



BROWN JORDAN[®] OUTDOOR KITCHENS

State of the Industry:
Outdoor Living Market Findings





Introduction

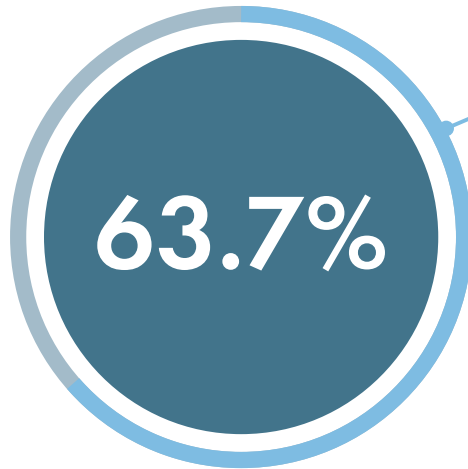
As the leader in stainless steel outdoor cabinetry, Brown Jordan Outdoor Kitchens remains at the forefront of the industry, maintaining a pulse on the growing Outdoor Living market and providing new and innovative solutions to industry demands. The desire to live seamlessly between the interior and exterior of the home is at an all time high with homeowners seeking experiences and environments of comfort, functionality and connectivity.

Drawing on more than 20 years of expertise, Brown Jordan Outdoor Kitchens is proud to introduce its State of the Industry report with the latest in outdoor living design considerations - created to keep builders, architects and designers alike informed of current market conditions and anticipated areas of growth for the year ahead.

Data within this report was sourced from a survey of American Society of Interior Designers (ASID) practitioner members, created by ASID in collaboration with Brown Jordan Outdoor Kitchens.*

*Respondents were generally representative of the U.S. interior designer population based on region, practice areas, and project types. Careful examination was performed when viewing individual questions from the survey to avoid any misleading extrapolations. When comparing survey data against 2018 findings from the Bureau of Labor Statistics (BLS), the Midwest and Northeast regions were comparable to the interior designer population, while survey findings were underrepresented in the West (18% of participants, v. 29% of BLS findings) and over-represented for the South (46% of participants v. 34% of BLS findings).

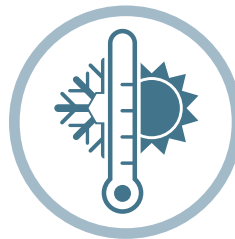
Outdoor Living Spaces Are On The Rise



63.7% of all designers surveyed confirmed a rising interest in outdoor living spaces among their clients.



Designers with suburban (**68%**) and luxury projects (**67%**) have seen the greatest increased interest in outdoor living spaces.



Interest in outdoor living areas is comparable across both warm and four season climates (**66% v. 62%**).

Outdoor Kitchens On Average



The average outdoor kitchen size



The average outdoor living space size



The average budget for an outdoor living space



Bringing The Indoors Out

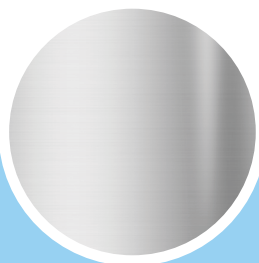
The majority of designers surveyed confirmed their clients seek design details that connect indoor and outdoor living spaces. A growing number of homeowners take advantage of developments like advanced powder coat cabinetry finishes, which provide durable yet sophisticated finishes with the capacity to extend the aesthetic of an indoor kitchen to the outdoors.



2020 Forecast

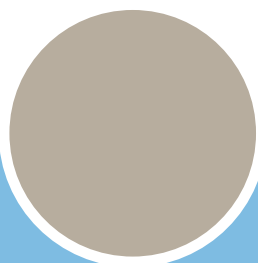
Modular design will continue to gain traction amidst the continued trend of bringing the style and comfort of the indoors to outdoor spaces. Innovative products like Brown Jordan Outdoor Kitchens' **ELEMENTS by TECNO** - a modular outdoor kitchen that blurs the line between cabinetry and furniture with a sleek, frameless design - are helping to make this trend a reality through increasingly versatile products.

Style Superlatives



Most Popular Material:

Stainless Steel



Most Popular Finish:

Neutral Colors



Most Popular Aesthetics:

Traditional (**52.4%**) and Transitional (**53.2%**) styles remain in constant demand



Most Likely to Take Center Stage:

Contemporary designs are expected to gain further popularity in 2020 (**47.6%**)



Up & Coming 2020 Trend:

Nature-inspired hues

Regional Insights

WEST

Most Popular Aesthetic:

Transitional (48%)

Avg. Outdoor Living Space:

500 square feet

Preferred Finish:

Wood grain (37%)



NORTHEAST

Most Popular Aesthetic:

Contemporary (31%)

Avg. Outdoor Living Space:

375 square feet

Preferred Finish:

Metallic (42%)



MIDWEST

Most Popular Aesthetic:

Contemporary (31%)

Avg. Outdoor Living Space:

400 square feet

Preferred Finish:

Metallic (31%)



SOUTH

Most Popular Aesthetic:

Eclectic (25%)

Avg. Outdoor Living Space:

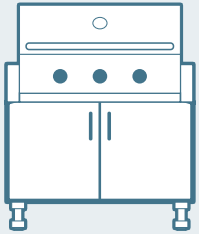
400 square feet

Preferred Finish:

Textured (49%)



Sourcing The Best Storage Solutions



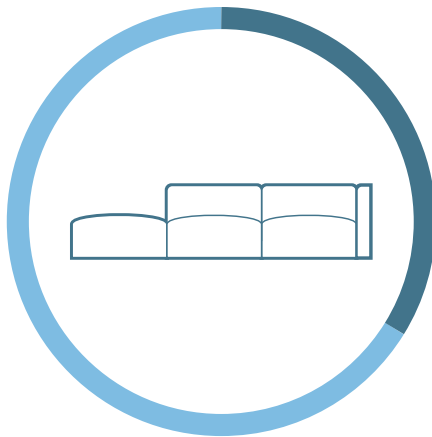
Design and durability are designers' primary considerations when selecting outdoor cabinetry, followed by outdoor appliance fit and price



Northeast & South designers prioritized durability, while Midwest & West prioritized style and design

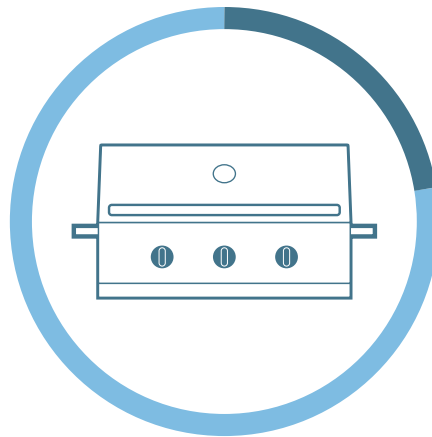
Must-Have Outdoor Living Components

When outfitting an outdoor space, designers listed the following as their priority design elements.



