



The Wickes Great Kitchen Report

A Word From Our Head of Marketing

Our homes are constantly evolving and adapting to the different pressures of family life, and nowhere is that truer than in the kitchen.

What was once simply a place to cook has become the centre of family life. And for good reason. It's where the magic happens, whether with pots and pans or friends and family.

It's where we come together, to share food and hear stories. When we asked what your kitchen meant to you, more than half rated it probably the most important room in their home (56%)¹.

As a nation, we have high expectations for this slice of square-footage and, as life speeds along, we expect our kitchen to keep pace.

Thank you to everyone who shared their kitchen dreams with us, bringing The Wickes Great Kitchen Report to life at a time when family life is fundamentally shifting.

We know you want your kitchen to work harder than ever.

And, here at Wickes, we are working harder than ever to make that happen.

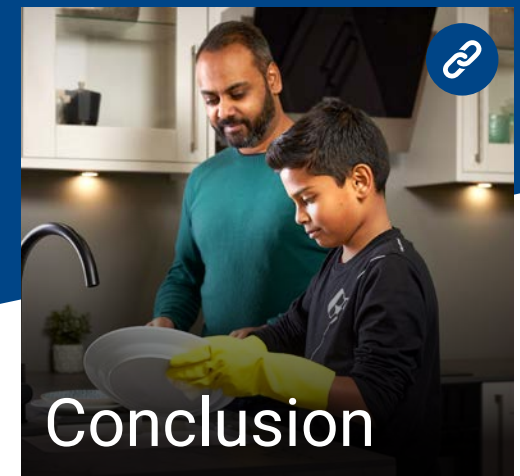
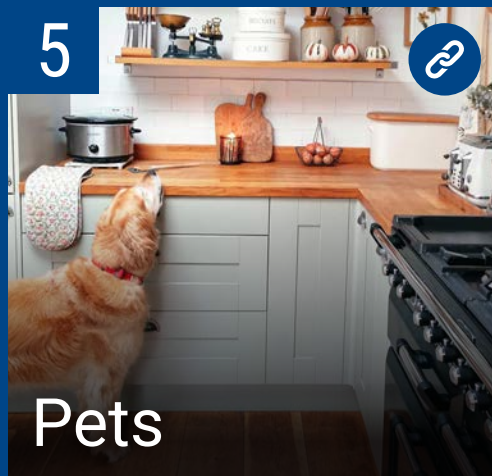
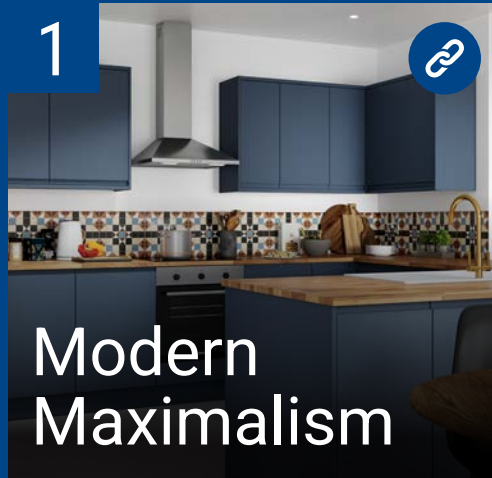


Mandy Minichiello
Head of Marketing
Kitchens & Bathrooms

¹Wickes research results, Q7: 19% says it is the most important room in the house; 37% say it is 'probably' the most important room



Contents



Let's Talk About the Heart of Your Home

Is there a fool-proof recipe for Brits' perfect kitchen in 2023?

While we all want to put an individual stamp on this important space, The Wickes Great Kitchen Report highlights some important trends for how we live now.

With kitchen designs and ranges to fit our customers' personal style, individual budget and specific requests (designer dining for kitty, anyone²), we are as particular about your kitchen as you are.



We want a space with bags of personality that looks beautiful and works brilliantly.



We dream of a family-friendly hub that everyone can enjoy.



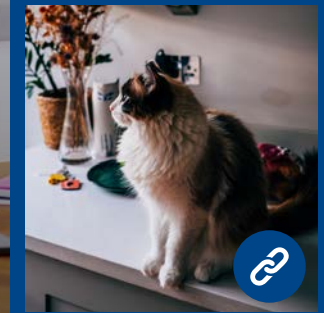
We want to incorporate the best of the past while taking our home boldly into the future.



