NKBA 2015 Kitchen & Bath Style Report

CLEANER, MORE CONTEMPORARY DESIGNS TO DOMINATE IN 2015

NKBA National Kitchen & Bath Association

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THE NATIONAL KITCHEN & BATH ASSOCIATION 2015 KITCHEN AND BATH STYLE REPORT

The National Kitchen & Bath Association (NKBA) has tracked kitchen and bath design trends throughout its 52-year existence. A version of this NKBA Design Trends Survey has been in existence since the 1980s, and this iteration tracks trends since 2010.

By the very nature of kitchen and bathroom remodeling and construction, trends in our industry don't change as quickly as fashion or even furniture. Many products that go into kitchens and bathrooms are built to last a generation or more.Yet every year, we see innovative new products emerging and taking off, generating new insights for trendspotters.

Since NKBA members are on the cutting edge of kitchen and bathroom design, this survey is useful in identifying emerging trends, such as the big shift from traditional to contemporary, and use of multiple colors and styles in the kitchens. Our members provide the point-of-view of specialists on the front lines, creating beautiful kitchens and bathrooms every day.

NKBA members specialize in full projects, not item replacements and not DIY-driven projects. Therefore, this study is most helpful to identify trends among kitchens in the $20,000 - $49,000 price range and up and bathrooms in the $10,000 - $30,000 range and up.

We are pleased to present these findings to the NKBA membership and to journalists who cover the kitchen and bath industry.

Bill Darcy

Maria Stapperfenne, CKD, CBD

TOP 10 KITCHEN TRENDS FOR 2015

1/ Clean with an overall contemporary feeling. A fusion of styles and multiple colors in one kitchen.

2/ European-styled cabinets.

3/ Multiples of appliances in one kitchen.

4/ The rise of steam ovens.

5/ Furniture-look pieces.

6/ Outdoor kitchens.

7/ Fewer standard kitchen tables, replaced by counters or tall gathering tables.

8/ TVs and docking stations.

9/ Wine refrigerators.

10/ Focus on the user experience, from easy maintenance to accessible design. Considering the needs of all users in the space, including pets.

"There is a desire to really personalize the space. Unique, story-telling kitchens seem to be on trend."

— Ashley Kasper, AKBD, of Kitchen & Bath Concepts, Houston, TX

President of the NKBA Texas Gulf Chapter

"Clients want their spaces, regardless of budget, to be unique in some way. I had a client request that I incorporate her love for oak leaves in her very modern kitchen. She even gave me a pile of dried leaves she collected in her back yard as those whose shape she preferred most. I incorporated them in a custom art glass door front for her pantry cabinets."

— Brigitte Fabi, CMKBD of Drury Design Kitchen & Bath Studio. Glen Ellyn, IL

"Designs to age in place. Induction cooking. Two- or three-tone kitchens. Horizontally placed wall oven and micro/convection wall oven."

—Valorie Spence, ASID Kahului, HI

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"Function is the main concern, with ease of cleaning."

— Betty Martz, CKD, Lowes Home Improvement Store, Farmville, VA

TOP 10 BATHROOM TRENDS FOR 2015

1/ Clean, white, contemporary designs to dominate in 2015.

2/ Floating vanities.

3/ Open-shelving.

4/ Electric heated floors.

5/ Purple haze.

6/ Trough sinks.

7/ User experience and accessibility.

8/ Amenities.

9/ Innovative storage.

10/ Showers and freestanding tubs.

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"Very easy-to-clean is a must."

— R. M. "Skip" Shingledecker, CKD, CBD, San Antonio, TX.

"Bathrooms are about universal design, gray color schemes, white fixtures, and more spa-like amenities."

— Emily Alt, DreamMaker Bath & Kitchen, Conklin, MI

"Clients are looking to have a his-and-her bathroom space separate from one another and also to include their closet/dressing areas in or near the bathroom space as to not disturb sleeping family members."

— Lisa O'Brien, CAPS, Lisa O'Brien Interior Design, Carlisle, PA.

"Bathrooms are contemporary, spa-like. Free standing or console cabinets. Barn door style shower doors. Trough sinks for two."

— Jennifer Gilmer, CKD, Jennifer Gilmer Kitchen & Bath, Chevy Chase, MD

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KITCHEN TRENDS

DETAILED FINDINGS IN KITCHENS

The biggest news in North American kitchens is the extraordinarily rapid acceptance of transitional and contemporary design. Specifications of transitional kitchens by NKBA designers have increased 20 percentage points since 2011.

"More clients are open to contemporary styles, (they're) not as hard to sell," said Phil Johnson, CKD, of Kornerstone Kitchens near Orlando, FL.

Related to the desire for clean simple lines is the popularity of shaker styling and a growing appreciation for streamlined mid-century styles. Several designers noted the rise in industrial chic.

Increasingly, designers are mixing up styles or color theme for kitchens. "An eclectic mix of rustic and contemporary is today's modern," one respondent commented. "A combination of transitional, with modern lighting and earthy elements such as brick walls," another noted.

About two-thirds of kitchens now have desks or home office areas, as well as flat screen televisions and docking/charging stations. "Kitchens have been, and still are, the hub of the home and clients want everything in their kitchen, i.e., televisions, docking stations, convenience appliances, etc.," said Donna Marie Mushinskie, D M Designs, Yucaipa, CA.

The hub of the home is increasingly centered on counter areas vs. kitchen tables. "Islands are replacing tables," said Audrey Macdonald of Creative Interiors By Audrey in Mississauga, Ontario.

"We have experienced an increase in popularity for incorporating furniture-styled dry bars into kitchen designs," said Tori Johnson, AKBD, of Geneva Cabinet Gallery, Geneva, IL.

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Green Kitchens: Energy and Water Efficiency

Sixty-eight percent of NKBA designers specify energy saving appliances and 42 percent expect to specify more in 2015. Thirty-eight percent specified water-saving faucets in the kitchen and 23 percent expect to do more in 2015.

