NKBA NATIONAL KITCHEN+BATH ASSOCIATION

Design Trends 2021

November 2020

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Cover Project Designed By: Lana Zepponi Meyers, AKBD | **Photographer:** Sarah Bell-Rossi

STUDY OVERVIEW

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

EXECUTIVE SUMMARY

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.

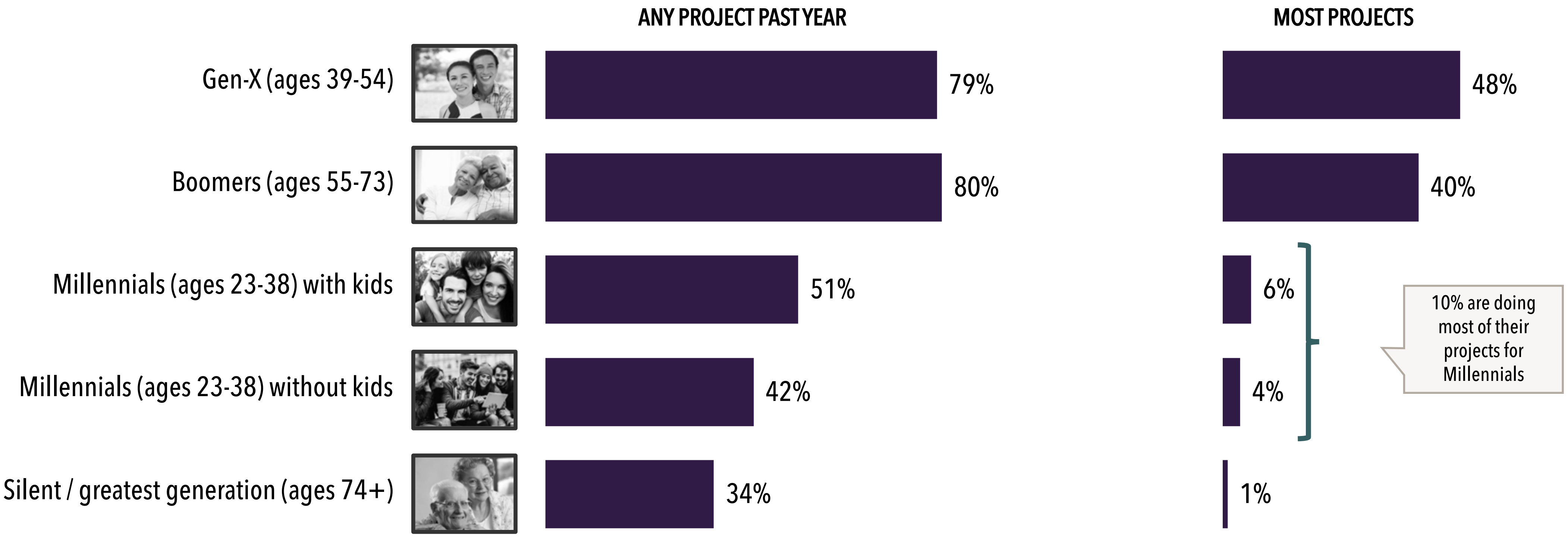
For **kitchens**, open layouts with large islands and conversation areas will be popular with more minimalistic styles and touches of organic or natural materials. Technology in the kitchen continues to grow with top needs of dedicated device charging/viewing, seamless video communication and emergency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

TYPICAL CLIENT/ CUSTOMER

Designers and specifiers are working with homeowners in all life stages, but Gen-X and Boomers are driving most projects.

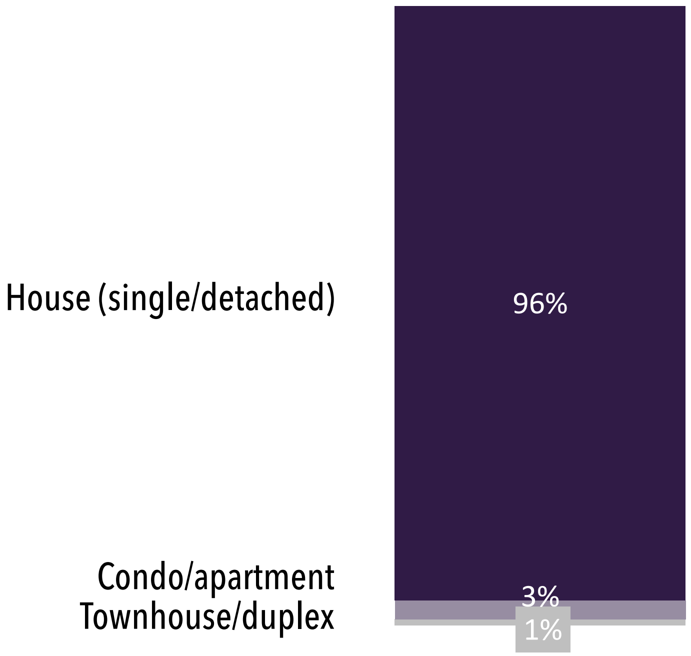
LIFE STAGES DESIGNED FOR IN PAST YEAR



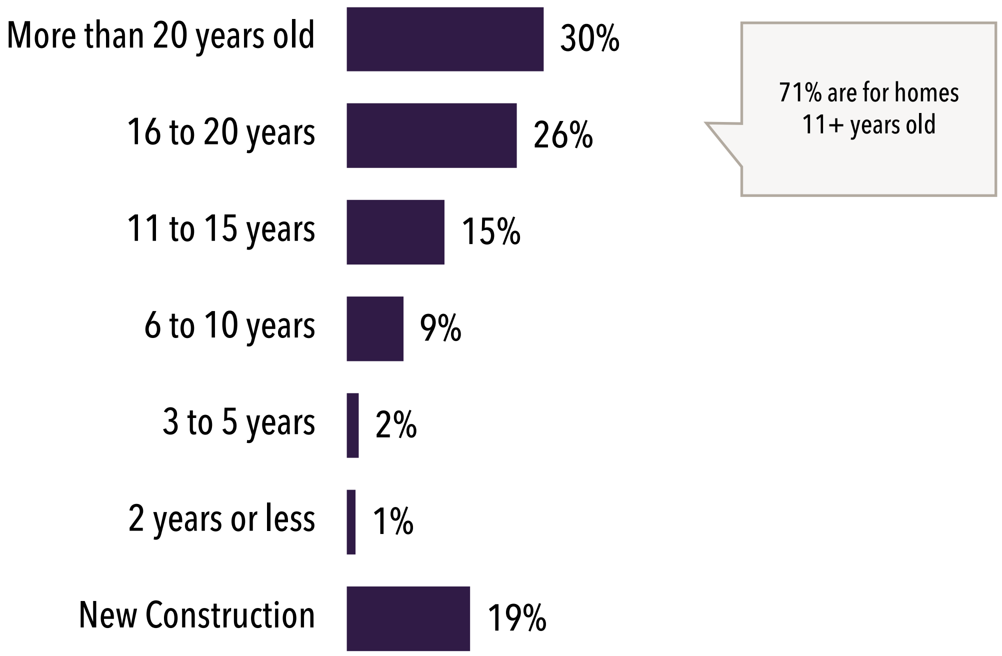
Base: Total (n=716)
Q1. Which life stage(s) describe clients for whom you've designed, specified, or provided products for in the past year?
Q2. Which life stage have you designed, specified, or provided products for MOST this past year?

Some are designing or specifying for new construction, but most projects are for houses that are 11+ years old.

TYPE OF HOME



TYPICAL AGE OF HOME



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.

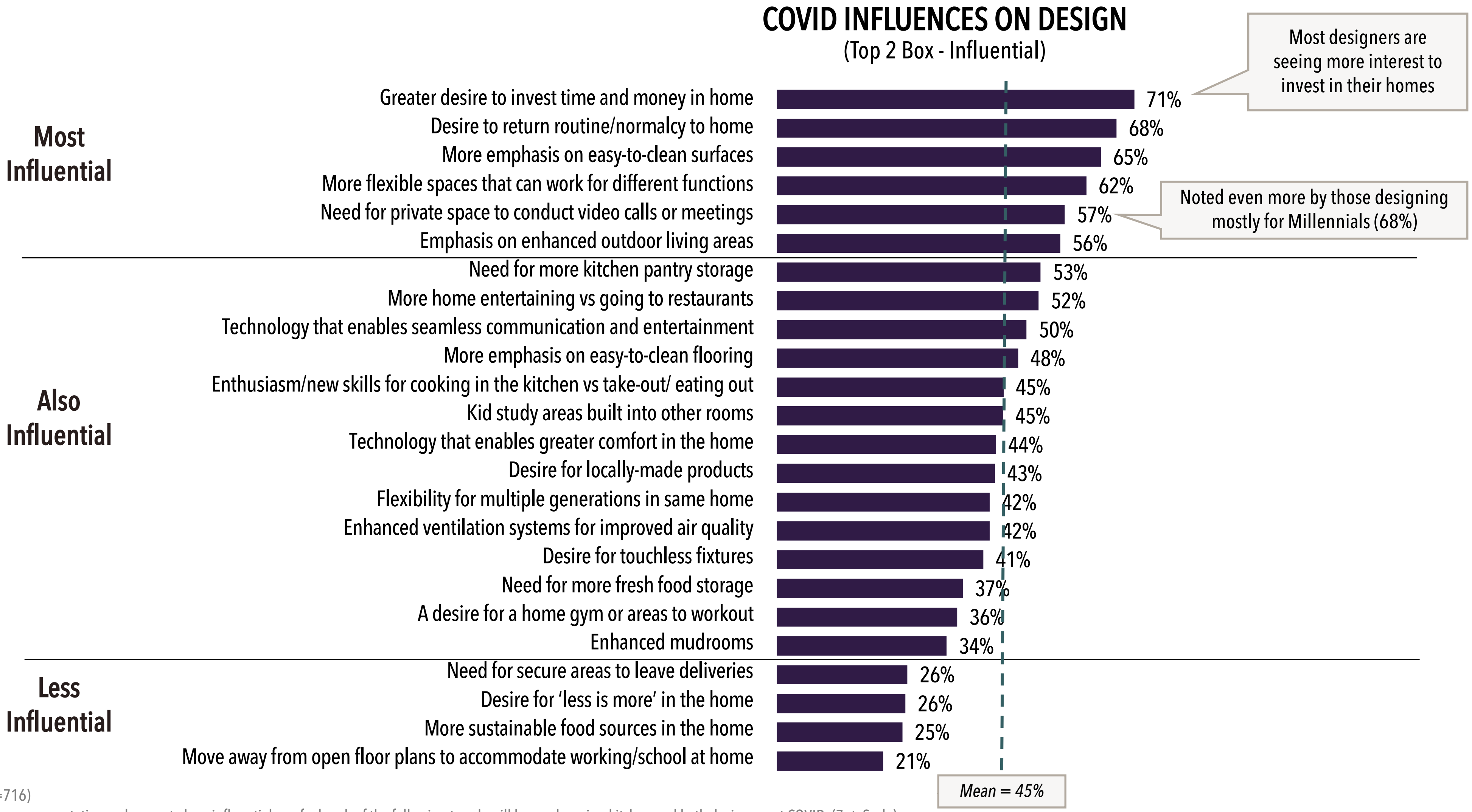
Easy to Keep Clean Surfaces

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.

Base: Total (n=716)
Q5. Thinking about how COVID has changed homeowners' daily lives, what type of changes do you anticipate will be needed in kitchen and bath design to meet your clients' post COVID lifestyle needs? [OPEN END]

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.



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)

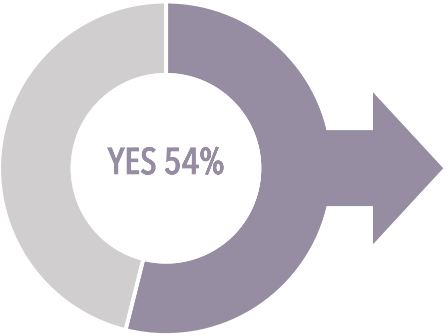
OUTDOOR LIVING AREAS

Designer: Elma Gardner, CMKBD

Photographer: Jeffrey A. Davis

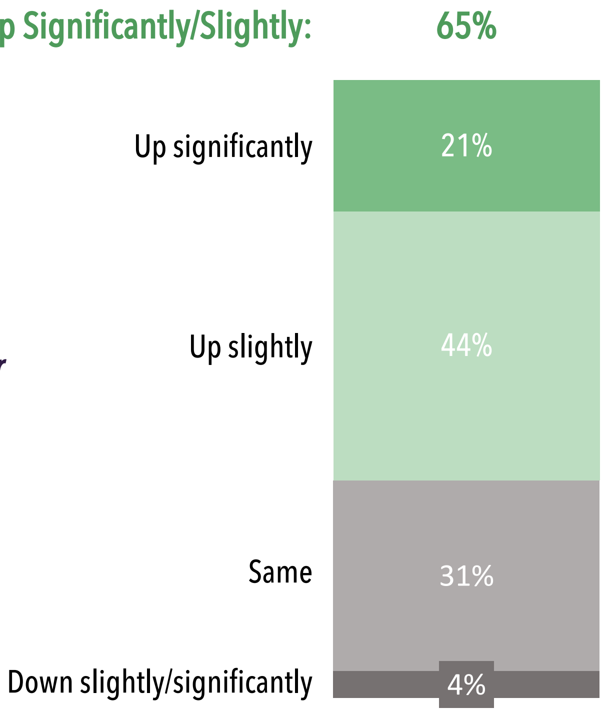
Designers involved in outdoor living areas are seeing an increase in their volume of outdoor living projects compared to pre-COVID.

DESIGN RESIDENTIAL OUTDOOR LIVING AREAS



Compared to pre-COVID, my current/planned 2021 volume of projects for ***Residential Outdoor Living Areas*** *will be…*

CHANGES IN VOLUME FOR OUTDOOR LIVING PROJECTS

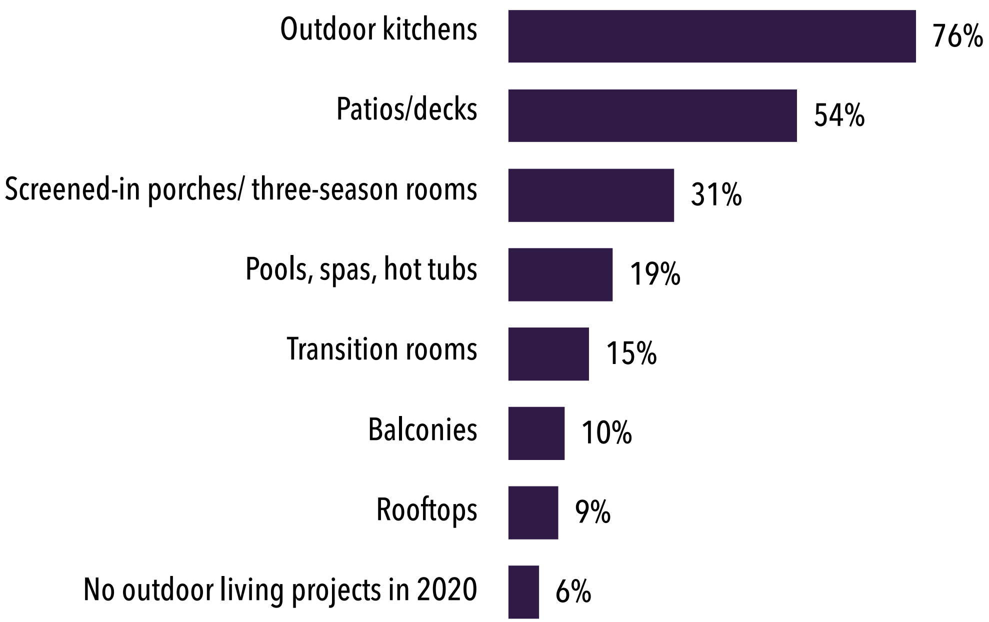


Base: Total (n=716); Design Outdoor Living Areas (n=386)
Q5. In your work, do you ever design or specify for Residential Outdoor Living Areas?
Q8. What changes in volume of Outdoor Living Area Projects are you seeing now or do you expect in 2021 compared to pre COVID (2019)?

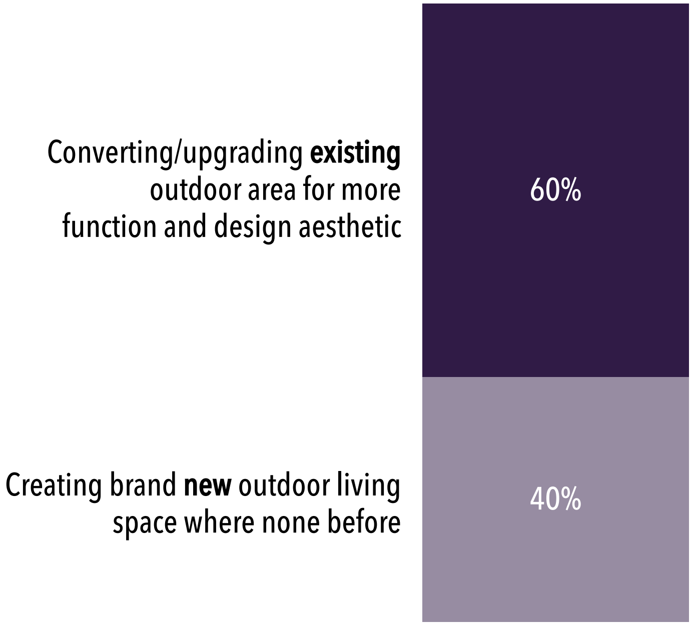
Homeowners are upgrading or creating new outdoor living spaces that include outdoor kitchens, patio/deck areas or screened-in porches/ three-season rooms.

2020 OUTDOOR DESIGN PROJECTS (Among those Designing Outdoor Areas)

Types Designed



2020 Projects

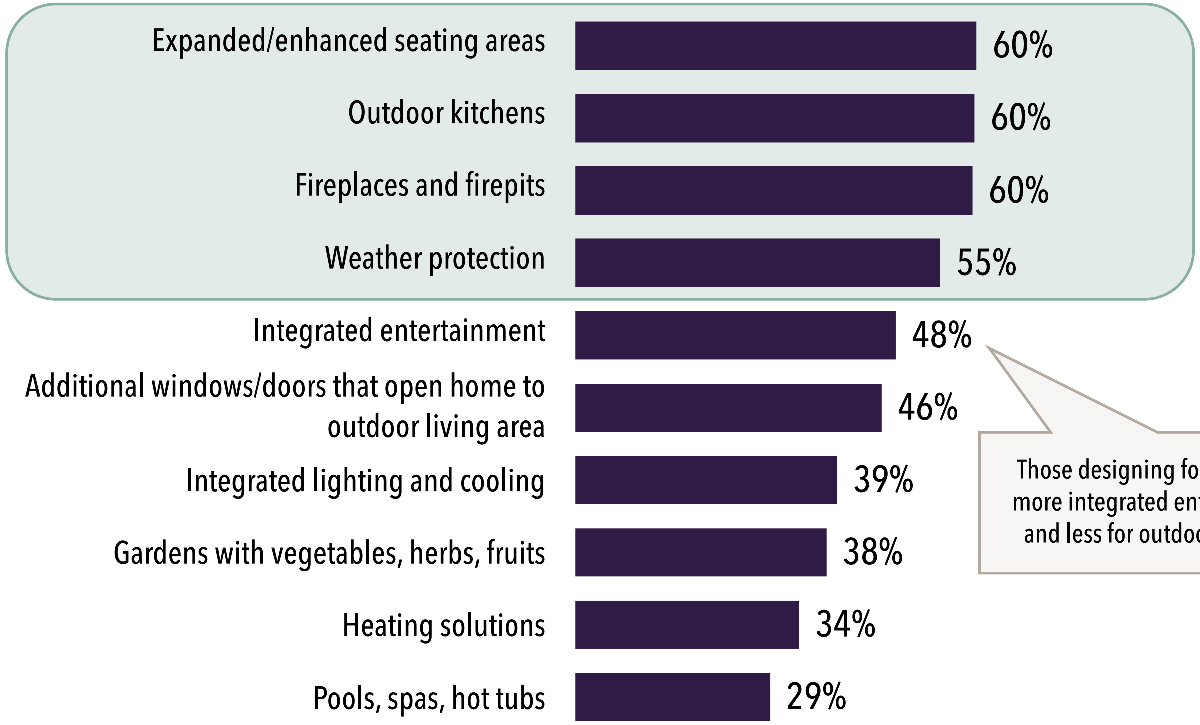


Base: Design Outdoor Living Areas (n=386); Had 2020 Project (n=364)
Q9. Which type(s) of Outdoor Living Areas have you designed or specified for in 2020?
Q10. Thinking about 2020 would you say your Outdoor Living Area projects are mostly…

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)



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%)

Base: Design Outdoor Living Areas (n=386)

Q11. Considering the impact of COVID-19, how popular do you think the following Outdoor Living Area options are now or will be in near future (in the next year)?

