

“Cluttered” Is Out. **ORGANIZATION** Is In!

Remodelers describe their kitchen before the remodel as “BORING” and “CLUTTERED.” Using these needs to aid in selling organization solutions can be very powerful.

Before Remodel: “Boring” and “Cluttered”

Thinking of your old kitchen BEFORE the remodel or improvement, which words would you associate with your old kitchen?

- Boring – 57%
- Cluttered – 44%
- Dark – 36%
- Confining – 35%
- Traditional – 24%
- Hectic – 15%
- Family – 14%
- Comfortable – 12%
- Organized – 9%
- Open – 9%
- Light – 9%
- Cozy – 8%
- Homey – 7%
- Warm – 5%



this issue

Consumers “Ideal” Kitchen
“Cluttered” is Out
Before Remodel Descriptions

Consumers Want Their Ideal Kitchen to be... **ORGANIZED**

The number one word used to describe their “ideal” kitchen is stated as **“ORGANIZED”** by 80% of consumers.

Describing the ‘Ideal’ Kitchen

When asked to describe their ‘ideal’ kitchen, several words were chosen by over half of respondents, including:

