**Kitchen & Bath Market 2022**

**Real Estate and Remodeling Trends**

Real estate and remodeling are the primary drivers of the kitchen and bath market. The real estate market continues to face tight inventory and the torrid pace of remodeling spending is forecast to moderate somewhat during 2022.

Despite 16.5% fewer existing homes during January 2022 compared to January 2021, sales increased 6.7% from December 2021. Most of the available homes are priced at more than $500K, which are the homebuyers more likely to afford kitchen and bath renovations.

January 2022 single-family housing starts increased 0.8% YOY; however, housing completions decreased 6.2% YOY and new, single-family home sales decreased 19.3% YOY.

**Indices of Adults 18+ Who Plan to Buy a**

**Home\*, by Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Generation | West Palm Beach, FL | Pittsburgh | Des Moines, IA | Monterey-Salinas, CA | Portland, OR |
| Gen Z | * 190
 | * 94
 | * 214
 | * 110
 | 128 |
| Millennials | * 175
 | * 200
 | * 155
 | * 172
 | * 154
 |
| Gen X | * 112
 | * 94
 | * 48
 | * 89
 | * 94
 |
| Younger Baby Boomers | 24 | * 84
 | * 55
 | * 46
 | * 31
 |
| Older Baby Boomers | * 68
 | * 40
 | * 13
 | * 38
 | * 75
 |

Based on The Media Audit’s 2021 surveys \*during the next 2 years

**Kitchen/Bath Dealers and Designers’ Business Moderates**

The Kitchen & Bath Design News December 2021 survey of dealers and designers found they are facing many of the same challenges as other businesses, including supply-chain issues, inflated product costs and difficulty finding workers.

After an 18.0% increase in 2021 revenues, dealers and designers estimate a 9% increase for 2022, still a very positive trend. More than half (55%) expect their 2022 revenues to increase compared to 2021, but fewer (34%) anticipate a profit margin increase.

Dealers and designers were experiencing substantial increases in sales leads and project requests, with 32% stating “much higher” and 34% stating “somewhat higher.”

**Increases in Products Dealers and Designers’**

**Clients Are Requesting, December 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Product Request | Percent | Product Request | Percent |
| Universal design/Aging-in-place elements | 19% | Wellness products | 9% |
| Smart/Connected kitchen appliances | 12% | Anti-microbial materials | 8% |
| Outdoor kitchens | 11% | Home security | 7% |
| Hands-free products | 9% | Smart/Connected bathroom fixtures | 5% |
| Ventilation products | 9% |  |  |

Kitchen & Bath Design News, February 2022

**Factors Boosting Bathroom Renovations**

A recent Zillow homeowner survey found a renovated bathroom would be the first 2022 project a majority of homeowners would consider. Because people find themselves at home more, these consumers said they were willing to pay for spa-like bathroom features.

Approximately 25% of surveyed consumers for the 2021 US Houzz Bathroom Trends Study said the purchase of a new home triggers a bathroom renovation. Another trigger for 54% of homeowners was a family member’s special need, with aging first at 27%.

The Houzz study also discovered an old and outdated bathroom was homeowners’ #1 pet peeve at 69%, which is why so many new homeowners are planning a renovated bathroom during 2022 and to make it functional for the family member with a special need.

**Homeowners’ Top 10 Pet Peeves About a**

**Bathroom Before to a Renovation, July 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Pet Peeve | Percent | * Pet Peeve
 | * Percent
 |
| #1: Old and outdated | 69% | * #6: Limited counter space
 | * 23%
 |
| #2: Insufficient storage | 33% | * #7: Glass shower door(s)
 | * 18%
 |
| #3: Small showers | 32% | * #8: Noisy fan
 | * 15%
 |
| #4: Insufficient lighting | 28% | * #9: Shower curtain(s)
 | * 14%
 |
| #5: Poor ventilation | 25% | * #10: A single sink
 | * 14%
 |

 2021 US Houzz Bathroom Trends Study, October 2021

**Popular Bathroom Styles and Features**

The Houzz study revealed 88% of surveyed consumers said they changed the style of a bathroom for renovation. For 2021, the transitional style increased the most from 18% to 21% while the modern style was still the choice of 20% of homeowners.

Because so many homeowners want a spa-like experience in their bathroom, almost a third (32%) add greenery to their bathrooms. “Aesthetically pleasing” at 88% and “calming environment” at 64% were the top two reasons.

White remains the favorite color when renovating a bathroom for four major elements: vanity at 32%, countertops at 58%, shower walls at 46% and non-shower walls at 34%.