NKBA

KITCHEN DESIGN

Next Three Years

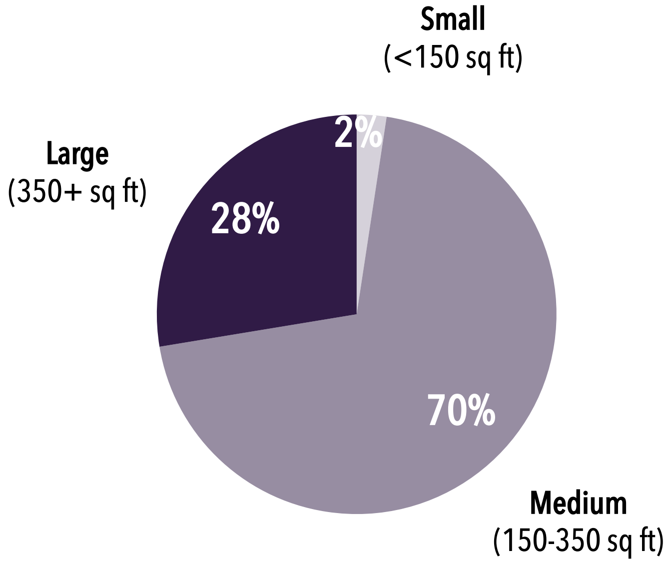
Designer: Madeleine Sloback

Photographer: Amanda Oster

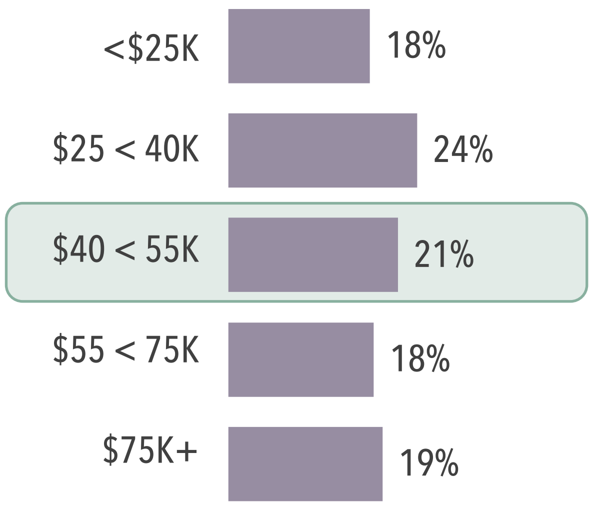
Currently, medium-sized kitchens are most common with a typical homeowner spend of $40K - $55K.

TYPICAL KITCHEN SIZE AND SPEND

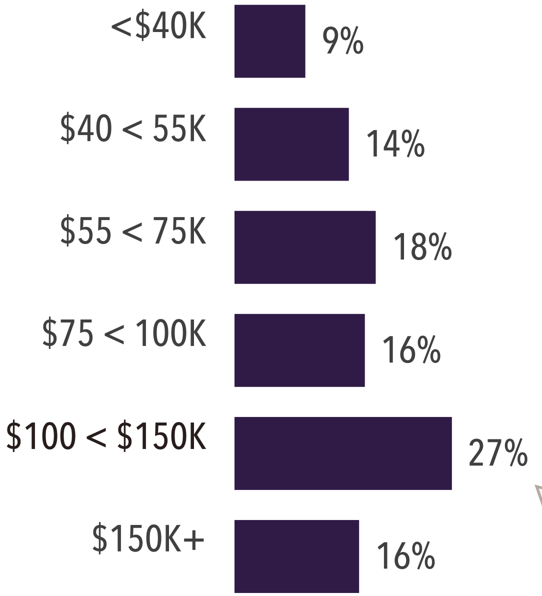
TYPICAL KITCHEN SIZE



MEDIUM KITCHEN SPEND
(150-350 SQ FT)



LARGE KITCHEN SPEND
(350+ SQ FT)



Spend of $100K + is not uncommon for large kitchens

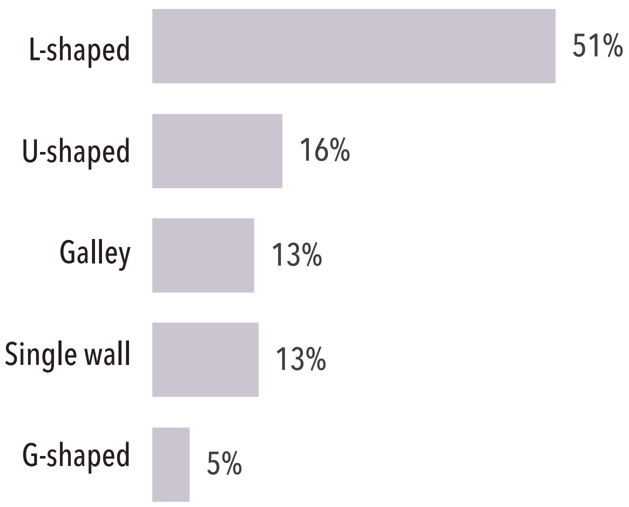
Base: Answered Kitchen Section (n=533)
K1. Thinking about the size of the residential kitchens you designed/specified in the past year, were the majority of those kitchens small, medium or large?
Base: Majority – Small Kitchens (n=13*) Base size too small to report ; Medium Kitchens (n=373); Large Kitchens (n=147)
K2-K6 What is the total cost to the customer of the average small kitchen, medium kitchen, or large kitchen you designed/specified in the past year, including materials and labor?

NKBA

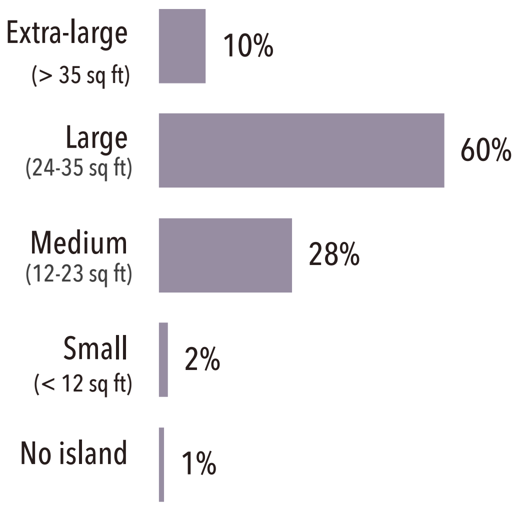
L-shaped kitchens with large islands will be popular, and many times kitchen sizes are increasing to accommodate the layout.

KITCHEN LAYOUTS IN NEXT THREE YEARS

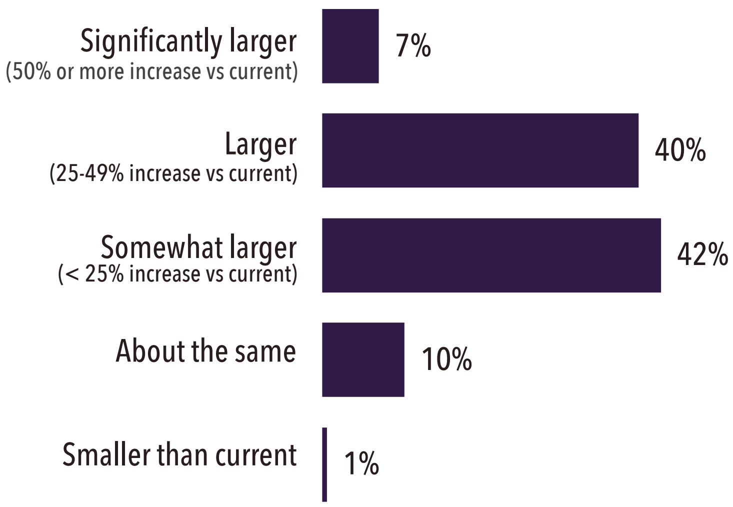
LAYOUTS



ISLANDS



CHANGES TO SIZE

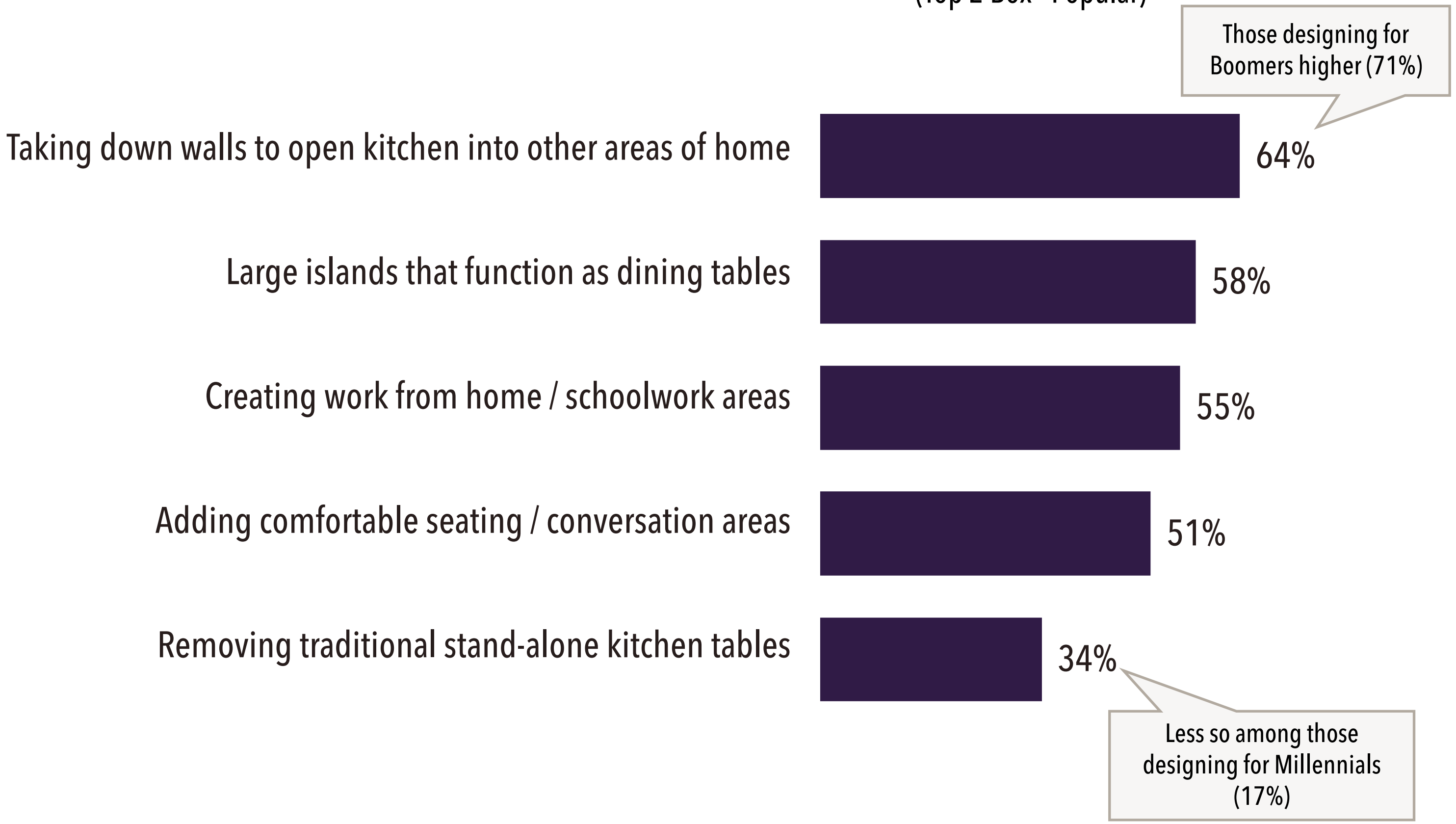


Base: Answered Kitchen Section (n=533)
K26. Which kitchen layout do think will be most popular over the next three years?
K27. In the next three years, how do you think your typical client / customer will be changing their kitchen footprint during a kitchen remodel…

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)



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.

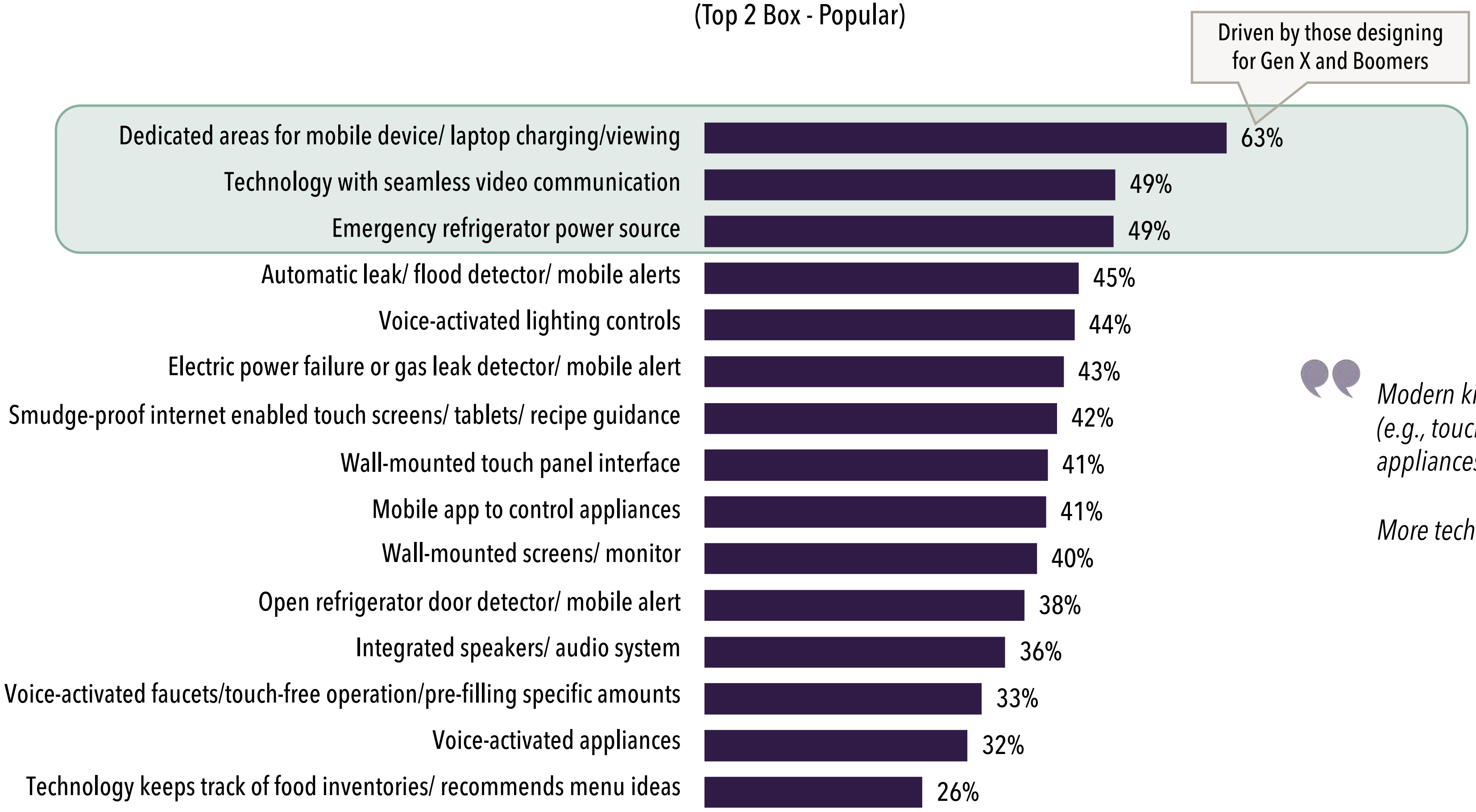
Low profile details - with family at home less detail means less to clean and faster cleaning time.

Base: Answered Kitchen Section (n=533)
K28. In the next three years, how popular do you think the following options will be for changing the kitchen layout… (7 pt. scale)

Technology in the kitchen continues to grow with top needs of dedicated device charging/viewing, seamless video communication, and emergency power for the refrigerator.

KITCHEN TECHNOLOGY

(Top 2 Box - Popular)



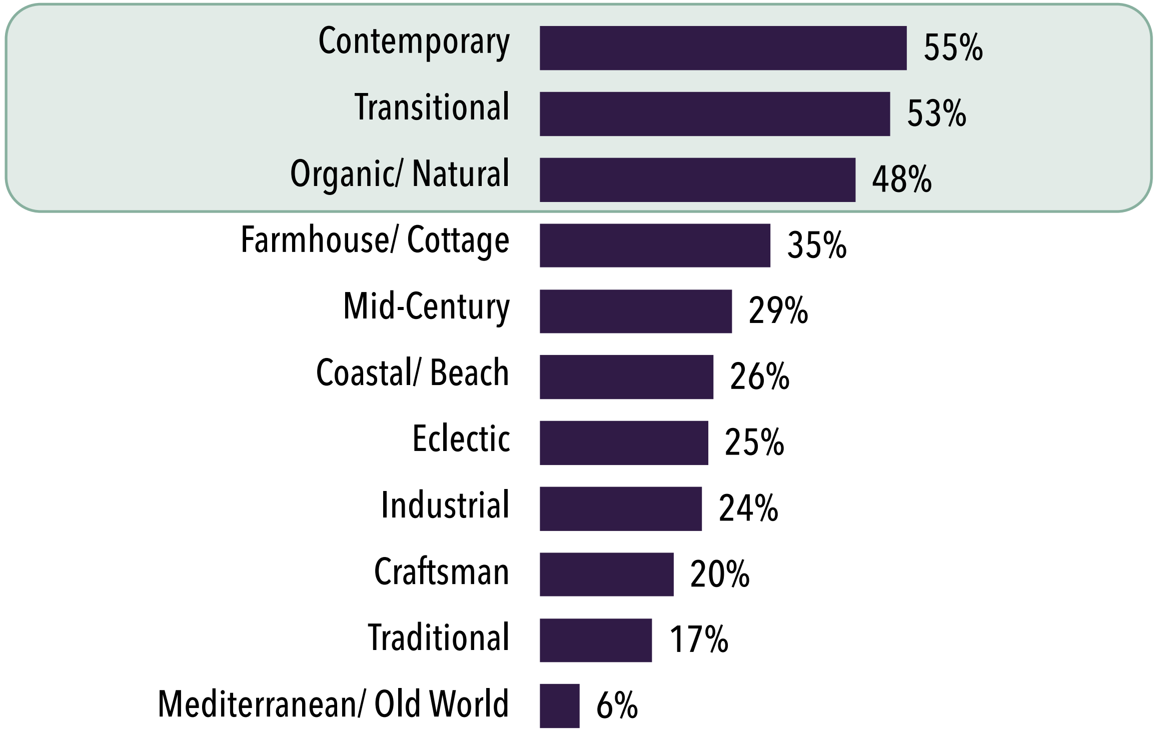
Modern kitchens with integrated technology (e.g., touch-latch cabinets, voice-activated appliances).

