

Top Kitchen Trends For 2018

Tidy eating and cooking spaces top the list, according to the latest report from Houzz.

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According to the 2018 Houzz Kitchen Trends Study, homeowners are clearing their countertops. The study surveyed over 1,700 [Houzz](#) users who are in the midst of, are planning, or recently completed a kitchen project, and found that 75% of respondents are focusing on decluttering their eating and dining spaces this year, while 49% are planning to incorporate better recycling practices.

Clutter-Free Counters

With so little visible on their countertops, homeowners are requiring more storage. The majority of homeowners (63%) are prioritizing new storage solutions over all other functions of their kitchens, followed by creating open spaces that allow for working, playing, and living (38%). The top requested features revolve around cabinet storage and organization, including pull-out waste or recycling baskets (67%), cookie sheet/tray organizers (58%), revolving corner trays (44%), deep drawer organizers (42%) and pull or swing out trays and shelves (42%).

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Surfaces Engineered to Last

All those freshly-bare countertops are also getting an upgrade. Refreshed countertops were the most commonly-requested feature during renovations (94%), as well as the most commonly splurged-on item (42%). Engineered quartz is now the most popular material for countertops (43%), as granite (34%) continues a three-year decline. The popularity of quartz is highest in urban and suburban areas, while granite is still the top choice in rural areas. For additional storage and countertop space, nearly two in five homeowners are adding kitchen islands, with those in rural areas being 20% more likely to add an island than those in urban areas.

Smarter Assistants

Among homeowners incorporating new electronics in the kitchen during renovations (14%), there has been a three-year decline in the demand for TVs in the kitchen (64% versus 79% in the 2016 study). Home assistants are becoming increasingly popular, as evidenced by nearly a quarter being added to kitchens during electronic upgrades (22%). Wireless and voice-controlled kitchen appliances are also on the rise (five, seven and 11%

in the 2016, 2017 and 2018 studies, respectively, among the 90% of homeowners who are updating kitchen appliances).



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White is Still Hot

The ever popular kitchen hue continues to gain popularity year-over-year in updated kitchens, with white backsplashes, countertops and wall finishes gaining six percentage points each in 2018 versus the 2017 study). Rural kitchens reflect more variety in their color palette.

Transitioning Styles

More renovating homeowners (87%) are opting for a completely different kitchen style compared the previous two years. Iconic modern and traditional styles are giving way to transitional, contemporary), and farmhouse styles. Half of kitchen remodelers are also updating their kitchen layout (50%) and are favoring L-shaped layouts versus a traditional U-shape.

Additional findings include:

- ***Hardwood Makes Way for Wood-Like Materials:*** One in two homeowners are choosing wood or wood-like materials (53%), among those updating their flooring (73%). While natural hardwood continues to be the most popular (29%), its popularity is on a decline (34, 31 and 29 percent in 2016, 2017, and 2018 studies, respectively). In contrast, wood-like flooring such as engineered wood or laminate are on the rise (19, 21 and 24%, respectively).

- ***Switching to Shaker:*** Shaker cabinets are the most popular door styles (57%) among those updating cabinets, followed by flat-panel (18%) and raised-panel (17%) cabinets. After shaker, urban homeowners are more likely to choose flat-panel (26%) cabinets, whereas suburban and rural dwellers opt for raised-panel cabinets (19% and 18%, respectively).
- ***Home pros lend a hand:*** Nearly nine in 10 homeowners hire a professional for their kitchen renovations (86%), with nearly two-thirds of renovating homeowners hiring general contractors or kitchen remodelers (63% combined).