

# 2011 Kitchen & Bath Style Report

NKBA research uncovers the 2011 trends.

By Timothy Captain

More than 100 designers who are members of the National Kitchen & Bath Association, and have designed kitchens or bathrooms during the last three months of 2010, participated in an NKBA survey to reveal design trends in the marketplace for 2011. The results of this survey suggest there will be some changes in the direction

that kitchen and bath styles will take this year. Below are 10 kitchen trends and 4 bathroom trends that are poised to take hold in 2011. These are overall trends across the United States and Canada; they won't necessarily appear in all geographic areas.

Note: All manufacturers featured are members of the NKBA.

## KITCHENS

### K1. Shake It Up

The Shaker style began a rise in popularity in 2009 and gained momentum in 2010. By the end of the year, Shaker has supplanted Contemporary as the second most popular style used by NKBA member designers. While Traditional remains the most popular style, having been used by 76% of designers surveyed over that last three months of 2010, that's a slight drop from the previous year. Meanwhile, the percent of respondents who designed contemporary kitchens fell to 48%, while Shaker rose to 55%. Cottage was the only other style to garner at least 20% of the market, as it registered at 21%.



**O'Neil Cabinets®:** O'Neil Cabinets shaker style - O'Neil Cabinets custom-grade product lines feature various styles and finishes, check [www.oneilcabinets.com](http://www.oneilcabinets.com) for more details.

### K2. Maple Cabinetry

As 2010 began, cherry was specified by more NKBA member designers for use in kitchen cabinetry than any other wood. NKBA research showed that 78% of designers used cherry in the past three months of 2009, compared to just 64% for maple. This year, however, those numbers are nearly reversed, as cherry has fallen to 71%, while maple has risen to 76%. The only other type of wood to be used by at least 20% of designers surveyed over the last three months of 2010 was Alder, which came in at 28%, but that represents a sharp decline from the previous year, when Alder was used by 39% of surveyed NKBA designers. ▶▶



**KraftMaid Cabinetry:** The maple kitchen in KraftMaid's Modern Farmhouse style features the new Garrison raised panel door style in two new painted finishes - mushroom and sage.

### K3. Dark Finishes

Dark natural finishes overtook medium natural, glazed, and white painted finishes to become the most specified type of finish toward the end of 2010. While medium natural fell from being used by 53% to 48% of designers, glazed from 53% to 42%, and white painted from 49% to 47%, dark natural finishes rose from 42% to 51%. Light natural and colored painted finishes remained fairly common, as each rose slightly from the previous year: 24% to 25% for light natural and 24% to 29% for colored paints. Distressed finishes dropped significantly from a year ago, when they were used by 16% of designers, to just 5%.



**Wellborn Cabinet, Inc.:** This kitchen features cabinets in Sonoma Maple, Midnight with Bristol Maple, Pebble. Wellborn's extensive line of door styles includes stains and paints in dark finishes.

### K4. A Place for Wine

While the incorporation of wine refrigerators seems to be on the decline (see Bonjour Réfrigérateur), unchilled wine storage is growing in popularity. While only 39% of surveyed designers incorporated wine storage areas into their kitchens at the end of 2009, just over half—51%—did so as 2010 came to a close. While other type of cabinetry options remain more common, most are on the decline, including tall pantries (89% to 84%), lazy Susans (90% to 78%), and pull-out racks (81% to 71%). Appliance garages also seem to be falling out of favor, as their use declined from 36% at the end of 2009 to 29% a year later.



**Huntwood Cabinets:** This elegant Huntwood kitchen features stacked wall cabinets, glass doors, rich raised panel doors, classic crown moldings, and a prominent island with built-in wine cubbies.

### K5. Solid Surfaces

While granite and quartz will retain the number 1 and 2 spots in the countertop market in 2011, solid surfaces have emerged as the clear number 3. Both granite and quartz essentially held their dominance from a year earlier, as the percent of designers incorporating these countertop materials into their kitchen designs in the last three months of the 2010 changed very little from a year earlier—90% to 89% for granite, and 72% to 70% for quartz. However, while laminate dropped from 21% to 17%, solid surfaces rose from 14% to 25%. Rising out of a niche, butcher block increased from 7% to 12% and marble from 7% to 14%.



**DuPont™ Surfaces:** DuPont™ Corian® solid surface in Sorrel. Sorrel combines earth town swirls with subtle silver metallic flecks to create a fashionable and unique contemporary aesthetic.

### K6. Goodbye, Color

Homeowners seemed to be afraid of color as 2010 drew to a close. The use of every color except beige and gray was either flat or down across the board from a year earlier. Even neutral browns have been deemed too bold by many clients. While brown tones were used by 50% of designers in the final quarter of 2009, that figure dropped to just 42% as 2011 approached. Meanwhile, whites and off-whites dropped only slightly, from 62% to 59%, while grays increased from 10% to 16% and beiges and bones rose from 46% to 55%. The only other colors to be used by at least 20% of designers were bronzes and terracottas, which remained flat at 24%.



**Poggenpohl:** Clean lines and open spaces define this Houston kitchen designed by Cheryl Carpenter featuring Poggenpohl Teak Décor Lava eco-friendly cabinetry, a textured dark grey laminate.



**Liebherr:** Liebherr's 2060 series is available in freestanding, fully-integrated, and stainless integrated designs, providing consumers the opportunity to customize based on their preferences.



