NKBA 2014 Kitchen & Bath Style Report

CLEANER, MORE CONTEMPORARY DESIGNS TO DOMINATE IN 2014

NKBA National Kitchen & Bath Association

nkba.org

THE NATIONAL KITCHEN & BATH ASSOCIATION 2014 KITCHEN AND BATH STYLE REPORT

Cleaner, more contemporary designs to dominate in 2014 along with demand for universal design and easy maintenance features

Consumers will be cleaning up their kitchens and baths in 2014, at least from a design standpoint, according to the annual Design Trends Survey released by The National Kitchen & Bath Association (NKBA).

Overall NKBA expects more contemporary kitchens and baths, with clean, minimal lines and little ornamentation, along with universal design amenities and easy-maintenance features.

The outlook is based on the Association's annual Design Trends Survey with more than 420 designer members from the United States and Canada participating. In the enhanced 2014 survey, NKBA designers reported on a full year of 2013 trends and then predicted which ones will flourish, and fade, in 2014.

They represent a broad scope of price points, creating kitchens from under \$20,000 to more than \$100,000 and baths from under \$5,000 to more than \$30,000.

This year, consumers want kitchens that have "simple lines and not as much frou-frou, and are more about good storage and space planning," summed up one NKBA designer.

Consumers want bathrooms to be "spaces to retreat and relax," commented one member, "with luxurious details whenever possible." Another sees "a general move toward simplicity in style, minimal color, but maximizing the features and storage."

They are also demanding more universal design features. Fifty-seven percent of NKBA designers specified accessible and/or universal design features in bathrooms in 2013 and 56% incorporated them into kitchens. A majority of respondents anticipate adding more of these features such as shower benches, comfort-height toilets and vanities in baths; and microwave drawers and touch-activated or touch-less kitchen faucets in 2014. The demand for easy maintenance spaces and products is also growing.

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KITCHEN TRENDS

STYLE

Contemporary will be the fastest growing kitchen style in 2014, with 62% of respondents saying it's on the upswing after ending 2013 in second place. Transitional maintained a very small lead as the number one look for kitchens.

Shaker styling is a solid third due in part to its versatility. "More and more customers are going for a Shaker door as it can either lend itself to traditional or contemporary," explained one NKBA designer.

Traditional ended 2013 as the fourth most popular kitchen style, and designers expect that to hold steady in 2014.

The highly ornamented Tuscan and Provincial looks with their distressed and/or glazed finishes are passé, as is country/rustic. Some 58% of NKBA designers surveyed report Tuscan is declining and 51% said the same for Provincial.

Specified in 2013

1. Transitional
2. Contemporary
3. Shaker
4. Traditional
5. Country/Rustic
6. Cottage
7. Arts & Crafts
8. Retro/Mid-Century Modern
9. Tuscan
10. Asian Fusion
11. Provincial

Growing in 2014

1. Contemporary
2. Transitional
3. Shaker

Declining in 2014

1. Tuscan
2. Country/Rustic
3. Provincial

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COLOR SCHEMES

Gray will be the fastest growing color scheme in 2014, according to 71% of respondents. It ended 2013 neck-and-neck with whites and off-whites, which are still the most popular overall color scheme.

Specified in 2013

1. Whites and off-whites
2. Grays
3. Beiges/Bones

Growing in 2014

1. Grays
2. Whites and off-whites

Declining in 2014

1. Reds
2. Bronzes/Terracottas
3. Greens
4. Beiges/Bones

WOOD CABINETS

Currently cherry claims the top spot for wood cabinets, maple lands in second place and alder comes in third. But watch for walnut to grow in 2014. On the way out: oak, hickory and pine.

Glass doors were specified by 90% of respondents in 2014 and are expected to grow strongly in 2014.

Furniture-type pieces were specified by eight out of 10 respondents in 2013 and 56% expect to do more in 2014.

