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## Cabinetry Study Reveals a \$30 Billion Market

The NKBA's first product-specific effort analyzes the cabinetry segment on national and regional levels.

**HACKETTSTOWN, N.J. (February 22, 2018)** — The National Kitchen & Bath Association's latest market research offers a detailed analysis into the cabinetry market, and reveals a robust performance in this segment of the \$147 billion kitchen and bath industry.

It's the first time the association has taken its research narrow and deep on a specific product category. NKBA partnered with The Farnsworth Group to conduct this comprehensive study, which provides in-depth coverage of kitchen and bathroom cabinetry at national and regional levels.

Among the highlights, the research shows the total market value of cabinetry in the U.S. in 2017 reached \$30.3 billion, of which \$19.9 billion is for the kitchen and \$10.4 billion is for the bath. This includes residential new construction as well as remodeling projects. It's important to note that this represents the value of product and materials only, exclusive of labor, design and installation.

Researchers conducted nearly 2,800 interviews among builders, remodelers/general contractors, residential property owners/managers and homeowners, and collected data on market size, product specification, information resources, key drivers of product selection, brand awareness, purchasing behavior and more.

"This deep dive into the cabinetry market provides important insight into style and construction preferences, brand awareness, how consumers and professionals research and shop for cabinets and so much more," said Bill Darcy, NKBA CEO. "The data will help professionals in kitchen and bath design and remodeling understand the business and style trends shaping these sectors, and give manufacturers key findings that will help prepare them for the year ahead. Our extensive efforts in market research and analysis reinforce NKBA's commitment to thought leadership across the industry, and to providing practical information to serve our membership."

The reports examine data on market size in the two main categories, by new construction and remodeling, at national and regional levels, and by details like cabinet construction and material used, door styles, colors, hardware, finishing applications and more.

Among the key takeaways: Furniture-style cabinets and vanities are trending ahead of built-in cabinetry for the bathroom, selected by 53% of homeowners and professionals alike. In kitchens, however, built-in styles were more popular among professionals as well as homeowners. Framed cabinets dominate frameless in both rooms.

Four components to the full Residential Cabinetry study are available for purchase at the NKBA store: national reports for kitchen and bath, and regional breakdowns for both categories. For more information, click on [nkba.org/store](https://store.nkba.org) ( <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 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](https://www.nkba.org) or call 1-800-THE-NKBA (843-6522).

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