More technology-integrated appliances.

Base: Answered Kitchen Section (n=533)
K16. Over the next 3 years, how popular do you think each of the following technology solutions will be in new or remodeled kitchens? (7 pt. scale)

Designers see more minimalistic styles being popular in the next three years with touches of organic or natural materials.

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



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.

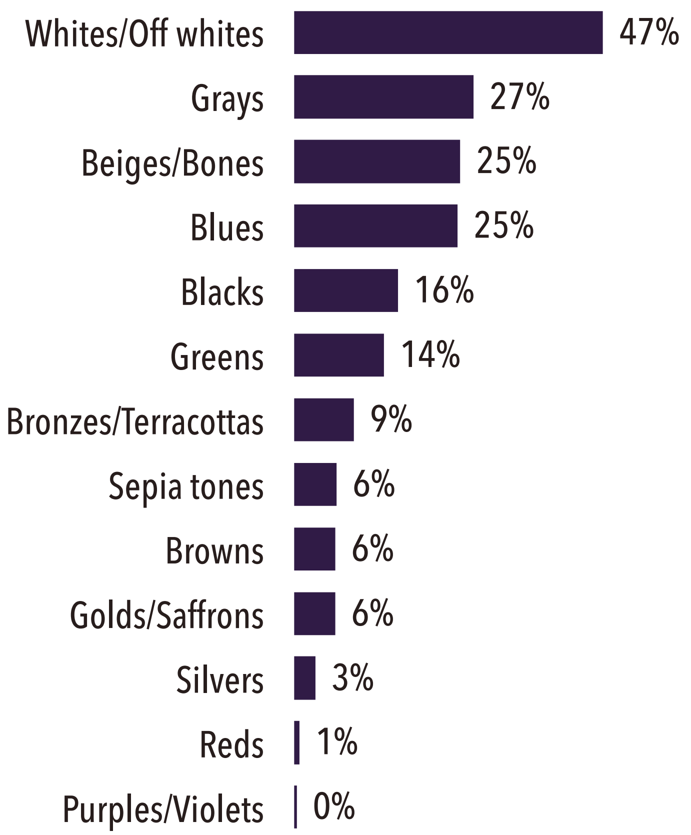
I think the minimalist aesthetic really fits that need in society and an updated, natural, sustainable focused version will have mass appeal to Millennials.

Modern organic. Mix of minimal detailing and simple finishes (paint) with warmth and texture of natural materials.

Base: Answered Kitchen Section (n=533)
K24. How popular do you feel the following styles of kitchens will be over the next 3 years. (7pt. Scale)
K25. What other kitchen styles, if any, do you think will be extremely popular over the next 3 years?

Designers anticipate using whites, grays, beiges and blues, with some blacks and greens to create these looks.

POPULAR KITCHEN COLOR SCHEMES NEXT THREE YEARS



Base: Answered Kitchen Section (n=533)
K30. Which of the following color schemes will be extremely popular over the next 3 years ?

KITCHEN INNOVATION

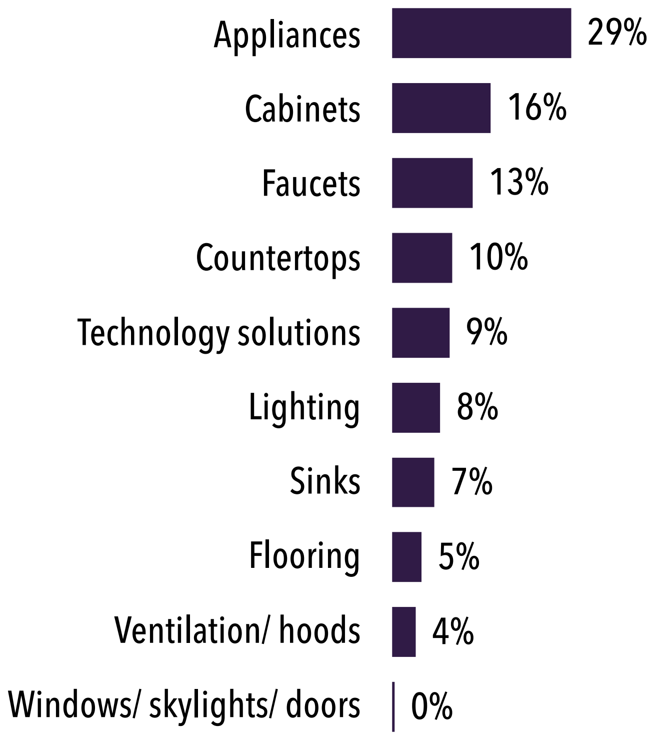
Next Three Years

Designer: Leslie Lamarre, CKD

Photographer: Bernard Andrew

Designers and specifiers are seeing the most interesting new products in appliances, cabinets and faucets

INNOVATION IN KITCHEN DESIGN –
Seeing Most Interesting New Products

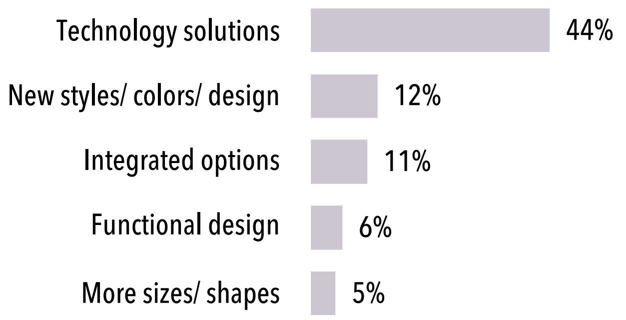


Base: Answered Kitchen Section (n=533)
K11. In your work with residential kitchens, which one product category are you currently seeing the most interesting new products?

New product innovation is being driven by adding technology solutions and new styles, colors and designs.

INTERESTING NEW PRODUCTS IN KITCHENS

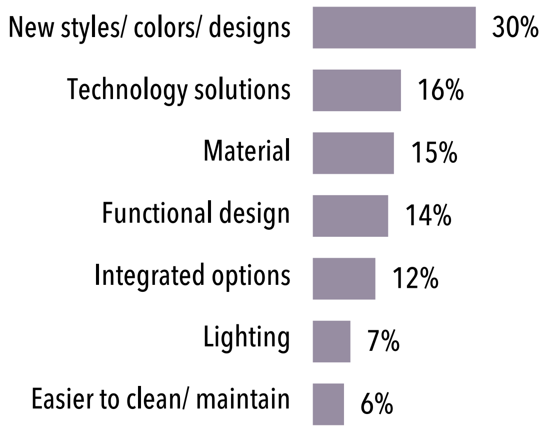
APPLIANCES



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



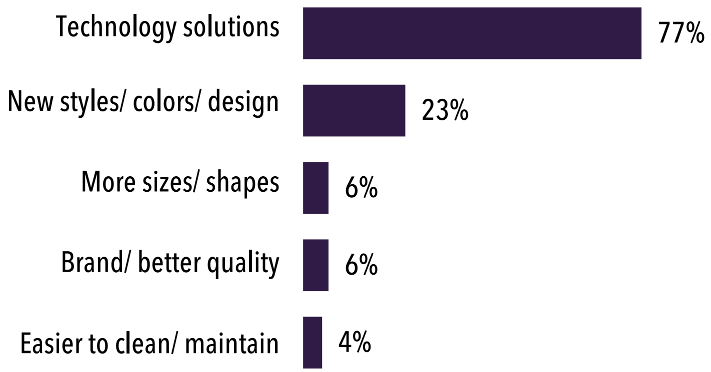
New colors ~ not neutrals but actual colors. Black cabinetry is really big right now.

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

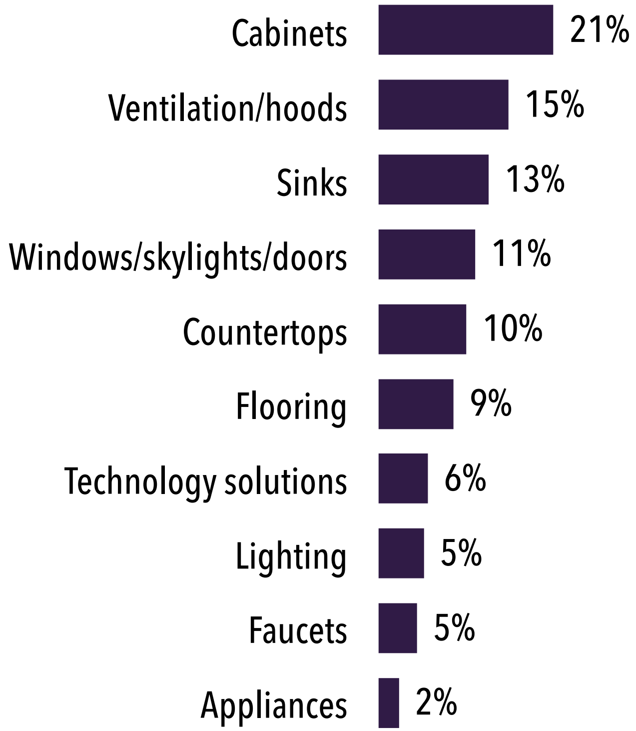


Kitchen faucets that can heat water to certain temperatures and calculate quantities, using voice-activated technology. Kitchen faucets that produce ozonated water are wonderful for personal health and well-being, plus the ozone water kills bacteria and viruses.

Base: Answered Appliances Most (n=153); Cabinets Most (n=86); Faucets Most (n=69)
K12. What are some of the interesting new products you are seeing for [RESPONSE]? [OPEN END]

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

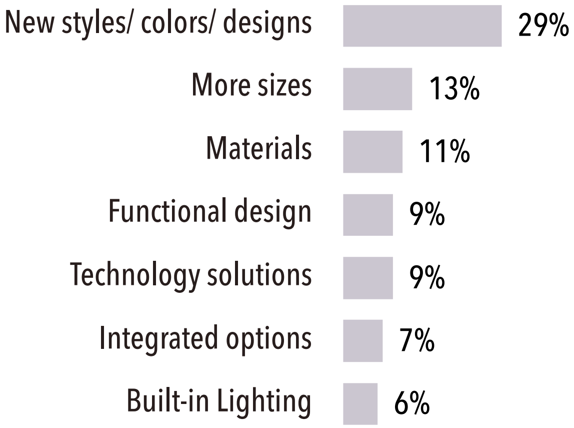


Base: Answered Kitchen Section (n=533)
K13. And conversely, which category do you feel has been the most stagnant, and needs to innovate more aggressively?

Designers are often looking for new styles, colors and designs to keep kitchen cabinets and sinks fresh.

AREAS NEEDING MORE INNOVATION

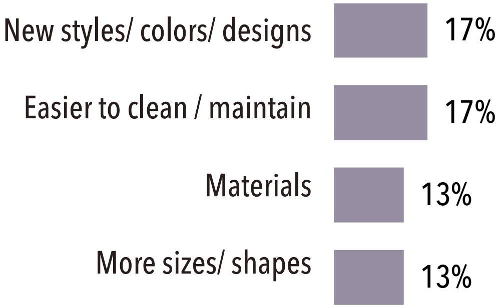
CABINETS



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

More panel products (melamine, TFL, laminate, etc.) in cost-efficient price levels and transitional finishes.

SINKS



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.

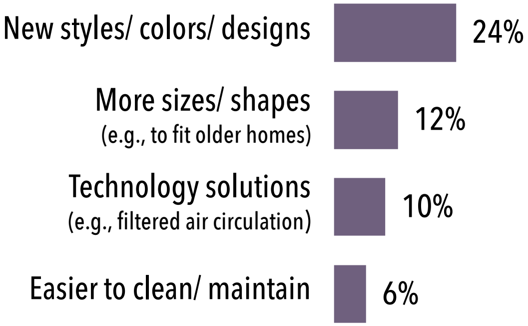
Anti-bacterial finishes on sinks.

Base: Answered Cabinets Most (n=109); Sinks Most (n=69); Ventilation Most (n=81); Windows Most (n=60)
K14. What would you like to see more of in [RESPONSE]? [OPEN END]

Hoods and windows are another place where designers want to see new styles, colors and designs.

AREAS NEEDING MORE INNOVATION

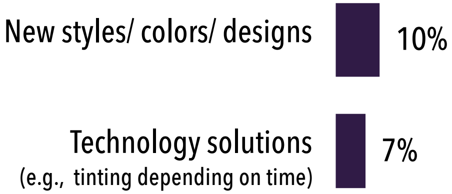
VENTILATION/ HOODS



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.

WINDOWS



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."

Base: Answered Cabinets Most (n=109); Sinks Most (n=69); Ventilation Most (n=81); Windows Most (n=60)
K14. What would you like to see more of in [RESPONSE]? [OPEN END]

KITCHEN SPECIFICS

Next Three Years

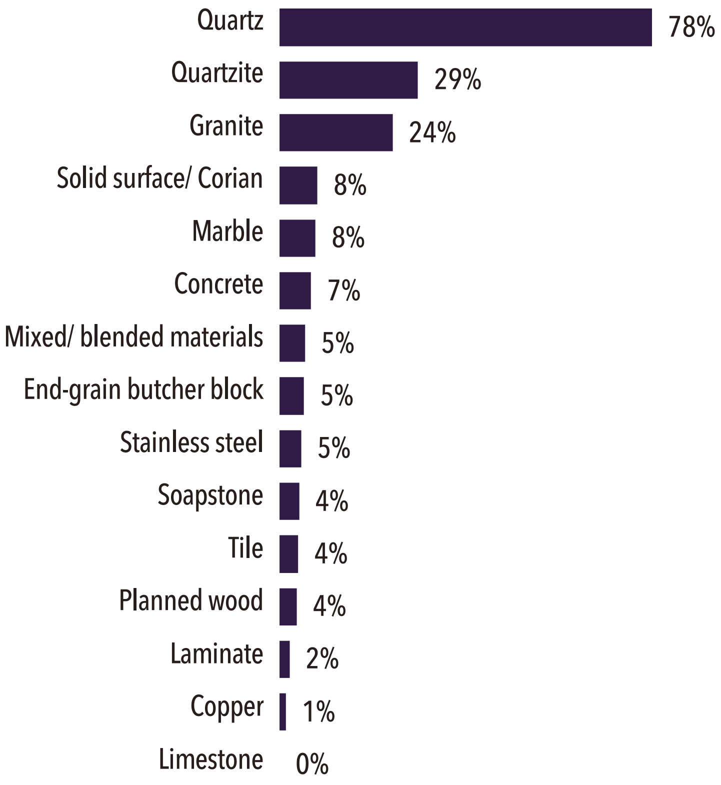
Designer: Karen Swanson

Photographer: Jared Kuzia

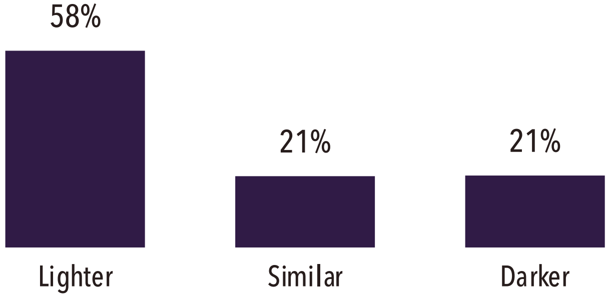
Lighter-colored quartz countertops with slab or long subway backsplashes will be on trend the next few years.

KITCHEN COUNTERTOP / BACKSPLASH

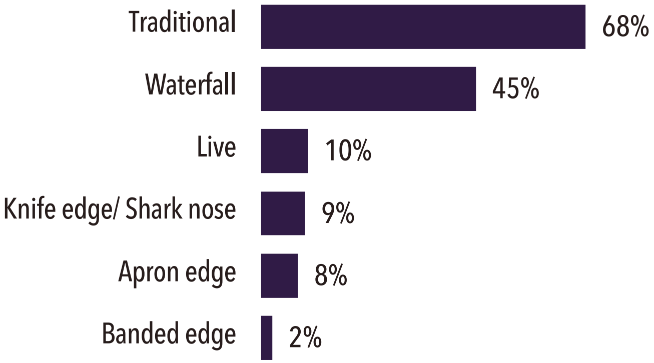
MATERIAL



COLOR

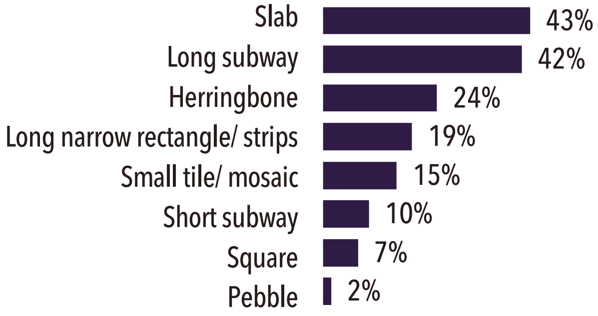


EDGES



ISLAND COUNTERTOP COLOR

BACKSPLASH STYLES

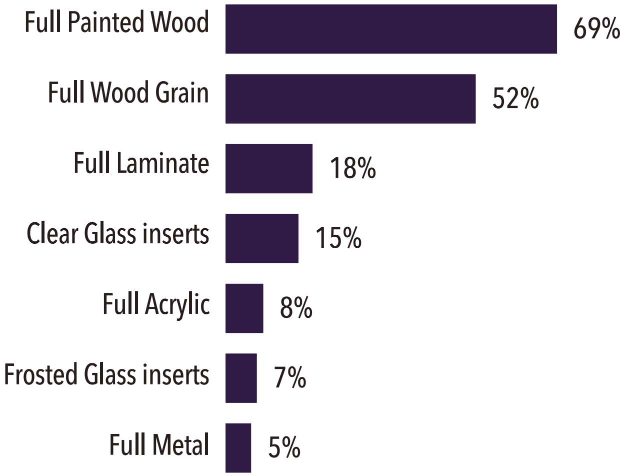


Base: Answered Kitchen Section (n=533)
K31a. Which of the following countertop materials or styles will be extremely popular over the next 3 years?
K31b. Which of the following backsplash styles will be extremely popular over the next 3 years?

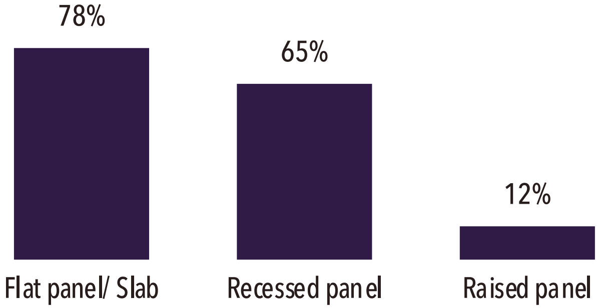
Designers see both painted and wood grain cabinetry for kitchens in the future, many times with a different color on the island.