**Homeowners’ Top 10 Types of Upgraded Light**

**Fixtures in a Renovated Bathroom, July 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Light Fixtures | Percent | * Light Fixtures
 | * Percent
 |
| #1: Wall lights | 58% | * #6: Pendant lights
 | * 15%
 |
| #2: Recessed lights | 55% | * #7: Chandeliers
 | * 15%
 |
| #3: Shower lights | 32% | * #8: Undercabinet lights
 | * 6%
 |
| #4: Fixture with a fan | 25% | * #9: In-cabinet lights
 | * 5%
 |
| #5: Lighted mirrors | 17% | * #10: Track lights
 | * 3%
 |

 2021 US Houzz Bathroom Trends Study, October 2021

**Evolving Homelife Focuses on Kitchen**

The kitchen trend of becoming more than the place for cooking and eating meals started before the pandemic, but it expanded the kitchen’s use. The 2022 US Houzz Kitchen Trend Study found 52% of renovating homeowners said their kitchen is an entertainment center.

Homeowners were willing to pay the costs of a renovated kitchen during 2021. A major remodel during mid-2021 averaged $40,000, a 14% YOY increase, and the median price of a minor remodel was $10,000, a 25% YOY increase.

The trend of the kitchen becoming a multi-use room is also reflected in the decreasing percentage of surveyed homeowners whose renovated kitchens were open to interiors, from 46% in the 2020 survey to 43% in the 2021 survey to 38% in the 2022 survey.

**Homeowners’ New Kitchen Layout Choices, July 2021**

|  |  |
| --- | --- |
| Layout | Percent |
| L-shape | 42% |
| U-shape | 31% |
| Galley | 13% |
| Single wall | 8% |
| G-shape | 6% |
| Other  | 12% |

 2022 Houzz US Kitchen Trends Study, February 2022

**Popular Kitchen Styles and Features**

White continued to be the most popular color for kitchen cabinets among 41% of consumers surveyed for the Houzz Kitchen Trend Study. White was also the first choice for countertops at 39%, a six-percentage-point increase from the 2021 study.

Most surveyed consumers prefer an engineered quartz countertop at 42%. Granite is still second at 24%, but four-percentage points less than the 2021 study. 35% of homeowners chose a butcher block upgraded island countertop to contrast with the other countertops.

When homeowners renovated their kitchen, 50% said they were adding bar stools as the top furnishing/décor, with wall art/décor second at 48%, window coverings third at 39%, a dining table fourth at 29% and plants/greenery fifth at 27%.

**Homeowners’ High-Tech Features in Upgraded Appliances and**

**Selected Electronics Upgrades in a Renovated Kitchen, July 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| High-Tech Features in Upgraded Appliances | Percent | * Selected Electronic Upgrades
 | * Percent
 |
| Wireless smartphone/tablet controls | 26% | * Home assistant
 | * 41%
 |
| Color touchscreen display | 16% | * Docking/Charging station
 | * 40%
 |
| Built-in apps (e.g., recipes) | 7% | * Wireless Bluetooth speaker
 | * 26%
 |
| Voice-activated controls | 4% | * Kitchen tablet
 | * 17%
 |
| Smart meter connectivity | 3% | * Stereo system
 | * 10%
 |
| Built-in speakers | 1% | * Kitchen computer
 | * 6%
 |

2022 US Houzz Kitchen Trends Study, February 2022

**More Valuable Insights**

In both the 2021 US Houzz Bathroom Trends Study and the 2022 US Houzz Kitchen Trends Study, larger percentages of surveyed homeowners hired a general contractor for their renovations: bathrooms 49% compared to 43% in the 2020 study and kitchens 53% compared to 49% in the 2021 study.

This suggests homeowners are less concerned about allowing contractors and their workers in their homes than they were during the early months of the pandemic. February 2022 data from The Farnsworth Group’s PRO Home Improvement Monthly Tracker, however, indicates this is a continuing concern. 38.6% of surveyed pros said their projects had been delayed or stopped because of homeowners’ COVID concerns of workers, increasing from 25.7% of homeowners during the January 2022 Tracker.

**Top Service Providers Homeowners Hired for Their**

**Bathroom or Kitchen Renovation Projects, July 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Bath | 2020 | 2021 | * Kitchen
 | * 2021
 | * 2022
 |
| General contractor | 43% | 49% | * General contractor
 | * 49%
 | * 53%
 |
| Bathroom remodeler | 20% | 22% | * Cabinetmaker
 | * 27%
 | * 31%
 |
| Bathroom designer | 12% | 14% | * Kitchen designer
 | * 19%
 | * 23%
 |
| Interior designer/decorator | 9% | 11% | * Interior designer/decorator
 | * 11%
 | * 13%
 |
| Architect | 8% | 7% | * Kitchen remodeler
 | * 10%
 | * 12%
 |
|  |  |  | * Architect
 | * 11%
 | * 10%
 |

2021 US Houzz Bathroom Trends Study, October 2021 (color represents the change from the previous year)

2022 US Houzz Kitchen Trends Study, February 2022

*Sources:* The Joint Center for Housing Studies of Harvard University Website, 2/22; U.S. Census Bureau Website, 2/22; Builder Website, 2/22; The Media Audit Website, 2/22; Kitchen & Bath Design News Website, 2/22; Houzz Website, 2/22; The Farnsworth Group Website, 2/22.

*Updated*: February 2022

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**Local Market and Station Information**