We'd love a room where we can bake more cakes and shake more cocktails, with space to work and a place to play.



We want a kitchen that shuts out the cold and brings the outside in.



And that's all before pets poke their paws into things. At Wickes, we know that the kitchen needs to be their pad too.

²<https://www.houzz.com/magazine>

Introduction

Whether it's your first home or your forever home, we have a kitchen that's sure to suit your style and budget. **It's a personal service from the start.**

You can enjoy a free design service either in person or via a video call with a dedicated Design Consultant where you can pair your ideas with their expertise. They will design your space, share 3D visuals, and give you a clear and simple quote. With two stunning kitchen collections containing hundred of design options, there are plenty of ways to help you find your perfect match.



Gives you exceptional value. The ranges are easy to assemble and are available to pick up in store or order online today.

- ✓ Kitchens from £1,000 to £4,000
- ✓ Free virtual design service with expert designers
- ✓ Designed to be easily fitted by you or your installer
- ✓ 17 styles to choose from and 24 cabinet options
- ✓ 10 year guarantee for cabinets and 5 years for doors
- ✓ Available to take away from store or order online
- ✓ Great value pricing to suit any budget

[View our Wickes Lifestyle Kitchens](#)



From design to installation plus all the finishing touches, a dream kitchen that is built to last.

- ✓ Kitchens from £4,000 to £20,000+
- ✓ Free design service including precise home measure
- ✓ Installation with 2 year workmanship guarantee
- ✓ 48 styles to choose with over 200 cabinet options
- ✓ 20 year guarantee for cabinets and 10 years for doors
- ✓ Buy in store with one of our Design Consultants
- ✓ Finance available for the kitchen and installation

[View our Wickes Bespoke Kitchens](#)

With your ideas and our expertise, we can help you create your kind of kitchen.
Flick through one of our brochures to get started.



“I like to be able to cook and be with the whole family at the same time”

1

Modern Maximalism

**“It’s where the memories
are made – good food,
socialising and chatting
over the washing up”**

1. Modern Maximalism

The Max Factor

More than ever, we want our kitchens to reflect who we are. It's all about personality, playfulness and telling our own story, our way.

Modern maximalism and colourful kitchens are big for 2023. From colourful cupboards to open shelving, more people want the hub of the home to be a conversation starter, with statement lighting and vintage finds that reflect their individual style.

It's a look that appeals more to younger kitchen creatives, who are most likely to proudly stamp their personality on their precious space.

For them, **BOLD** is most definitely best.

Bold is Best

1 in 5  / 1 in 20 

One in five 18 to 34-year-olds (21%) are likely to use that 'B' word to describe their style compared with one in 20 over 55s³.

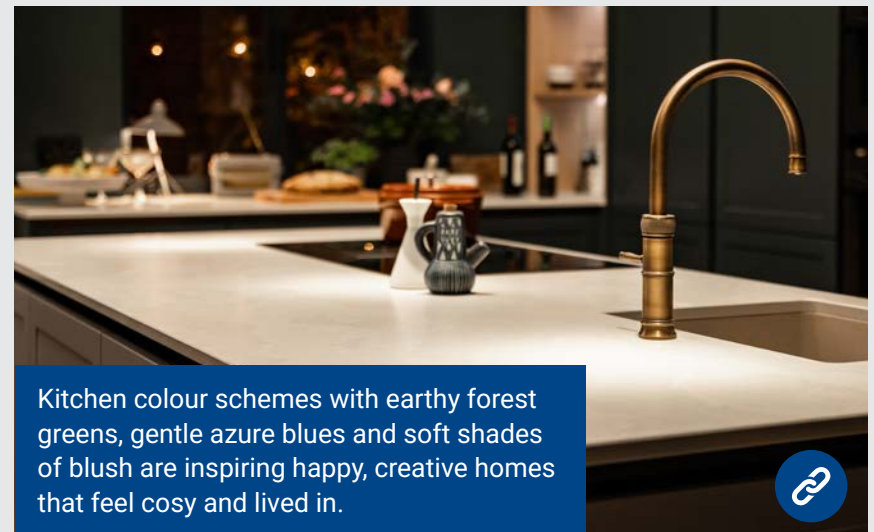
³ Ibid, Q7



So, what does that mean for the look of the British kitchen?



After years of steely greys and cool whites stealing the stage, cheerful colours are moving into the spotlight.



