 < 40K**: 24%
- **$40 < 55K**: 21%
- **$55 < 75K**: 18%
- **$75K+**: 19%

**Large Kitchen Spend**

- **(<$40K**: 9%
- **$40 < 55K**: 14%
- **$55 < 75K**: 18%
- **$75 < 100K**: 16%
- **$100 < $150K**: 27%
- **$150K+**: 16%

Base: Answered Kitchen Section (n=533)

K1. Thinking about the size of the residential kitchens you designed/specify for the past year, were the majority of those kitchens small, medium or large?

K2. What is the total cost to the customer of the average small kitchen, medium kitchen, or large kitchen you designed/specify for in the past year, including materials and labor?
L-shaped kitchens with large islands will be popular, and many times kitchen sizes are increasing to accommodate the layout.

**KITCHEN LAYOUTS IN NEXT THREE YEARS**

<table>
<thead>
<tr>
<th>LAYOUTS</th>
<th>51%</th>
<th>16%</th>
<th>13%</th>
<th>13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>L-shaped</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U-shaped</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Galley</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single wall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G-shaped</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ISLANDS**

<table>
<thead>
<tr>
<th>Extra-large (&gt; 35 sq ft)</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large (24-35 sq ft)</td>
<td>60%</td>
</tr>
<tr>
<td>Medium (12-23 sq ft)</td>
<td>28%</td>
</tr>
<tr>
<td>Small (&lt; 12 sq ft)</td>
<td>2%</td>
</tr>
<tr>
<td>No island</td>
<td>1%</td>
</tr>
</tbody>
</table>

**CHANGES TO SIZE**

| Significantly larger (50% or more increase vs current) | 7% |
| Larger (25-49% increase vs current)                   | 40% |
| Somewhat larger (< 25% increase vs current)           | 42% |
| About the same                                        | 10% |
| Smaller than current                                  | 1%  |
Taking down walls will often be needed to accommodate a large island and a conversation area.

**POPULAR KITCHEN OPTIONS FOR CHANGING LAYOUT IN NEXT THREE YEARS**
(Top 2 Box - Popular)

- Taking down walls to open kitchen into other areas of home: 64%
- Large islands that function as dining tables: 58%
- Creating work from home / schoolwork areas: 55%
- Adding comfortable seating / conversation areas: 51%
- Removing traditional stand-alone kitchen tables: 34%

**THOUGHTS ON LAYOUTS**

- Continuing to have an open floor concept and more technology integrated appliances.
- Larger kitchens for family to gather since going out to eat won’t be as popular.
- Low profile details - with family at home less detail means less to clean and faster cleaning time.
Technology in the kitchen continues to grow with top needs of dedicated device charging/viewing, seamless video communication, and emergency power for the refrigerator.

Modern kitchens with integrated technology (e.g., touch-latch cabinets, voice-activated appliances).

More technology-integrated appliances.

<table>
<thead>
<tr>
<th>Technology Solution</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated areas for mobile device/ laptop charging/viewing</td>
<td>63%</td>
</tr>
<tr>
<td>Technology with seamless video communication</td>
<td>49%</td>
</tr>
<tr>
<td>Emergency refrigerator power source</td>
<td>49%</td>
</tr>
<tr>
<td>Automatic leak/ flood detector/ mobile alerts</td>
<td>45%</td>
</tr>
<tr>
<td>Voice-activated lighting controls</td>
<td>44%</td>
</tr>
<tr>
<td>Electric power failure or gas leak detector/ mobile alert</td>
<td>43%</td>
</tr>
<tr>
<td>Smudge-proof internet enabled touch screens/ tablets/ recipe guidance</td>
<td>42%</td>
</tr>
<tr>
<td>Wall-mounted touch panel interface</td>
<td>41%</td>
</tr>
<tr>
<td>Mobile app to control appliances</td>
<td>41%</td>
</tr>
<tr>
<td>Wall-mounted screens/ monitor</td>
<td>40%</td>
</tr>
<tr>
<td>Open refrigerator door detector/ mobile alert</td>
<td>38%</td>
</tr>
<tr>
<td>Integrated speakers/ audio system</td>
<td>36%</td>
</tr>
<tr>
<td>Voice-activated faucets/touch-free operation/pre-filling specific amounts</td>
<td>33%</td>
</tr>
<tr>
<td>Voice-activated appliances</td>
<td>32%</td>
</tr>
<tr>
<td>Technology keeps track of food inventories/ recommends menu ideas</td>
<td>26%</td>
</tr>
</tbody>
</table>

Driven by those designing for Gen X and Boomers
Designers see more minimalistic styles being popular in the next three years with touches of organic or natural materials.

**THOUGHTS ON STYLES**

- Clean, organic, natural kitchens with recycled materials.
- European in style, but also scale... It is a very modern and clean look and offers functionality that Americans love.
- Looks minimal, but loaded with gadgets, higher-end tech. Easy-to-clean slab doors.
- Transitional style allows those who live in older homes to make updates without disrespecting the architectural style of their home.
- Brighter, bolder color choices. I think everyone is getting tired of stainless steel and white. Especially younger people. Biophilia! More natural materials, deep greens and blues, plants incorporated indoors.
- Minimalist... We need cleanable, adaptable spaces. If the kitchen is also the work and learning zone, it needs to be adaptable.
- I think the minimalist aesthetic really fits that need in society and an updated, natural, sustainable focused version will have mass appeal to Millennials.
- Modern organic. Mix of minimal detailing and simple finishes (paint) with warmth and texture of natural materials.

**POPULAR KITCHEN STYLES NEXT THREE YEARS**

<table>
<thead>
<tr>
<th>Style</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemporary</td>
<td>55%</td>
</tr>
<tr>
<td>Transitional</td>
<td>53%</td>
</tr>
<tr>
<td>Organic/Natural</td>
<td>48%</td>
</tr>
<tr>
<td>Farmhouse/Cottage</td>
<td>35%</td>
</tr>
<tr>
<td>Mid-Century</td>
<td>29%</td>
</tr>
<tr>
<td>Coastal/Beach</td>
<td>26%</td>
</tr>
<tr>
<td>Eclectic</td>
<td>25%</td>
</tr>
<tr>
<td>Industrial</td>
<td>24%</td>
</tr>
<tr>
<td>Craftsman</td>
<td>20%</td>
</tr>
<tr>
<td>Traditional</td>
<td>17%</td>
</tr>
<tr>
<td>Mediterranean/Old World</td>
<td>6%</td>
</tr>
</tbody>
</table>
Designers anticipate using whites, grays, beiges and blues, with some blacks and greens to create these looks.

