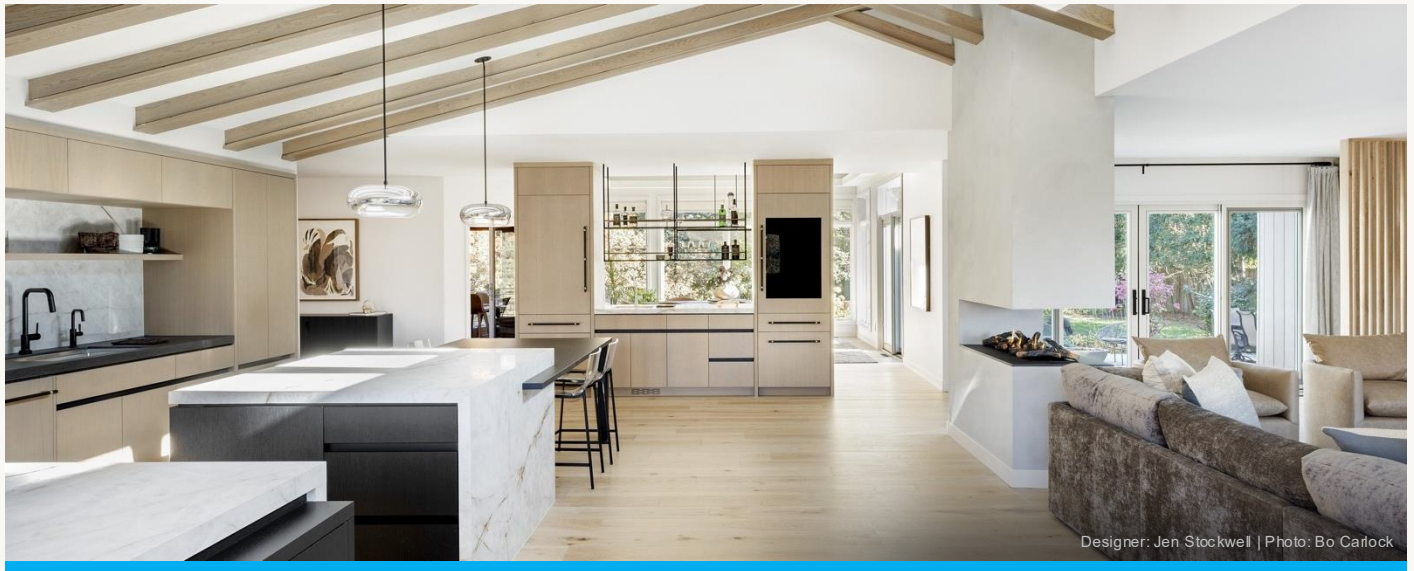


Kitchen, Bath & Whole-Home Design Study Highlights



The Partnership

NKBA + High Point Market Authority (HPMA)

As part of their Strategic Alliance Partnership, NKBA and HPMA conducted research to better understand how the residential design profession is evolving as kitchen, bath and broader home design become more interconnected.

The Participants

878 designers participated in the survey
 502 NKBA 376 HPMKT

10 in-depth interviews shaped the questionnaire and add context to the quantitative findings

The Research Explores

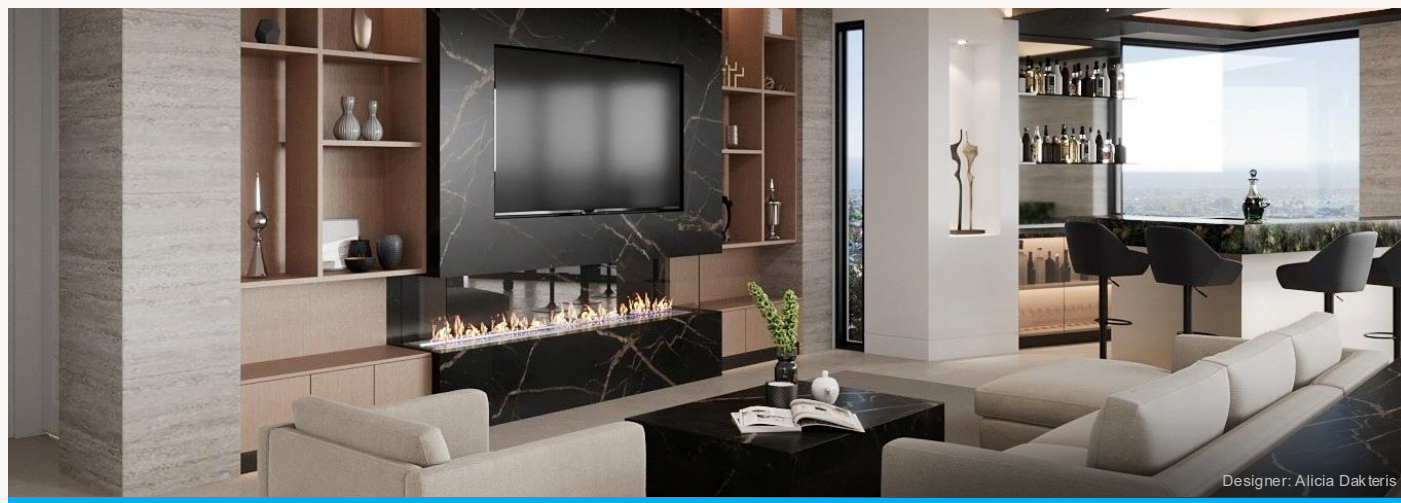
The study examines how projects develop, the changing role of the designer, business opportunities and challenges, professional collaboration, client expectations and the forces shaping the future of residential design.