KITCHEN CABINETS / STORAGE

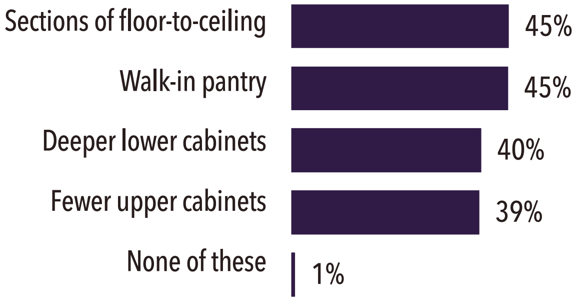
DOOR FACING MATERIALS



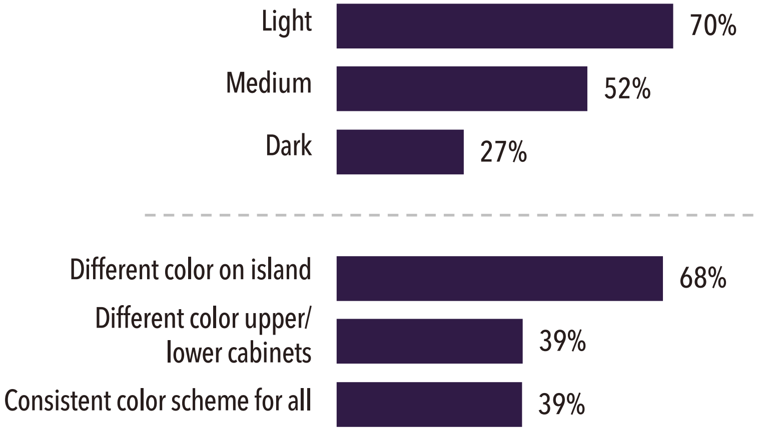
CABINET DOOR STYLE



STORAGE OPTIONS



TONE/COLOR

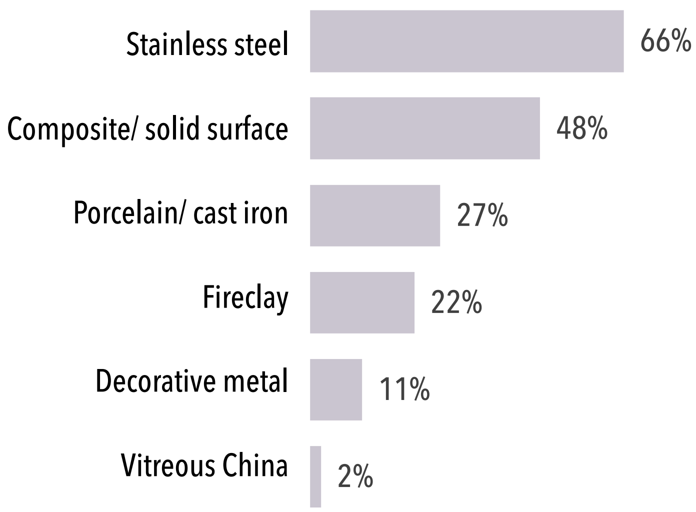


Base: Answered Kitchen Section (n=533)
K32. Which of the following cabinet materials or styles will be extremely popular over the next 3 years?

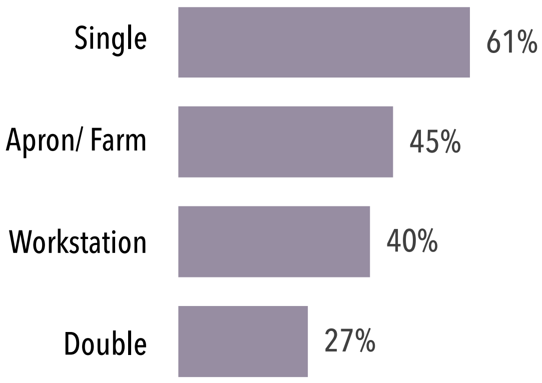
Designers anticipate both stainless and white single bowl, apron or workstation sinks will dominate in the next few years.

KITCHEN SINKS

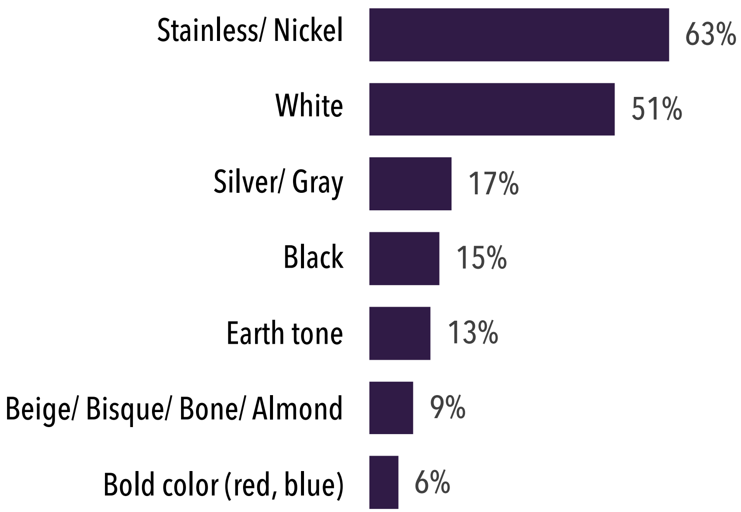
SINK MATERIAL



CONFIGURATION/ BOWLS



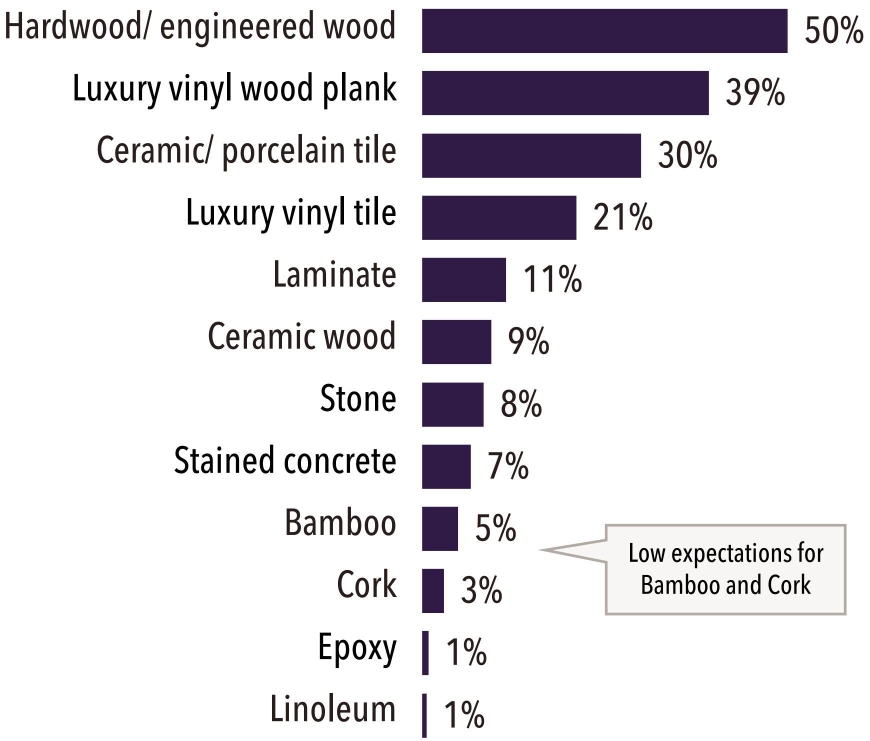
COLORS



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

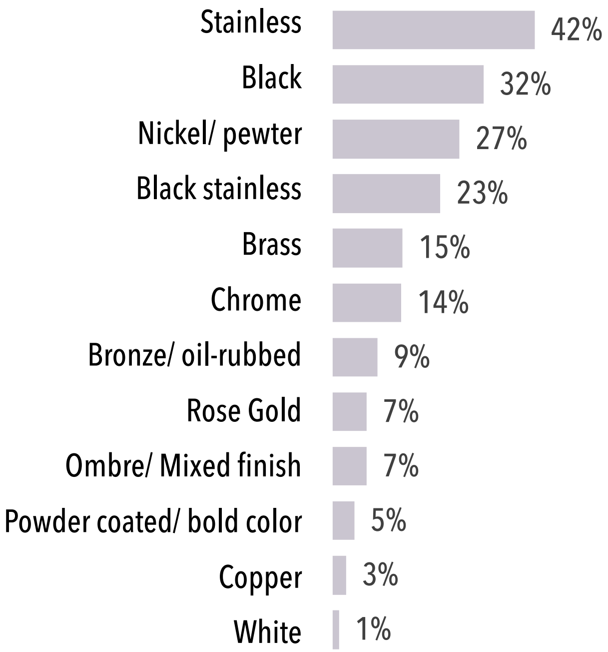


Base: Answered Kitchen Section (n=533)
K35. Which of the following flooring materials and styles will be extremely popular over the next 3 years?

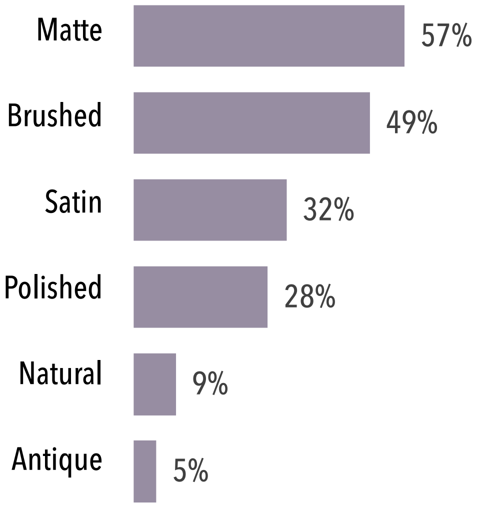
For kitchen faucets, matte or brushed finishes will be popular in a variety of materials, including stainless, black, nickel/ pewter.

KITCHEN FAUCETS

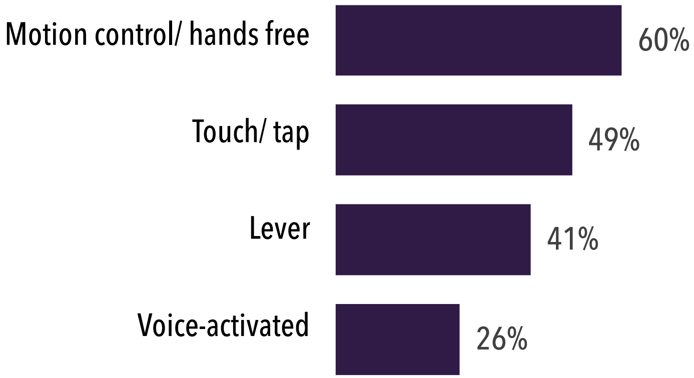
COLOR



FINISH



FEATURES

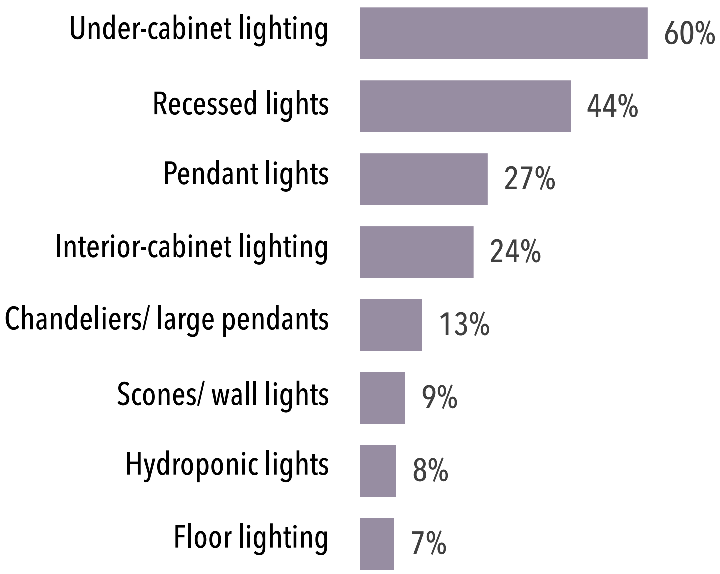


Base: Answered Kitchen Section (n=533)
K34. Which of the following faucet colors, finishes and features will be extremely popular over the next 3 years?

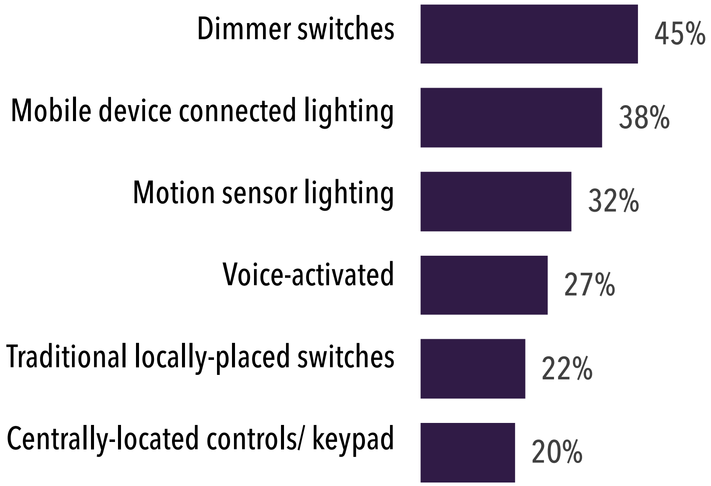
Flexible and passive lighting controls are anticipated to be more popular than traditional switches, and under-cabinet lighting is expected to be prominent.

KITCHEN LIGHTING

TYPE/LOCATION



CONTROLS

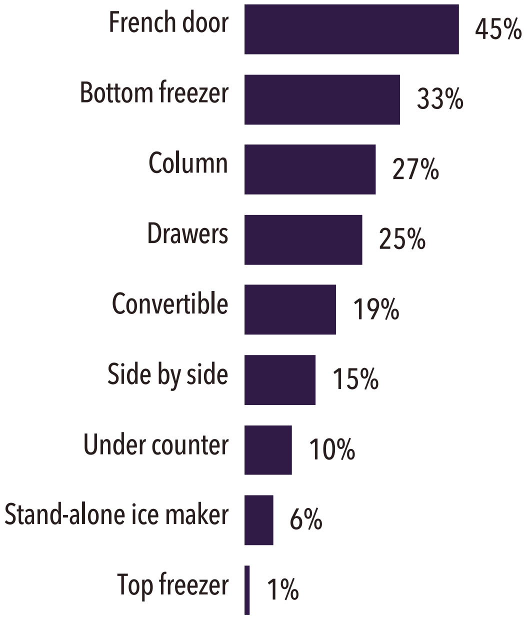


Base: Answered Kitchen Section (n=533)
K36. Which of the following lighting types and finishes will be extremely popular over the next 3 years?

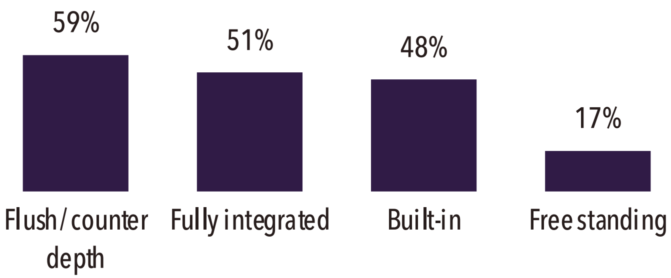
French door refrigerators that are flush, integrated or built-in will be popular in the next three years.

APPLIANCE OPTIONS

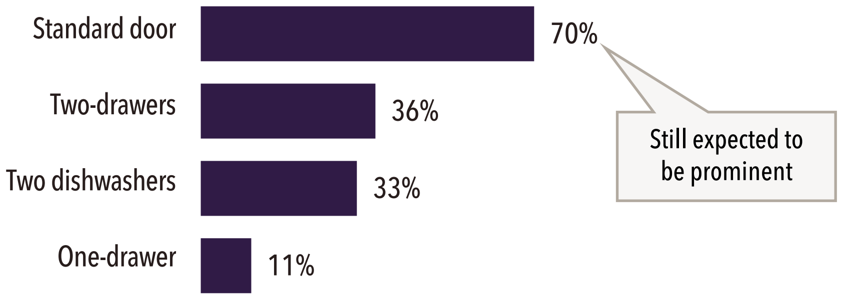
REFRIGERATION TYPES



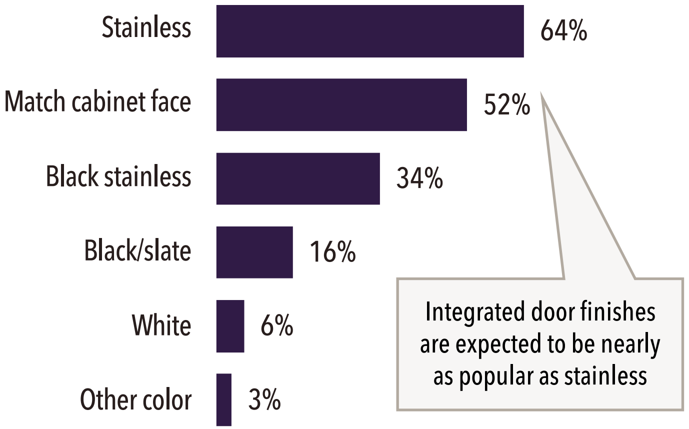
REFRIGERATOR INSTALLATION



DISWASHER TYPE



REFRIGERATOR FINISH

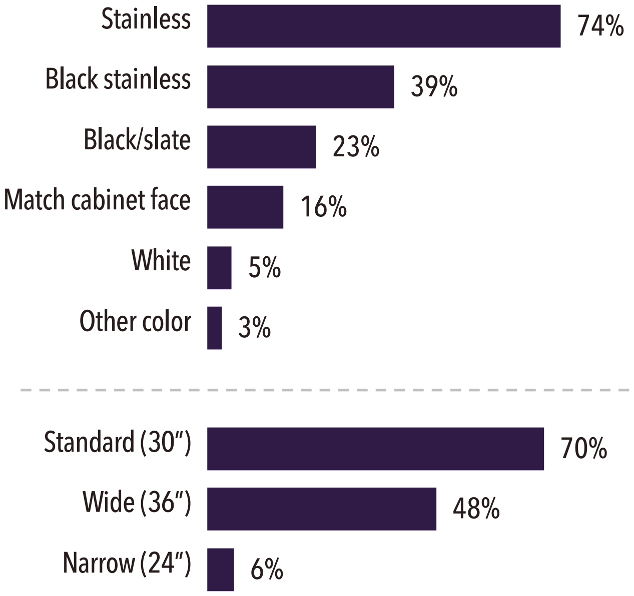


Base: Answered Kitchen Section (n=533)
K37a. Which of the following appliance options will be extremely popular over the next 3 years?

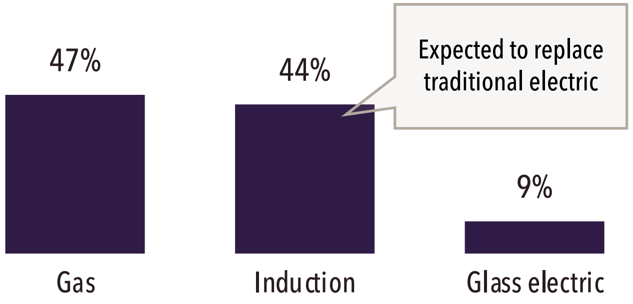
For cooking, both gas and induction cooktops will be common, along with convection and steam ovens and microwave drawers.

COOKING APPLIANCES

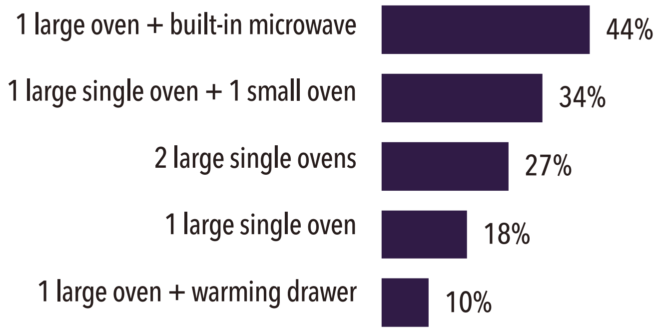
FINISH / SIZE



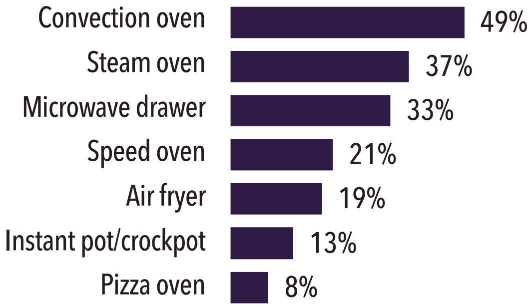
COOKTOP



OVEN CONFIGURATION



OTHER FEATURES



COOKING CONFIGURATION

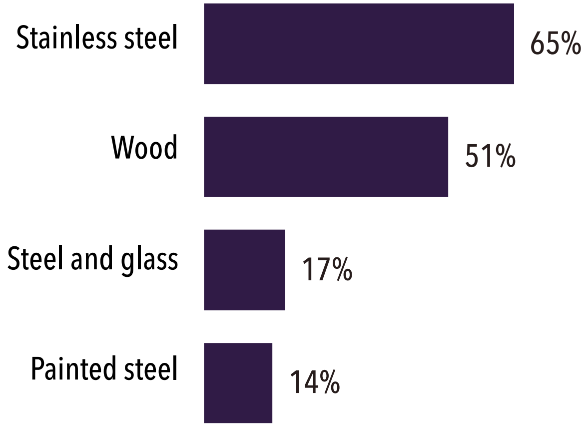
Base: Answered Kitchen Section (n=533)
K37b. Which of the following cooking appliance options will be extremely popular over the next 3 years? K31b. Which of the following backsplash styles will be extremely popular over the next 3 years?