Accessible Kitchens

More than half of kitchen projects in 2014 had accessible or universal design features. Accessibility was cited by respondents not just for users with special needs, but easier access for all, including improved storage solutions.

Outdoor Kitchens

Half of all NKBA designers specified an outdoor kitchen in 2014, up seven percentage points from 2013, a statistically significant increase.

Pet Friendly Kitchens

Numerous NKBA members reported design solutions that considered the needs of the family pet. Or, really, considering the needs of the family pet's family. Five percent of respondents who did kitchens in 2014 referenced making special accommodations to make it easier to feed pets in the kitchen, to gate pets and to store pet-related materials.

"We had people designing a food station area for their pets in the kitchen cabinetry," said Colleen Brazill of behold design in Barrie, Ontario.

"We installed a built-in self-filling water trough for the family dogs," said Patricia Caulfield, AKBD, CAPS of Patricia L. Caulfield, LLC in York, PA.

KITCHEN STYLES

Transitional kitchens are far and away the leading kitchen design trend in North America, and contemporary design is rising fast. More than half of designers surveyed expect to do more contemporary kitchens in 2015.

Shaker styling is tied with contemporary, due in part to its versatility, although not seen as increasing in popularity at quite the same rate as contemporary and transitional. Almost 40% of designers expect to do shaker-styled kitchens in 2015.

Traditional ended 2014 as the fourth most popular kitchen style, although a quarter of designers expect to do fewer traditional kitchens in 2015. While decreasing in popularity, it remains a dominant kitchen style. Sixty-three percent of designers surveyed did a traditional kitchen in 2014.

What are clearly passé are country/rustic, Tuscan and Provincial looks with their related distressed and/or glazed finishes and color schemes of reds, bronzes and terracottas.

On the rise: retro and mid-century modern kitchens. Specified by 24% of designers in 2014, more than 20% expect to do more in 2015. “There is a feeling of airiness and spaciousness, more white space, art, specially designated cabinetry, smart storage and a less formal style overall,” said Carolina Beason, AKBD, with Classic Kitchens in Overland Park, KS.

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Percentage Who Specified in 2014

1. Transitional – 76%
2. Shaker – 69%
3. Contemporary – 68%
4. Traditional – 63%
5. Country/Rustic – 38%
6. Cottage – 36%
7. Arts & Crafts – 32%
8. Retro/Mid-Century Modern – 24%
9. Tuscan – 16%
10. Provincial – 11%

Growing in 2015

1. Contemporary
2. Transitional
3. Shaker

Declining in 2015

1. Country/Rustic
2. Tuscan
3. Provincial

KITCHEN STYLES

Other comments from respondents about kitchen styles:

"Farmhouse and industrial are increasing."

"I see an increase in what clients call 'clean/ sleek line traditional."

"Modern eclectic-fusion of textures and colors."

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COLOR SCHEMES

Whites and off-whites are the popular kitchen colors, specified by 81% of NKBA designers in 2014. “White paint is super hot,” said Leo Saweikis, CKD of Winter Garden, FL. “White, white, white,” said Mary Chillemi, a kitchen designs at Lowe’s Home Improvement in South Boston, VA.

Shades of gray are a close second, used by 77% of designers and expected to continue its growth curve, and increase in 2015. “Gray is the new neutral,” affirmed Alisha Doorlag, an interior design from Grand Rapids, MI.

About a third of respondents did black or blue kitchens in 2014, with about 20% expecting to do more kitchens in those colors. Almost 40% did kitchens in green tones in 2014, a level expected to remain steady.

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Percentage Who Specified in 2014

1. Whites and off-whites – 81%
2. Grays – 77%
3. Beiges/Bones – 69%
4. Browns – 45%
5. Stainless steel – 41%
6. Greens – 38%
7. Black – 36%
8. Blues – 33%
9. Bronzes/Terracottas – 32%
10. Sepia tones – 23%

Growing in 2015

1. Grays
2. Whites and off-whites
3. Three-way tie for beiges/bones, black and blues.

Declining in 2015

1. Bronzes/Terracottas
2. Reds
3. Browns

COLOR SCHEMES

Designers told us that kitchens with multiple color schemes are emerging. “I am seeing lots of white painted kitchen perimeters with espresso stained islands and dark stained kitchen perimeters with light colored painted islands. Lots of painted white kitchens with light countertops and espresso islands and painted gray cabinets,” said Christine Shorr, AKBD, Morris Black Designs in Allentown, PA.

“We’re doing color blocked kitchens, using two different colors in the same kitchen,” noted Rosemary Saggese, kitchen and bath designer at Red Interiors in Boston, MA.

A few designers reported using bolder colors in a mixed color scheme. “There’s a focus on vibrant colors,” said Damion Brisbon, a cabinet sales specialist at Lowe’s Home Improvement in Columbia, SC. “We did a burnt orange kitchen with green countertops.”

“Colorful painted accents are increasing,” noted a commenter, citing the use on cabinet interiors with glass fronts.

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CABINET FINISHES

Painted cabinets rule, with white paint remaining the popular kitchen cabinet finish for the fourth year in a row. Dark natural finishes retained second place for the fourth year in row, since dropping behind white painted cabinets during 2011. Both are expected to keep increasing, although white cabinet paint is expected to grow faster in popularity.

Painted and glazed cabinets were the third most popular cabinet finish this year, followed by a fourth place tie among medium natural stains, stained and glazed finishes, and other painted colors. Almost half of respondents expect to see other painted cabinet colors increasing. Several commenters cited demand for Euro-style high-gloss lacquers.

Between a quarter and third of respondents expect to do fewer kitchens with light natural cabinets, stained and glazed cabinets and distressed-look cabinets.