THE STORY

The research reveals a residential design profession becoming increasingly more connected — not only across rooms, but across areas of design, project phases and professional relationships.

Projects Extend Beyond one Room

The project may start with one room — the opportunity can extend across the home.



61%

of current residential projects are multi-room or whole-home

66%

of **NKBA designers** prefer to take on **more** multi-room/whole-home work

76%

of **HPMKT designers** prefer to take on **more** multi-room/whole-home work

The Starting Point

Projects are expanding from single room to multi-room — and the starting point can look very different. When scope expands, the starting point differs between NKBA and HPMKT.

NKBA DESIGNERS

Kitchen

78%

HPMKT DESIGNERS

Kitchen

40%

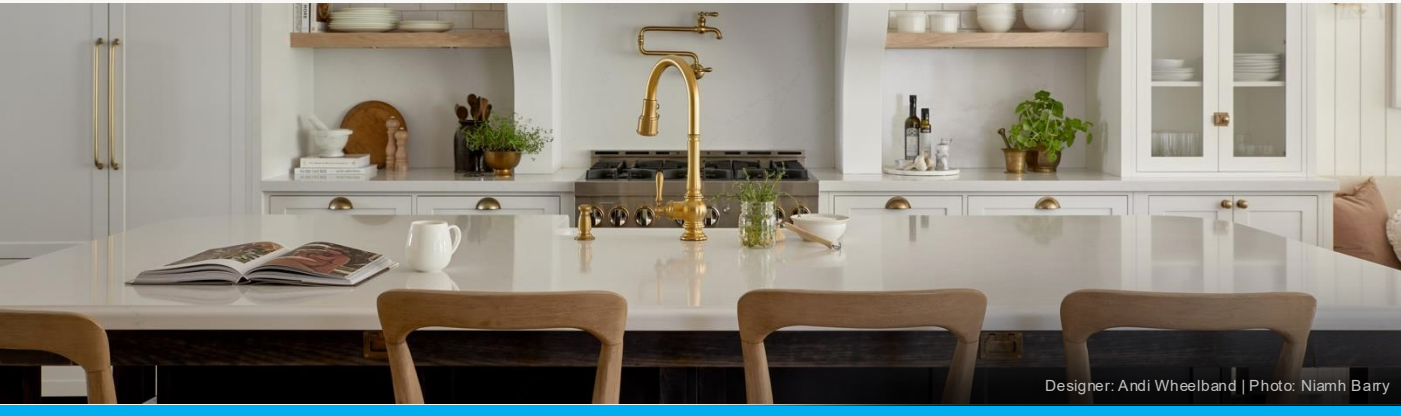
Living / entertainment

39%

The broader pattern is that multiple spaces can become gateways to whole-home work.

Bigger Scope. Bigger Opportunity. Bigger Complexity.

Broader projects bring greater opportunity – and greater complexity.



Reasons for Project Expansion

CONNECTED SPACES

Adjacent rooms begin to feel visually disconnected.

CLIENT TRUST

A successful first project can open the door to broader work.

DESIGN VISION

The concept naturally extends beyond the original room.

Barriers to Project Expansion

BUDGET / COST

Client budget constraints.

NO NEED / DESIRE

Client does not see a need or desire to expand scope.

