

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 1: CONSUMER

Why do consumers buy IKEA kitchens?

Consumers love IKEA's **Low Prices** and **Sales** three times a year. More than a third say . . .

IKEA is different from all other retailers. Consumers clearly buy for clean . . . on the outside and and the ability to buy all hard and together in **One Showroom**.

Surprisingly, the . . . **and** influenced very few consumers.

There is little difference between **New Home, Home Remodel** and **Apartment**

Men are much more motivated to buy for practical purposes such as women. **Women** focus on as much as the men do for

. . . **are the thriftiest IKEA purchasers;** . . . the least. **Contemporary Styling** matters most to

Consumers **aged 45 and above** value buying --much more than the 25 to 35 crowd. The older customers valued . . . for their kitchen purchase significantly more than the youngsters.

Why do consumers choose IKEA kitchens over other brands?

. . . remain a top priority but are followed closely by Lots of consumers say that IKEA's kitchens are than other brands. . . . products don't particularly excite the consumer.

Many more new home consumers choose IKEA more for the . . . than apartment consumers. . . . are more valued by home remodelers than apartment owners. **Warranty** has gained percentage over in all housing types.

Men and women choose IKEA for Only the . . . is more important for women than for men.

Southeasterners stand out as choosing IKEA for . . . but also value . . . much more than other regions. Southwesterners are much more motivated than the rest to choose IKEA for their

After . . . , all age groups value . . . over other brands. The 25 to 35 age group valued more than The over-45's choose IKEA for their . . . much more than the other age groups.

What do consumers dislike about IKEA kitchens?

The top three consumer dislikes are nearly tied: They don't like the limited . . . either.

The home consumers' dislikes are nearly the same. Only apartment owners find IKEA significantly more than the home owners.

"It looks like IKEA." is a major **dislike for** The men are turned off to IKEA's . . . much more than women.

Regional dislikes run similar with the exception of Northwesterners dislike it much more than

Consumers older than 45 dislike IKEA much more than other age groups because it is Consumers between . . . especially dislike **RTA**.

What do consumers dislike about IKEA installation services?

Consumers dislike **IKEA's Referred Installers**. The great majority say they're Consumers wonder what an IKEA ". . ." actually is.

Dominant dislikes among all housing types are . . . followed by installers that

Men dislike that only one . . . is available per store, but aren't as worried as women for the installer's ability to

Northeasterners hold . . . in the lowest regard. Southwesterners greatly dislike the

Consumers . . . and above dislike IKEA's **Installation Services** the most for

What do consumers dislike about IKEA's design services?

Consumers significantly **dislike that design services** . . . ; while another large number dislike . . . and the **Potential for Error** associated No one . . by **IKEA's Staff**; consumers say they're **not** . . . and they **Lack** . . while other consumers say they **Feel** . . during their experience with IKEA.

. . . are the most bothered by the Home Planner, saying it is too difficult and the staff members aren't Home remodelers most dislike the of the Home Planner.

Men dislike very much that the staff ... and the **Potential for Error** with ... Women greatly dislike the ... and

Regionally, consumers share very

Consumer aged ... dislike the home planner's **Potential for Error** while the ..., in general.

What do consumers dislike about IKEA's post-sale services?

Consumers greatly **dislike the hassles** associated with ... Rushing consumers to **Sign for Shipments** without a thorough review is a serious dislike.

Home remodelers dislike ... the most while new home owners disliked ... the most.

... dislike the **Long** ... much more than men. **Men** most dislike other points: **Missing** ... and ...

... **dislike Unanswered Emails** much less than the The ... dislikes the ... much more than older consumers.

Other consumer information

... **buy the most IKEA kitchens**, followed by **Small Office Kitchens** only represent a

Nearly three-quarters of consumers are **buying their**

Nearly ... of consumers **live within 60 miles** of an IKEA; a ... are willing to drive more than 60 miles.

IKEA kitchen areas average a modest ... **SF**. New homes are the ... **square feet**, while apartments the least at ... **square feet**.

With **average ceiling heights** at ...", IKEA kitchens don't allow much space for

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**.

CATEGORY 3: INSPIRATION

Magazine, blog and website inspirations for IKEA designs

WEBSITES

A . . . are **inspired by** websites such as **HOUZZ**; another . . . are shared between Pinterest, IKEA and HGTV.

HGTV and Houzz are apartment and home owners, as well as

. use **Houzz** twice as much as . . . ; use **IKEA HACKERS** twice as much as

Those **aged** overwhelmingly use **Houzz and Pinterest**. The . . . favor **Better Homes and Garden**.

MAGAZINES

Martha Stewart magazine is used for design inspiration by ; another between Better Homes and Garden, IKEA and HGTV.

New Home, Home Remodel and Apartment consumers **are** by IKEA, HGTV and Martha Stewart.

. . . . are inspired by all five magazines fairly **greatly favor IKEA's magazine and HGTV**.

After Martha Stewart, . . . use **House Beautiful** the most. . . . use Better Homes and Garden the most. A quarter of don't use magazines at all.

A quarter of **are not inspired by any magazines**. The greatly favor Martha Stewart and House Beautiful.

BLOGS

A . . . **aren't inspired** by any blogs. Those who do between: Little House Blog, Apartment Therapy, Kitchn and Southern Hospitality.

A quarter of . . . are inspired by **Apartment Therapy**. The **Little House Blog** is viewed by more than . . . of Home Remodelers. A consumers don't use any blogs at all.

More than a **quarter** are inspired by the **Kitchn**, closely by Apartment Therapy. Nearly half of don't use any blog.

Apartment Therapy accounts for a third of blog inspiration; they really don't use the Kitchn. A third of use the Kitchn.

Half of those aged are inspired by Little House or don't use a blog at all. **Apartment Therapy** and **Kitchn** are big favorites with

CATEGORY 4: KITCHEN DESIGNS / PURCHASE TIMING

The most design requests are submitted in . . . ; the least in Most design submittals are sent on ; nearly **of design submittals** are sent from the Northeast and the Southwest.

In . . . , **men send the most design submittals**; the least.

. . . . year-olds send most designs in July, year-olds in May and in September.

. . . . of consumers make either **one or two revisions** to their designs.

Nearly consumers use their design to **buy within three months**; a buy **within six months**.

CATEGORY 5: CABINETS

Motivation to buy IKEA cabinets

. . . comes out on top, by **Quick Shipping** and **Warranty**.

. . . . share proportional motivations.

. . . are much more **motivated** than . . . by **Low Cost** and **Blum drawers**; . . . like the **Warranty** the best.

. . . . are most motivated by **Low Cost** and **Quick Shipping**.

The three age groups **share**

What do customers dislike about IKEA cabinets?

RTA and **Limited Sizing** account for . . . **dislikes**. . . is also a big dislike.

New home owners are most bothered by . . . ; **apartment owners don't like** that they have to

. . . . overwhelmingly dislike the **Limited Cabinet Sizing** and **RTA**; . . . dislike Particle Board the most.

. . . . **don't like RTA at all**; especially dislike **Particle Board**.

. . . . consumers dislike **RTA** the most while **consumers really dislike Particle Board and Hanging Rails**.

Specialized cabinet facts

An average IKEA kitchen has 17 . . .

The cabinets **with the most designs** are . . .

The 49" blind base corner is most requested. More than . . .

More than half of all wall cabinet designs are . . .

Most wall cabinets are designed **without interior** . . .

15" Tall/High cabinets account for . . .

The top three most customized cabinets are the . . .

One in ten consumers buy their cabinets from . . .

What other cabinet brands do IKEA consumers shop?

A third of consumers **only shop IKEA**; Home Center in-stock . . .

CATEGORY 6: CABINET DOORS

What motivates consumers to buy IKEA doors?

A consumers buy IKEA's cabinet doors for their **Low Cost**. And buy for their aesthetic: **Flat, High-gloss and Simplicity**.

. like the **High-gloss** doors the best. are very motivated by the doors on the **Showroom Displays**.

. are much more motivated by IKEA's **Glass Doors**; focus much more on their **Simplicity**.

. greatly prefer the **Flat Doors**; buy because of the **Showroom Displays**.

Older consumers buy doors for their, and younger consumers buy doors for their Middle-aged consumers value the more than the other age groups.

What do consumers dislike about IKEA doors?

A consumers really dislike the way they look: **Inexpensive-Looking, Look Like Regular IKEA Furniture and Bland Colors**.

. most dislike that the doors **Look Like Regular Furniture**; most dislike the **Bland Colors** while are put off by the **Inexpensive Look**.

Women by a margin of 3:1 don't like that the doors **Men**, by margin, dislike how the doors don't match the cabinet edges and sides--**Thermofoil** is also a huge dislike.

Consumers, by region, have similar dislikes about IKEA's doors.

Middle-aged consumers find the doors to be very; the younger consumers dislike the the most.

What IKEA door styles do consumers buy?

.... and ... **dominate**. A of consumers pick: ABSTAKT ... and white, followed by ... white. ... doors represent the minority.

New home owners most prefer ...; home remodelers prefer ... and apartment owners prefer

Women prefer ... and; **men** want and

Consumers that design with an island predominantly went for either

Those consumers that don't buy their doors at IKEA buy them at

CATEGORY 7: COUNTERTOPS

What motivates consumers to buy IKEA countertops?