Percentage Who Specified in 2014

1. White painted – 79%
2. Dark natural stain – 69%
3. Painted and glazed – 63%
4 Medium natural stain – 61%
5. Tie: Stained and glazed and other painted color – 60%
6. Light natural stain – 55%
7. Distressed – 40%

Growing in 2015

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

Declining in 2015

1. Distressed
2. Light natural stain
3. Stained and glazed

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CABINETS

Furniture-type pieces were specified by almost eight out of 10 respondents in 2015 and 44% expect to do more in 2015.

Crown molding and glass doors are also popular, specified by 90% and 87% of respondents in 2014 and are expected to continue at that rate in 2015.

Maple and bird's eye maple cabinets moved into the top spot in 2014. Cherry showed a statistically significant decline from 2013 specifications, although still specified by 67% of designers in 2014 and expected to hold steady in 2015.

There is a big gap between the top two woods and the third most popular choice, medium density fiberboard (MDF) cabinets, specified by 48% of respondents in 2014.

Maple is expected to increase in 2015, as is walnut which showed a six point percentage increase in 2014 vs. 2013, with 25% of respondents expecting an increase in 2015.

On the way out: oak, hickory and pine. Multiple survey respondents cited exotic wood veneers and thermafoil finishes and high-gloss lacquers. "Drawers instead of doors increasing," reported several commenters.

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Percentage Who Specified in 2014

1. Maple or bird's eye maple – 71%
2. Cherry – 67%
3. MDF – 48%
4. Alder – 47%
5. White or red oak – 38%
6. Walnut – 34%
7. Hickory – 30%
8. Birch – 21%
9. Bamboo – 16%
10. Mahogany – 12%
11. Lyptus – 7%
12. Tie: Pine and Ash – 4%

Growing in 2015

1. Maple or bird's eye maple
2. Alder
3. Tie: Walnut and MDF

Declining in 2015

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

STORAGE

Solutions to make life easier in the kitchen abound. The most popular are pullouts and rollouts for kitchen cabinets, specified by more than 90% of respondents in 2014. Trash/recycling pullouts were most popular, with spice pullouts and lazy susans included in kitchens by more than 80% of respondents. About 40% of respondents expect to see pullout and rollouts increase in popularity in 2015.

“Swing-up food processor shelves, magic corner pull outs, and toe kick step ladders,” cited one commenter. Other commenters mentioned pull up mixer cabinets, knife inserts, corner pullouts. “Drawers instead of doors increasing,” reported another commenter.

Tall pantries were specified by 91% of designers last year.

Two storage features apparently in decline are appliance garages and wine storage that isn’t an appliance cooler. While still used by 54% of designers in 2014, 44% expect to specify fewer appliance garages in 2015. The declining popularity of non-appliance wine coolers is matched by increased interest in under-counter wine refrigerators (see Appliances).

Percentage Who Specified in 2014

1. Trash/recycling pullouts - 92%
2. Tie: Rollouts/pullouts and tall pantries - 91%
3. Lazy Susans - 85%
4. Spice pullouts - 82%
5. Wine racks (not refrigeration) - 62%
6. Appliance garages - 54%

Growing in 2015

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

Declining in 2015

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

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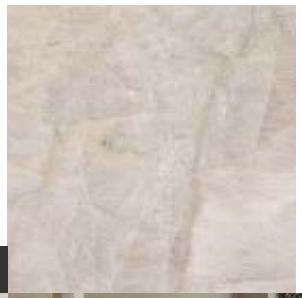
COUNTERTOPS

The most popular countertop material is quartz, followed by granite. While both quartz and granite countertops were specified by more than 80% of respondents in 2014, only quartz is expected to increase, while NKBA designers expect fewer granite countertops in 2015.

Solid surface checks in at a distant third place, specified by more than 43% of respondents, followed by laminate specified by 40% of respondents. Both showed statistically significant declines from 2013, and are expected to continue decreasing in popularity in 2015.

Multiple commenters cited quartzite natural stone as a countertop trend, while several mentioned soapstone.

Marble and other stone countertops showed healthy increase of seven percentage points over 2013, with marble specified by 43% of respondents and other stone, such as slate, specified for countertops by 26%.



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Percentage Who Specified in 2014

1. Quartz – 88%
2. Granite – 83%
3. Tie: Solid surface and Marble – 43%
4. Laminate – 40%
5. Butcher block – 35%
6. Wood (other than butcher block) – 29%
7. Other stone (not marble or granite) – 26%
8. Recycled countertops – 22%
9. Stainless steel – 17%
10. Concrete – 13%
11. Glass – 11%
12. Ceramic or porcelain tile – 6%

Growing in 2015

1. Quartz (by a large margin)

Declining in 2015

1. Granite
2. Laminate
3. Solid surface

BACKSPLASHES

Ceramic tile is the leading backsplash material, specified by 83% of respondents in 2014, followed by natural stone tile at 74% and glass at 67%.

Several comments cited mirrors and metal or metal-look tiles for backsplashes.

All three are expected to increase in 2015. Losing favor is painted wallboard, as well as laminate.

Percentage Who Specified in 2014

1. Ceramic or porcelain tile – 83%
2. Natural stone tile – 74%
3. Glass – 67%

Growing in 2015

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

Declining in 2015

1. Painted wallboard
2. Laminate

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APPLIANCES

Lifestyle trends favoring cooking hobbyists and wellness enthusiasts are reflected in today's kitchen appliance choices. Multiple appliances accommodate multiple cooks—and clean-up crews
"A lot of innovative cooking appliances are really becoming popular these days. It appears that a lot more of our clients are aiming to create what could be considered a gourmet kitchen," said Jessica White of Kitchen Encounters in Annapolis, MD. "A lot of clients ask for the additional refrigerator/freezer and dishwasher drawers for extra storage and more function."

Built-ins and undercounter appliances have widespread appeal. The healthy benefits of cooking with steam have heated up demand for steam ovens.

