



DESIGN: JULEE IRELAND DESIGN BUILD
PHOTO: AMBIA PHOTOGRAPHY

2023 KITCHEN TREND REPORT

Presented by Bertazzoni



A Message From the Bertazzoni Family

We're proud to introduce our 2023 Kitchen Trend Report, which makes its debut at the end of our 140th anniversary celebration. In keeping with our brand heritage and company culture, this report embraces the best of design evolution — examining trends with staying power.

With the understanding that consumers want to invest in style solutions that will withstand the test of time, we've prioritized long-term trends while exploring the latest innovations and design techniques to spark new inspiration. With these insights, we hope to help homeowners and design professionals discover new ways to find joy within the kitchen — our ultimate goal.

Thank you for joining us on this journey. To learn more about Bertazzoni, our values, and products, please visit www.bertazzoni.com.

Thank you,

Nicola Bertazzoni

CHIEF OPERATING OFFICER AND

6TH GENERATION FAMILY MEMBER

TABLE OF CONTENTS



PAGE 4

A Connection to Nature
“By Design”



PAGE 9

Design is in the Details:
Metallics Are On the Rise



PAGE 7

Why Homeowners Are Investing
In Kitchens Above Everything Else



PAGE 11

Trends On Their Way Out –
And What’s Replacing Them



PAGE 8

The Case for Two Kitchens:
Why You May Want to Splurge
on a Prep Kitchen

Survey Methodology Overview

Beyond the Bertazzoni family's expertise, this report was informed by insights from top designers — quoted throughout — and a Harris Poll survey commissioned by Bertazzoni. This survey was conducted online by The Harris Poll on behalf of Bertazzoni within the United States from October 6-11, 2022 among 2,029 U.S. adults ages 18 and older, among whom 1,408 are homeowners. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Bertazzoni@sharphink.com.

1

A CONNECTION TO NATURE “BY DESIGN”

As we continue to spend more time at home, consumers are craving a sense of sanctuary — drawn to spaces that support rest and providing a source of joy and inspiration. For many, this is created by fostering a connection to nature. And while biophilic design has been on the rise for years, it’s now manifesting not only through the use of nature-inspired elements like wood and earth-toned color schemes but through eco-conscious materials. Today’s consumers are demanding more — and a majority of homeowners are taking environmental considerations as well as aesthetics into account in their spaces, according to our survey.



← **TO THE LEFT**
The Bertazzoni Master Series 30" Induction Range, pictured within award-winning designer Ginger Curtis' guest cottage

72%

OF U.S. HOMEOWNERS SAY THAT WHEN MAKING INTERIOR DESIGN CHOICES FOR THEIR HOME, A CONNECTION TO NATURE IS AN IMPORTANT FACTOR.

84%

OF U.S. HOMEOWNERS SAY THEY WANT TO PURCHASE SUSTAINABLE PRODUCTS FOR THEIR HOME.

“

Sustainability is core to our belief system,” said Nicola Bertazzoni, Chief Operating Officer of Bertazzoni.

“And for us, that means not only being thoughtful of the environment when designing our products, but **infusing sustainability with truly remarkable style to empower consumers to choose better-for-you products** that also deliver the design impact they’re looking for.

”

TAKING INDUCTION CENTER STAGE

When it comes to sustainable design, induction cooking is one of the fastest growing technologies for consumers to embrace and Bertazzoni offers the widest range of induction cooking appliances in the market, with stylish options for any aesthetic.



“Induction Junction, What’s Your Function?”

Despite the fact that nearly 4 in 5 (84%) U.S. homeowners are interested in purchasing sustainable products, **53% of U.S. homeowners have either never heard of induction appliances, or have only heard of the name.** What’s more, only 1 in 10 (13%) U.S. homeowners own an induction appliance.

This data suggests that homeowners may not know about induction benefits, which include instant temperature control (with no heat time required) and energy efficiency, **as well as advantages like precision cooking and easy maintenance.**

Just as electric vehicles have become more popular in the wake of increasingly accessible, stylish offerings, induction innovations are poised to drive greater consumer consideration.