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Specified in 2013

1. Cherry
2. Maple or bird's eye maple
3. Alder
4. White or red oak
5. Hickory
6. Walnut
7. Birch
8. Bamboo
9. Mahogany
10. Lyptus
11. Pine
12. Ash

Growing in 2014

1. Maple or bird's eye maple
2. Alder
3. Walnut

Declining in 2014

1. White or red oak
2. Hickory
3. Pine

CABINET FINISHES

White paint was the number one cabinet finish in 2013, but many NKBA designers predict a whiteout in 2014. Some 61% of respondents forecast painted finishes other than white will score the biggest increase this year.

Dark natural finishes claimed second place in 2013, and many designers see them growing 2014. Nearly tied in third place are medium natural stains, stained and glazed finishes, and painted and glazed finishes. Medium natural finishes are expected to hold their own in 2014 but stained and glazed finishes are expected to slip.

The distressed look on cabinets is expected to fall out of favor in 2014 with 41% of respondents noting its demise.

Specified in 2013

1. White painted
2. Dark natural stain
3. Medium natural stain
4. Stained and glazed, and painted and glazed tied
5. Light natural stain and other color than white painted tied
6. Distressed

Growing in 2014

1. Other color than white painted
2. White painted
3. Dark natural stain

Declining in 2014

1. Distressed
2. Stained and glazed
3. Light natural stain, and painted and glazed tied

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COUNTERTOPS

Some 70% of respondents see quartz countertops increasing in 2014. At the end of 2013, granite and quartz were almost tied for the top spot in countertop materials, at 91% and 90% respectively. Almost a quarter of respondents specified countertops with recycled materials and 40% expect to do more in 2014.

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Specified in 2013

1. Granite
2. Quartz
3. Solid surface
4. Laminate
5. Butcher block
6. Marble
7. Wood (other than butcher block)
8. Stainless steel
9. Other stone (not marble or granite)
10. Concrete
11. Glass
12. Ceramic or porcelain tile

Growing in 2014

1. Quartz (by a large margin)
2. Butcher block and other wood tied

Declining in 2014

1. Solid surface
2. Laminate

BACKSPLASHES

Glass, now number three for backsplashes, is predicted to grow in popularity in 2014.

Specified in 2013

1.Ceramic or porcelain tile

2. Natural stone tile

3. Glass

Growing in 2014

1. Glass

2. Ceramic or porcelain tile

3. Natural stone tile

Declining in 2014

1. Laminate

2. Painted wallboard

3. Solid surface

FLOORING

Wood and ceramic/porcelain tile are expected to continue as the two most popular flooring materials.

Forty-one percent of designer specified electric radiant floor heating in 2013 and more than half see that increasing in 2014.

Specified in 2013

1. Wood
2. Ceramic or porcelain tile
3. Natural stone tile
4. Vinyl or linoleum
5. Laminate
6. Cork

Growing in 2014

1. Wood
2. Ceramic or porcelain tile
3. Natural stone tile

Declining in 2014

1. Vinyl or linoleum
2. Laminate
3. Natural stone tile

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SINKS

Stainless steel is the most popular sink material with porcelain enamel a distant second. Granite composite, now number three, is expect to grow in 2014.

2013

1. Stainless steel
2. Porcelain enamel
3. Granite composite

Growing in 2014

1. Granite composite
2. Stainless steel

Declining in 2014

1. Solid surface
2. Porcelain enamel

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FAUCET FINISHES

Satin nickel is the most popular faucet finish, followed closely by polished chrome, which is expected to be the fastest growing finish in 2014. The jury is out on bronze/oil-rubbed bronze, with designers split on whether it will decline or grow in 2014.


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Specified in 2013

1. Satin nickel
2. Polished chrome
3. Brushed nickel
4. Stainless steel
5. Bronze/Oil-rubbed bronze
6. Polished nickel
7. Brushed chrome
8. Black
9. Brushed brass
10. White
11. Polished brass

Growing in 2014

1. Polished chrome
2. Satin nickel
3. Stainless steel

Declining in 2014

1. Bronze/Oil-rubbed bronze
2. Polished brass

FAUCET TYPE

Pullout faucets will continue to dominate the market in 2014 while touch-activated faucets are expected to grow at the expense of standard faucets. Almost 40% of designers specified water-saving faucets in 2013, and 47% see the market expanding in 2014.