Declining in popularity are freestanding appliances and trash compactors.

Energy-saving appliances were specified by 62% of respondents in 2014 and demand is expected to grow in 2015.

Cooking

Double wall ovens and gas cooktops are the cooking appliance giants, specified by more than 80% of designers. Microwave drawers, convection ovens and induction cooktops are all poised for growth in 2015, while freestanding microwaves are in decline.

Steam ovens jumped 12 percentage points from 2013 to 2014, specified by 39% of designers in 2014. Growth in 2015 is full steam ahead, with 32 percent of respondents expecting to see an increase in demand.

Percentage Who Specified in 2014

1. Gas cooktop – 84%
2. Range – 81%
3. Double wall oven – 80%
4. Wall-mounted microwave – 67%
5 Convection oven – 65%
6. Single wall oven – 64%
7. Microwave drawer – 62%
8. Induction cooktop – 60%
9. Warming drawer – 58%
10. Electric cooktop – 53%
11. Steam oven – 39%
12. Freestanding microwave – 33%
13. Pizza oven – 11%

Growing in 2015

1. Microwave drawer
2. Convection oven
3. Induction cooktops
4. Steam ovens

Declining in 2015

1. Freestanding microwave

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APPLIANCES

Refrigerators

The French door refrigerator continues to lead in popularity, related to growth in separate refrigerator and freezer units. When the refrigerator and freezer are together in one unit, the most popular configuration is with the freezer on the bottom. Side-by-sides and top freezer configurations are declining in popularity.

Built-in cabinet depth refrigerator freezers and undercounter wine refrigerators were specified in more than 70% of kitchens and both will be on the increase in 2015.

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Percentage Who Specified in 2014

1. French door refrigerator – 83%
2. Built-in cabinet depth refrigerators/freezers – 76%
3. Freezer-bottom refrigerator – 73%
4. Undercounter wine refrigerator – 72%
5. Built-in integrated or hidden refrigerators/freezers – 61%
6. Undercounter refrigerator – 53%
7. Separate refrigerator and freezer units – 50%
8. Side-by-side refrigerator/freezer – 48%
9. Tie: Drawer type refrigerator/freezer and separate ice maker – 41%
10. Free-standing refrigerators – 39%
11. Full size wine refrigerator – 25%
12. Freezer-top refrigerator – 18%

Growing in 2015

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

Declining in 2015

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

APPLIANCES

Dishwashers

Almost half the kitchen—45%—included two dishwashers in 2014, expected to be more in 2015. Commenters cited 18-inch dishwashers as the second option, sometimes installed near the bar area.

Standard dishwashers are still the norm at 77%, but there was a six percentage point drop from 2013 to 2014, apparently in favor of integrated dishwashers. Specified by 64% of designers in 2014, 30% of designers expect to do more integrated dishwashers in 2015.

Drawer-type dishwashers were used by about 40% of designers, which will stay level through 2015.

Percentage Who Specified in 2014

1. Standard dishwasher – 77%
2. Integrated dishwasher – 64%
3. Two dishwashers in one kitchen – 45%
4. Drawer-type dishwasher – 38%

Growing in 2015

1. Integrated dishwasher
2. Two dishwashers in one kitchen

Declining in 2015

None show signs of decline. Use of standard dishwashers and drawer-type dishwashers will hold steady or decline slightly.

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TV and Other Appliances

- Flat screen televisions are included in almost 60% of kitchens, with 37% saying they will increase in 2015
- Built-in coffeemakers: 33% specified in 2014, expected to hold steady in 2015.
- Trash compactors: 18% specified in 2014, and expected to decline.

FLOORING

Wood and ceramic/porcelain tile are the two most popular kitchen flooring materials, with both expected to increase in 2015, especially wood flooring. Vinyl or linoleum, as well cork and laminate flooring all decreased by eight percentage points from 2013 to 2014, with the vinyl/linoleum expected to show the largest decline in 2015.

Commenters cited painted and stained concrete as well as wood-like porcelain tile. “Tile that resembles wood plank is very popular,” one commenter said.

The luxury of electric radiant floor heating was specified by 43% of designers for kitchens in 2014, with 30% expecting to see an increase in 2015. Another 15% used hydronic (warm water) for radiant heated floors.

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Percentage Who Specified in 2014

1. Wood – 82%
2. Ceramic or porcelain tile – 75%
3. Natural stone tile – 54%
4. Vinyl or linoleum – 27%
5. Laminate – 26%
6. Cork – 17%
7. Recycled flooring – 7%

Growing in 2015

1. Wood
2. Ceramic or porcelain tile

Declining in 2015

1. Vinyl or linoleum

SINKS

Stainless steel is by far the most popular type of kitchen sink, outpacing the second most popular sink material, granite composite, by 35 percentage points. Fire clay and granite composite both registered increased popularity from from 2013 to 2014, with 30% of respondents expecting granite composite to grow in popularity in 2015 with fire clay holding steady.

Porcelain enamel, the third most popular choice for sinks in 2014, is expected to decline, while solid surface sinks declined from 2013 to 2014 and show further signs of decline in 2015.

Percentage Who Specified in 2014

1. Stainless steel – 86%
2. Granite composite – 52%
3. Porcelain enamel – 49%
4. Fireclay – 39%
5. Tie: Solid Surface and Copper – 26%
6. Quartzite – 12%
7. Other stone (granite, marble, etc.) c 9%

Growing in 2015

1. Granite composite
2. Stainless steel

Declining in 2015

1. Porcelain enamel
2. Solid surface

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Sink Accessories

Under-sink garbage disposals were used by 71% of designers in 2014. About half of designers specified soap/lotion dispensers in 2014 and almost as many specified water filters/purifiers. Instant hot water dispensers were specified by 42% of designers. All are expected to hold steady into 2015.

