

RECENTLY COMPLETED & NEAR FUTURE KITCHEN PROJECTS

During the winter months, kitchen renovation projects were the most popular completed projects. This is because homeowners could avoid peak seasonal pricing and weather delays because the project is indoors and contractors have greater availability.

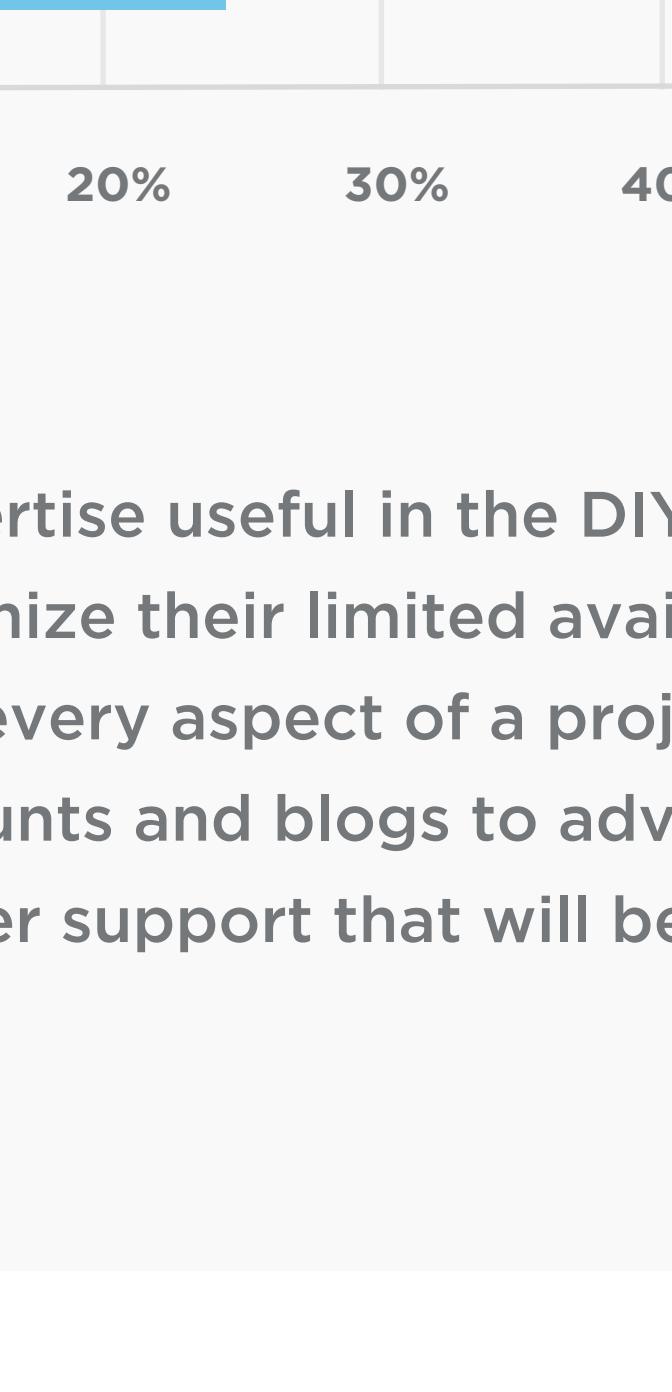
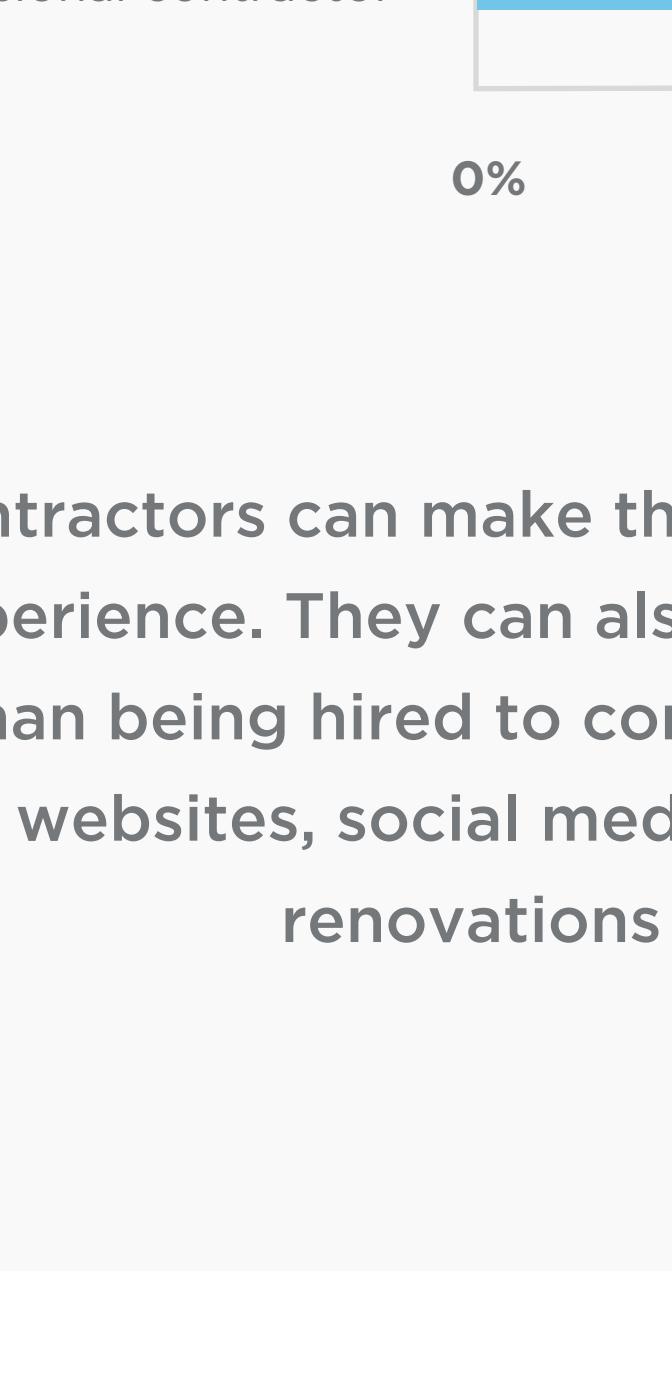
Despite this trend, fewer homeowners planned projects for the first portion of 2022. However, homeowners also planned to spend more on projects and also planned to hire a contractor a higher percentage of the time.