Kitchen colour schemes with earthy forest greens, gentle azure blues and soft shades of blush are inspiring happy, creative homes that feel cosy and lived in.



1. Modern Maximalism



Rather than being a sleek, neutral space, this kitchen style tells the story of the people who chop, chew and chatter in it. With a hefty dose of personality, it's a room that shouts about who they are, where they've been and what's important to them.

And what could be more maximalist than a Narnia door? Utility rooms are useful, but they may not fit with your desired kitchen aesthetic. More than ever, our Design Consultants are being asked for creative ways to cover and hide the utility room and the Narnia door can blend it seamlessly into your kitchen style. In fact, no one will even know, as it can be disguised as a larger kitchen unit with double doors.

Whether dipping a toe into the trend for modern maximalism or diving straight in, it's a look that can be as individual as you are. From daring dark colours to discreet details, Wickes will have a kitchen that can be matched to your own style and budget. We'll help you embrace your creative side, while conjuring up some clever kitchen magic.

With your dreams and our design know-how, we'll be able to cook up your kind of kitchen.

Ready to take the plunge? Book your free appointment with a Wickes Design Consultant today.



So, what does that mean for the look of the British kitchen?



Forget British reserve, modern maximalism is all about giving things a go and experimenting with different colours, picking out an island or larder cupboard in who-dares-wins brights or punchy pastels.



Features like glass cocktail cabinets or kitchen bars are shaking things up.



Look-at-me statement lighting is leaving spotlights – a feature for the past two decades – in the shadows.



Chandeliers and over-sized pendants now add the luxe more usually found in a living or dining room.

2

Vintage Trends

2. Vintage Trends

Coming Around Again: Gran Designs

You like to welcome old friends into your home, and that applies to your style as much as your social circle.

When it comes to creating the perfect kitchen, Brits are looking to decades past for inspiration, reclaiming vintage features that give new kitchens a sense of familiarity.

If it was good enough for granny and grandpa (or even their grandparents), it could get the green light today.

When Wickes asked people for the buzz words that best described their kitchen, 17% ticked the 'farmhouse' box, which was similar across the generations⁴.



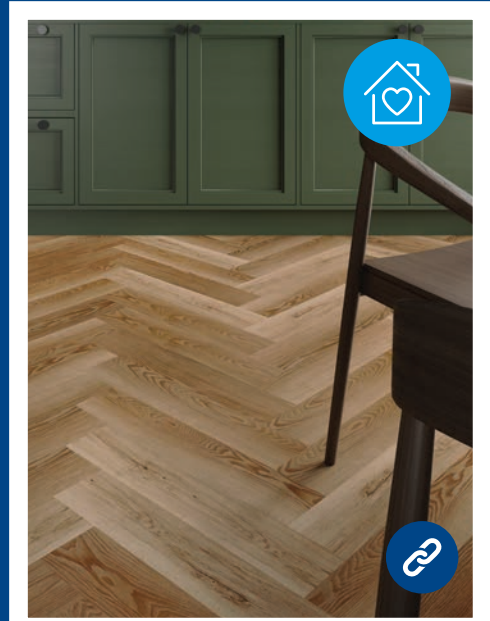
Most wanted for 2023 from the interiors' archives is a larder or pantry, with extra points if it has walk-in potential.

Harking back hundreds of years but seen for much of the last 50 years as a relic of the past, one in five of us (21%) now rates a pantry on our list of dreamy kitchen features⁵. In fact, according to our Design Consultants, the pantry unit is one of the most requested additions to kitchens due to the amount of storage that it has.

⁴ Ibid, Q3 / ⁵ Ibid, Q2



Many still covet a classic Belfast sink, while stylish herringbone flooring and rustic terracotta tiles are enjoying a revival.



Cosy farmhouse-style kitchens with their open shelving, colourful cabinets and well-loved wooden tables also have enduring appeal.

17%

of people use the buzz word 'farmhouse' to best describe their kitchen⁴.



2. Vintage Trends

Retro kitchen colours are also making a comeback.

The vibrant powder blues and robust reds from the kitchens of the 1950s are joining the cool whites and lighter shades that have been a mainstay for many years. This retro kitchen trend is especially attractive to the younger generation. Almost a third (31%) of 18 to 24 year olds and one in five (19%) 25 to 34 year olds name 'vintage' as a buzzword that matches their kitchen style⁶.