Specified in 2013

1. Pullout faucet
2. Standard faucet and touch-activated faucets tied

Growing in 2014

1. Pullout faucet
2. Touch-activated faucet

Declining in 2014

1. Standard faucet
2. Pot filler faucet

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SINK ACCESSORIES

About 46% of designers specified soap/lotion dispensers in 2013 and designers were mixed as to whether their popularity would hold steady or decline in 2014.

Forty-one percent of designers specified water filters/purifiers in 2013 and 42% expect to do more in 2014.

COOKING APPLIANCES

Microwave drawers, convection ovens and gas cooktops are all poised for growth in 2014, while freestanding microwaves, electric cooktops and warming drawers are predicted to decline.

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Specified in 2013

Range - 85%

Gas cooktop - 84%

Double wall oven - 77%

Wall-mounted microwave - 68%

Convection oven - 68%

Single wall oven - 65%

Microwave drawer - 57%

Electric cooktop - 57%

Induction cooktop - 57%

Warming drawer - 54%

Steam oven - 27%

Pizza oven - 8%

Growing in 2014

1. Microwave drawer
2. Convection oven
3. Gas cooktop

Declining in 2014

1. Freestanding microwave
2. Electric cooktop
3. Warming drawer

APPLIANCES Energy-saving appliances were specified by 63% of respondents in 2013 and six out of 10 see the market growing in 2014.

REFRIGERATORS

The French door refrigerator shows no signs of retreating from its leading position. Side-by-sides and top freezer configurations are dwindling though.

Specified in 2013

French door refrigerator - 80%

Under counter wine refrigerator - 72%

Built-in cabinet depth refrigerators/freezers - 71%

Freezer-bottom refrigerator - 70%

Under counter refrigerator - 59%

Built-in integrated or hidden refrigerators/freezers - 56%

Side-by-side refrigerator/freezer - 53%

Free-standing refrigerators- -47%

Separate refrigerator and freezer units - 44%

Separate ice maker - 37%

Drawer type refrigerator/freezer - 34%

Freezer-top refrigerator - 26%

Full size wine refrigerator - 18%

Growing in 2014

1. French door refrigerator
2. Freezer-bottom refrigerator
3. Built-in cabinet depth refrigerators/freezers

Declining in 2014

1. Freezer-top refrigerator
2. Side-by-side refrigerator/freezer

DISHWASHERS

Drawer-type dishwashers are the least popular configuration and the jury is out on whether they will increase or decrease in 2014. Integrated units are on the rise, as is the trend to two dishwashers.

Specified in 2013

Standard dishwasher - 83%

Integrated dishwasher - 50%

Two dishwashers in one kitchen - 45%

Drawer-type dishwasher - 42%

Growing in 2014

1. Integrated dishwasher
2. Two dishwashers in one kitchen
3. Drawer-type dishwasher (also noted as declining by the same percentage

Declining in 2014

1. Drawer-type dishwasher (same percent as said growing)

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OTHER APPLIANCES

- Built-in coffeemakers: 30% specified in 2013, with 37% saying they will increase in 2014
- Instant hot water dispensers: 41% specified in 2013, with 30% saying they will increase in 2014
- Trash compactors: 22% specified in 2013 with 58% saying they will decrease in 2014
- Under-sink garbage disposals: 65% specified in 2013 with no change expected in 2014

STORAGE FEATURES

Specified in 2013

1. Trash/recycling pullouts - 93%
2. Rollouts/pullouts - 92%
3. Tall pantries - 90%
4. Lazy Susans - 86%
5. Spice pullouts - 85%
6. Wine racks (not refrigeration) - 63%
7. Appliance garages - 59%

Growing in 2014

1.Trash/recycling pullouts
2. Pullouts/rollouts
3. Spice pullouts

Declining in 2014

1. Appliance garages
2. Wine racks (not refrigeration)

LIGHTING

Whopping increases are expected for LEDs in all types of kitchen lighting this year while incandescents will sharply decline.

LEDs already lead the way in general, task and accent lighting. Incandescents are the second most common general kitchen lighting. Halogen, now the third most popular general kitchen lighting, will decrease in 2014.

For task lighting, halogen is second most popular after LEDs, followed very closely by xenon. Incandescent and compact fluorescent task lighting will drop in 2014.