FAUCETS

Pullout faucets continue to dominate the market, while touch-activated faucets were specified by almost half of respondents in 2014. Both are growing at the expense of standard faucets, which declined six percentage points from 2013 to 2014.

Almost 40% of designers specified water-saving faucets in 2015, and 47% see the market expanding in 2015.

Percentage Who Specified in 2014

1. Pullout faucet – 92%
2. Pot filler faucet – 47%
3. Touch-activated faucets – 46%
4. Standard faucet – 42%
5. Water-saving faucets – 38%
6. Electronic (no touch) faucet – 18%

Growing in 2015

1. Pullout faucets
2. Touch-activated faucets
3. Water-saving faucets

Declining in 2015

1. Standard faucets

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FAUCET FINISHES

Polished chrome and satin nickel are the most popular faucet finishes. Both are expected to grow, but polished chrome's growth is outpacing satin nickel to pull away as a clear favorite in 2015. Stainless steel faucets are expected to grow in 2015, while the oil-rubbed bronze era appears to be in decline.

Thirty-eight percent of designers specified water-saving faucets for the kitchen in 2014, and nearly a quarter expect to do more in 2015.

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Percentage Who Specified in 2014

1. Polished chrome – 73%
2. Satin nickel – 71%
3. Stainless steel – 64%
4. Brushed nickel – 63%
5. Bronze/Oil-rubbed bronze – 57%
6. Polished nickel – 48%
7. Brushed chrome – 32%
8. Black – 12%
9. Brushed brass –10%

Growing in 2015

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

Declining in 2015

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

LIGHTING

LEDs far and away lead in kitchen lighting, specified by more than 80% of designers for the kitchen overall, as well as task lighting and under cabinet lighting. “Two words: Title 24,” wrote one commenter, referencing energy standards in California.

Incandescent and halogen are distant second and third place choices, expected to continue sharp declines.

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WINDOWS & DOORS

French doors were the most popular for kitchens, and predicted to grow in 2015. Standard (double hung) windows and casement windows are equally popular, with growth expected in casement windows. About a quarter of designers also specified a bay window as part of a kitchen project. Commenters cited interior barn doors and horizontal sliding windows.

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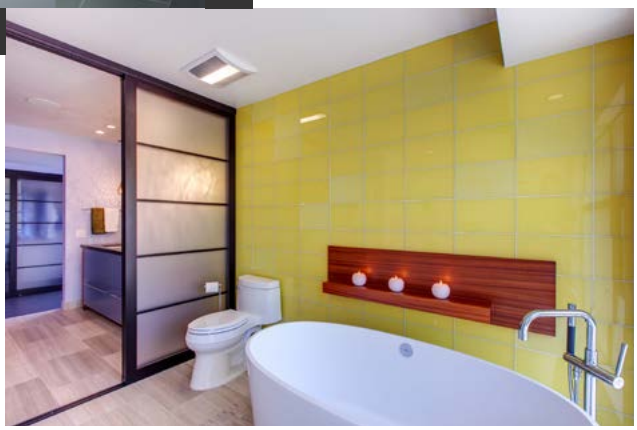

BATH TRENDS

BATHROOM STYLES

Contemporary and transitional are by far the most common bathroom styles, outpacing the third most popular style—traditional—by more than 15 percentage points. Nearly half of NKBA designers surveyed expect to see more contemporary in 2015.

Specified by three-quarters of designs just four years ago, traditional bathrooms were specified by 53 percent of respondents in 2014 and likely to hold steady.

Percentage Who Specified in 2014

1. Tie: Contemporary and Transitional – 70 percent
2. Traditional – 53 percent
3. Shaker – 48 percent
4. Cottage – 27 percent
5. Country/Rustic – 19 percent
6. Arts & Crafts –22 percent
7. Retro/Mid-Century Modern – 17 percent
8. Asian Fusion – 15 percent
9. Tuscan – 10 percent
10. Provincial – 8 percent

Growing in 2015

1. Contemporary
2. Transitional
3. Shaker

Declining in 2015

1. Tuscan

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COLOR SCHEMES

White and gray are the dominant colors for bathrooms, specified by more than 70 percent of respondents in 2014. Half expect to see gray continue to grow in 2015. While beige and bone saw a small decline from 2013 to 2014, it is the third most popular color scheme and expected to hold steady.

Intriguingly, several comments referenced purple, lavender and lilac. “We’re doing more colors overall,” said Cynthia Kosciuczyk of Designer Tastes near San Diego, CA. “Bathrooms are having a more personal profile.”

Percentage Who Specified in 2014

1. Whites and off-whites – 79 percent
2. Grays – 72 percent
3. Beiges/Bones – 65 percent
4. Browns – 38 percent
8. Blues – 34 percent
6. Greens – 31 percent
7. Black – 23 percent
9. Bronzes/Terra cottas – 22 percent
10. Sepia tones – 16 percent
11. Tie: Reds and Saffrons – 8 percent

Growing in 2015

1. Grays
2. Whites and off-whites

Declining in 2015

1. Browns
2. Bronzes/Terra cottas

33

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FIXTURE COLORS

White fixtures were the choice of 84 percent of designers in 2014, maintaining white's long-standing dominance in the top spot. Beige/bisque/bone/almond fixtures are a distant second and declining in popularity. Silver/gray fixtures were specified by 25 percent of designers, a share that should hold steady, while black fixtures were the choice of only 12 percent of designers in 2014.

Percentage Who Specified in 2014

1. White – 84 percent
2. Beige/bisque/bone/almond – 49 percent
3. Silver/gray – 25 percent
4. Black – 12 percent

Growing in 2015

1. White

Declining in 2015

1. Beige/bisque/bone/almond

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FAUCETS FINISHES

Polished chrome is the fastest growing choice for bathroom faucet finishes, used by almost 80 percent of designers in 2014 and expected to keep growing in popularity. Satin nickel and brushed nickel are also popular choices, with some momentum behind brushed nickel increasing from 2013 to 2014.

