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The National Kitchen & Bath Association (NKBA): Farmhouse, Contemporary and Transitional Styles Lead Design Trends

The annual survey of designers, remodelers and other kitchen and bath professionals shows that traditional styling is on the wane.

HACKETTSTOWN, N.J. (Jan. 8, 2018) The National Kitchen & Bath Association's 2018 Design Trends Survey reveals sleek, contemporary styling; rustic farmhouse flavor, and the juxtaposition of clean lines and delicate curves that characterizes the transitional kitchen are the dominant styles heading into 2018. At the same time, more traditional looks are on the way out after years of dominance.

In kitchen design, the survey says clients are opting for clean, minimalist, and modern looks with a touch of luxury, in both remodeling projects or new construction. Similarly, in bath design, transitional and contemporary styling is extremely popular among homeowners. For the second straight year, traditional looks follow in third place.

Since its inception in 1963, NKBA has been tracking trends in design. The survey provides detailed descriptions in numerous categories, from choices in surfaces and countertop materials, appliances to color schemes, faucet styles, cabinetry construction, sink styles, the penetration of smart technology in kitchens and baths, and much more.

"Our annual study delving into the finer points of kitchen and bath design will prove invaluable to designers, remodelers and other professionals as they guide their clients in selecting products and materials to complete their dream kitchens and baths," said Bill Darcy, NKBA chief executive officer. "This comprehensive survey provides tremendous insight into the directional trends that are so important in the design process. It's part of NKBA's commitment to providing detailed analysis through extensive market research to serve our membership."

The report also identifies emerging design trends in styles, materials, finishes, colors, appliances and lighting fixtures that are not yet dominant choices, but are exhibiting growth in popularity and are expected to become the next hot kitchen and bath looks.

The results of this study are reported in two sections, one each for the U.S. and Canada, which allows NKBA to gauge similarities and differences in trends in the two nations.

The results of the current online survey are based on feedback received from 822 professionals (744 from the United States and 78 from Canada), representing industry segments including designers, remodelers, architects, dealers and manufacturers who are on the cutting edge of kitchen and bathroom design. Data was

collected in August and September 2017, and among respondents, 94% are NKBA members and 6% are nonmembers.

The full, comprehensive report is available for purchase at www.nkba.org, at \$99 for members and \$499 for non-members. An executive summary with highlights of key findings is also available free to members and \$99 for non-members.

For more information, visit www.nkba.org.

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 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath 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, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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