### POPULAR KITCHEN COLOR SCHEMES NEXT THREE YEARS

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whites/Off whites</td>
<td>47%</td>
</tr>
<tr>
<td>Grays</td>
<td>27%</td>
</tr>
<tr>
<td>Beiges/Bones</td>
<td>25%</td>
</tr>
<tr>
<td>Blues</td>
<td>25%</td>
</tr>
<tr>
<td>Blacks</td>
<td>16%</td>
</tr>
<tr>
<td>Greens</td>
<td>14%</td>
</tr>
<tr>
<td>Bronzes/Terracottas</td>
<td>9%</td>
</tr>
<tr>
<td>Sepia tones</td>
<td>6%</td>
</tr>
<tr>
<td>Browns</td>
<td>6%</td>
</tr>
<tr>
<td>Golds/Saffrons</td>
<td>6%</td>
</tr>
<tr>
<td>Silvers</td>
<td>3%</td>
</tr>
<tr>
<td>Reds</td>
<td>1%</td>
</tr>
<tr>
<td>Purples/Violets</td>
<td>0%</td>
</tr>
</tbody>
</table>

Base: Answered Kitchen Section (n=533)

K30. Which of the following color schemes will be extremely popular over the next 3 years?
KITCHEN INNOVATION
Next Three Years

Designer: Leslie Lamarre, CKD
Photographer: Bernard Andrew
Designers and specifiers are seeing the most interesting new products in appliances, cabinets and faucets.
New product innovation is being driven by adding technology solutions and new styles, colors and designs.

### APPLIANCES

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology solutions</td>
<td>44%</td>
</tr>
<tr>
<td>New styles/ colors/ design</td>
<td>12%</td>
</tr>
<tr>
<td>Integrated options</td>
<td>11%</td>
</tr>
<tr>
<td>Functional design</td>
<td>6%</td>
</tr>
<tr>
<td>More sizes/ shapes</td>
<td>5%</td>
</tr>
</tbody>
</table>

Appliances that connect to smart phones. Appliances which can start early, or delay until later, or can tell you if they need to be repaired. Appliances that are easy to keep clean.

Sous vide, wok and multiple cooking top surfaces in a single range (or top) unit. Increase in fresh food storage in refrigeration. Steam and other oven capabilities.

### CABINETS

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New styles/ colors/ designs</td>
<td>30%</td>
</tr>
<tr>
<td>Technology solutions</td>
<td>16%</td>
</tr>
<tr>
<td>Material</td>
<td>15%</td>
</tr>
<tr>
<td>Functional design</td>
<td>14%</td>
</tr>
<tr>
<td>Integrated options</td>
<td>12%</td>
</tr>
<tr>
<td>Lighting</td>
<td>7%</td>
</tr>
<tr>
<td>Easier to clean/ maintain</td>
<td>6%</td>
</tr>
</tbody>
</table>

New colors — not neutrals but actual colors. Black cabinetry is really big right now.

More colors, deep/dark tones are more popular.

Rustic spin on wood species - more organic and biophilic in nature.

More interior accessories for organization.

### FAUCETS

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology solutions</td>
<td>77%</td>
</tr>
<tr>
<td>New styles/ colors/ design</td>
<td>23%</td>
</tr>
<tr>
<td>More sizes/ shapes</td>
<td>6%</td>
</tr>
<tr>
<td>Brand/ better quality</td>
<td>6%</td>
</tr>
<tr>
<td>Easier to clean/ maintain</td>
<td>4%</td>
</tr>
</tbody>
</table>

Kitchen faucets that can heat water to certain temperatures and calculate quantities, using voice-activated technology. Kitchen faucets that produce ozonated water are wonderful for personal health and well-being, plus the ozone water kills bacteria and viruses.
While some designers are currently seeing innovation in cabinets, there are others looking for more; some designers are seeking new product development in ventilation/hoods, sinks and windows.

### AREAS NEEDING MORE INNOVATION

- **Cabinets**: 21%
- **Ventilation/hoods**: 15%
- **Sinks**: 13%
- **Windows/skilights/doors**: 11%
- **Countertops**: 10%
- **Flooring**: 9%
- **Technology solutions**: 6%
- **Lighting**: 5%
- **Faucets**: 5%
- **Appliances**: 2%

Base: Answered Kitchen Section (n=533)

K13. And conversely, which category do you feel has been the most stagnant, and needs to innovate more aggressively?
Designers are often looking for new styles, colors and designs to keep kitchen cabinets and sinks fresh.

### AREAS NEEDING MORE INNOVATION

#### CABINETS
- **New styles/ colors/ designs**: 29%
- **More sizes**: 13%
- **Materials**: 11%
- **Functional design**: 9%
- **Technology solutions**: 9%
- **Integrated options**: 7%
- **Built-in Lighting**: 6%

*New finishes, easy-to-clean surfaces, self-operating doors and drawers.*

#### SINKS
- **New styles/ colors/ designs**: 17%
- **Easier to clean / maintain**: 17%
- **Materials**: 13%
- **More sizes/ shapes**: 13%

*More options at a lower to middle price point for design, style and flexibility. Many requests for over-sized sinks since homeowners are cooking more at home.*

*Anti-bacterial finishes on sinks.*
Hoods and windows are another place where designers want to see new styles, colors and designs.

**AREAS NEEDING MORE INNOVATION**

**VENTILATION/HOODS**

- **New styles/colors/designs**: 24%
- **More sizes/shapes** (e.g., to fit older homes): 12%
- **Technology solutions** (e.g., filtered air circulation): 10%
- **Easier to clean/maintain**: 6%

**WINDOWS**

- **New styles/colors/designs**: 10%
- **Technology solutions** (e.g., tinting depending on time): 7%

Clean, simple modern lines, strong ventilation, but ultra quiet and good lighting!

This is such an eye-catching part of design. Let’s change the color. Let’s change the shape. Let’s give it that “WOW” factor.

Better quality, wood-like that will last, updated look and function, screen upgrade, easier to clean, temperature resistant.

More automation. For example, “Alexa, open the windows in the kitchen.”
Lighter-colored quartz countertops with slab or long subway backsplashes will be on trend the next few years.