That's not to say that clean lines and modern looks are over. Far from it. More than a third of Brits (38%) still say they have a 'contemporary' style and 31% say the word 'minimalist' matches their style⁷. Instead, many are embracing vintage touches to energise their room and add warmth and familiarity.

Some trends are best left in the past, aren't they? Granny can keep her awkward serving hatches. But certain pieces are inspiring new present-day trends. The classic 1920s cocktail cabinet, which came back with a Seventies twist 50 years ago, is getting a third life, inspiring chic kitchen bars and cocktail stations in homes today.

Likewise, the pantry revival is likely to be partly prompted by the very modern problem of storing multiple kitchen appliances. All those air fryers, slow cookers and stand mixers need to go somewhere, don't they?

Whether you're going full vintage or just want to inject a sense of history into a more modern scheme, you can turn to us for ideas. Take a look at Wickes Lifestyle Kitchens and Wickes Bespoke Kitchens, as well as our flooring and tiling ranges, to find a design that won't date.

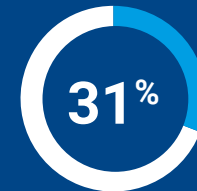
Gran designs? We're on it.

Take a look at Wickes Lifestyle Kitchens and Wickes Bespoke Kitchens, as well as our flooring and tiling ranges, to find a design that won't date.

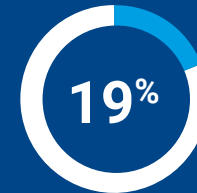


⁶ Ibid, Q3 / ⁷ Ibid, Q3

The retro kitchen appeals to the younger generation



Almost a third of 18 to 24 year olds use 'vintage' to describe their kitchen style⁶.



One in five, 25 to 34 year olds also use this buzzword⁶.



