



BLUE BOX KITCHEN INTELLIGENCE
www.blueboxkitchenintelligence.com

APPLIANCE - ONLY

FULL EXECUTIVE SUMMARY OF IKEA KITCHEN DATA REPORT

December 2014

HOW WE COLLECT IKEA DATA

BBKI collects its data direct from the IKEA consumer through Inspired Kitchen Design (IKD).

(see: www.inspiredkitchendesign.com)

IKD sells IKEA kitchen designs directly to customers who plan to buy IKEA kitchens. IKD has no relation with the IKEA corporation. Customers pay IKD because they're unwilling to design themselves through the standard IKEA design process. IKD operates completely online and its customers find them through SEO, references, social media, expert blogs and eBooks.

IKD also provides "backroom" services for many companies that provide IKEA installation services, kitchen designs and custom doors.

IKD designs over 300 kitchens per month between its consumer and corporate customers.

IKD's designers complete an internal database for each design upon its completion. Also customers are compensated to complete an online questionnaire during the design process (see: <http://goo.gl/forms/jNA3BYio4A>). The information is collected by BBKI and organized into chart reports. Approximately 25% of questionnaires and design are randomly audited for accuracy.

SPECIFIC POINTS

CURRENT REPORT DATES: **January 1, 2014 to October 31, 2014**

REPORT DESIGN QUANTITIES: **2,587 consumer IKEA kitchen designs**

2014 QUANTITY ANOMALY: Design quantities lowered significantly once the consumer became aware of the February 2015 conversion from Akurum to Sektion cabinets.

ONE DESIGN PER CUSTOMER: Only the customer's final design was used for data calculations

DATA SOFTWARE: Microsoft Access

CATEGORY 2: APPLIANCES

Why do consumers buy IKEA appliances?

Consumers love IKEA's appliances . . . , and this is the biggest reason for purchase. Still, many people buy because they're . . . along with the cabinets, and the . . . is a hit. The . . . didn't really resonate as buying criteria.

The most go to the apartment owners, and they are also the most New home owners are the ones who most like that it's **Easy To Buy** appliances along with their cabinets.

Women value the . . . with appliances twice as much as men. They're also highly motivated by the
Men are . . . by the Whirlpool brand name.

. . . are the least motivated by the **Sales** and most motivated by the fact that they are **Easy To Buy** with their cabinets. . . . want the **Lowest Price**.

The . . . age group is very motivated by **Countertop Depth** and **Low Prices**. The . . . really value the Whirlpool brand name.

What do consumers dislike about IKEA appliances?

Most consumers . . . **Simple Appliance Styling**; followed by a large group that want . . . but dislike that only . . . are offered.

. . . **don't like IKEA's Control Knobs**--they want digital. A quarter of apartment owners dislike the lack of

Men want their much more than women, while a third of . . . dislike the **Weak Rack Slide Outs** and **Poor Oven Lighting**.

There's very little difference between

The ... greatly dislike the **Simple Styling** of appliances but weren't at all bothered by the ... The 25-35 age group want ... more than the others and really want digital controls.

Assorted appliance facts

Nearly a ... **consumers only consider IKEA** appliances. The next brands shopped are ...

During the design phase, ... **don't include IKEA appliances.**

... of consumers select a **range hood versus an OTR Microwave**. Nearly ... of consumers select the **LUFTIG exhaust hood**. The next third choose the ... and ... hoods. The great majority of consumers .
... **an IKEA range hood** in their design.

Nearly ... **of consumers select a range** over a cooktop. The ... cooktop is the **most selected cooktop**. Over ... of designs don't include an IKEA cooktop.

Over ... of customers select the PRAKTFULL and ... ranges. A significant number ... ranges in their design.

The ... **microwave is the most selected**. Another half choose the ... with the fan and the ... built-in. The great majority of consumers **don't include** ... in their designs.

Over ... choose the NUTID **Countertop Depth** fridge. Three-quarters of customers **don't opt for an** ... in their design.

The ... integrated dishwasher **is overwhelmingly selected**. Over three-quarters of consumers ... **with an IKEA dishwasher**.

Roughly ... of consumers design with their **Existing Appliances**.