Continue reading to find out more!

Kitchen Projects Completed in the Last Three Months

In the past three months, completed kitchen projects consisted of mostly small renovations including structural and cosmetic changes. The top completed projects consisted of:

- Painting (**48%**)
- Repairing, installing or replacing flooring (**36%**)
- Repairing, installing or replacing plumbing fixtures (**34%**)

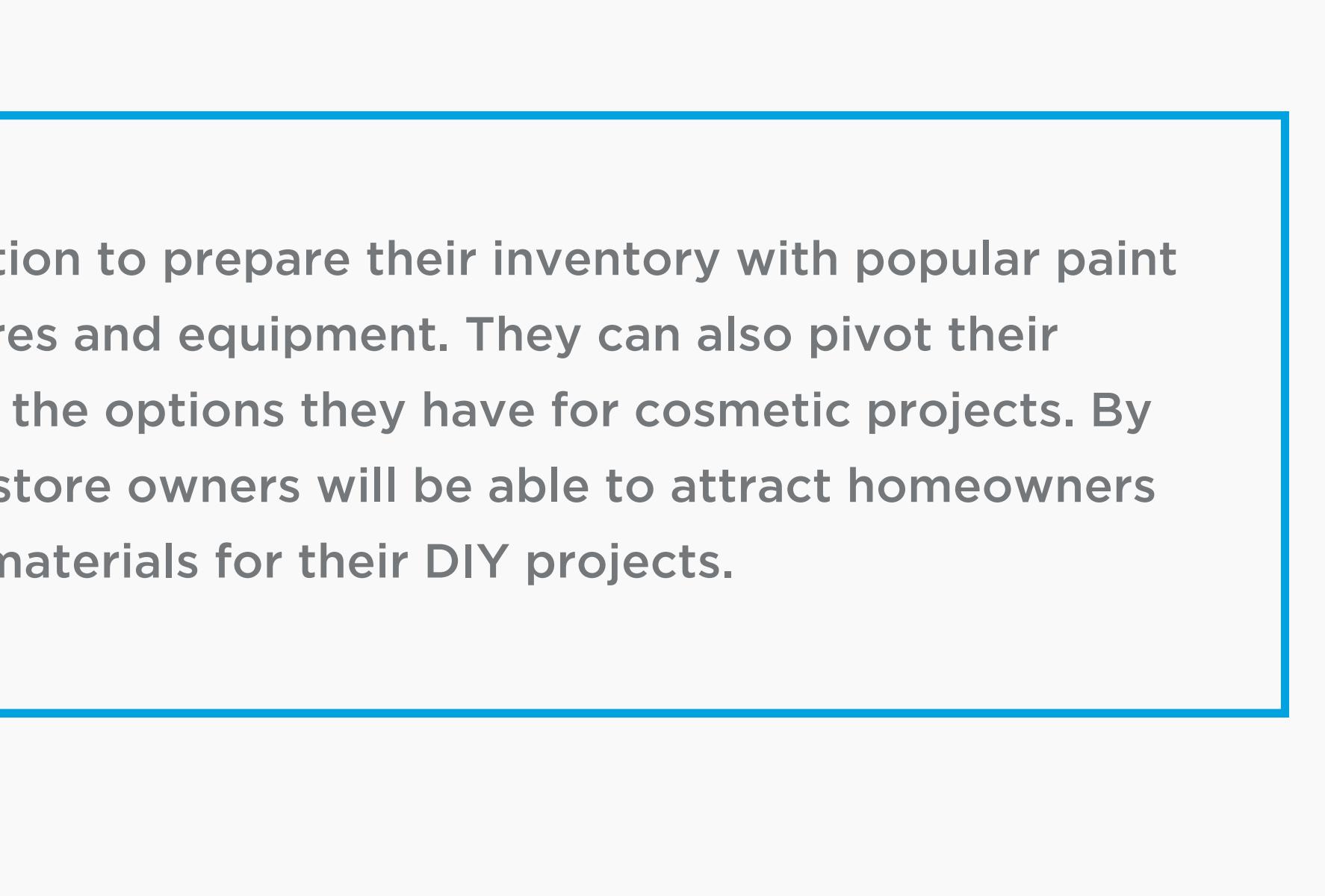


Perhaps homeowners chose to take care of these projects in the early spring months because the summer means that kids are home from school, family and friends come to visit and vacations are on the calendar, causing homeowners to have less time to dedicate to projects.

Kitchen Completed Costs and Work Breakout

Out of these completed projects, homeowners spent either what they expected or more than their initial expectations. A majority of homeowners completed these projects by themselves, as the current labor shortage has caused DIY projects to grow in popularity.