Ventilation hoods are becoming more decorative and a focal point in the kitchen, often with stainless steel or wood finish.

KITCHEN VENTILATION / HOODS

VENTING HOODS/TYPE

MATERIALS

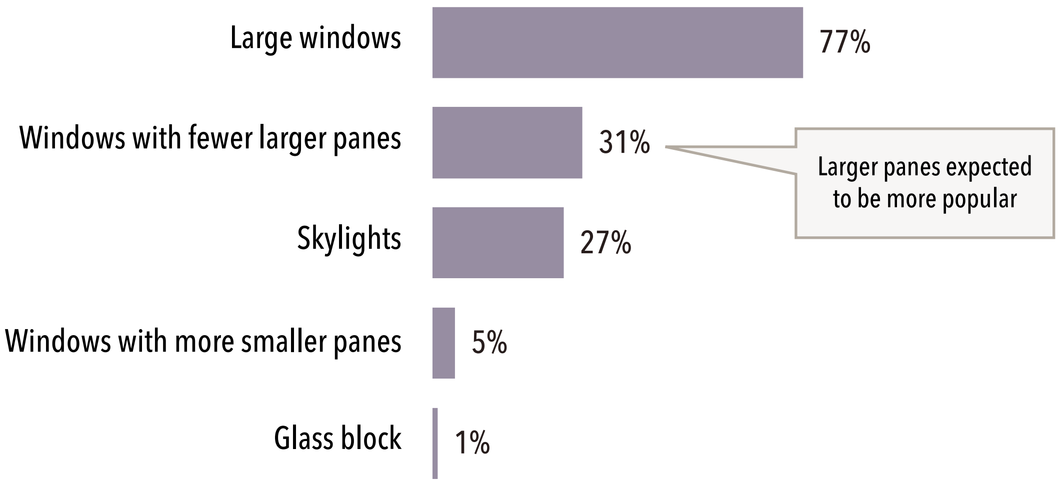


Base: Answered Kitchen Section (n=533)
K37f. Which of the following ventilation options will be extremely popular in kitchens over the next 3 years?

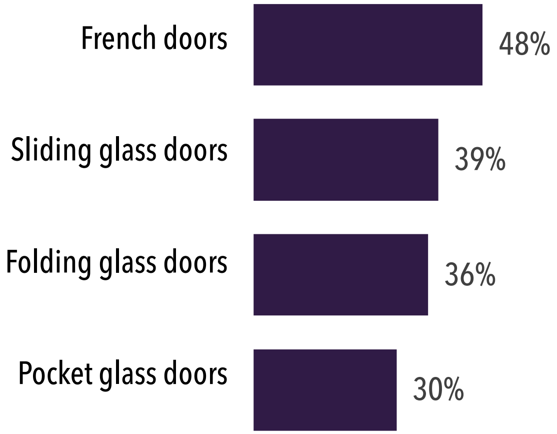
Large windows and French doors will help bring the outdoors inside the kitchen.

KITCHEN WINDOWS / DOORS

WINDOWS/SKYLIGHTS



OUTDOOR ACCESS



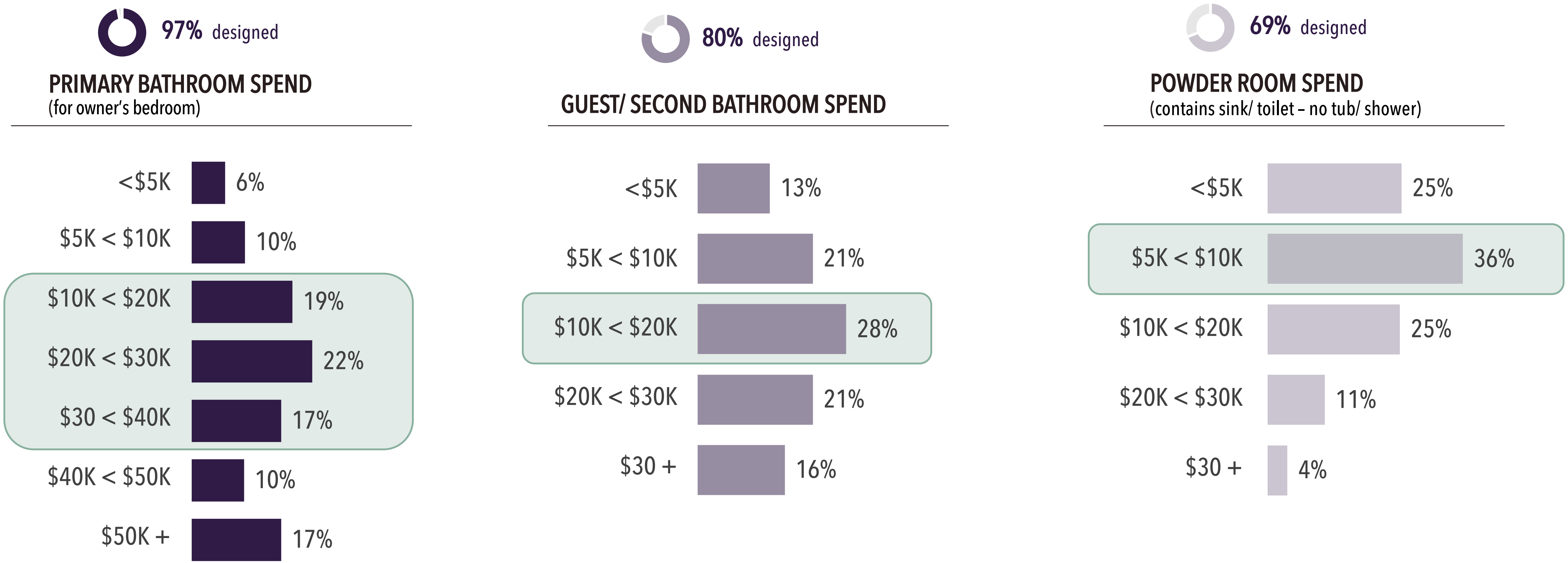
Base: Answered Kitchen Section (n=533)
K37g. Which of the following window / door options will be extremely popular in kitchens over the next 3 years?

NKBA


PRIMARY
BATHROOM
DESIGN
Next Three Years
Designer: Jenny Madden
Photographer: Tory Williams

For primary bathrooms, the typical homeowner is spending between $10K - $40K.

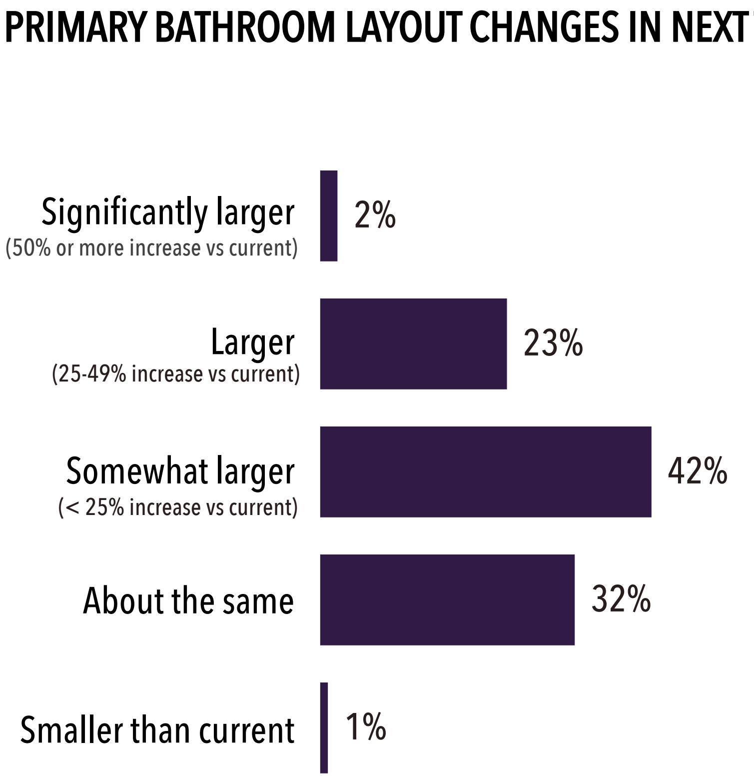
TYPICAL BATHROOM SPEND



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-B6. 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.

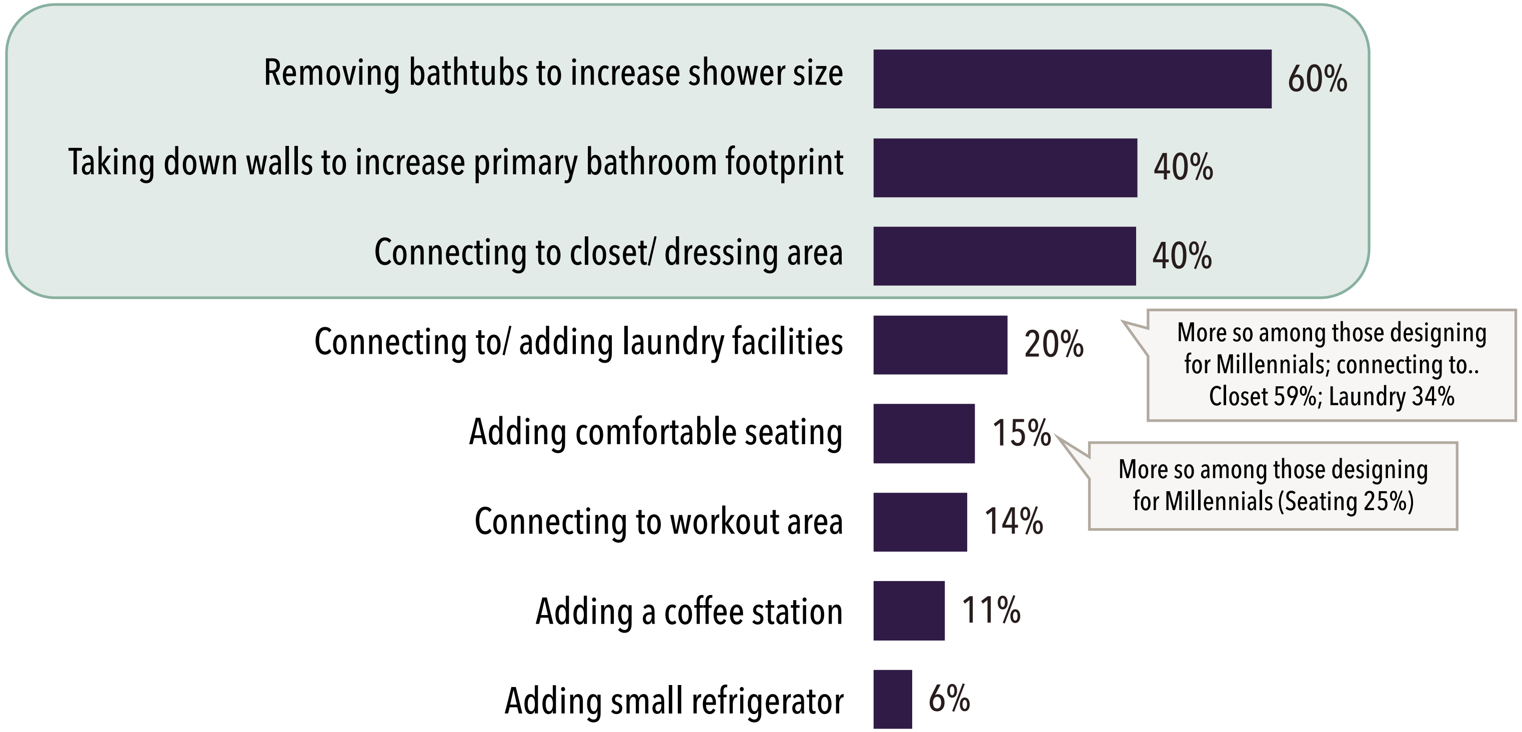


Base: Answered Bathroom Section (n=504)
B27. In the next three years, how do you think your typical client / customer will be changing their primary bathroom footprint during a bathroom remodel…

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

(Top 2 Box - Popular)



THOUGHTS ON LAYOUTS

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.

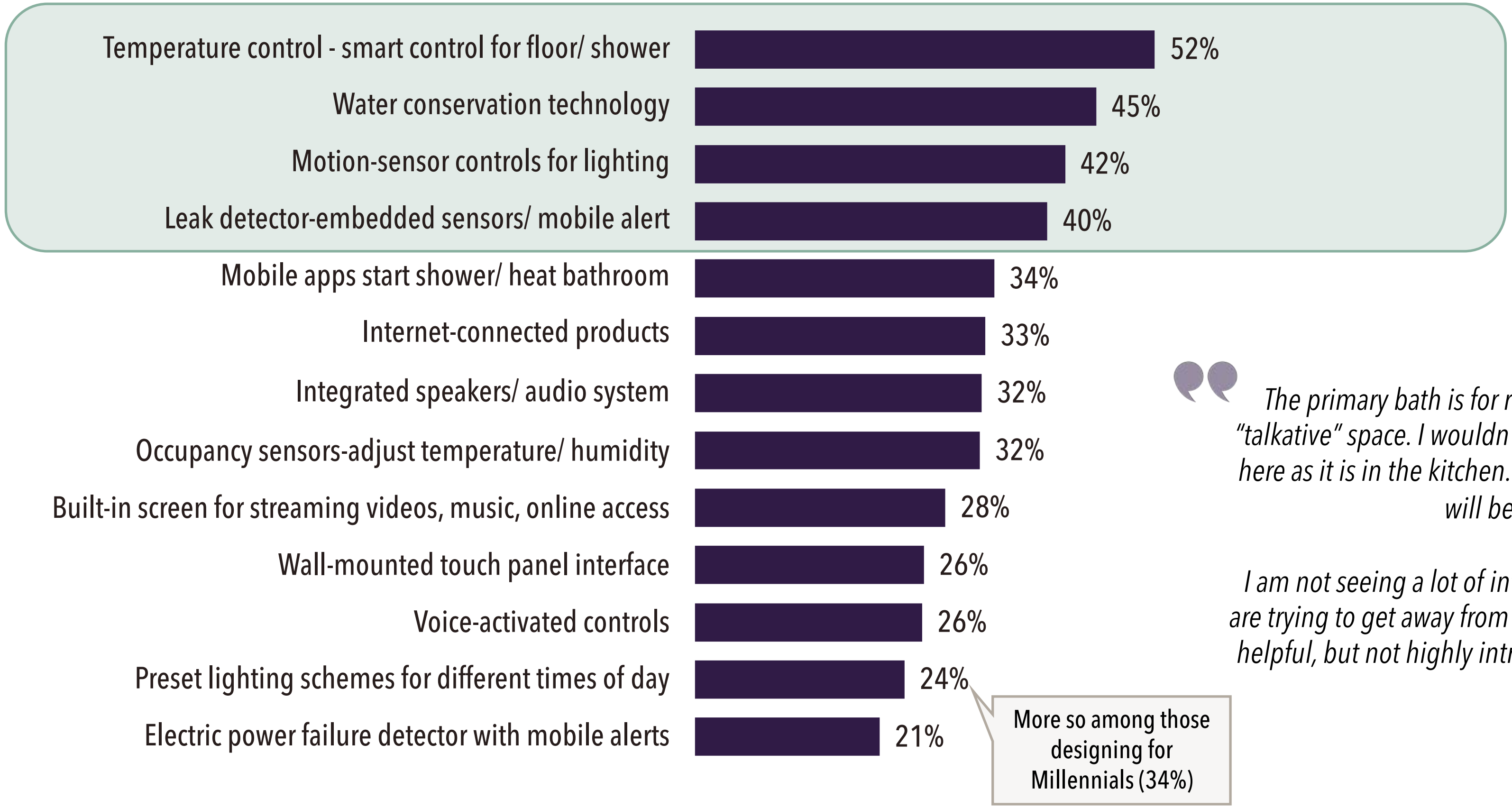
Base: Answered Bathroom Section (n=504)

B28. In the next three years, how popular do you think the following options will be for changing the primary bathroom layout… (7 pt. scale)

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)



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.

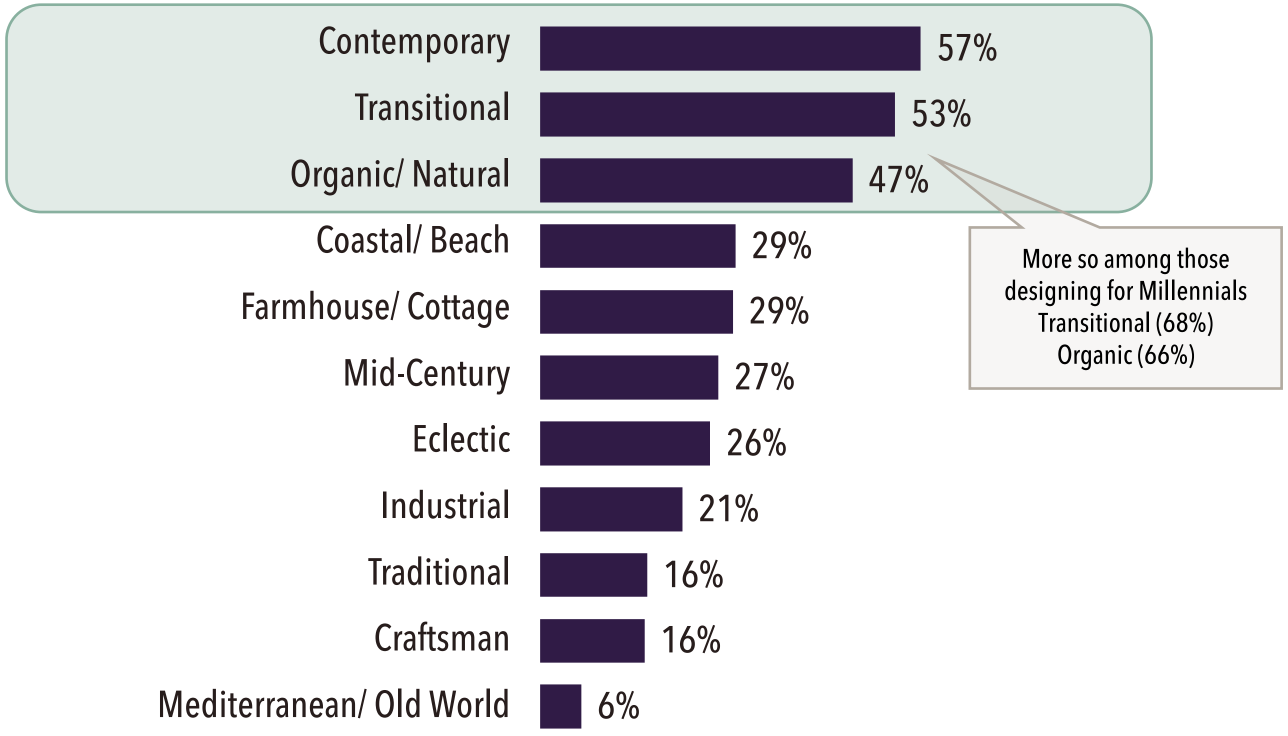
Base: Answered Bathroom Section (n=504)

B16. Over the next 3 years, how popular do you think each of the following technology solutions will be in new or remodeled bathrooms? (7 pt. scale)

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)



THOUGHTS ON STYLES

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

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.