Polished nickel and bronze/oil rubbed bronze were both specified by about half of the designers in 2014, with polished nickel expected to increase while use bronze/oil rubbed bronze faucets is expected to decrease.

Percentage Who Specified in 2014

1. Polished chrome – 79 percent
2. Satin nickel – 67 percent
3. Brushed nickel – 65 percent
4. Polished nickel – 52 percent
5. Bronze/oil-rubbed bronze – 51 percent
6. Stainless steel – 39 percent
7. Brushed chrome – 28 percent
8. Brushed brass – 11 percent
9. Polished brass – 9 percent
10. Tie: Black and White – 5 percent
11. Designer colors – 4 percent

Growing in 2015

1. Polished chrome
2. Polished nickel
3. Brushed nickel

Declining in 2015

1. Bronze/Oil-rubbed bronze

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SINKS

Undermount sinks, already the number one style used by 90 percent of designers in 2014, are predicted to grow strongly in 2015. Vessel sinks, at a distant number two, are expected to decline, although they held steady in 2014 in spite of a predicted decline. Integrated sinks and countertops dropped seven percentage points from 2013 to 2014 but will likely hold steady and used by about half of the designers in projects in 2015. Drop-in sinks are most definitely declining in popularity.

In a new twist on the old side-by-side vanity sinks, several commenters noted that they had installed single large trough sinks in master bathrooms, with two faucets.

Percentage Who Specified in 2014

1. Undermount sink – 90 percent
2. Vessel – 59 percent
3. Integrated sink/top – 49 percent
4. Pedestal – 42 percent
5. Drop-in – 32 percent

Growing in 2015

1. Undermount sinks

Declining in 2015

1. Vessels
2. Drop-in

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VANITIES

Nearly nine out of 10 vanities specified by designers are wood, and no major change is expected in 2015. However, there are indications that designers increasingly favor “floating” vanities.

“Floating vanities are popular,” said Katrina L. Mullinax, CKD, president of Homeworks Cabinetry + Design, Tuscon, AZ.

“We’re getting more requests for floating vanities and furniture-looking pieces,” said Jennifer Crawford, AKBD, WFCP of DeWils Showcase near Portland, OR.

Linen storage closets were specified by 83 percent of designers in 2014 and are expected to increase.

Multiple respondents mentioned floating vanities. Open-shelving style vanities were specified by 54 percent of NKBA designers, and more than a third expect to do more in 2015.

Pullouts and other organization features are migrating from the kitchen to the bath. Several designers reported that they specified special storage for hair dryers. “We installed a spice cabinet in the bathroom to be used for make-up products,” said Nicolette Patton, CKD.

Other popular forms of storage are medicine cabinets and about a quarter of designers reported specifying console tables. Toilet topper cabinets are declining in use.

Comfort-height vanities were used by 78 percent of respondents, and more than half expect to do more in 2015. Comments indicated an upturn in wall-hung floating vanities in conjunction with the contemporary trend.

Percentage Who Specified in 2014

1. Wood vanities – 89 percent
2. Linen storage cabinets – 83 percent
3. Toilet topper cabinets – 50 percent
4. Medicine cabinets – 67 percent
5. Open-shelving – 54 percent
6. Tie: Console tables and laminate vanities – 24 percent

Growing in 2015

1. Linen storage cabinets
2. Open shelving

Declining in 2015

1. Toilet topper cabinets

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VANITY TOPS

Quartz and granite are the most popular vanity top materials, although quartz appears to be outpacing granite and poised for greater use in 2015. Solid surface and cultured marble are falling out of favor, although solid surface was specified by almost half the designers in 2014.

Percentage Who Specified in 2014

1. Quartz – 81 percent
1. Granite – 72 percent
3. Solid surface – 49 percent
4. Marble – 42 percent
5. Cultured marble or onyx – 34 percent
6. Laminate – 13 percent
7. Natural stone other than marble – 22 percent
8. Glass – 11 percent
9. Ceramic or porcelain tile – 6 percent
10. Tie: Concrete and Wood – 6 percent
11. Wood

Growing in 2015

1. Quartz

Declining in 2015

1. Solid surface
2. Cultured marble/onyx
3. Laminate

40

TUBS AND SHOWERS

Showers are far more popular than tubs.

"People are removing tubs and increasing the size of the showers," said Christine Fleskes of Longlook Kitchen & Bath in Dover, MA.

"Clients want a big shower with a bench. They could care less about a tub in the master these days," said one designer. Shower seats/benches were specified by 74 percent of designers in 2014.

"Walk-in showers increasing," said Shad Johnsen, CKD, from St. George, Utah. No-threshold showers, a universal design principle with universal benefits for all, are very popular, which is also driving demand for linear drains to maintain the clean design lines. "Definitely more linear drains for curbless showers," said Annette Starkey, CKD CBD of Living Environment Design in Orangevale, CA.

While playing second fiddle to showers, tubs still have legions of fans. More than two-thirds of designers specified a free standing soaking tub for master bathrooms last year, and more than three-quarters installed a standard tub and shower surround for guest bathrooms, although that declined by six percentage points from 2013 to 2014.

Jetted tubs, whether whirlpool or air are considerably less popular. "People are moving away from jetted tubs to more classic soaking tubs," said Bill Donohoe, Donohoe Design Works in the Los Angeles, CA area.

Yet even whirlpools have their place, holding steady with about 25 percent of respondents specifying them for master bathrooms.

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TUBS AND SHOWERS

In showers, body sprays and jets were specified by 42 percent of designers in 2014, a level that appears to be holding steady in 2015.

Thermostatic values were used by 45 percent of designers and are widely expected to increase in 2015. Pressure-balanced valves, used by 58 percent of designers, are not expected to grow quite as fast as thermostatic.

“Clients are more apt to spend on thermostatic shower valves, and shower seats are more accepted,” said Phil Johnson, CKD, of Kornerstone Kitchens near Orlando, FL.

Lighting in showers was specified by 65 percent of designers in 2014 and expected to increase.

20 percent of respondents included programmable controls for showers in 2015, with modest growth anticipated in 2015.

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FLOORING

Ceramic/porcelain tile was used in bathrooms by 90 percent of NKBA designers in 2014, and its dominance shows no sign of slowing down. A distant second choice is natural stone tile, which is expected to increase. Just 20 percent or fewer designers used vinyl or linoleum, cork, wood or hardwood.

Several respondents mentioned pebble tiles. “We’re seeing the use of ‘pebble tiles’ both on the floor of the shower and as a wall deco tile,” said Diane Quinn, CKD of Beyond Kitchens in Rochester, MN.

Percentage Who Specified in 2014

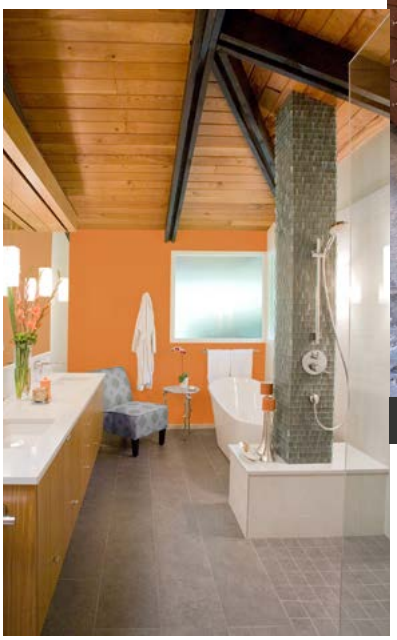
1. Ceramic or porcelain tile – 90 percent
2. Natural stone tile – 67 percent
3. Vinyl or linoleum – 19 percent
4. Hardwood/Wood – 20 percent
5. Cork – 3 percent

Growing in 2015

1. Ceramic or porcelain tile
2. Natural stone tile

Declining in 2015

1. Vinyl or linoleum



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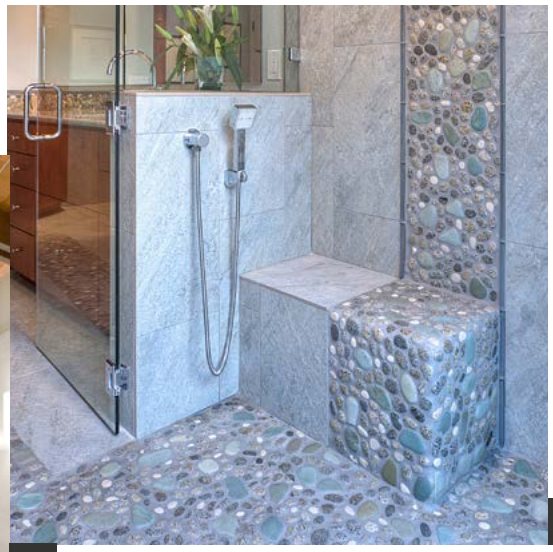

44

AMENITIES & STORAGE

Almost all bathroom amenities are expected to increase.

"I see a lot more interest in steam showers," said Sofeeka Hasiuk, CKD of Creative Minimalism near Philadelphia, PA.

"Towel warmers and heated floors," said Jeanine B Martin CKD of Probuild 0f Kalispell in Kalispell, MT and president of NKBA Big Sky Chapter.

"One of our more unusual requests this year was installing an iPhone compatible music source and charging station for family bath," said Madeleine Baker of MH Baker, LLC in Greenwich, CT.

"More Internet devices, flat screen TVs music devices, speakers," noted Gil Chin, a designer at The Home Depot in Long Island City, NY.

Other respondents mentioned coffee and bar areas in the bathroom, separate water closets.

Percentage Who Specified in 2014

Lighting in showers – 65 percent

Pressure-balance shower valve – 63 percent

Anti-fogging mirror – 58 percent

Tie: Easy maintenance and Radiant floor heating – electric – 54 percent

Thermostatic shower valve – 52 percent

Body sprays/jets – 42 percent

Steam showers – 37 percent

Towel warmer (electric) – 35 percent

Humidity-sensing fans – 32 percent

Flat screen television – 27 percent

Bidet – 22 percent

Programmable controls for showers, steam showers – 22 percent

Electronically controlled toilets – 19 percent

Built-in music systems in showers or bathrooms – 18 percent

Radiant floor heating – hydronic (warm water) – 17 percent

Towel warmer – hydronic (warm water) – 10 percent

Growing in 2015

1. Easy maintenance
2. Radiant electric floor heating
2. Lighting in showers
4. Water-saving faucets and fixtures

Declining in 2015

1. Possibly bidets, in favor of all-in-one electronic toilet/bidets.

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GREEN BATHROOMS

Water Efficiency

In 2014, 45 percent of NKBA designers specified water saving faucets and fixtures, and about a third of respondents expect to see more demand in 2015.

ACCESSIBLE BATHROOMS

Universal design elements are specified at a high rate in bathrooms designed by NKBA members. “We’re doing much more universal design,” said Cary Ann Carlson of Gerhards in Wisconsin.

More than 60 percent of respondents designed no-threshold showers for their clients in 2014, up eight percentage points from 2013 and expected to increase dramatically in 2015.

• Comfort height toilets were specified by 83 percent of NKBA designers in 2014, and more than half forecast demand to increase in 2015.

• Comfort height vanities were specified by 78 percent of NKBA designers, with more than half expecting.

• Shower seats/benches were specified by 74 percent of designers in 2014.

“Universal Design with lots of integrated grab bars and curbless showers,” said Ebony Stephenson with Criner Remodeling in Newport News, VA.