A of consumers say **Low Cost and Sales** are why they buy IKEA's tops. Only ... are motivated by the **Cesarstone** brand name.

.... are motivated because they'll **Hire a Pro** and save money. ... are the most motivated by Cesarstone.

.... are more motivated the men by the Cesarstone name. ... most like the DIY aspect.

The Cesarstone name is of little value to the because they're the most motivated by the

... consumers most like to **Hire a Pro** to save money.

What do consumers dislike about IKEA countertops?

Bland Colors and **Cheap Looking** are the . . . dislikes, followed by

. . . . most dislike the **Bland Colors** while really dislike the **Poor Installation Options**.

. . . . dislike the tops because they can't make a full backsplash, and they want installation options.

. **overwhelmingly** dislike the **Bland Colors**.

Regionally, consumers dislikes.

The most dislikes how **Cheap Looking** the tops are; while the group most dislikes the **Bland Colors**.

Assorted countertop facts and data

The average sales price for the **IKEA kitchen quartz countertop** is . . .

Almost two-thirds of consumers **don't design with an** . . .

The **two dominant quartz colors** selected are . . .

An **average IKEA kitchen** has . . . of quartz.

CATEGORY 8: FAUCETS

What motivates consumers to buy IKEA faucets?

Low price and **Easy To Buy** are over . .

New home owners most like how easy it is to . . . Home remodelers want Apartment owners really like the

Women are much more motivated by the faucet . . . **men** are motivated because they're The **Pull-Down Spout** is much more important for the

Southeasterners are very motivated by . . . ; Northeasterners by . . . ; Northwesterners are **unmoved by the Displays**.

Among age groups, **there's very little**

What do consumers dislike about IKEA faucets?

A . . . of consumers dislike the Limited Selection, while the next big dislikes are the Low . . . , Basic Styling and Poor

Lack of Repair Parts isn't a big . . . for all of the building types.

Men dislike very much the **Lack of Repair Parts** and **Women** most **dislike** the Limited Selection and

Very little difference between

Younger age group consumers greatly dislike the . . . and Poor Design. **Older consumers** have issues with the

Assorted faucet facts and data

Consumers shop . . . and . . . the most after IKEA; **Delta and American Standard** are **If they don't buy at IKEA**, the majority of consumers buy from A small group buys from **Online Retailers and**

About **two-thirds** of designs **don't include**

The three faucets that account for **three-quarters of selections** are

CATEGORY 9: INSTALLATIONS

How do IKEA consumers install their cabinets and countertops?

The **majority** use . . . for their cabinet installs, followed very closely by

Nearly half of countertops are installed by . . . followed by **IKEA installers**.

What are IKEA consumer cabinet assembly and installation problems?

... are the **biggest problem** followed by equal proportions of: **Room** ... differences, too many ... and **Difficult to**

CATEGORY 10: KNOBS AND HANDLES

Three-quarters of consumers design with If they don't buy their knobs and handles from IKEA, the majority are bought at , followed closely by **Online**

The **big three** knobs and handles **that consumers choose** are:

CATEGORY 11: LIGHTING

What motivates consumers to buy IKEA lighting?

Well-Integrated with the, **Easy To Buy** and are the dominant motivations.

New home owners are most motivated by with the cabinets; apartment owners are motivated because it's and are motivated by the **Displays**.

Men are much more motivated by and the use of lighting in **Women** love how they're

Southwesterners are most motivated by ; Northeasterners because it's **Easy To Buy**. **Knowledgeable Associates** as a motivation with the consumers.

The **younger age group** is most motivated by, the middle age group by and the older age group by **Small Kitchen** use.

What do consumers dislike about IKEA lighting?

Most **dislike** lighting because it's an . . . ; followed closely by **Confusion in Quantity**, **Too Basic, Looks . . .** and **Confusing**

Most building types dislike the **Limited Options** and

Women greatly dislike the **Men** most dislike the **Low**

Nothwesterners dislike that the lighting isn't . . . ; Notheasterners said that it's

The older age group dislikes lighting and considers it an ; the **younger age group** dislikes the

Assorted lighting facts and data

Three-quarters of consumers design

Consumers who don't buy from IKEA mostly buy their lighting from

CATEGORY 12: ORGANIZERS

What motivates consumers to buy IKEA organizers?

The **top two** reasons are that IKEA considers . . .

Apartment owners are motivated because organizers are . . . , and new home owners like that they're The motivation for home remodelers is that organizers are considered as

Men's motivations are the ; Women's are that IKEA considers

Different age groups didn't

What do consumers dislike about IKEA organizers?

