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KBDN'S LEADING INNOVATORS

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Interest in Tech Grows

Healthy Innovation

Appliance trends focus on health, individual expression and products that enhance and simplify work in the kitchen.

BY ELIZABETH RICHARDS

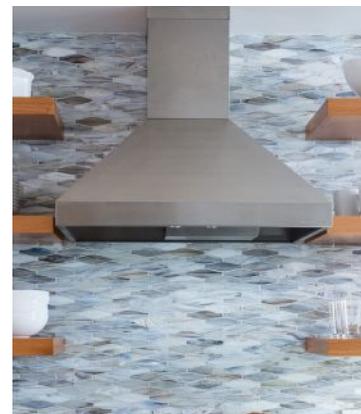
A year and a half into the pandemic, manufacturers have seen many impacts on the appliance industry, resulting in multiple changes and rising trends. “One of the most significant trends I see currently, and expect in the near future, is the focus on holistic health and wellness – not only for individuals and families but for our planet,” stresses Zach Elkin, president at Beko Home Appliances USA, based in Chicago, IL. “The COVID-19 pandemic has forced consumers and manufacturers to look differently at how the product and programs allow for better health, nutrition and sustainability.”

“Innovation and increased technology continue to be trends in the kitchen space,” offers Paula Smith, director of marketing, designer & builder at Fisher & Paykel in Costa Mesa, CA. “With buyers spending more time than ever in their kitchens over the last year, there has been greater demand for appliances that are smart, easy to use and offer perfect results. Users have learned more about appliances and frankly about cooking at home. We are seeing an uptick in interest around steam cooking due to the nutritional and overall health benefits, as well as higher interest in our refrigerators that integrate food preservation technology.”

“In the past year trends have changed significantly, mostly due to the pandemic and the lockdown,” says India Hynes, CEO at Henderson, NV-based Vinotemp. “More people are home, [which] means more people are cooking and using their appliances. People are purchasing things with



BlueStar has extended its refrigeration line to include Integrated Column refrigerators and freezers that can be used independently or paired side by side. Available in stainless steel, more than 1,000 colors or custom colors, the 30" refrigerator includes advanced temperature control. bluestarcooking.com



Manufacturing range hoods for the kitchen for 88 years, **Vent-A-Hood** delivers a range of ventilation styles for today's kitchen designs. The company's range hoods incorporate Vent-A-Hood's exclusive patented centrifugal grease extraction system, which keeps the air clear of smoke and grease. ventahood.com



The Presrv Full Size Single Zone Beverage Cooler from **Zephyr** features full-extension black wood racks, adjustable glass shelves and a stainless steel, full-extension rollout bin. The dual-pane, argon-filled glass includes Low-e coating that helps minimize UV light penetration. zephyronline.com



Big Chill's 2021 Fall Edit features a curated palette of custom colors designed in collaboration with president and lead designer of MA Allen Interiors, MA Allen. The colors include Carmine Red, Moss Green, Signal Blue and Grey White and are offered on the company's Classic, PRO and Retro lines. bigchill.com

extra storage space, reorganizing their spaces to fit more, buying new appliances and compatible appliances like air fryers,” she says.

Aesthetic trends have been less affected by the pandemic, say some manufacturers. “The pandemic has had a definite impact on the industry overall, but not so much on the aesthetic side of things,” observes Christian Boscherini, marketing manager at SMEG USA, based in New York, NY. “The increased interest in upgrades and remodels driven by people spending more time at home has continued from last year. But now, it is alongside an increased need for affordability in appliances, cabinetry, fixtures and lighting, as material shortages drive overall costs up. In short, people want to do more with their kitchens than ever, but at a time when many cannot afford to do it all at once.”

In addition to a focus on health and wellness, top trends in major appliances include individualizing appliances both functionally and visually, demand for appliances that simplify the work in the kitchen, and connectivity. So say manufacturers recently surveyed by *Kitchen & Bath Design News*.

HEALTH IS TOP PRIORITY

Products that promote a healthy lifestyle have been on the rise for several years, a trend that continues to thrive. “Health, wellness and hygiene have become must-haves in the kitchen and home – now more than ever,” stresses Elkin. “A large population of individuals and families want to