**KITCHEN COUNTERTOP / BACKSPLASH**

**MATERIAL**
- Quartz: 78%
- Quartzite: 29%
- Granite: 24%
- Solid surface/Conian: 8%
- Marble: 8%
- Concrete: 7%
- Mixed/blended materials: 5%
- End-grain butcher block: 5%
- Stainless steel: 5%
- Soapstone: 4%
- Tile: 4%
- Planned wood: 4%
- Laminate: 2%
- Copper: 1%
- Limestone: 0%

**COLOR**
- Lighter: 58%
- Similar: 21%
- Darker: 21%

**ISLAND COUNTERTOP COLOR**
- Same color as main countertop: 40%
- Different color from main countertop: 60%

**EDGES**
- Traditional: 68%
- Waterfall: 45%
- Live: 10%
- Knife edge/Shark nose: 9%
- Apron edge: 8%
- Banded edge: 2%

**BACKSPLASH STYLES**
- Slab: 43%
- Long subway: 24%
- Herringbone: 19%
- Long narrow rectangle/strip: 15%
- Small tile/mosaic: 10%
- Short subway: 7%
- Square: 2%
Designers see both painted and wood grain cabinetry for kitchens in the future, many times with a different color on the island.

**KITCHEN CABINETS / STORAGE**

**DOOR FACING MATERIALS**
- Full Painted Wood: 69%
- Full Wood Grain: 52%
- Full Laminate: 18%
- Clear Glass inserts: 15%
- Full Acrylic: 8%
- Frosted Glass inserts: 7%
- Full Metal: 5%

**CABINET DOOR STYLE**
- Flat panel/Slab: 78%
- Recessed panel: 65%
- Raised panel: 12%

**TONE/COLOR**
- Light: 70%
- Medium: 52%
- Dark: 27%
- Different color on island: 68%
- Different color upper/lower cabinets: 39%
- Consistent color scheme for all: 39%

**STORAGE OPTIONS**
- Sections of floor-to-ceiling: 45%
- Walk-in pantry: 45%
- Deeper lower cabinets: 40%
- Fewer upper cabinets: 39%
- None of these: 1%
Designers anticipate both stainless and white single bowl, apron or workstation sinks will dominate in the next few years.

### SINK MATERIAL
- Stainless steel: 66%
- Composite/solid surface: 48%
- Porcelain/cast iron: 27%
- Fireclay: 22%
- Decorative metal: 11%
- Vitreous China: 2%

### CONFIGURATION/BOWLS
- Single: 61%
- Apron/Farm: 45%
- Workstation: 40%
- Double: 27%

### COLORS
- Stainless/Nickel: 63%
- White: 51%
- Silver/Gray: 17%
- Black: 15%
- Earth tone: 13%
- Beige/Bisque/Bone/Almond: 9%
- Bold color (red, blue): 6%

Base: Answered Kitchen Section (n=533)
K33. Which of the following kitchen sink materials or styles will be extremely popular over the next 3 years?
Many kitchens floors in the next few years will likely be hardwood, luxury vinyl plank, tile or ceramic porcelain.

**KITCHEN FLOORING MATERIALS**

- **Hardwood/ engineered wood**: 50%
- **Luxury vinyl wood plank**: 39%
- **Ceramic/ porcelain tile**: 30%
- **Luxury vinyl tile**: 21%
- **Laminate**: 11%
- **Ceramic wood**: 9%
- **Stone**: 8%
- **Stained concrete**: 7%
- **Bamboo**: 5%
- **Cork**: 3%
- **Epoxy**: 1%
- **Linoleum**: 1%

Low expectations for **Bamboo and Cork**
For kitchen faucets, matte or brushed finishes will be popular in a variety of materials, including stainless, black, nickel/pewter.

### COLOR
- Stainless: 42%
- Black: 32%
- Nickel/pewter: 27%
- Black stainless: 23%
- Brass: 15%
- Chrome: 14%
- Bronze/oil-rubbed: 9%
- Rose Gold: 7%
- Ombre/Mixed finish: 7%
- Powder coated/bold color: 5%
- Copper: 3%
- White: 1%

### FINISH
- Matte: 57%
- Brushed: 49%
- Satin: 32%
- Polished: 28%
- Natural: 9%
- Antique: 5%

### FEATURES
- Motion control/hands free: 60%
- Touch/tap: 49%
- Lever: 41%
- Voice-activated: 26%

Base: Answered Kitchen Section (n=533)
Flexible and passive lighting controls are anticipated to be more popular than traditional switches, and under-cabinet lighting is expected to be prominent.

**KITCHEN LIGHTING**

### TYPE/LOCATION

<table>
<thead>
<tr>
<th>Lighting Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under-cabinet lighting</td>
<td>60%</td>
</tr>
<tr>
<td>Recessed lights</td>
<td>44%</td>
</tr>
<tr>
<td>Pendant lights</td>
<td>27%</td>
</tr>
<tr>
<td>Interior-cabinet lighting</td>
<td>24%</td>
</tr>
<tr>
<td>Chandeliers/ large pendants</td>
<td>13%</td>
</tr>
<tr>
<td>Scones/ wall lights</td>
<td>9%</td>
</tr>
<tr>
<td>Hydroponic lights</td>
<td>8%</td>
</tr>
<tr>
<td>Floor lighting</td>
<td>7%</td>
</tr>
</tbody>
</table>

### CONTROLS

<table>
<thead>
<tr>
<th>Control Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimmer switches</td>
<td>45%</td>
</tr>
<tr>
<td>Mobile device connected lighting</td>
<td>38%</td>
</tr>
<tr>
<td>Motion sensor lighting</td>
<td>32%</td>
</tr>
<tr>
<td>Voice-activated</td>
<td>27%</td>
</tr>
<tr>
<td>Traditional locally-placed switches</td>
<td>22%</td>
</tr>
<tr>
<td>Centrally-located controls/ keypad</td>
<td>20%</td>
</tr>
</tbody>
</table>
French door refrigerators that are flush, integrated or built-in will be popular in the next three years.

### Refrigeration Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>French door</td>
<td>45%</td>
</tr>
<tr>
<td>Bottom freezer</td>
<td>33%</td>
</tr>
<tr>
<td>Column</td>
<td>27%</td>
</tr>
<tr>
<td>Drawers</td>
<td>25%</td>
</tr>
<tr>
<td>Convertible</td>
<td>19%</td>
</tr>
<tr>
<td>Side by side</td>
<td>15%</td>
</tr>
<tr>
<td>Under counter</td>
<td>10%</td>
</tr>
<tr>
<td>Stand-alone ice maker</td>
<td>6%</td>
</tr>
<tr>
<td>Top freezer</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Refrigerator Installation

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flush/counter depth</td>
<td>59%</td>
</tr>
<tr>
<td>Fully integrated</td>
<td>51%</td>
</tr>
<tr>
<td>Built-in</td>
<td>48%</td>
</tr>
<tr>
<td>Free standing</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Refrigerator Finish

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stainless</td>
<td>64%</td>
</tr>
<tr>
<td>Match cabinet face</td>
<td>52%</td>
</tr>
<tr>
<td>Black stainless</td>
<td>34%</td>
</tr>
<tr>
<td>Black/slate</td>
<td>16%</td>
</tr>
<tr>
<td>White</td>
<td>6%</td>
</tr>
<tr>
<td>Other color</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Dishwasher Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard door</td>
<td>70%</td>
</tr>
<tr>
<td>Two-drawers</td>
<td>36%</td>
</tr>
<tr>
<td>Two dishwashers</td>
<td>33%</td>
</tr>
<tr>
<td>One-drawer</td>
<td>11%</td>
</tr>
</tbody>
</table>

Integrated door finishes are expected to be nearly as popular as stainless steel.