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.

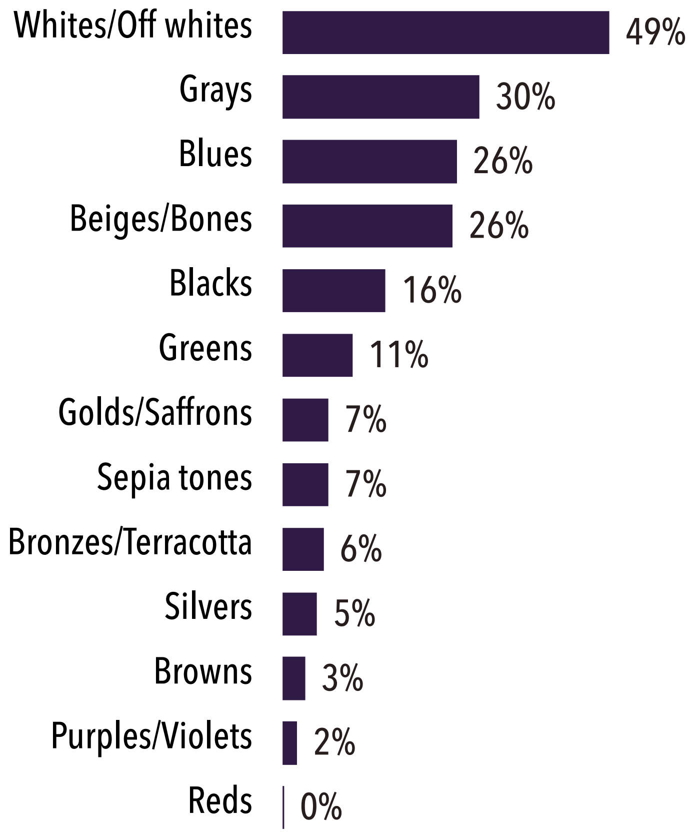
Clean looking to enhance a clean feeling - clean simple lines.

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.

Base: Answered Bathroom Section (n=504)
B24. How popular do you feel the following styles of bathrooms will be over the next 3 years.
B25. What other bathroom styles, if any, do you think will be extremely popular over the next 3 years?

To achieve these bathroom styles, many designers will use color schemes of whites, grays, blues and beiges.

POPULAR BATHROOM COLOR SCHEMES NEXT THREE YEARS



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

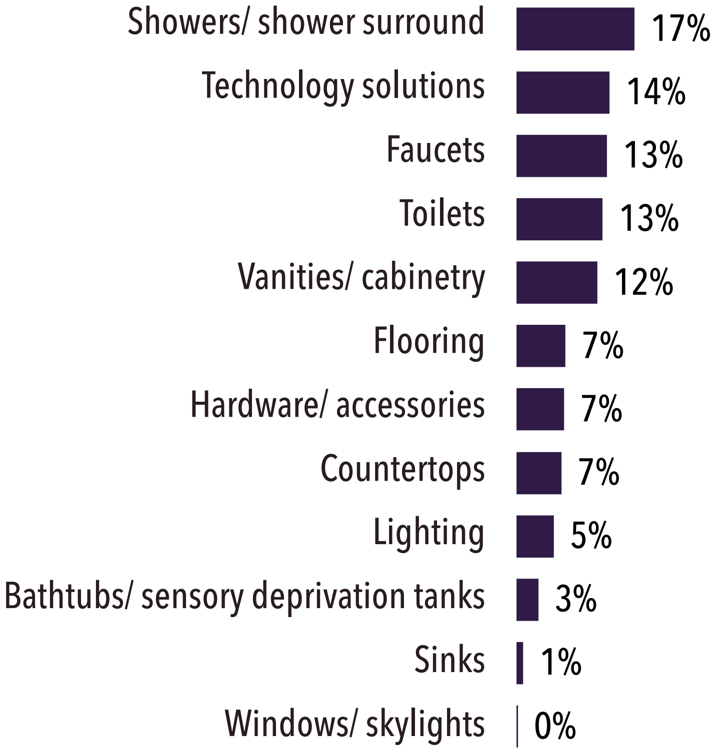
Next Three Years

Designer: Bill Livingston, CKD

Photography: FrankWayne Photo

Some designers and specifiers are seeing new product innovation for showers, bathroom technology, faucets, toilets and vanities.

INNOVATION IN BATHROOM DESIGN
Seeing Most Interesting New Products



Base: Answered Bathroom Section (n=504)
B11. In your work with residential bathrooms, which one product category are you currently seeing the most interesting new products?

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.

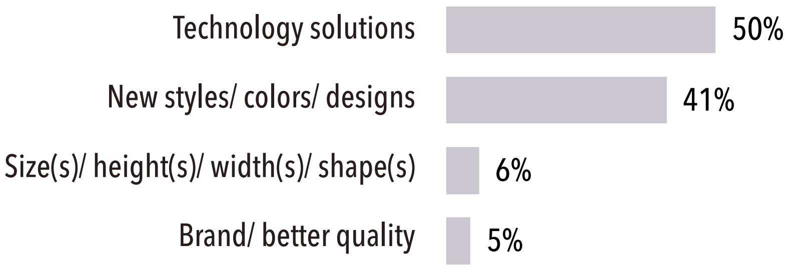
Base: Answered Showers Most (n=87); Toilets Most (n=63); Vanities (n=59)
B12. What are some of the interesting new products you are seeing for [RESPONSE]? [OPEN END]

NKBA

New technology is driving innovation for faucets along with new designs/ styles.

INTERESTING NEW PRODUCTS IN BATHROOMS

FAUCETS

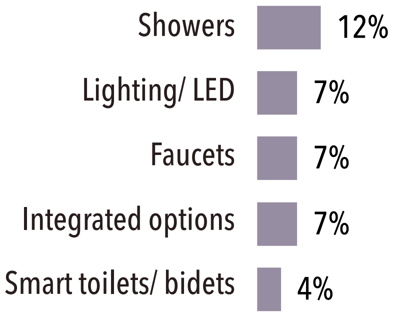


Larger faucets with more clearance for washing face, some with sprayers to clean sink.

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



Integrated TV in mirror.
Electronically-controlled shower systems.

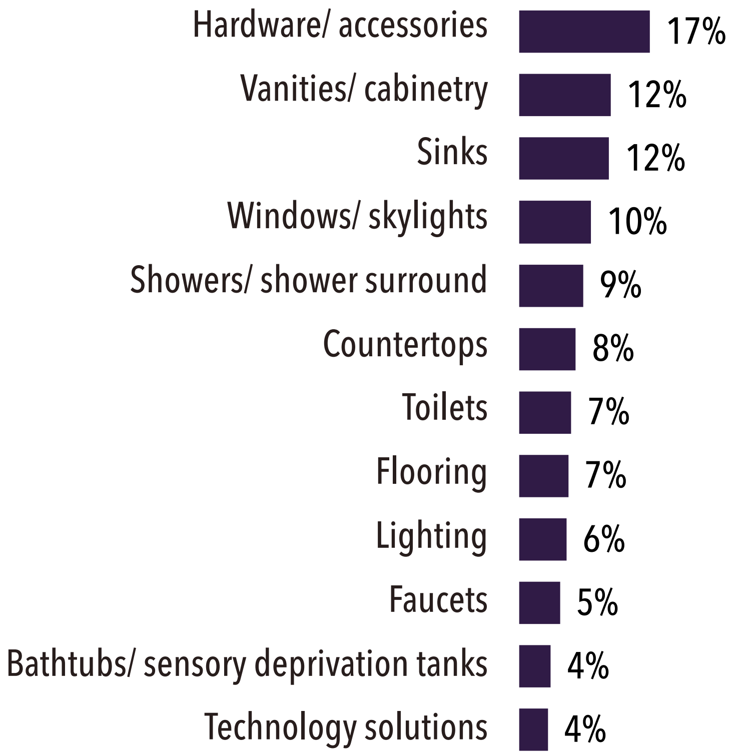
Voice-controlled plumbing systems, digital plumbing controls and leak detector.

Fully-integrated systems for all controls within the bathroom; separate settings for mood/ time of day, etc.

Base: Answered Faucets Most (n=66); Technology Solutions Most (n=68)
B12. What are some of the interesting new products you are seeing for [RESPONSE]? [OPEN END]

Some designers and specifiers are looking for more innovation with hardware (grab bars, drains), vanities, sinks and windows.

AREAS NEEDING MORE INNOVATION

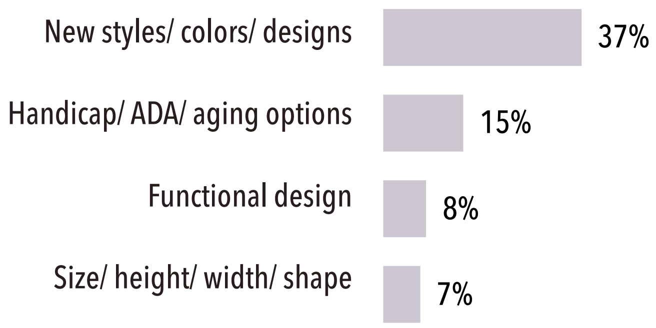


Base: Answered Bathroom Section (n=504)
B13. And conversely, which category do you feel has been the most stagnant, and needs to innovate more aggressively?

Designers would like more stylish grab bars, ADA options; and for vanities, they want more styles, sizes and integrated technology.

AREAS NEEDING MORE INNOVATION

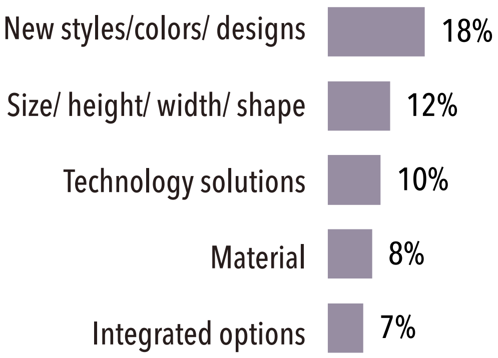
HARDWARE (grab bars, drains)



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



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

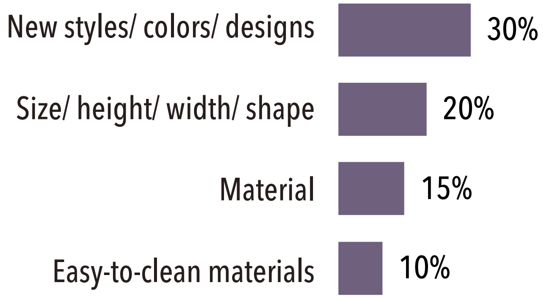
Power in drawers and lighting.

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

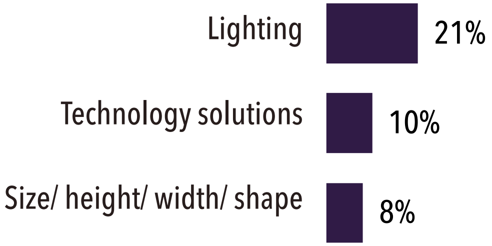
SINKS



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



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

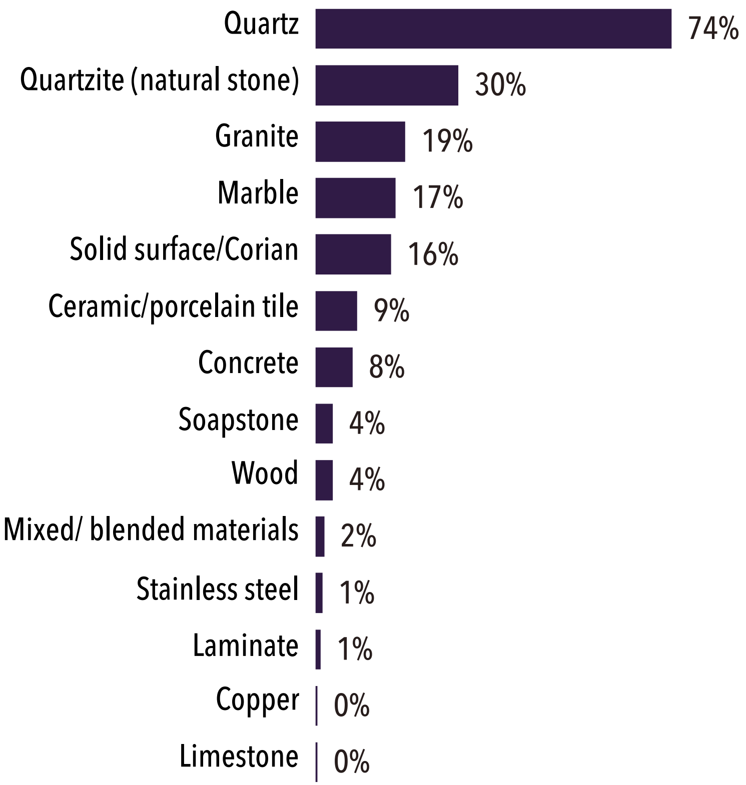
Next Three Years

Designer: Michelle Miazga-Hall
Photographer: Gabriel Hall

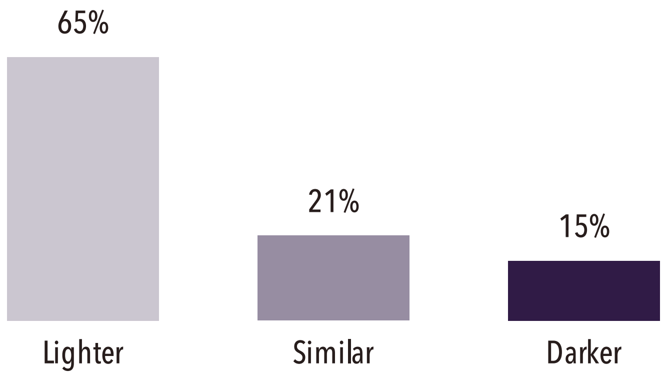
For primary bathroom countertops, many designers will be using a light-colored quartz.

VANITY COUNTERTOP

MATERIALS



VANITY TOP COLORS

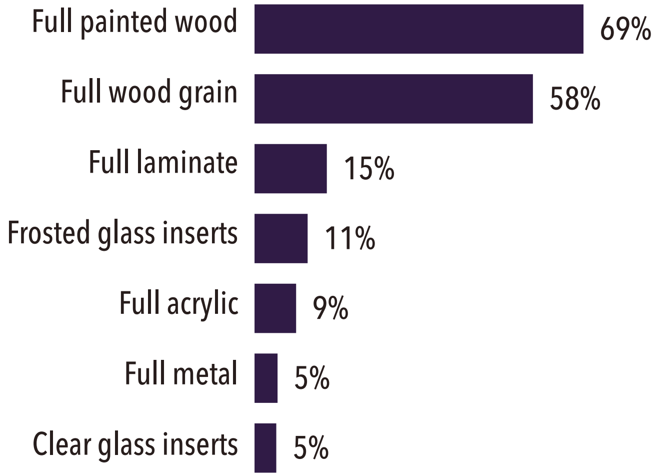


Base: Answered Bathroom Section (n=504)
B31a.-B31b. Which of the following vanity or cabinet countertop materials and colors will be extremely popular over the next 3 years?

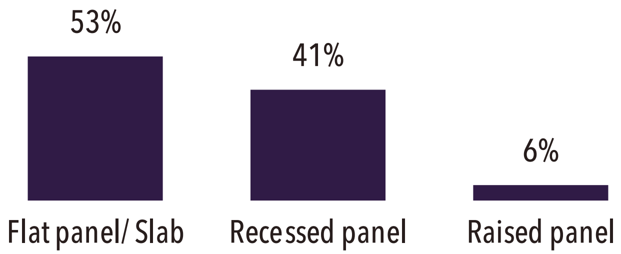
Painted or wood grain finishes for floating or free-standing vanities will be popular, with flat or recessed panel doors.

CABINETS / VANITY

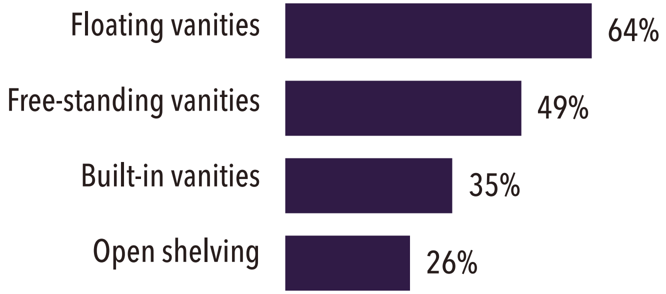
FACING MATERIALS



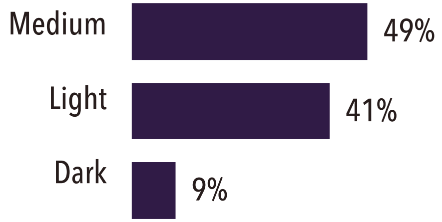
DOOR STYLE



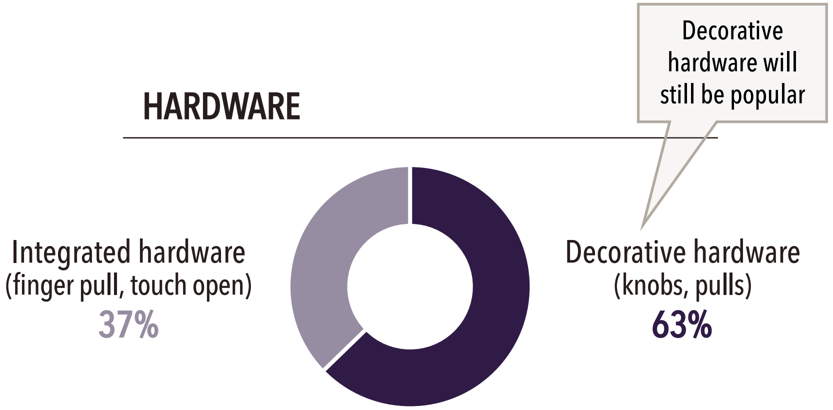
STYLE



TONE/ COLOR



HARDWARE



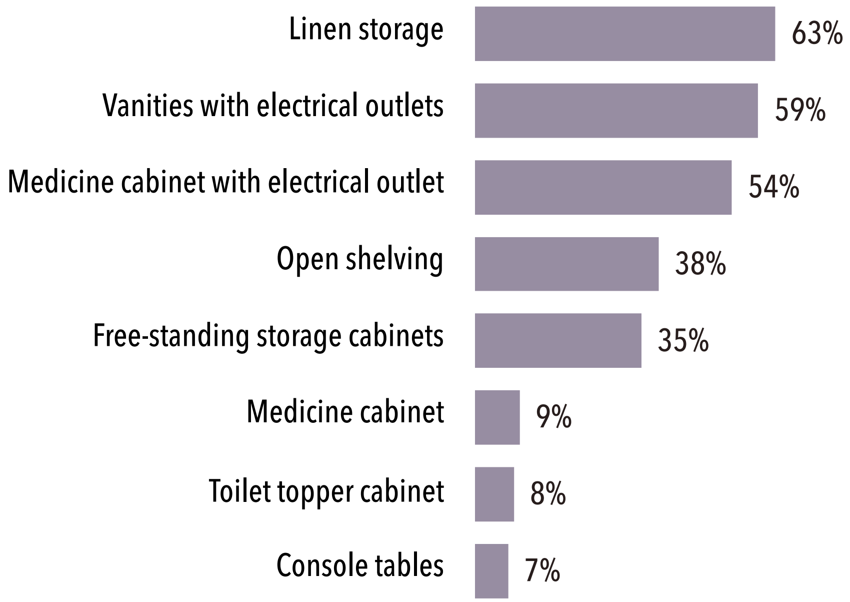
Base: Answered Bathroom Section (n=504)
B32. Which of the following cabinet/vanity materials or styles will be extremely popular over the next 3 years?