After LEDs, halogen is the second most used accent lighting but will drop in 2014.

Nine out of 10 designers specified under-cabinet lighting in 2014 and seven out of 10 specified interior cabinet lighting. Forty percent expect to see demand for under-cabinet lighting increase in 2014, and 38% expect to see demand rise for interior cabinet lighting.


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WINDOWS & DOORS

Seventy percent of designers said they specified some type of window or door in conjunction with a kitchen project. French doors were the most popular at 70%; greenhouse windows, the least popular at 15%. French doors are predicted to grow in 2014.

Sixty percent specified casement windows and 55%, double hung. More designers see casement windows growing in 2014 than double hung.

ELECTRONICS/OFFICES

Tethered as we are to our electronic devices, two-thirds of designers incorporated docking and/or charging stations in their kitchens, as well as a desk or home office area. Some 56% included a flat-screen TV. And these trends show no signs of powering down.

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BATH / TRENDS

STYLE

Contemporary has now surpassed transitional, taking over as the number one bathroom style, specified by 68% of respondents. And 54% expect it to increase in their markets in 2014.

Transitional has slipped to second place with 65% of respondents specifying it. But designers are not counting it out in 2014; 43% expect to do more transitional baths.

Representing up to three-quarters of the market just a few years ago, traditional bathrooms are now the third most popular style with 62% of respondents specifying them and no major change anticipated in 2014.

Specified in 2013

1. Contemporary
2. Transitional
3. Traditional
4. Shaker
5. Cottage
6. Country/Rustic
7. Arts & Crafts and Retro/
   Mid-Century Modern (tied)
8. Asian Fusion
9. Provincial
10. Tuscan

Growing in 2014

1. Contemporary
2. Transitional
3. Shaker

Declining in 2014

1. Country/Rustic
2. Tuscan
3. Provincial

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COLOR SCHEMES

Gray, the third most popular color scheme in 2013, will be by far the fastest growing in 2014, according to 58% of designer respondents.

Beige and bone color schemes have moved into the number one spot, with 73% of the market, followed very closely by whites and off whites, at 70%. Whites and off whites are expected to grow more rapidly in 2014, while beige and bone are expected to hold steady.

FIXTURE COLORS

White is in the top spot and is predicted to grow even more in 2014. Beige/bisque/bone/almond fixtures, now the second most popular, are expected to decline in 2014. Silver/gray fixtures, now a distant third, may increase slightly in 2014. Perhaps because of the desire for easy maintenance, black is the least popular fixture color and is predicted to decline even more in 2014.


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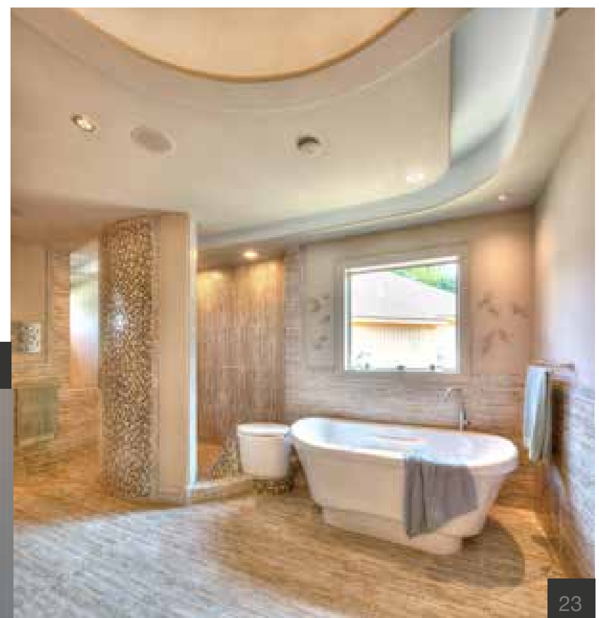
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FAUCETS

Polished chrome earns the top spot in bathroom faucet finishes and is anticipated to have the most growth in 2014. NKBA designers look to polished nickel faucets, now in fourth place, to be the second fastest growing in 2014. Almost half of designers specified water-saving faucets and fixtures in 2013, with 44% predicting demand will grow in 2014.