Still expected to be prominent.
For cooking, both gas and induction cooktops will be common, along with convection and steam ovens and microwave drawers.

**FINISH / SIZE**

- Stainless: 74%
- Black stainless: 39%
- Black/slate: 23%
- Match cabinet face: 16%
- White: 5%
- Other color: 3%

**COOKTOP**

- Gas: 47%
- Induction: 44%
- Glass electric: 9%

- Expected to replace traditional electric

**OVERN CONFIGURATION**

- 1 large oven + built-in microwave: 44%
- 1 large oven + 1 small oven: 34%
- 2 large single ovens: 27%
- 1 large single oven: 18%
- 1 large oven + warming drawer: 10%

**FINISH / SIZE**

- Standard (30") : 70%
- Wide (36") : 48%
- Narrow (24") : 6%

**OTHER FEATURES**

- Convection oven: 49%
- Steam oven: 37%
- Microwave drawer: 33%
- Speed oven: 21%
- Air fryer: 19%
- Instant pot/crockpot: 13%
- Pizza oven: 8%

**COOKING CONFIGURATION**

- Range (oven & cooktop in one): 41%
- Separate oven & cooktop units: 59%
Ventilation hoods are becoming more decorative and a focal point in the kitchen, often with stainless steel or wood finish.

**KITCHEN VENTILATION / HOODS**

<table>
<thead>
<tr>
<th>VENTING HOODS/TYPE</th>
<th>MATERIALS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional/ Hidden 39%</td>
<td>Stainless steel 65%</td>
<td></td>
</tr>
<tr>
<td>Decorative/ focal point in kitchen 61%</td>
<td>Wood 51%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Steel and glass 17%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Painted steel 14%</td>
<td></td>
</tr>
</tbody>
</table>
Large windows and French doors will help bring the outdoors inside the kitchen.

**WINDOWS/SKYLIGHTS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large windows</td>
<td>77%</td>
</tr>
<tr>
<td>Windows with fewer larger panes</td>
<td>31%</td>
</tr>
<tr>
<td>Skylights</td>
<td>27%</td>
</tr>
<tr>
<td>Windows with more smaller panes</td>
<td>5%</td>
</tr>
<tr>
<td>Glass block</td>
<td>1%</td>
</tr>
</tbody>
</table>

**OUTDOOR ACCESS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>French doors</td>
<td>48%</td>
</tr>
<tr>
<td>Sliding glass doors</td>
<td>39%</td>
</tr>
<tr>
<td>Folding glass doors</td>
<td>36%</td>
</tr>
<tr>
<td>Pocket glass doors</td>
<td>30%</td>
</tr>
</tbody>
</table>

Larger panes expected to be more popular.
PRIMARY BATHROOM DESIGN
Next Three Years
For primary bathrooms, the typical homeowner is spending between $10K - $40K.

### TYPICAL BATHROOM SPEND

<table>
<thead>
<tr>
<th>PRIMARY BATHROOM SPEND (for owner’s bedroom)</th>
<th>GUEST/ SECOND BATHROOM SPEND</th>
<th>POWDER ROOM SPEND (contains sink/toilet – no tub/shower)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$5K</td>
<td>&lt;$5K</td>
<td>&lt;$5K</td>
</tr>
<tr>
<td>$5K &lt; $10K</td>
<td>$5K &lt; $10K</td>
<td>$5K &lt; $10K</td>
</tr>
<tr>
<td>$10K &lt; $20K</td>
<td>$10K &lt; $20K</td>
<td>$10K &lt; $20K</td>
</tr>
<tr>
<td>$20K &lt; $30K</td>
<td>$20K &lt; $30K</td>
<td>$20K &lt; $30K</td>
</tr>
<tr>
<td>$30 &lt; $40K</td>
<td>$30 &lt; $40K</td>
<td>$30 &lt; $40K</td>
</tr>
<tr>
<td>$40K &lt; $50K</td>
<td>$40K &lt; $50K</td>
<td>$40K &lt; $50K</td>
</tr>
<tr>
<td>$50K +</td>
<td>$50K +</td>
<td>$50K +</td>
</tr>
</tbody>
</table>

- **97% designed**
- **80% designed**
- **69% designed**

**Typical Amounts Spent**

- <$5K: 6%
- $5K < $10K: 10%
- $10K < $20K: 19%
- $20K < $30K: 22%
- $30 < $40K: 17%
- $40K < $50K: 10%
- $50K +: 17%

- <$5K: 13%
- $5K < $10K: 21%
- $10K < $20K: 28%
- $20K < $30K: 21%
- $30 < $40K: 16%
- $30 +: 16%

- <$5K: 25%
- $5K < $10K: 36%
- $10K < $20K: 25%
- $20K < $30K: 11%
- $30 +: 4%

Base: Answered Bathroom Section (n=504)

B1. Which of the following types of residential bathrooms have you designed/specified in the past year?
Base: Designed Powder Rooms (n=350); Guest Bathrooms (n=402); Primary Bathrooms (n=487)

B2. What is the total cost to the customer of the average primary bathroom, guest, and powder room you designed/specified in the past year, including materials and labor?
Homeowners are often increasing the primary bathroom size when possible.

**PRIMARY BATHROOM LAYOUT CHANGES IN NEXT THREE YEARS**

- **Significantly larger** (50% or more increase vs current): 2%
- **Larger** (25-49% increase vs current): 23%
- **Somewhat larger** (< 25% increase vs current): 42%
- **About the same**: 32%
- **Smaller than current**: 1%

Base: Answered Bathroom Section (n=504)

B27. In the next three years, how do you think your typical client/customer will be changing their primary bathroom footprint during a bathroom remodel…
Homeowners are changing bathroom layouts by removing bathtubs to increase the shower size, taking down walls and connecting the bathroom to the closet area.