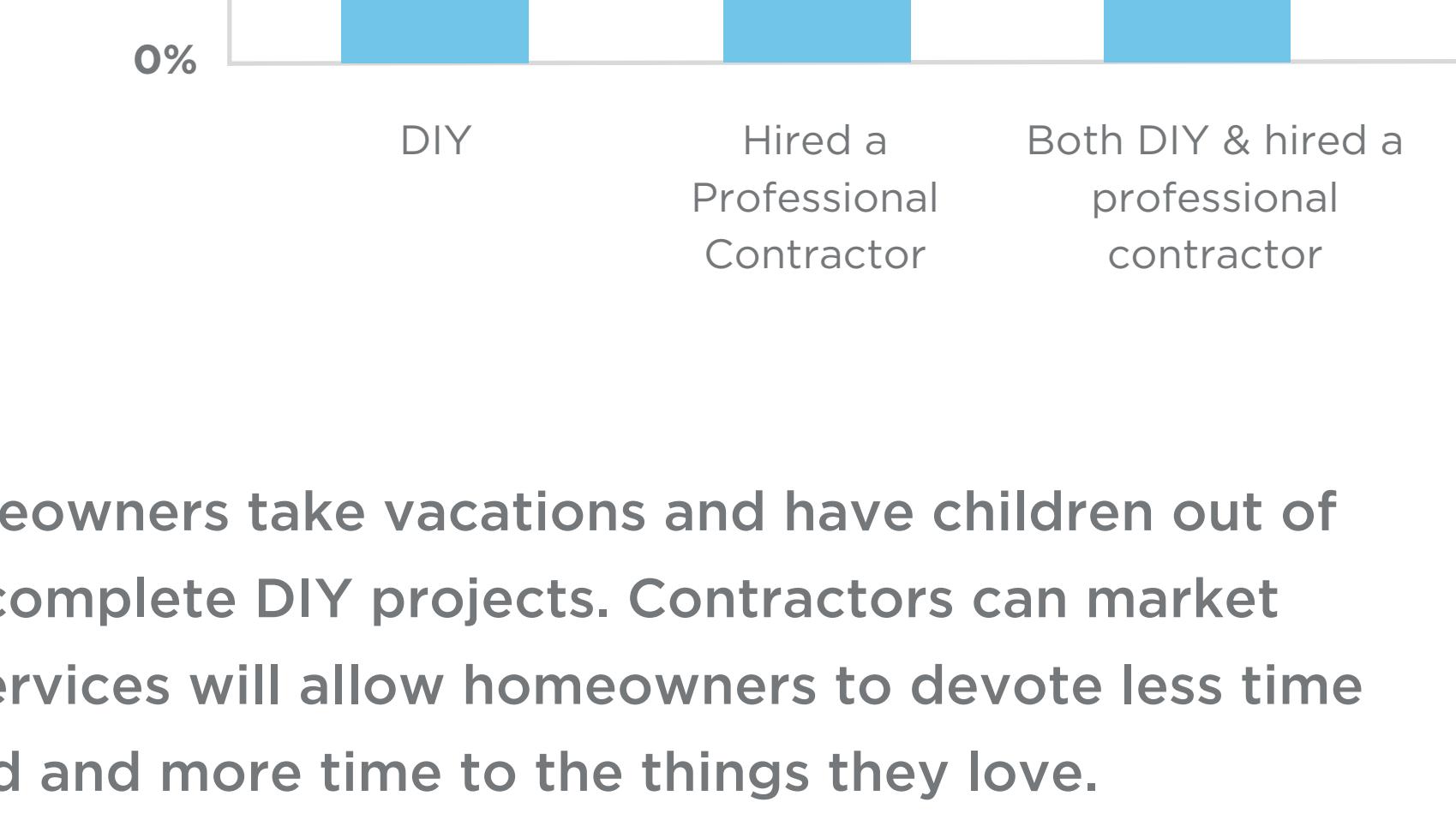
MEDIAN SPEND \$1500



Contractors can make their expertise useful in the DIY market by offering their advice and experience. They can also maximize their limited availability by aiding DIY projects rather than being hired to complete every aspect of a project. Contractors can leverage their websites, social media accounts and blogs to advise homeowners on their kitchen renovations and offer support that will be useful to their projects.

Kitchen Projects Planned for the Next Three Months

Looking ahead, the number of kitchen renovation projects has **dropped by 6%**. This decrease could be due to less contractor availability during the warmer months, homeowners focusing on outdoor renovations and the increased prices for materials.



However, there is a slight increase in the number of homeowners planning to redecorate their kitchens, showing that homeowners are focused on cosmetic details rather than structural.

Routine maintenance/repair

14%

Redecoration (mostly furniture or cosmetic changes)

26%

Small renovation (small structural changes along with cosmetics)

38%



Kitchen Planned Activities

Homeowners planning on starting kitchen projects in the next three months have similar interests as homeowners that completed projects during the winter. Repainting stays the main priority of these renovation projects along with replacing countertops, flooring and fixtures.

Store owners can use this information to prepare their inventory with popular paint colors, flooring options, fixtures and equipment. They can also pivot their marketing strategies to advertise the options they have for cosmetic projects. By staying on top of current trends, store owners will be able to attract homeowners looking to buy materials for their DIY projects.

Kitchen Planned Costs and Work Breakout

MEDIAN SPEND \$2000

The projected price of kitchen projects in the next three months has increased because of higher prices and less contractor availability. More homeowners are planning to hire a professional contractor to complete these projects for a host of reasons.

MEDIAN SPEND \$2000



During the warmer months, many homeowners take vacations and have children out of school, which reduces their time to complete DIY projects. Contractors can market themselves by highlighting how their services will allow homeowners to devote less time to DIY projects they've started and more time to the things they love.

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