Which benefits are compelling for U.S. homeowners if they were considering making the switch to induction? According to the new survey:

63% saving money on energy

58% precision cooking

43% the clean look of induction appliances

61% ease of cleaning

54% speed of cooking

43% being eco-friendly

50% heat safety features

“

As an engineering brand, we’ve always thought of design as the intersection of form and function, creating appliances that perform just as beautifully as they look. We’ve applied that same philosophy to our growing induction portfolio — and are **striving to help elevate the category by introducing sleek, stylish induction options across all of our product series.** We’re especially proud of new form factors like our induction cooktop with built-in downdraft, which introduces a new paradigm and offers an elegant solution for island applications or to create space for expanded overhead cabinetry.

**NICOLA BERTAZZONI,
CHIEF OPERATING OFFICER
OF BERTAZZONI**

”



Design Meets Efficiency as Energy Saving Becomes an Expectation

Beyond induction appliances, homeowners can make more sustainable choices by selecting Energy Star-rated appliances, which promote efficient energy usage. As a family-owned brand, Bertazzoni designs with the next generation in mind — investing in innovation to ensure products feature industry leading energy efficiency technologies and **limit environmental impact** — while continuing to prioritize **stylish options that fit seamlessly within any aesthetic.**

52%

OF U.S. HOMEOWNERS WOULD CONSIDER ENERGY-SAVING TO BE A STANDARD FEATURE FOR TODAY'S APPLIANCES RATHER THAN AN UPGRADE FEATURE.

2

WHY HOMEOWNERS ARE PRIORITIZING KITCHENS



DESIGN: MM-EIGHT DESIGN



DESIGN: RACHELLE LAZZARO AND KEVIN BENNETT, ONE OF A KIND DESIGN PROJECT
PHOTO: AMY BATOG

Long established as the “heart of the home,” Americans are increasingly prioritizing their kitchens. According to our recent survey, **three out of four homeowners (75%) say they use the kitchen more than any other room in their home.** Now, despite forecasts for a cooling housing market, state-of-the-art, large kitchens are in high demand. Whether looking for a refresh, a complete renovation, or a new house — homeowners will likely prioritize investing in kitchens.

51%

OF U.S. HOMEOWNERS LIST AN UPDATED KITCHEN WITH BRAND-NAME APPLIANCES AS A MUST-HAVE FEATURE WHEN BUYING A NEW HOME — OUTRANKING A HOME OFFICE (42%), POOL (26%), AND HOME GYM (20%).

61%

OF U.S. HOMEOWNERS SAY THAT “A LARGE KITCHEN” IS A MUST-HAVE FEATURE — AND THIS JUMPS TO 67% AMONG THOSE AGED 35-64.

75%

OF U.S. HOMEOWNERS USE THEIR KITCHEN MORE THAN ANY OTHER ROOM IN THEIR HOME.

“

Speaking for myself and my clients, the kitchen will always be one of the most important spaces in a home. I recently purchased a property solely based on its generously sized kitchen, which I plan on renovating with Bertazzoni’s iconic Heritage Series appliances. The kitchen will always be a game changer for buyers — and brands like Bertazzoni offer matching appliance suites to create impact for any style.

ORLANDO SORIA,
INTERIOR DESIGNER & HGTV
“BUILD ME UP” HOST

”