While several commenters similarly reported installing more grab bars, others still see some reticence. “People are still resistant to use grab bars, but I insist on putting blocking in the wall,” said Diane Plesset CMKBD, NCIDQ, CAPS of D. P. Design in Oregon City, OR.

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PET-FRIENDLY BATHROOMS

As with kitchens, pet features for the bathroom were cited by several NKBA members. Four respondents reported that they built in cat litter boxes. “In one project, we built a cat box area built into the solid-surface tub deck. It worked out better than it sounds,” said Chris Dreith, CMKBD of The Home Improvements Group, Inc. in Woodland, CA.

Pet washing zones were also noted.

And then there was the matter of selecting a feline-friendly faucet. “I had a client whose hardest request was finding a faucet that his cats could not turn on,” said Michelle Whitley from Lowe’s of Port Charlotte, Port Charlotte, FL.

THANK YOU

All the images used in this report are finalists and winners from the 2015 and 2014 NKBA Design Competition.

Front Cover:
NKBA Memmber Claire J. Reimann, AKBD.
Photo: Joshua Lawrence Photography. (left)

NKBA Member Sol Quintana Wagoner with Marisela Contreras; John Kavan. (right)
Photo: PreviewFirst.com

1/ NKBA Member Elina Katsioula-Beall, CKD with Maria Alaverdyan.
Photo: Suki Medencevic.

2/ NKBA Member Erica Westeroth, CKD, CAPS, ARIDO with Sheena Hammond.
Photo: Arnal Photography.

3/ NKBA Member Corey S. Klassen, CKD, CBD.
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4/ NKBA Member Claire Reimann, AKBD.
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5/ NKBA Member Jane Lockhart.
Photo: Brandon Barré.

6/ NKBA Member Kaye Hathaway, CKD, NCIDQ, ASID with Catherine Heir.
Photo: Jozef Jurcisin.

7/ NKBA Member Claire Reimann, AKBD.
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8/ NKBA Member: Amy Yin, Co-designer: Emily O'Keefe, CKD, CBD; Chris Papaleo, AIA, LEED AP, NCARB.
Photo: Joy Yagid.

9/ NKBA Member Rosemary Merrill, AKBD.
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10/ NKBA Member Jane Lockhart.
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12/ NKBA Member Peter Ross Salerno, CMKBD Co-Designer: Julie Connors; Robert So.
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13/ NKBA Member Elina Katsioula-Beall, CKD Co-designer: Maria Alaverdyan.
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14/ NKBA Member Adrienne Dorig Leland, CKD.
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15/ NKBA Member Adrienne Dorig Leland, CKD.
Photo: James Netz Photography LLC.

16/ NKBA Member Amy Yin with Emily O'Keefe, CKD, CBD and Chris Papaleo, AIA, LEED AP, NCARB. Photo: Joy Yagid.

17/ NKBA Member Amy Yin with Emily O'Keefe, CKD, CBD and Chris Papaleo, AIA, LEED AP, NCARB. Photo: Joy Yagid.

18/ NKBA Member Leslie Kalish, CID, CfYH Co-designer: Jennifer Hobson.
Photo: John Hayes.

19/ NKBA Member David McFadden.
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20/ NKBA Member Pamela Livingston-Hardy.
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24/ NKBA Member Robert M Dobbs, CKD, CBD.
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26/ NKBA Member Amy Yin with Emily O'Keefe, CKD, CBD and Chris Papaleo, AIA, LEED AP, NCARB.
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29/ NKBA Member Sheena Hammond.
Arnal Photogrpahy.

30/ NKBA Member Sol Quintana Wagoner Co-designers: Marisela Contreras; John Kavan.
Photo: PreviewFirst.com.

31/ NKBA Member Erica Westeroth, CKD, CAPS, ARIDO with Sheena Hammond.
Photo: Arnal Photography.

32/ NKBA Cheryl Kees Clendenon.
Photo: Greg Riegler.

33/ NKBA Member Sheena Hammond with Erica Westeroth, CKD, NCIDQ and Tim Scott.
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34/ NKBA Member Sol Quintana Wagoner with Marisela Contreras; John Kavan.
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35/ NKBA Member Adrienne Dorig Leland, CKD.
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36/ NKBA Member Sol Quintana Wagoner with Marisela Contreras; John Kavan.
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37/ NKBA Member Erica Westeroth, CKD, CAPS, ARIDO Co-Designer: Sheena Hammond.
Photo: Arnal Photography.

38/ NKBA Member Erica Westeroth, CKD, CAPS, ARIDO with Sheena Hammond.
Photo: Arnal Photography.

39/ NKBA Member Sandra Gjesdahl with Scott Gjesdahl.
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40/ NKBA Member Roshele Allison, CKD, CBD Co-designer: Eric Gedney.
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41/ NKBA Member Erica Westeroth, CKD, CAPS, ARIDO with Sheena Hammond.
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42/ NKBA Member Janice Stone Thomas, ASID, CKD.
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Photo: Mike Small.

45/ NKBA Member Laura Stein.
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46/ NKBA Member Sol Quintana Wagoner with Marisela Contreras; John Kavan.
Photo: PreviewFirst.com.

METHODOLOGY

The National Kitchen & Bath Association 2015 Kitchen and Bath Style Report

The National Kitchen & Bath Association conducted an online survey of all of its designer members late in 2014. A total of 420 designer members responded.

Some 377 respondents reported designing kitchens during 2014, and 295 reported designing bathrooms in 2014.

About 24 percent of respondents were from the Northeastern US, 16 percent were from the Southeast, 23 percent were from the Midwest, 17 percent were from the Northwest and 11 percent were in the Southwest. About nine percent were in Canada.

Respondents were asked to report results for the full calendar year 2014 and also to report on which styles and products were increasing in popularity, decreasing in popularity or showing no change in their markets.

National Kitchen
& Bath Association

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