Specified in 2013

1. Polished chrome
2. Satin nickel
3. Brushed nickel
4. Polished nickel
5. Bronze/oil-rubbed bronze
6. Stainless steel
7. Brushed chrome
8. Brushed brass
9. Polished brass
10. Black
11. White
12. Designer colors

Growing in 2014

1. Polished chrome
2. Polished nickel
3. Satin nickel (with brushed nickel almost tied)

Declining in 2014

1. Bronze/Oil-rubbed bronze
2. Polished brass

SINKS

Under-mount sinks, already the number one style, are predicted to grow strongly in 2014. On the other hand, vessel sinks, now number two, are predicted to decline in popularity this year.

Specified in 2013

1. Under-mount
2. Vessel
3. Integrated sink/top
4. Pedestal
5. Drop-in

Growing in 2014

1. Under-mount
2. Integrated sink/top

Declining in 2014

1. Vessel
2. Drop-in

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FLOORING

Tile, either ceramic/porcelain or natural stone, makes up the majority of bathroom floors with no major changes anticipated in 2014.

Electric radiant floor heating was specified by 55% of respondents and half see it increasing in 2014.

Specified in 2013

1. Ceramic or porcelain tile
2. Natural stone tile
3. Vinyl or linoleum
4. Wood
5. Cork

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VANITY TOPS

Granite and quartz are virtually tied for the number one position in vanity tops, with granite having a slight edge in 2013. For 2014, however, quartz is expected to pull ahead rapidly as the preferred vanity top material.

Specified in 2013

1. Granite
2. Quartz (almost tied with granite)
3. Solid surface
4. Marble
5. Cultured marble or onyx
6. Laminate
7. Natural stone other than marble
8. Ceramic or porcelain tile
9. Concrete
10. Wood

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VANITIES

Eight out of 10 vanities specified by designers are wood and no major change is expected in 2014. Comfort-height vanities were used by 81% of respondents and 65% expect to do more in 2014. Many respondents also predict an upturn in wall-hung floating vanities in conjunction with the contemporary trend.

TUBS AND SHOWERS

In master baths, soaking tubs were specified by 64% of all respondents, and 42% anticipate doing more in 2014. Standard tubs with shower surrounds and free-standing tubs were equally popular, specified by 62% and 61% of respondents, respectively.

In 2014, free-standing tubs are expected to become more popular, while standard tubs with shower surrounds are expected to decline.

Jetted tubs, whether whirlpool or air, were specified by 29% or less of respondents, and are expected to drop in popularity in 2014. Steam showers, however, were specified by 38% of respondents and 44% anticipate demand to increase in 2014.

In a second bath or guest bath, the standard tub with shower surround dominates with 81% of respondents using them in 2013, and no change expected in 2014.

More than half of respondents designed no-threshold showers for their clients in 2013, with 70% expecting to do more in 2014.

About a third of designers included lighting in showers; and 70%, benches or seats, and both are expected to increase in 2014.

Some 45% included body sprays/jets in showers in 2013, and more designers see them increasing, rather than decreasing, in 2014.

Only 20% of respondents included programmable controls for showers in 2013, with only a modest growth anticipated in 2014.

Thermostatic values were used by 45% of designers and are widely expected to increase in 2014. Pressure balanced valves, used by 58% of designers, are not expected to grow quite as fast as thermostatic.

Only 19 designers in the survey created outdoor showers in 2013, with no change anticipated in 2014.

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METHODOLOGY

The National Kitchen & Bath Association 2014 Kitchen and Bath Style Report

The National Kitchen & Bath Association conducted an online survey of all of its designer members late in 2013. A total of 420 designer members responded.

Some 377 respondents reported designing kitchens during 2013, and 295 reported designing bathrooms in 2013.

About 24% of respondents are in the Northeast US, 16% are in the Southeast, 23% in the Midwest, 17% in the Northwest and 11% in the Southwest. About 9% are in Canada.

Respondents were asked to report results for the full calendar year 2013 and also to report on which styles and products were increasing in popularity, decreasing in popularity or showing no change in their markets.

Results were tabulated by NKBA in January 2014.

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