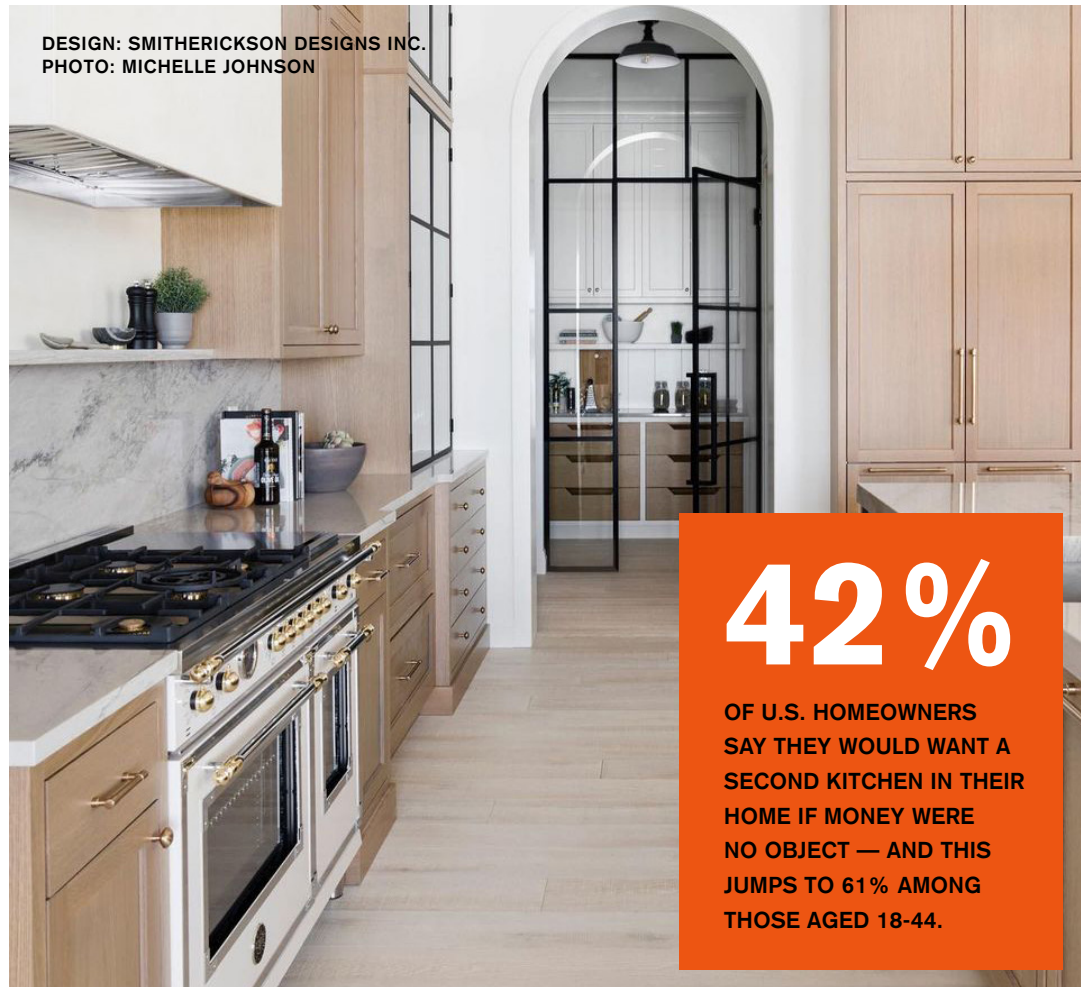
3

THE CASE FOR TWO KITCHENS: WHY YOU MAY WANT TO SPLURGE ON A PREP KITCHEN

“Back kitchens” or “prep kitchens” are one of the hottest new premium kitchen trends. According to our survey, many homeowners aspire to have a second kitchen, perhaps to create a separate, discrete space for food preparation. Offering the best of both worlds, homes with back kitchens allow an open, “front of house” entertaining space to host guests with an adjacent space to keep food prep and used dishware out of sight. For high-end homes, back kitchens create space for Instagram-worthy entertaining with friends and family.



PICTURED TO THE LEFT Bertazzoni offers one of the widest portfolios of compact appliances, with the option for 18" dishwashers and refrigerator columns and other space efficient cooking products, fitting neatly in anything from a NYC apartment to the back kitchen of your dreams.



42%

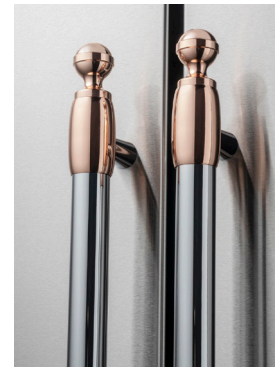
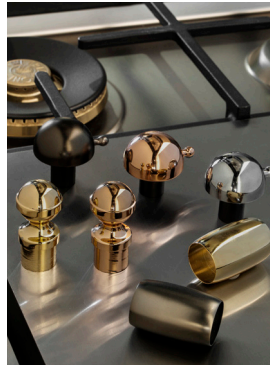
OF U.S. HOMEOWNERS SAY THEY WOULD WANT A SECOND KITCHEN IN THEIR HOME IF MONEY WERE NO OBJECT — AND THIS JUMPS TO 61% AMONG THOSE AGED 18-44.