### Popular Bathroom Options for Changing Layout Next Three Years

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Removing bathtubs to increase shower size</td>
<td>60%</td>
</tr>
<tr>
<td>Taking down walls to increase primary bathroom footprint</td>
<td>40%</td>
</tr>
<tr>
<td>Connecting to closet/ dressing area</td>
<td>40%</td>
</tr>
<tr>
<td>Connecting to/ adding laundry facilities</td>
<td>20%</td>
</tr>
<tr>
<td>Adding comfortable seating</td>
<td>15%</td>
</tr>
<tr>
<td>Connecting to workout area</td>
<td>14%</td>
</tr>
<tr>
<td>Adding a coffee station</td>
<td>11%</td>
</tr>
<tr>
<td>Adding small refrigerator</td>
<td>6%</td>
</tr>
</tbody>
</table>

Clients are requesting "wet rooms" and private toilet areas. Many want to create separate his/her bathrooms if they have the space.

Open floor plan with no toe kicks, hang alone cabinetry.

A lot of request for sitting area in the bathroom and more lighting.

Better storage systems for linens, medicines and bath accessories.
Technology continues to be important in primary bathrooms, especially smart controls for floors/showers, water conservation, motion-sensor lighting, and leak detector sensors with mobile alerts.

BATHROOM TECHNOLOGY NEXT THREE YEARS
(Top 2 Box - Popular)

- Temperature control - smart control for floor/ shower: 52%
- Water conservation technology: 45%
- Motion-sensor controls for lighting: 42%
- Leak detector-embedded sensors/ mobile alert: 40%
- Mobile apps start shower/ heat bathroom: 34%
- Internet-connected products: 33%
- Integrated speakers/ audio system: 32%
- Occupancy sensors-adjust temperature/ humidity: 32%
- Built-in screen for streaming videos, music, online access: 28%
- Wall-mounted touch panel interface: 26%
- Voice-activated controls: 26%
- Preset lighting schemes for different times of day: 24%
- Electric power failure detector with mobile alerts: 21%

The primary bath is for relaxation and wellness. It is not a very “talkative” space. I wouldn’t say that voice integration will be as big here as it is in the kitchen. Touchless, motion, smartphone controls will be far more important.

I am not seeing a lot of interest in TVs in the primary bath. Clients are trying to get away from things like this. Tech that is useful, that is helpful, but not highly intrusive (practically invisible) will be huge.

More so among those designing for Millennials (34%)
Bathroom design styles that promote a clean and calm feeling will be most popular in the next few years.

**POPULAR BATHROOM STYLES NEXT THREE YEARS**
(Top 2 Box - Popular)

- Contemporary: 57%
- Transitional: 53%
- Organic/Natural: 47%
- Coastal/Beach: 29%
- Farmhouse/Cottage: 29%
- Mid-Century: 27%
- Eclectic: 26%
- Industrial: 21%
- Traditional: 16%
- Craftsman: 16%
- Mediterranean/Old World: 6%

More so among those designing for Millennials

**Thoughts on Styles**

- Contemporary
  - Anything clean and sleek without being too contemporary. Easy to clean and lighter, brighter colors.

- Transitional
  - Spa like, with more greens and wood tones will keep it feeling spacious and calming.
  - We are moving towards warmer, pastel tones to promote relaxation and feel welcoming. We will see more biophilic being brought in, to bring the outdoors inside.

- Organic/Natural
  - Modern. People are looking for a clean, uncluttered look and accessories for ease of use.
  - Organic, calming, serene, minimalist.
  - I see an updated minimalist style becoming popular…fewer well-made things, that keep spaces easier to clean and are more sustainable by nature.
  - Clean looking to enhance a clean feeling - clean simple lines.

- Coastal/Beach
  - Designs are evolving to include items from several different styles. For example, a modern bathroom may have elements of Organic design included, or a touch of Mid-Century. The blended styles are becoming more prominent and becoming a style of their own.
To achieve these bathroom styles, many designers will use color schemes of whites, grays, blues and beiges.

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whites/Off whites</td>
<td>49%</td>
</tr>
<tr>
<td>Grays</td>
<td>30%</td>
</tr>
<tr>
<td>Blues</td>
<td>26%</td>
</tr>
<tr>
<td>Beiges/Bones</td>
<td>26%</td>
</tr>
<tr>
<td>Blacks</td>
<td>16%</td>
</tr>
<tr>
<td>Greens</td>
<td>11%</td>
</tr>
<tr>
<td>Golds/Saffrons</td>
<td>7%</td>
</tr>
<tr>
<td>Sepia tones</td>
<td>7%</td>
</tr>
<tr>
<td>Bronzes/Terracotta</td>
<td>6%</td>
</tr>
<tr>
<td>Silvers</td>
<td>5%</td>
</tr>
<tr>
<td>Browns</td>
<td>3%</td>
</tr>
<tr>
<td>Purples/Violets</td>
<td>2%</td>
</tr>
<tr>
<td>Reds</td>
<td>0%</td>
</tr>
</tbody>
</table>

Base: Answered Bathroom Section (n=504)

B30. Which of the following color schemes will be extremely popular over the next 3 years in primary bathrooms?
PRIMARY BATHROOM INNOVATION
Next Three Years

Designer: Bill Livingston, CKD
Photography: Frank Wayne Photo
Some designers and specifiers are seeing new product innovation for showers, bathroom technology, faucets, toilets and vanities.

![INNOVATION IN BATHROOM DESIGN](chart)

- **Showers/shower surround**: 17%
- **Technology solutions**: 14%
- **Faucets**: 13%
- **Toilets**: 13%
- **Vanities/cabinetry**: 12%
- **Flooring**: 7%
- **Hardware/accessories**: 7%
- **Countertops**: 7%
- **Lighting**: 5%
- **Bathtubs/sensory deprivation tanks**: 3%
- **Sinks**: 1%
- **Windows/skylights**: 0%
Designers are seeing innovative materials for the shower, bidets and smart toilets, and new styles for vanities especially floating or free-standing.

**INTERESTING NEW PRODUCTS IN BATHROOMS**

**SHOWERS**
- Materials: 28%
- Technology solutions: 14%
- Doors/panels: 12%
- Size(s)/height(s)/width(s)/shape(s): 10%
- Easier to clean surfaces: 7%
- Hardware/accessories (grab bars, drains): 6%

Open showers, aromatherapy showerheads, heated shower seats, programmable showers, large format wall panels (porcelain), LED lighting in shower niches, antimicrobial venting system.

Larger format surrounds, less grout lines.

**TOILETS**

- Bidet(s)/smart toilets: 68%
- Technology solutions: 21%
- Self-cleaning options: 14%
- Integrated options: 10%
- Lighting/LED: 6%
- Size(s)/height(s)/width(s)/shape(s): 6%

Intelligent toilets or integrated toilets with bidet seats.

Desire for bidets has really increased, as well as self-closing lids.

Smart toilets. Built in hygiene features, handsfree, phone apps.

**VANITIES**

- New styles/colors/designs: 15%
- Floating/free-standing: 10%
- Easy-to-clean/maintain: 9%
- Versatility/more options: 9%
- Material: 7%
- Lighting/LED: 5%

Floating vanities are huge right now, along with open shelving. A lot of customers are going away from the "traditional" vanity.

Combinations of materials used for the cabinets. Wood stained, painted and laminate are used in a variety of ways for the cabinets.
New technology is driving innovation for faucets along with new designs/ styles.

INTERESTING NEW PRODUCTS IN BATHROOMS

FAUCETS

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology solutions</td>
<td>50%</td>
</tr>
<tr>
<td>New styles/ colors/ designs</td>
<td>41%</td>
</tr>
<tr>
<td>Size(s)/ height(s)/ width(s)/ shape(s)</td>
<td>6%</td>
</tr>
<tr>
<td>Brand/ better quality</td>
<td>5%</td>
</tr>
</tbody>
</table>

Larger faucets with more clearance for washing face, some with sprayers to clean sink.

Voice-activation, touch or hands-free, pull-down bathroom faucets.

Matte black finishes! It is starting to translate across other products like towel bars and hardware as well.
It is absolutely stunning!

TECHNOLOGY SOLUTIONS

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showers</td>
<td>12%</td>
</tr>
<tr>
<td>Lighting/ LED</td>
<td>7%</td>
</tr>
<tr>
<td>Faucets</td>
<td>7%</td>
</tr>
<tr>
<td>Integrated options</td>
<td>7%</td>
</tr>
<tr>
<td>Smart toilets/ bidets</td>
<td>4%</td>
</tr>
</tbody>
</table>

Integrated TV in mirror. Electronically-controlled shower systems.

Voice-controlled plumbing systems, digital plumbing controls and leak detector.

Fully-integrated systems for all controls within the bathroom; separate settings for mood/ time of day, etc.
Some designers and specifiers are looking for more innovation with hardware (grab bars, drains), vanities, sinks and windows.

**Areas Needing More Innovation**

- Hardware/ accessories: 17%
- Vanities/ cabinetry: 12%
- Sinks: 12%
- Windows/ skylights: 10%
- Showers/ shower surround: 9%
- Countertops: 8%
- Toilets: 7%
- Flooring: 7%
- Lighting: 6%
- Faucets: 5%
- Bathtubs/ sensory deprivation tanks: 4%
- Technology solutions: 4%

Base: Answered Bathroom Section (n=504)

B13. And conversely, which category do you feel has been the most stagnant, and needs to innovate more aggressively?
Designers would like more stylish grab bars, ADA options; and for vanities, they want more styles, sizes and integrated technology.

**AREAS NEEDING MORE INNOVATION**

**HARDWARE (grab bars, drains)**

- New styles/colors/designs: 37%
- Handicap/ADA/aging options: 15%
- Functional design: 8%
- Size/height/width/shape: 7%

*Stylish and designer grab bars for showers and toilets (to age-in-place). Needs to look modern and sleek and blend in with tile and marble. Easy to install without cracking tile or marble.*

*More ADA-options and styles.*

**VANITIES**

- New styles/colors/designs: 18%
- Size/height/width/shape: 12%
- Technology solutions: 10%
- Material: 8%
- Integrated options: 7%

*More cabinet companies offer drawer units that accommodate plumbing, more sizes of double sink vanity units, more interesting finishes.*

*Power in drawers and lighting.*

Base: Answered Hardware Most (n=87); Vanities Most (n=61); Sinks (n=60); Windows/Skylights (n=48)

B14. What would you like to see more of in [RESPONSE]? (OPEN END)
Designers are also looking for more sink colors, shapes, sizes and more functions for windows and skylights in the primary bathroom.

**AREAS NEEDING MORE INNOVATION**

**SINKS**

- New styles/ colors/ designs: 30%
- Size/ height/ width/ shape: 20%
- Material: 15%
- Easy-to-clean materials: 10%

  *More sink material options displayed on Pinterest, Houzz or HGTV so clients can start to get the idea that other materials are ok to have, not just white porcelain.*

  *More shapes and deeper undermount sinks.*

**WINDOWS/SKYLIGHTS**

- Lighting: 21%
- Technology solutions: 10%
- Size/ height/ width/ shape: 8%

  *Light sensitive - like transition lenses - darken with the sun.*

  *Adaptable skylights for high installations with electric/voice operated window treatments.*

Base: Answered Hardware Most (n=87); Vanities Most (n=61); Sinks (n=60); Windows/Skylights (n=48)
B14. What would you like to see more of in [RESPONSE]? (OPEN END)
PRIMARY BATHROOM SPECIFICS
Next Three Years
For primary bathroom countertops, many designers will be using a light-colored quartz.

### MATERIALS

- Quartz: 74%
- Quartzite (natural stone): 30%
- Granite: 19%
- Marble: 17%
- Solid surface/Corian: 16%
- Ceramic/porcelain tile: 9%
- Concrete: 8%
- Soapstone: 4%
- Wood: 4%
- Mixed/blended materials: 2%
- Stainless steel: 1%
- Laminate: 1%
- Copper: 0%
- Limestone: 0%

### VANITY TOP COLORS

- Lighter: 65%
- Similar: 21%
- Darker: 15%
Painted or wood grain finishes for floating or free-standing vanities will be popular, with flat or recessed panel doors.

### Facing Materials
- Full painted wood: 69%
- Full wood grain: 58%
- Full laminate: 15%
- Frosted glass inserts: 11%
- Full acrylic: 9%
- Full metal: 5%
- Clear glass inserts: 5%

### Door Style
- Flat panel/Slab: 53%
- Recessed panel: 41%
- Raised panel: 6%

### Tone/Color
- Medium: 49%
- Light: 41%
- Dark: 9%

### Style
- Floating vanities: 64%
- Free-standing vanities: 49%
- Built-in vanities: 35%
- Open shelving: 26%

### Hardware
- Decorative hardware will still be popular: 63%
- Integrated hardware (finger pull, touch open): 37%

---

Base: Answered Bathroom Section (n=504)

B32. Which of the following cabinet/vanity materials or styles will be extremely popular over the next 3 years?
Primary bathroom storage is key, especially for linens. Vanities or medicine cabinets with electrical outlets, backlighting and connected mirrors will also be popular.