NKBA

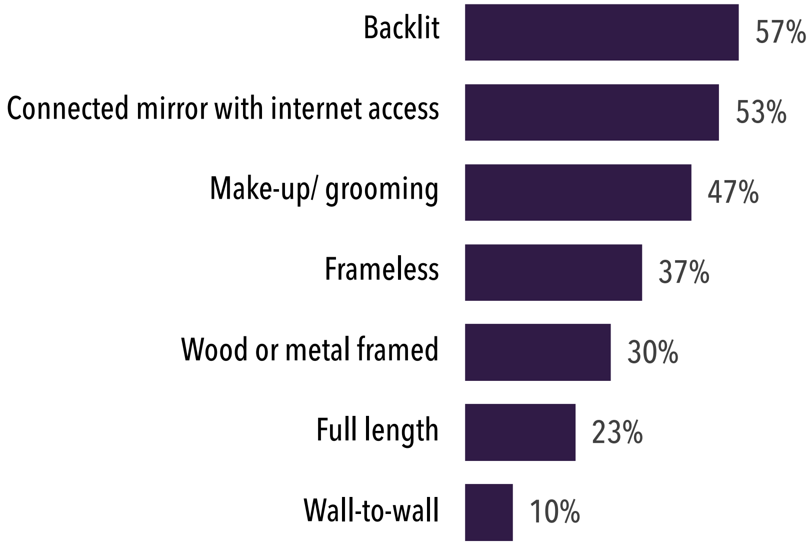
Primary bathroom storage is key, especially for linens. Vanities or medicine cabinets with electrical outlets, backlighting and connected mirrors will also be popular.

STORAGE & MIRRORS

STORAGE



MIRRORS

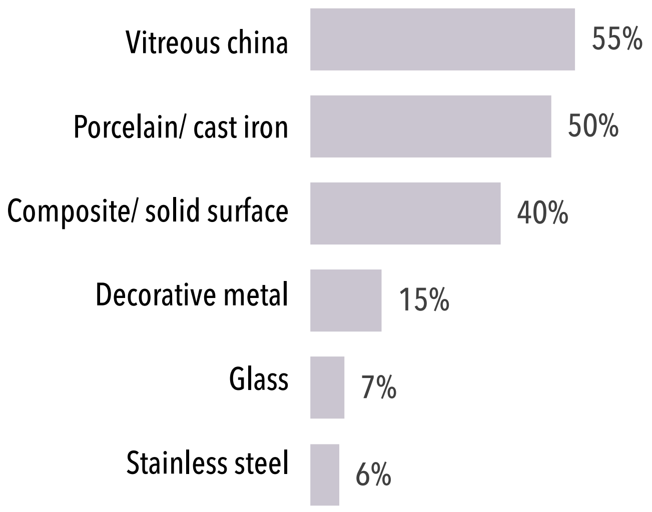


Base: Answered Bathroom Section (n=504)
B32a. Which of the following storage options in primary bathrooms will be extremely popular over the next 3 years?
B32b. Which of the following mirror options in primary bathrooms will be extremely popular over the next 3 years?

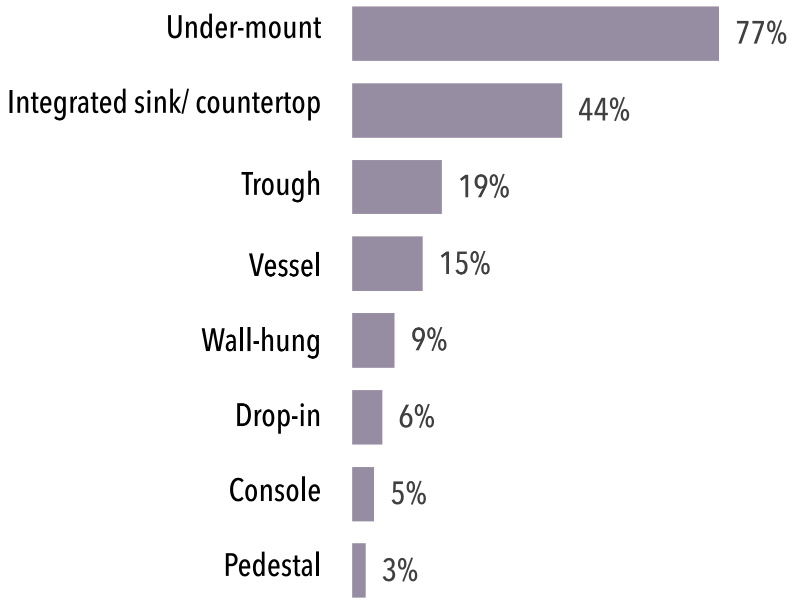
For the primary bathroom, white, under-mount sinks will be used in a variety of materials: vitreous china, porcelain or composite.

BATHROOM SINKS

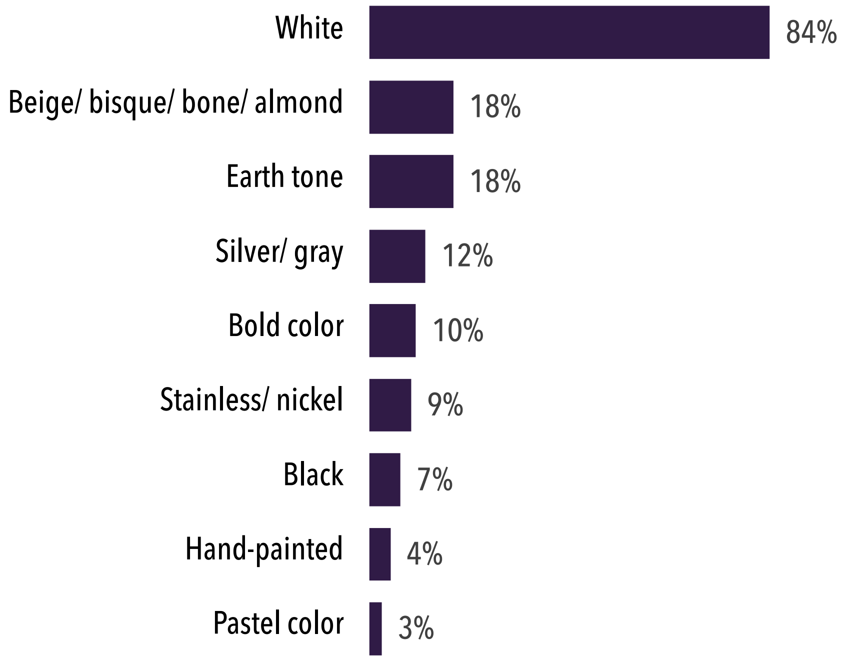
SINK MATERIAL



CONFIGURATION/BOWLS



COLORS

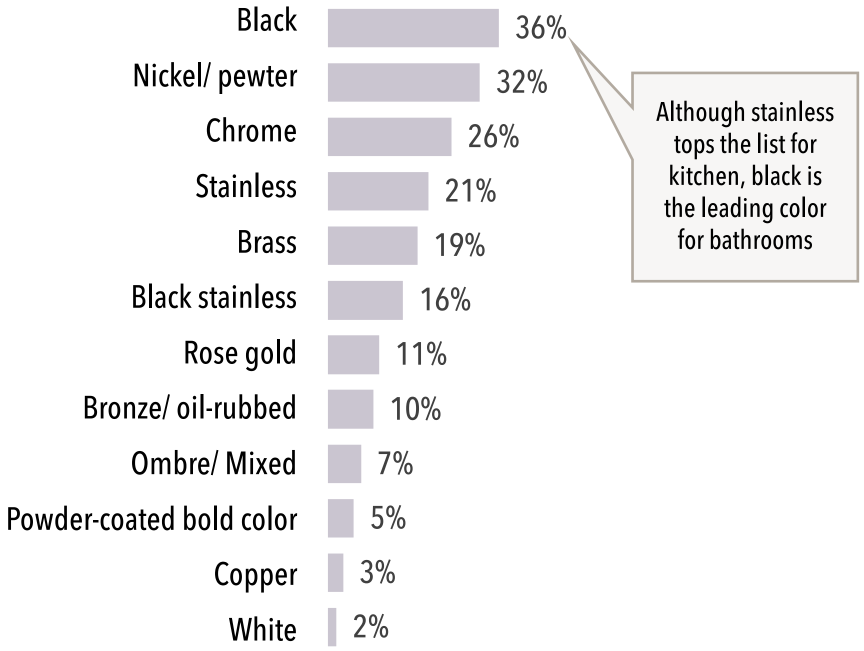


Base: Answered Bathroom Section (n=504)
B33. Which of the following bathroom sink materials or styles will be extremely popular over the next 3 years?

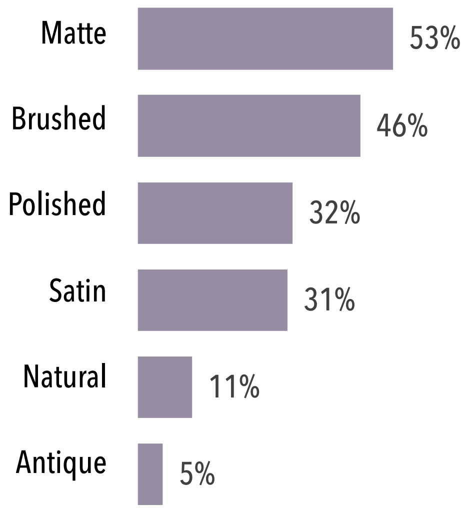
For bathroom faucets, matte and brushed finishes will be popular in black, nickel and some chrome.

BATHROOM FAUCETS

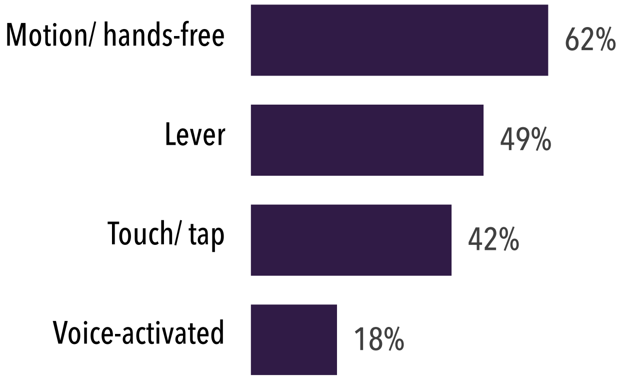
COLOR



FINISH



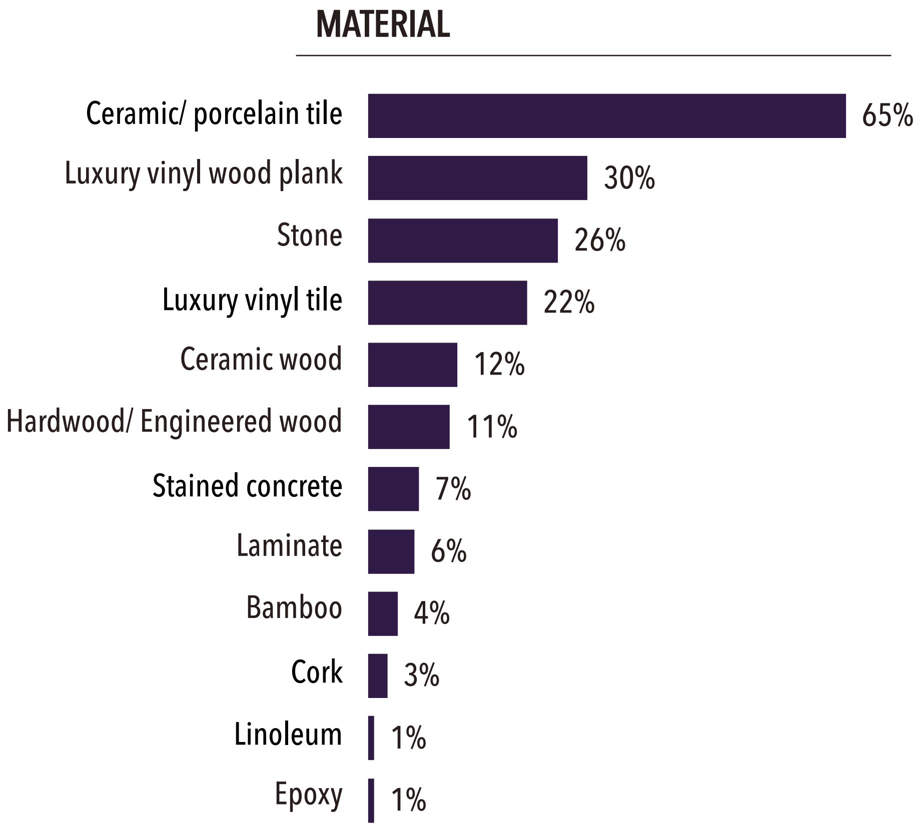
FEATURES

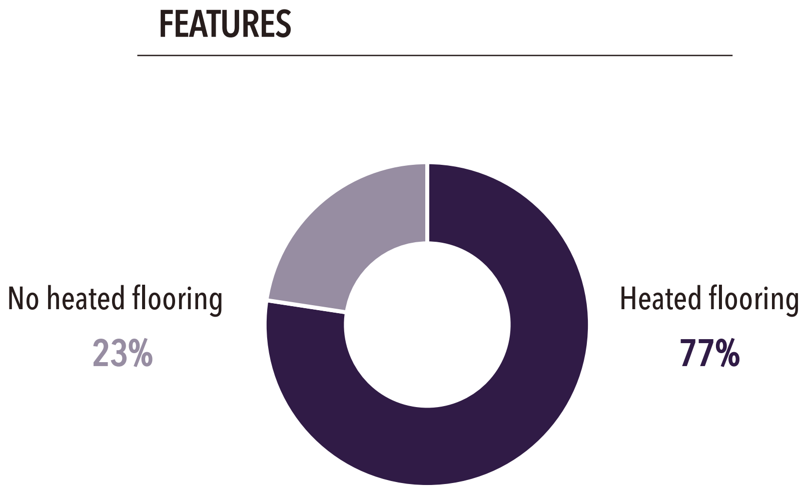


Base: Answered Bathroom Section (n=504)
B34. Which of the following faucet finishes and features will be extremely popular in primary bathrooms over the next 3 years?

For flooring, ceramic porcelain tile will be key, especially with the addition of heat.

BATHROOM FLOORING





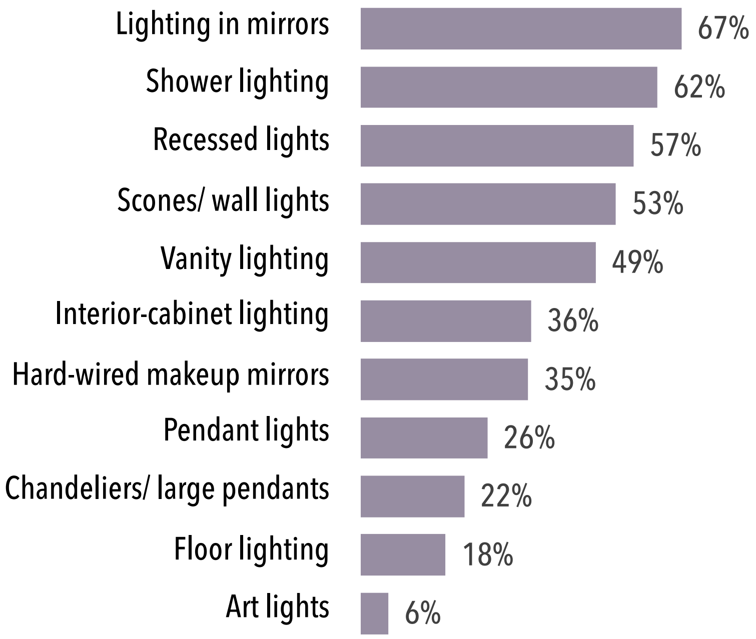
Base: Answered Bathroom Section (n=504)

B35. Which of the following flooring materials or styles will be extremely popular in primary bathrooms over the next 3 years?

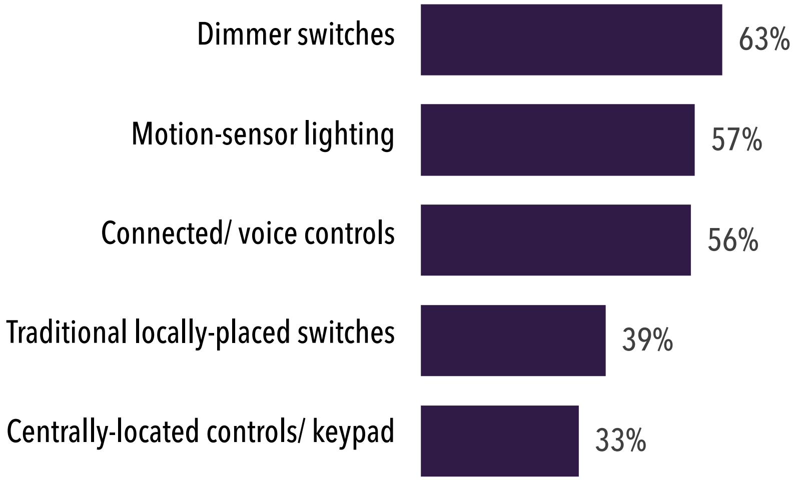
Designers will be using multiple lighting sources in bathrooms, in mirrors, showers, sconces and vanities with the addition of dimmer switches, motion-sensors or connected controls.

BATHROOM LIGHTING

TYPE/LOCATION



CONTROLS

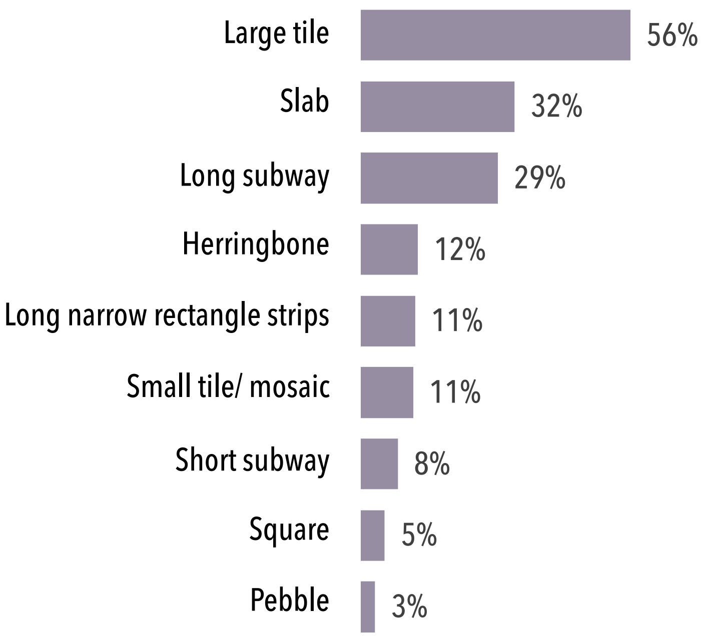


Base: Answered Bathroom Section (n=504)
B36. Which of the following lighting types and finishes will be extremely popular in primary bathrooms over the next 3 years?