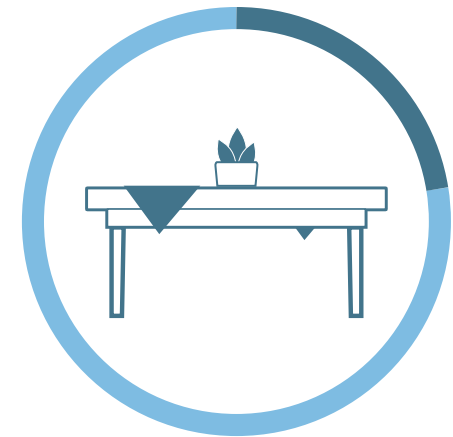
#1

Lounge seating



#2

Cooking appliances



#3

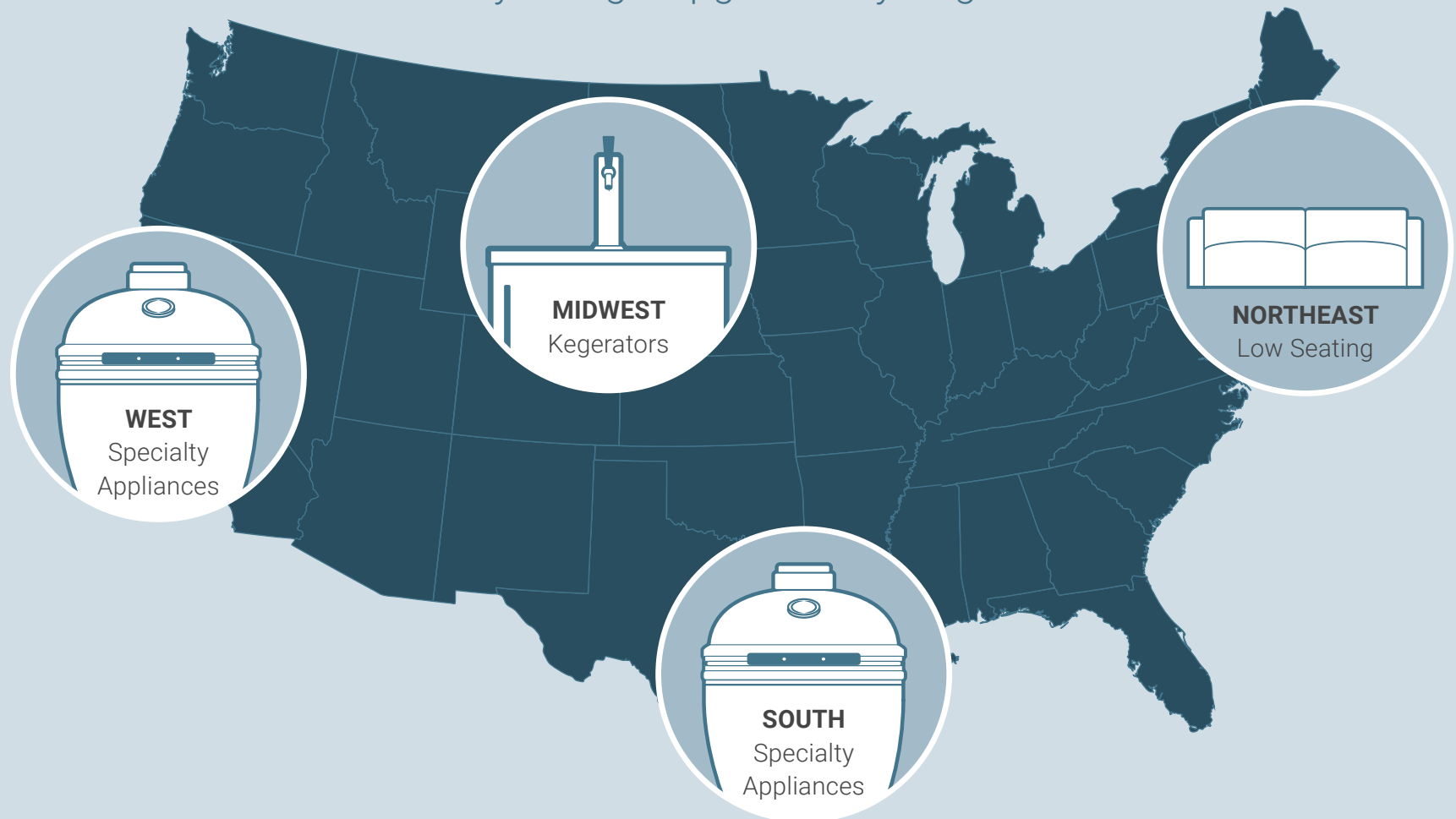
Dining tables & seating


Splurge-Worthy Design Upgrades



According to designers, fire pits and fireplaces are the most popular upgrade for outdoor kitchens in all regions.

Priority Design Upgrades By Region





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