Project Expansion Creates Challenges

■ NKBA ■ HPMKT

PRICING & SCOPING

Accurately pricing and scoping the expanded project



TIME & BANDWIDTH

Balancing broader work with other active projects



SCALING CAPACITY

Scaling time and bandwidth to handle the larger scope



COORDINATION

Coordinating more professionals, trades and timelines



Whole-Home Design Changes the Role of the Designer

As project scope expands, designers take on broader coordination while drawing on specialized expertise.

Average number of residential design project types

4.3

NKBA designers

4.9

HPMKT designers

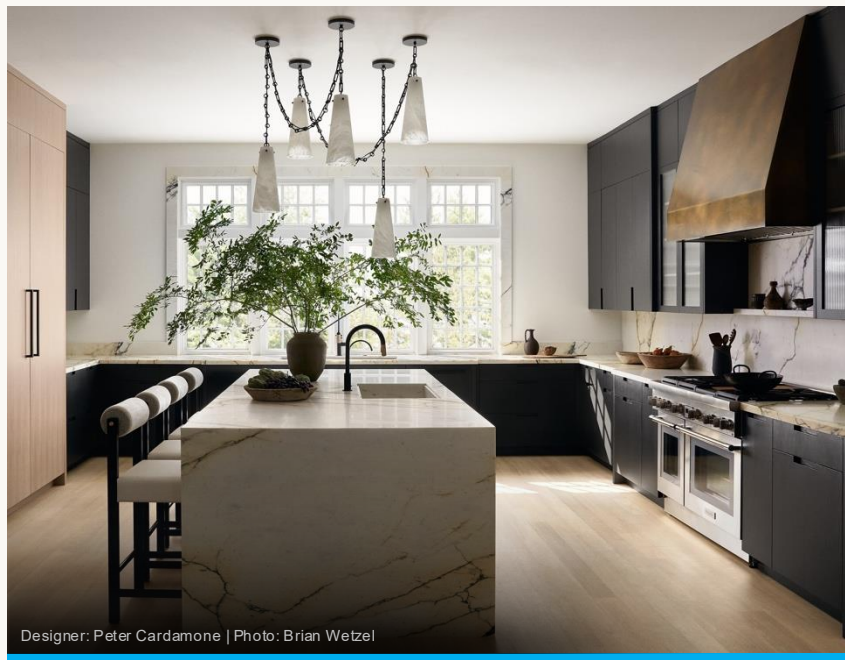
Average types of professionals engaged on whole-home projects

10

NKBA designers

12

HPMKT designers



One Designer. A Network of Specialists.

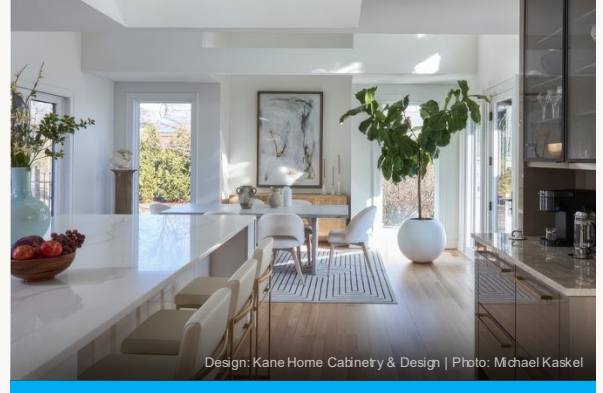
Top professional collaborations

- Architects
- General contractors
- Project managers
- Lighting designers
- Interior decorators
- Landscape architects
- Technology integrators
- Artisans / Specialty trades

Whole-home work can position the designer as a trusted point of contact — connecting specialists, coordinating decisions and maintaining a cohesive vision across the project.

Get the Full Report

The highlights offer a glimpse into a profession expanding its reach. The full report goes deeper into how projects evolve — and what that means for designers, their businesses and their professional networks.



The Full Report Explores Six Key Areas

01 The Project Journey

How projects develop from the initial conversation through completion — and how the path changes as scope expands.

02 The Opportunity Across the Home

Which rooms, project types and spaces create opportunities for broader-scope work.

03 Designer Business Models

How practice structure, project mix and business models shape the way designers approach whole-home work.

04 Client Expectations & Relationships

How client trust, expectations and relationships influence project scope and the designer's role.

05 Business Implications

Pricing, profitability, luxury work and the business considerations associated with expanding scope.

06 What's Next for Residential Design

Technology, AI, personalization, collaboration and the forces shaping the future of the profession.

Dive Into the Research

Members access the full report through NKBA membership.

Non-members can join NKBA or purchase the report individually.



nkba.org/research