Consumers dislike that there aren't more

New home owners most **dislike** the **Low** . . . ; home remodelers disliked that they're not **Factory** . . . ; apartment owners dislike that they take up

Women definitely want more . . . ; **Men** see organizers as

Northwesterners most dislike their . . . ; Northeasterners that they're . . . ; Southwesterners that they're not

The . . . dislikes the most that organizers aren't **Factory Installed** while the . . . says they take up **Too Much Cabinet Space**.

Assorted organizer facts and data

Three-quarters of consumers If organizers aren't bought at IKEA, the majority of consumers buy at . . . and a smaller portion through

The . . . blind base pullout **sells the most**; followed by the . . . wall and base carousel.

CATEGORY 13: PRICE AVERAGES

Assorted organizer facts and data

\$. . . is the average price for a **complete IKEA kitchen** in the US. It's \$. . . in Canada.

Average prices by building type are: New home: \$. . . ; Home Remodel: . . . ; Apartment: . . . ; and Small Office: \$

Kitchen purchases by **men** average \$. . . and \$. . . by women.

Average prices by region are: NW: \$. . . ; NE: \$. . . ; SW: \$. . . ; and SE: \$

Average prices by age group are: 25-35: \$. . . ; 35-45: \$. . . ; and 45+: \$

The **highest priced kitchen** is the High-gloss, for an average cost of \$ And the lowest priced kitchen is the , with an average cost of \$

Kitchen prices average \$ **for a quartz top** and \$ **for a laminate top**. The average for just the kitchen island is \$

A standard **appliance package** averaged \$

CATEGORY 14: NON-IKEA RETAILERS

A consumers **only shop IKEA**. Nearly shop at Home Depot and at Lowes.

. . . . of IKEA consumers **prefer to buy** their Faucets, Appliances and Sinks **from Home Centers**.

A consumers **prefer Home Center Design Services** by their financing and installation services.

In proportions, IKEA consumers **don't like Home Center Displays, In-Stock Cabinets and Traditional Wood** doors.

IKEA the **Inability to Work Online with Home Centers**, by Unprepared Designers, Special Order Lead Times and Uninspiring Displays.

IKEA consumers don't like **Online Retailers' Traditional Door Styles, Framed Cabinets and Limited Selection**. They are no displays, have a **Dubious Guarantee** and no **Pro Design Advice**.

The end up **from Home Centers** is mainly for , followed closely by **More Serious About Home Renovation, Easy To Buy Related Products, Closer to Home** and **In-Store Design Services**.

IKEA consumers **don't buy from** because they're **Too Slow**, owners **Don't Understand Them** and their **Designs Are Uninspiring**.

IKEA consumers **don't buy from** mostly because they don't have **Displays**. Also they're Too Slow, Too Traditional and offer Boring Designs.

IKEA consumers often use **designs made elsewhere** for their IKEA designs. More than half are done at followed by and **Online Retailers**.

CATEGORY 15: KITCHEN SINKS

What motivates consumers to buy IKEA Sinks?

Over say it's because they're **Easy To Buy** with their cabinets. **Low Price** and **Well Displayed** make up

. are very motivated by the **Drainboards**.

. . . . are much more motivated than men by the **Sink Displays** and the **Farmhouse Sinks**. are more motivated when it's **Easy To Buy** and it has a **Low Price**.

. . . . consumers are very motivated by the Farmhouse Sink.

What do consumers dislike about IKEA Sinks?

The don't like IKEA's **Limited Sink Selection**. They that **Undermounts** . . . and the sink designs are

Among , **Limited Selection** dominates in all categories; then it's **Poor Quality** and **Basic Sink Design**.

. . . . most dislike the Limited Selection and Poor Quality. greatly dislike the Poor Quality and that the sinks weren't Deep Enough.

The most dislikes that **Undermounts** aren't offered; younger group is the

Assorted sink facts and data

Consumers also shop sinks.

. of designs are made **without IKEA sinks**.

. **consumers buy** their sinks at **Home Centers**, followed by Amazon and Online Retailers.

The **top three sinks that** IKEA sells are single and double and the

CATEGORY 16: KITCHEN DESIGN

What do consumers want changed in their kitchen designs?

..... of consumers want to **Add More Storage**, then ... proportions: **Appliance Location, Pantry Configuration and Include Eat-In Area**.

..... make the most changes for **Island Configurations** and **for the Pantry Configurations**.

Women most change the while **Men** most change the

The ... group changes the **Eat In Area** the most while the group wants to **Add More Storage**.

Assorted design facts and data

The most important design consideration is that In fairly equal proportions, consumers also say they want

Unimportant design considerations are mainly a and

Nearly **half of all kitchens** are, followed by that are **Galley**.

Just over of kitchen designs include an island.