4

DESIGN IS IN THE DETAILS: METALLICS ARE IN DEMAND

Mix & Match

Nearly 3 in 4 U.S. homeowners (74%) are open to mixing metals within their home's decorative finishes — demonstrating an appetite for sophisticated contrast and personality. When it comes to appliances, Bertazzoni's recently introduced Collezione Metalli collection has quickly become a top-seller, with over 70% of Heritage Series Range purchases including corresponding metallic accents. These jewelry-inspired knob and handle elements bring refined, decorative details to the kitchen, with Bertazzoni's growing portfolio of high-end finishes like real gold, copper, and black nickel-plated finishes — which can be referred to as “truth in material” — creating high-quality design statements.



“

As people become more comfortable with embracing color, the next phase is mixing materials. While mixing metals in particular is still considered a taboo for some consumers, we're starting to see momentum build for this trend and couldn't be happier about it. Brands like Bertazzoni are ahead of the curve in this space, offering accessory kits with copper, gold and satin nickel knobs, handles, and more for the opportunity to personalize your appliances.

**GINGER CURTIS,
URBANOLOGY DESIGNS FOUNDER
& HGTV DESIGNER OF THE YEAR**

”



57%

OF U.S. HOMEOWNERS
FIND STAINLESS STEEL
APPLIANCES ATTRACTIVE.

Stainless Style

While stainless steel has long been the best-selling material for appliances, it's become an increasingly sophisticated option thanks to stylish options from leaders like Bertazzoni. Once a utilitarian choice, manufacturers now offer a wide range of stainless surface treatments, ranging from polished to brushed to help create depth and bring subtle shine to kitchens. Many of today's homeowners are embracing refined, industrial finishes and incorporating stainless everywhere from their appliances to their fixtures, furniture, backsplashes and even countertops.



5

TRENDS ON THEIR WAY OUT – AND WHAT’S REPLACING THEM

“White Out:” Kitchens with Character are Coming Back

Homeowners continue to break out of the cookie-cutter mold and venture into more expressive designs through colorful cabinetry, bold surfacing, and appliances that provide a more personalized aesthetic. One size certainly does not fit all for these tastemakers, with our recent survey finding that **only 19% of Americans finding all-white kitchens appealing, in particular.**



“

The advent of the highly personal kitchen is on the rise, particularly among consumers and homeowners who already embrace color in their personal style — who tend to be more open to colorful kitchens with high-impact personalities. Since we spend so much time there, why not infuse bold, statement colors and play with a mix of patterns, finishes, and materials in the kitchen? The Bertazzoni Professional Range is one of my favorites to bring color into a space and create contrast with surrounding cabinetry.

**KEITA TURNER,
PRESIDENT & CREATIVE DIRECTOR,
KEITA TURNER DESIGN**

”

Shutting the Door on Open Shelving

Open shelving is officially out — with a whopping **83% of U.S. homeowners confirming they don't find open shelving appealing**. Instead, homeowners are embracing more sleek, integrated styles like enclosed cabinets and built-in or flush-to-cabinet appliances, which **54% of U.S. homeowners find enticing**. These more functional options allow seamless, custom style with limited maintenance.

Two Tone Cabinets Are Too Much

Less than a quarter of U.S. homeowners (23%) say that contrasting colors or finishes, like blue lower cabinets and white upper cabinets, are of interest — making this once-buzzy trend officially on its way out.

Instead, **designers and homeowners can create contrast through eye-catching appliances**, which can serve as the focal point of the kitchen without overwhelming the space.



DESIGN: KEITA TURNER OF KEITA TURNER DESIGN
PHOTO: KELLY MARSHALL



Designers and homeowners find that they can create visual contrast with a statement-making range, often selecting a color instead of stainless steel. And while many know Bertazzoni for its iconic red, yellow and orange automotive finishes, finishes on the graphite to black spectrum are in fact our best-selling colors. A timeless choice that complements any style while still creating character and impact.

**NICOLA BERTAZZONI,
CHIEF OPERATING OFFICER
OF BERTAZZONI**





THANK YOU