### STORAGE

<table>
<thead>
<tr>
<th>Storage Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linen storage</td>
<td>63%</td>
</tr>
<tr>
<td>Vanities with electrical outlets</td>
<td>59%</td>
</tr>
<tr>
<td>Medicine cabinet with electrical outlet</td>
<td>54%</td>
</tr>
<tr>
<td>Open shelving</td>
<td>38%</td>
</tr>
<tr>
<td>Free-standing storage cabinets</td>
<td>35%</td>
</tr>
<tr>
<td>Medicine cabinet</td>
<td>9%</td>
</tr>
<tr>
<td>Toilet topper cabinet</td>
<td>8%</td>
</tr>
<tr>
<td>Console tables</td>
<td>7%</td>
</tr>
</tbody>
</table>

### MIRRORS

<table>
<thead>
<tr>
<th>Mirror Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backlit</td>
<td>57%</td>
</tr>
<tr>
<td>Connected mirror with internet access</td>
<td>53%</td>
</tr>
<tr>
<td>Make-up/grooming</td>
<td>47%</td>
</tr>
<tr>
<td>Frameless</td>
<td>37%</td>
</tr>
<tr>
<td>Wood or metal framed</td>
<td>30%</td>
</tr>
<tr>
<td>Full length</td>
<td>23%</td>
</tr>
<tr>
<td>Wall-to-wall</td>
<td>10%</td>
</tr>
</tbody>
</table>
For the primary bathroom, white, under-mount sinks will be used in a variety of materials: vitreous china, porcelain or composite.

### SINK MATERIAL
- Vitreous china: 55%
- Porcelain/ cast iron: 50%
- Composite/ solid surface: 40%
- Decorative metal: 15%
- Glass: 7%
- Stainless steel: 6%

### CONFIGURATION/BOWLS
- Under-mount: 77%
- Integrated sink/ countertop: 44%
- Trough: 19%
- Vessel: 15%
- Wall-hung: 9%
- Drop-in: 6%
- Console: 5%
- Pedestal: 3%

### COLORS
- White: 84%
- Beige/ bisque/ bone/ almond: 18%
- Earth tone: 18%
- Silver/ gray: 12%
- Bold color: 10%
- Stainless/ nickel: 9%
- Black: 7%
- Hand-painted: 4%
- Pastel color: 3%
For bathroom faucets, matte and brushed finishes will be popular in black, nickel and some chrome.

### Color

- Black: 36%
- Nickel/ pewter: 32%
- Chrome: 26%
- Stainless: 21%
- Brass: 19%
- Black stainless: 16%
- Rose gold: 11%
- Bronze/ oil-rubbed: 10%
- Ombre/ Mixed: 7%
- Powder-coated bold color: 5%
- Copper: 3%
- White: 2%

### Finish

- Matte: 53%
- Brushed: 46%
- Polished: 32%
- Satin: 31%
- Natural: 11%
- Antique: 5%

### Features

- Motion/ hands-free: 62%
- Lever: 49%
- Touch/ tap: 42%
- Voice-activated: 18%

---

Although stainless tops the list for kitchen, black is the leading color for bathrooms.

---

Base: Answered Bathroom Section (n=504)
B34. Which of the following faucet finishes and features will be extremely popular in primary bathrooms over the next 3 years?

---

58
For flooring, ceramic porcelain tile will be key, especially with the addition of heat.
Designers will be using multiple lighting sources in bathrooms, in mirrors, showers, sconces and vanities with the addition of dimmer switches, motion-sensors or connected controls.

**BATHROOM LIGHTING**

<table>
<thead>
<tr>
<th>TYPE/LOCATION</th>
<th>Controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting in mirrors</td>
<td>Dimmer switches</td>
</tr>
<tr>
<td>Shower lighting</td>
<td>67%</td>
</tr>
<tr>
<td>Recessed lights</td>
<td>62%</td>
</tr>
<tr>
<td>Scones/ wall lights</td>
<td>57%</td>
</tr>
<tr>
<td>Vanity lighting</td>
<td>53%</td>
</tr>
<tr>
<td>Interior-cabinet lighting</td>
<td>49%</td>
</tr>
<tr>
<td>Hard-wired makeup mirrors</td>
<td>36%</td>
</tr>
<tr>
<td>Pendant lights</td>
<td>35%</td>
</tr>
<tr>
<td>Chandeliers/ large pendants</td>
<td>26%</td>
</tr>
<tr>
<td>Floor lighting</td>
<td>22%</td>
</tr>
<tr>
<td>Art lights</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Art lights</td>
</tr>
</tbody>
</table>

**CONTROLS**

- Dimmer switches: 63%
- Motion-sensor lighting: 57%
- Connected/ voice controls: 56%
- Traditional locally-placed switches: 39%
- Centrally-located controls/ keypad: 33%

**Base:** Answered Bathroom Section (n=504)
B36. Which of the following lighting types and finishes will be extremely popular in primary bathrooms over the next 3 years?
For showers, designers will be using large tile, slabs or long subway tiles and configuring a shower and separate tub when possible.

**BATHTUB / SHOWER OPTIONS**

**SHOWER/ TUB SURROUND**

- Large tile: 56%
- Slab: 32%
- Long subway: 29%
- Herringbone: 12%
- Long narrow rectangle strips: 11%
- Small tile/mosaic: 11%
- Short subway: 8%
- Square: 5%
- Pebble: 3%

**CONFIGURATIONS**

- Separate tub and shower: 57%
- Shower only: 38%
- Tub with shower: 5%
- Tub only: 0%
Many shower features applicable for aging are becoming popular, especially a built-in seat, zero clearance entry and grab bars.

### SHOWER OPTIONS

#### FEATURES

- **Seat in shower**: 80%
- **Hand-held shower head**: 73%
- **Zero clearance entry**: 67%
- **Grab bars**: 61%
- **Rain showerhead**: 59%
- **Thermostatic shower**: 46%
- **Overhead LED lighting**: 44%
- **Steam shower**: 42%
- **Body sprays/jets**: 37%
- **Water-saving fittings**: 36%
- **Music/entertainment**: 31%
- **Shower pan**: 30%
- **Integrated heating**: 27%
- **Chroma therapy**: 15%

#### SHOWER GLASS

- **Clear**: 89%
- **Frosted**: 25%
- **Decorative**: 14%

#### DOOR CONFIGURATIONS

- **No door-open shower entrance**: 54%
- **Swinging shower door**: 51%
- **Wet room**: 35%
- **Sliding shower door**: 23%

#### SHOWER DRAIN

- **Linear**: 83%
- **Square**: 57%
- **Round**: 14%

#### SHOWER SIZE

- **Two-person shower**: 83%
- **One-person shower**: 27%
- **Other**: 3%

---

**Base**: Stand Alone Shower Included in Design (n=476)

K37a. Which of the following shower options will be extremely popular in primary bathrooms over the next 3 years?
Designers anticipate freestanding or soaking tubs will be most popular in the next three years.

**TUB OPTIONS**

- **Freestanding tub**: 70%
- **Soaking tub**: 66%
- **Freestanding air tub**: 30%
- **Non-slip floor tub**: 29%
- **Grab bars in tub**: 24%
- **Freestanding whirlpool tub**: 19%
- **Standard tub with shower surround**: 16%
- **Air tub with shower surround**: 12%
- **Seat in tub**: 11%
- **Walk-in tub**: 11%
- **Whirlpool tub with shower surround**: 8%
- **Float tank**: 6%

**MATERIALS**

- **Solid surface/ composite/ resin/ acrylic**: 66%
- **Porcelain/cast iron**: 51%
- **Fiberglass**: 31%
- **Specialty**: 13%

Base: Tub Included in Design(n=314)

B37b. Which of the following tub options will be extremely popular in primary bathrooms over the next 3 years?
TOILETS, VENTING, SAFETY OPTIONS

Smart features in both toilets and exhaust fans, LED bulbs, grab bars, and water efficient faucets are expected to be very popular.

**TOILET**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart toilet of today</td>
<td>60%</td>
</tr>
<tr>
<td>Low-water flow toilets</td>
<td>49%</td>
</tr>
<tr>
<td>Smart bidet toilet seat</td>
<td>44%</td>
</tr>
<tr>
<td>Bidet</td>
<td>28%</td>
</tr>
<tr>
<td>Wall-hung lavatories w/ pipe protection</td>
<td>23%</td>
</tr>
<tr>
<td>Adjustable height toilets</td>
<td>23%</td>
</tr>
<tr>
<td>Smart toilet of future</td>
<td>13%</td>
</tr>
</tbody>
</table>

**FANS/VENTING**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humidity/steam-sensor exhaust fans</td>
<td>69%</td>
</tr>
<tr>
<td>Energy-efficient exhaust fan</td>
<td>58%</td>
</tr>
<tr>
<td>Motion-sensor exhaust fan</td>
<td>29%</td>
</tr>
</tbody>
</table>

**SUSTAINABILITY & SAFETY**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LED Lightbulbs</td>
<td>76%</td>
</tr>
<tr>
<td>Grab bars</td>
<td>67%</td>
</tr>
<tr>
<td>Water-efficient/low-flow shower heads</td>
<td>52%</td>
</tr>
<tr>
<td>Additional/enlarged windows for natural light</td>
<td>51%</td>
</tr>
<tr>
<td>Water-efficient/low-flow sink faucets</td>
<td>50%</td>
</tr>
</tbody>
</table>

Base: Answered Bathroom Section (n=504)
B38. Which of the following toilet and venting options will be extremely popular in primary bathrooms over the next 3 years?
B39. Which of the following products will be extremely popular in primary bathrooms over the next 3 years?
Large windows and skylights will help bring the outdoors into the bathroom and most designers plan to use tile or paint on the walls.

**BATHROOM WINDOW/DOORS AND WALL COVERINGS**

**WINDOWS/SKYLIGHTS**

- **Large windows**: 55%
- **Skylights**: 41%
- **Windows with fewer larger panes**: 28%
- **Windows with more smaller panes**: 6%
- **Glass block**: 4%

**WALL COVERINGS**

- **Tile**: 72%
- **Paint**: 68%
- **Wallpaper**: 29%
- **Wood**: 9%

Larger panes expected to be more popular
**RESPONDENT PROFILE**

**PROFESSION**
- 52% Designers
- 48% Specifiers
  (showrooms, dealers, specialists, manufacturers, remodelers, general contractors, architects)

**GENDER**
- 68% Female
- 32% Male

**AGE**
- 48 Years
  (Average)

**MEMBERSHIP**
- 78% Members

**COUNTRY**
- 95% US
- 5% Canada

**US REGION**
- 25% West
- 21% Midwest
- 20% Northeast
- 14% Southeast
- 7% Southwest

Base: Total (n=694)
# Respondent Profile

**Base:** Designer (n=368); Non-designer (n=348)

<table>
<thead>
<tr>
<th>Total</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong># Kitchens Designed Past Year</strong></td>
<td>%</td>
</tr>
<tr>
<td>1 to 4</td>
<td>22</td>
</tr>
<tr>
<td>5 to 9</td>
<td>20</td>
</tr>
<tr>
<td>10 to 14</td>
<td>15</td>
</tr>
<tr>
<td>15 or more</td>
<td>42</td>
</tr>
<tr>
<td><strong># Bathrooms Designed Past Year</strong></td>
<td>%</td>
</tr>
<tr>
<td>1 to 4</td>
<td>25</td>
</tr>
<tr>
<td>5 to 9</td>
<td>24</td>
</tr>
<tr>
<td>10 to 14</td>
<td>16</td>
</tr>
<tr>
<td>15 or more</td>
<td>33</td>
</tr>
<tr>
<td><strong>Specified, Built or Sold Products – Residential Kitchens</strong></td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>97</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td><strong>Specified, Built or Sold Products – Residential Bathrooms</strong></td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>94</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
</tr>
</tbody>
</table>
COVID INFLUENCES ON DESIGN – CODED RESPONSES FOR OPEN END

- **Convenience/ Function (Net)**: 49%
  - Dedicated space (work, school): 26%
  - Function/ functional space/ organized space: 17%

- **Space/ Area Design (Net)**: 46%
  - Specific Areas: 23%
  - Kitchen area: 20%
  - Bathroom/ tub/ shower design: 11%
  - Storage: 19%
  - Storage area/ more/ increased storage space: 18%
  - Miscellaneous Space/ Area Design: 29%
  - More/ additional space (unspecified): 12%

- **Sanitizing/ Cleaning (Net)**: 21%
  - Sanitized/ clean surfaces: 13%
  - Hands-free/ touchless/ motion-activated products: 10%

- **Aesthetics/ Quality (Net)**: 16%
  - Technology solutions: 14%
All NKBA market research reports are available through the NKBA Store at https://store.nkba.org/collections/research

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