### K7. Bonjour Réfrigérateur

The French door refrigerator has strengthened its position as the type specified most often by NKBA member designers. While freezer-top refrigerators were only specified by 8% of designers as 2010 drew to a close—down from 10% a year earlier, freezer-bottom models fell very slightly from 60% to 59% and side-by-side units actually rose slightly from 46% to 49%. Meanwhile, French door refrigerators jumped from 67% to 78%. Among smaller units, refrigerator or freezer drawers remained flat at 31%, while undercounter wine refrigerators fell sharply from 50% to 36%, an interesting change given the increasing use of unchilled wine storage.



**Thermador:** Thermador's Masterpiece™ Series 36-inch Silver-Mirrored Induction Cooktop uses exclusive component technology that is as responsive as gas and as convenient as electric.



### K8. Inducting a New Cooktop

Induction cooktops haven't overtaken gas and electric models, but they're closing the gap. As we entered 2010, gas cooktops had been recently specified by 76% of NKBA designers, compared to 38% for electric and 26% for induction. However, while the incorporation of gas cooktops has fallen to 70%, electric cooktops has risen slightly to 41%, while induction cooktops are up to 34%. Meanwhile, single wall ovens are down from 46% to 42%, although double wall ovens are up from 68% to 74%. In addition, warming drawers are down from 49% to 42%, and ranges are down sharply from 81% to 68%.



**Kichler Lighting:** Design Pro LED - Create light layering and use 75% less energy. See a range of options from over-cabinet, to under-cabinet, toe kick, tray ceilings, and more at Kichler.com.



### K9. LED Lighting

Incandescent lighting continues its journey to obsolescence. While 50% of NKBA member designers incorporated incandescent bulbs into their designs at the end of 2009, only 35% have done so a year later. Instead, designers are clearly opting for more energy-efficient lighting options. While the use of halogen lighting is down from 46% to 40% over the past year, LED (light-emitting diode) lighting has increased from 47% to 54%. Designers aren't turning to CFLs (compact fluorescent lights) as a solution, though, most likely due to the poor quality of light they frequently produce; their use by designers remained flat at 35%.



**Rev-A-Shelf, LLC.:** The 4WCBM Series features Rev-A-Shelf's patent pending Rev-A-Motion™ Soft-Open/Soft-Close slide system (left). The soft-closing 5349-9WM-C is ideal for the environmentally conscious (right).




### K10. Trashy Designs

A greater emphasis is being made to address trash considerations in the kitchen. Some 89% of kitchens designed by NKBA members in the final quarter of 2010 includes trash or recycling pull-outs. In addition, garbage disposals were incorporated by 86% of designers, up from 75% the previous year. Trash compactors have also become more common. Entering 2010, they were recently used in designs by 11% of designers, but a year later, that figure had climbed to 18%. These changes may be due to an increase in sustainability awareness, but they certainly indicate an increase in concern toward trash generated in the kitchen. ▶▶

# BATHROOMS

## B1. Quartz Countertops

Quartz continues to take away market share from granite in the market for bathroom vanity tops. A year ago, 85% of NKBA bathroom designers incorporated granite into a recent design, compared to just 48% for quartz, but now, that gap has narrowed to 83% for granite and 54% for quartz. Unlike in the kitchen, solid surfaces haven't gained much popularity in the bathroom, increasing only from 23% to 25% over the past year. Meanwhile, solid marble has declined from 46% to 37%, while cultured marble and onyx have increased from 12% to 19%. No other material has even 10% of the market.



**DuPont™ Surfaces:** DuPont™ Zodiaq® quartz surface in Bianco Carrara. Part of the OKITE® collection, Bianco Carrara features a white stone, with the beauty of gray veined movement.

## B2. Green Bathrooms


No, we're not referring to eco-friendly spaces— we literally mean green bathrooms. A year ago, green color palettes were used by only 14% of NKBA designers, but at the end of 2010, that figure had risen to 24%. Still, whites and off-whites, beiges, and browns are the three most commonly used color tones in bathrooms. However, while white and off-white palettes are up slightly from 57% to 60%, beiges are down sharply from 66% to 57%, while browns have dropped from 48% to 38%. Other common color tones include blues at 22%, grays at 21%, and bronzes and terracottas at 17%.



**Delta® Faucet:** Inspired by the delicate scallops of a seashell, Delta's Addison® Bath Collection in chrome finish brings a fresh, inviting look to the bath.

## B3. A Worthy Vessel


Undermount sinks continue to dominate newly remodeled bathrooms, with 97% of NKBA bathroom designers having specified them over the last three months of 2010, up from 95% a year earlier. However, vessel sinks have become the clear second choice among designers, as 51% of NKBA member designers have specified them in the final quarter of 2010, up from 39% a year ago. Integrated sink tops were also up from 34% to 38%, pedestal sinks were up from 21% to 29%, and drop-in sinks were up from 23% to 27%. This shows that bathroom designers have been specifying more lavatory sinks across the board.



**Kohler Co.:** The Conical Bell Vessels® lavatory bring classic washbasin design into a new era of décor. Available in a palette of colors and designs, this vitreous china lavatory is engaging in its simplicity.

## B4. Satin Nickel Faucets

This trend relates to both bathrooms and kitchens. From the end of 2009 to the end of 2010, the percent of NKBA designers who specified a satin nickel faucet rose from 41% to 63% in the kitchen and from 45% to 57% in the bathroom, while the percent who specified a brushed nickel faucet fell from 61% to 48% in the kitchen and from 66% to 38% in the bathroom. Other popular faucet finishes in both the kitchen and bathroom are bronze and oil-rubbed bronze, polished chrome, and polished nickel. However, while stainless steel is popular in the kitchen, specified recently by 44% of designers, that figure drops to just 16% in the bathroom.



**Kohler Co.:** Kohler's Margaux™ line features solid brass construction, finishes that resist corrosion and tarnishing, and ceramic disk valves the all exceed industry standards of durability by over two times.