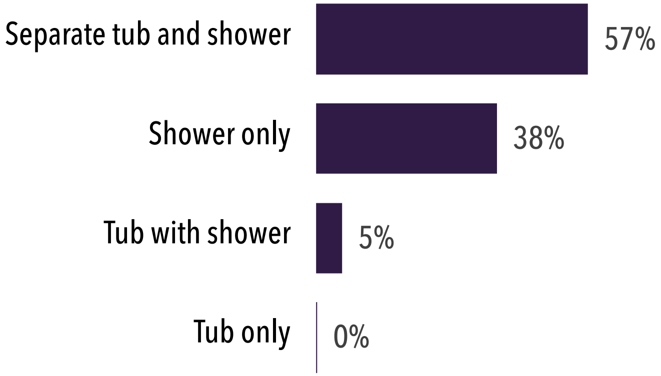
For showers, designers will be using large tile, slabs or long subway tiles and configuring a shower and separate tub when possible.

BATHTUB / SHOWER OPTIONS

SHOWER/ TUB SURROUND



CONFIGURATIONS

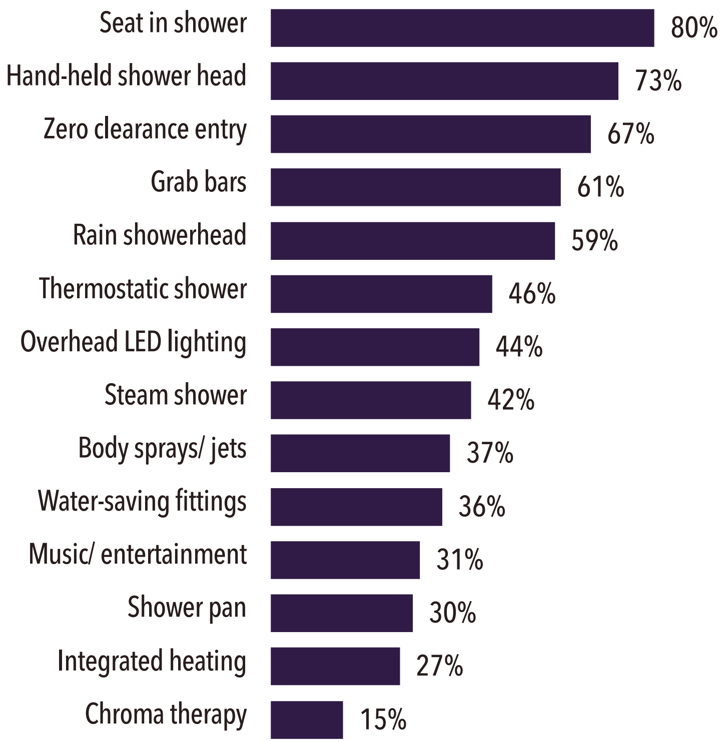


Base: Answered Bathroom Section (n=504)
B37. Which of the following bathtub and shower options will be extremely popular in primary bathrooms over the next 3 years?

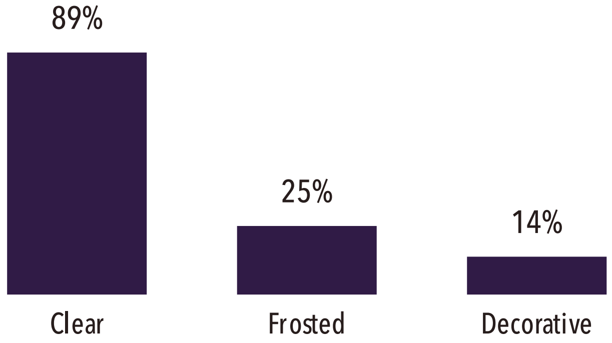
Many shower features applicable for aging are becoming popular, especially a built-in seat, zero clearance entry and grab bars.

SHOWER OPTIONS

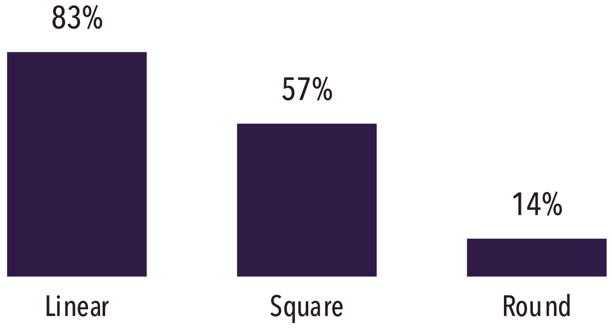
FEATURES



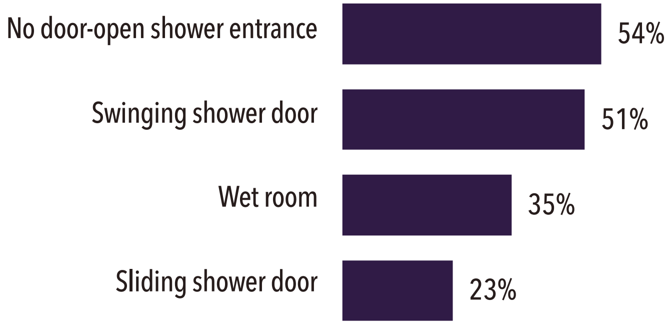
SHOWER GLASS



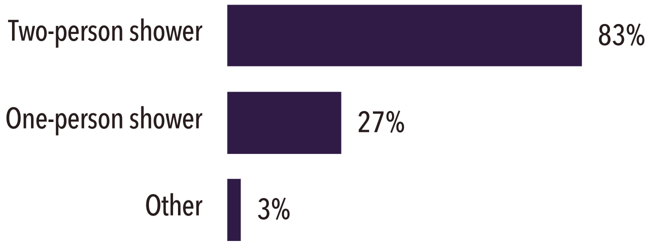
SHOWER DRAIN



DOOR CONFIGURATIONS



SHOWER SIZE

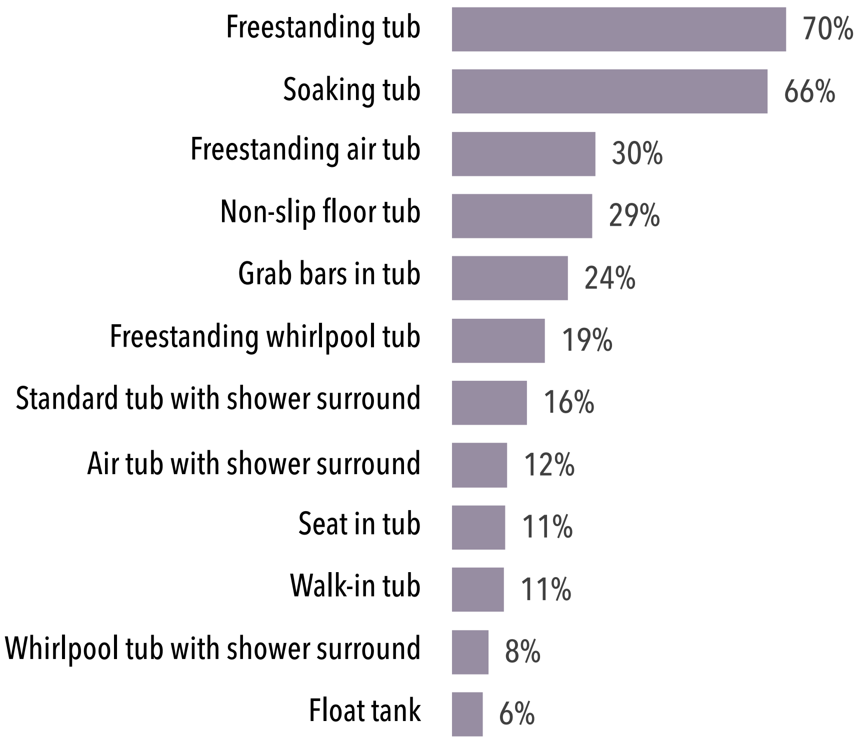


Base: Stand Alone Shower Included in Design (n=476)
K37a. Which of the following shower options will be extremely popular in primary bathrooms over the next 3 years?

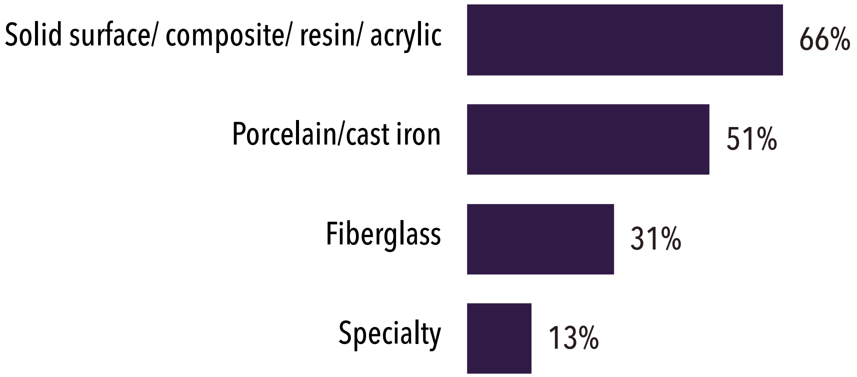
Designers anticipate freestanding or soaking tubs will be most popular in the next three years.

BATHTUB OPTIONS

TUB OPTIONS



MATERIALS

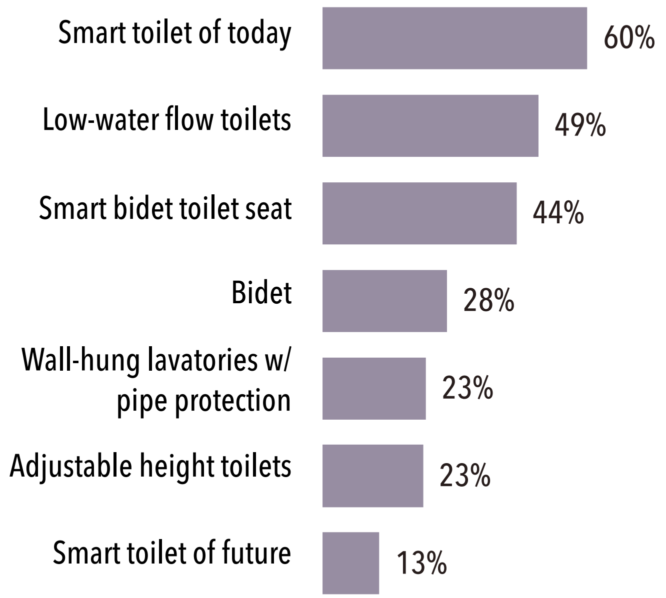


Base: Tub Included in Design(n=314)
B37b. Which of the following tub options will be extremely popular in primary bathrooms over the next 3 years?

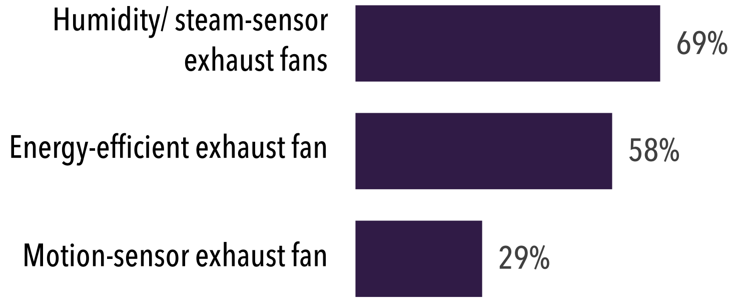
Smart features in both toilets and exhaust fans, LED bulbs, grab bars, and water efficient faucets are expected to be very popular.

TOILETS, VENTING, SAFETY OPTIONS

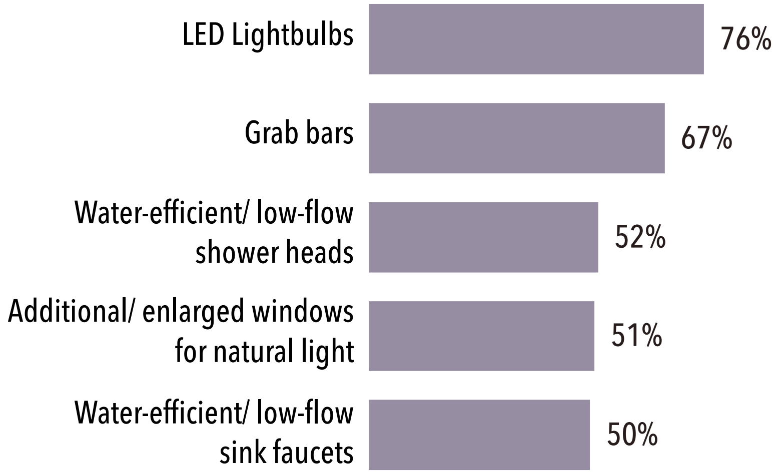
TOILET



FANS/VENTING



SUSTAINABILITY & SAFETY

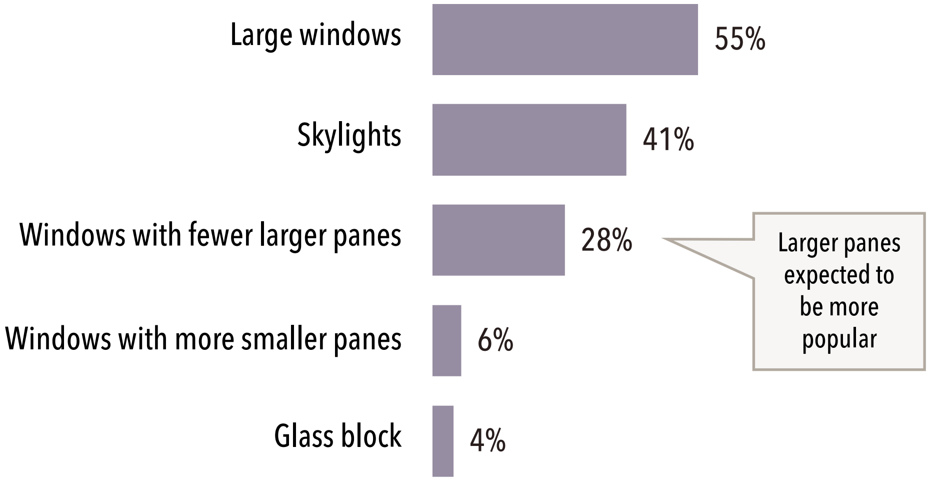


Base: Answered Bathroom Section (n=504)
B38. Which of the following toilet and venting options will be extremely popular in primary bathrooms over the next 3 years?
B39. Which of the following products will be extremely popular in primary bathrooms over the next 3 years?

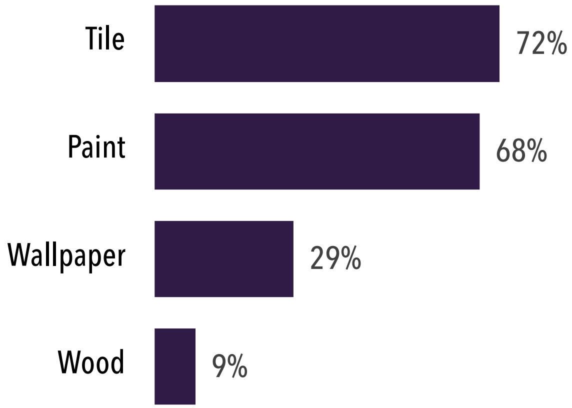
Large windows and skylights will help bring the outdoors into the bathroom and most designers plan to use tile or paint on the walls.

BATHROOM WINDOW/DOORS AND WALL COVERINGS

WINDOWS/SKYLIGHTS



WALL COVERINGS



Base: Answered Bathroom Section (n=504)
B39. Which of the following products will be extremely popular in primary bathrooms over the next 3 years?
B40. Which of the following window / door options will be extremely popular in bathrooms over the next 3 years?

APPENDIX

Designer: Sandra Diaz-Velasco
Photographer: Juan Pablo Estupinan

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)
D1 / D2 / D3 / D4 / D5 / S7

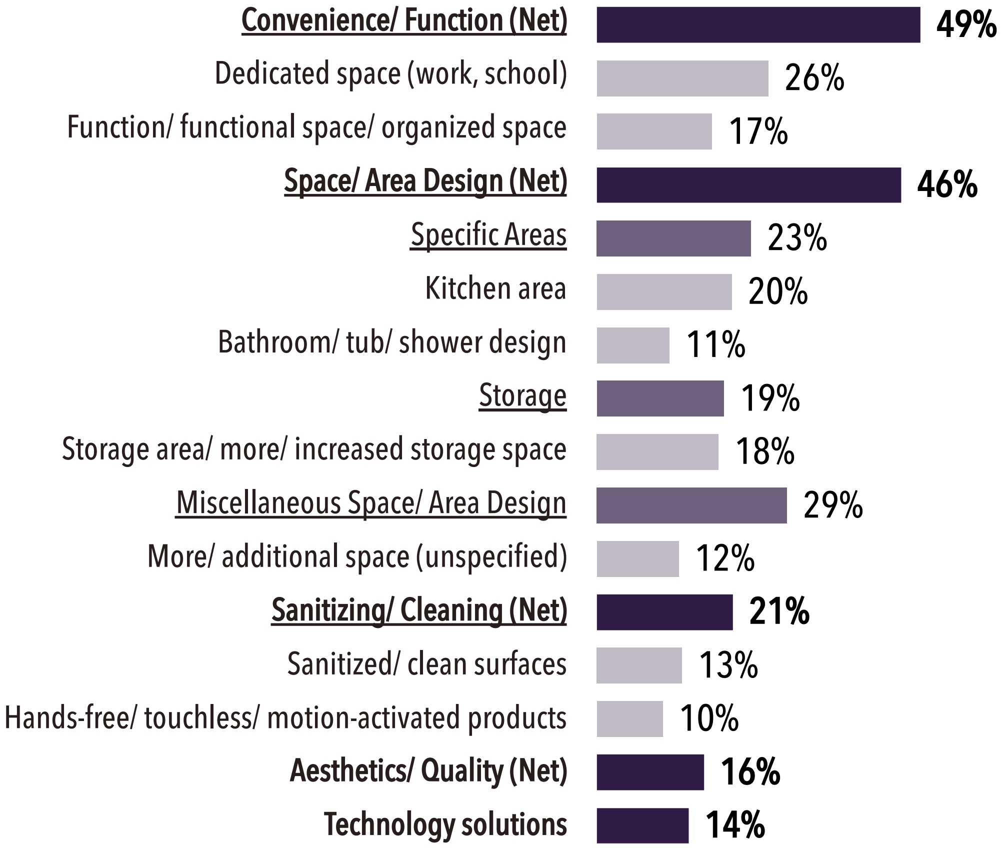
RESPONDENT PROFILE

	Total
# Kitchens Designed Past Year	%
1 to 4	22
5 to 9	20
10 to 14	15
15 or more	42
# Bathrooms Designed Past Year	%
1 to 4	25
5 to 9	24
10 to 14	16
15 or more	33
Specified, Built or Sold Products –Residential Kitchens	%
Yes	97
No	3
Specified, Built or Sold Products –Residential Bathrooms	%
Yes	94
No	6

Base: Designer (n=368); Non-designer (n=348)
S8 / S9 / S10 / S11

HOW COVID IS CHANGING KITCHEN AND BATH DESIGN: CODED RESPONSE DETAILS

COVID INFLUENCES ON DESIGN – CODED RESPONSES FOR OPEN END



Base: Total (n=716)
Q5. Thinking about how COVID has changed homeowners' daily lives, what type of changes do you anticipate will be needed in kitchen and bath design to meet your clients' post COVID lifestyle needs? [OPEN END]

All NKBA market research reports are available through the NKBA Store at https://store.nkba.org/collections/research

About the National Kitchen & Bath Association

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design and Construction Week® (DCW). With nearly 50,000 members in all segments of the kitchen and bath design and remodeling industry, the NKBA has educated and led the industry since the association's founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, specialty badges, marketplaces and networks. For more information, visit www.nkba.org or call **1-800-THE-NKBA (843-6522).**