What's Retro Cool



Pantry



Cocktail stations and kitchen bars



What's Not

Colourful fridges and dishwashers



Serving hatches

Kitchen carpet

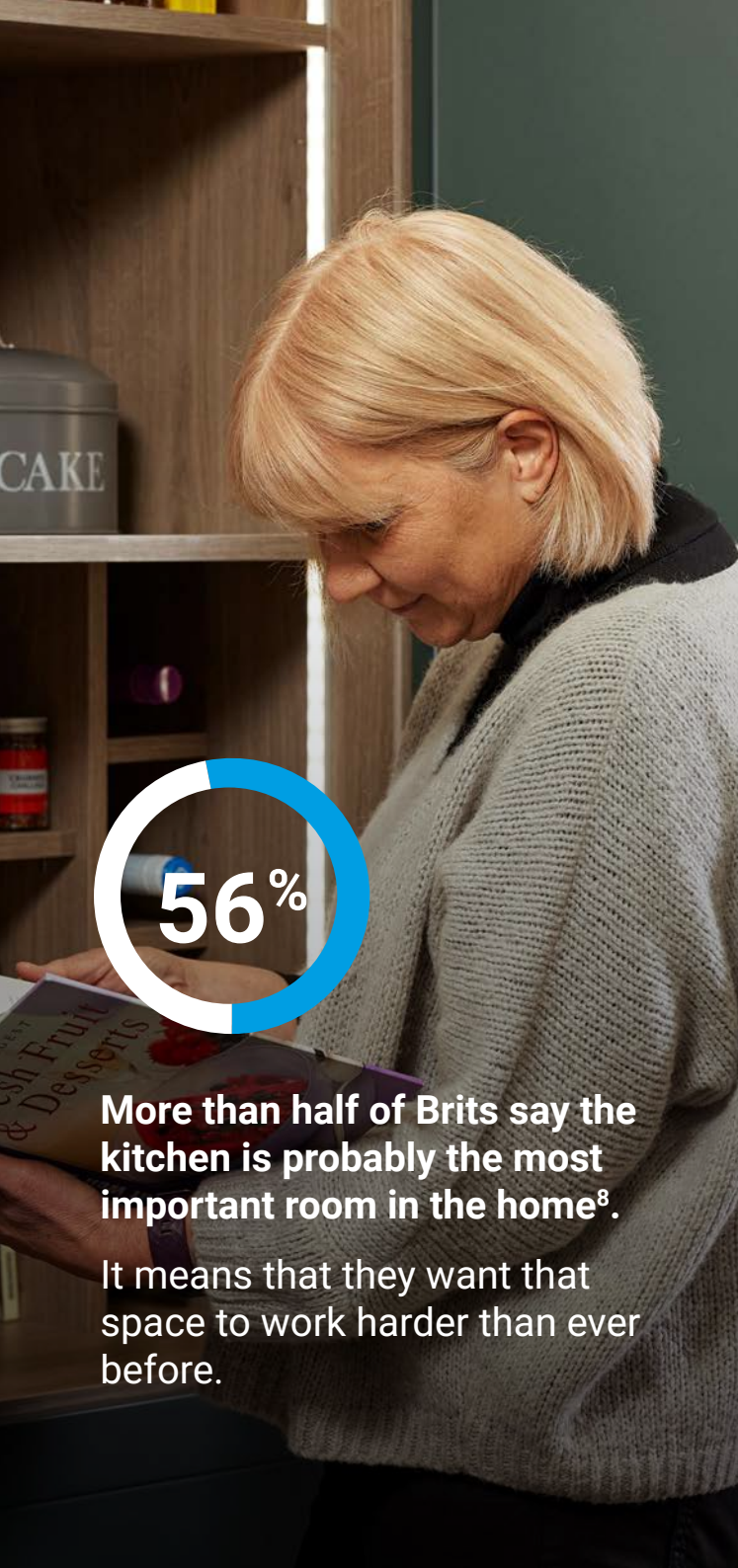


3

Wickes

Family Hub

**“I like to be able to cook
and be with the whole
family at the same time”**



3. Family Hub



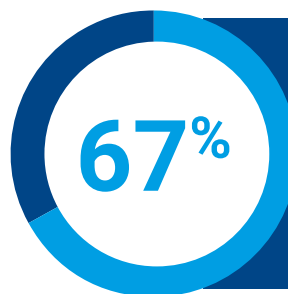
The Hub of the Home

People want their kitchens to be flexible, functional and stylish, a place to eat and a place to meet.

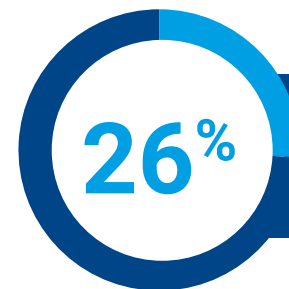


More than half of Brits say the kitchen is probably the most important room in the home⁸.

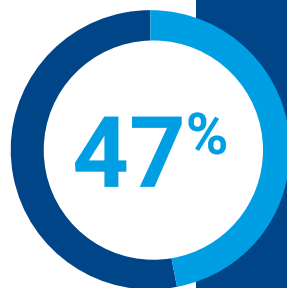
It means that they want that space to work harder than ever before.



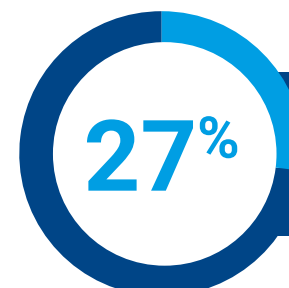
More than two thirds would prefer a 'nice environment' to cook in over a kitchen where they can 'grab and go' food with minimal hassles⁹.



A quarter want it to be a place to hang out with friends and family¹⁰.



Extra storage and clear work surfaces remain the most desirable kitchen features for half of us¹¹, other elements, that bring people together, are now part of our plans.



Over a quarter put an island on their most-wanted list¹².

⁸Ibid, Q7 / ⁹Ibid, Q6 / ¹⁰Ibid, Q9 / ¹¹Ibid, Q2 / ¹²Ibid, Q2

3. Family Hub

Traditionally, the cooking space was closed off from the rest of the house.

The classic triangle, with easy access for one person (hello mum!) to the cooker, sink and fridge, became the blueprint for kitchen design from the 1960s.

And as late as the 1990s, homes were being built with separate galley-style kitchens shut away from the main living area¹³. Still today, more of the older generation is at home with a kitchen that remains a simple cooking space.

But you can't stop the pace of change, can you? And that's even more true post-pandemic.

Almost a quarter (23%) say that experience changed the way they use their kitchens¹⁵. Hanging out together was a big lockdown win, making a kitchen HQ even more of a must-have for many.

But it also reminded us that the kitchen needs to be able to flex to whatever life throws at it. And it showed that sometimes open plan can be just a bit too open.

Wickes Design Consultants are now often being asked to make different zones within that space, creating a room that pulls everyone together without piling them on top of each other.

What matters to Wickes is whatever works for you. And that means fitting your finances as well as your family.

Our Design Consultants know the drill.

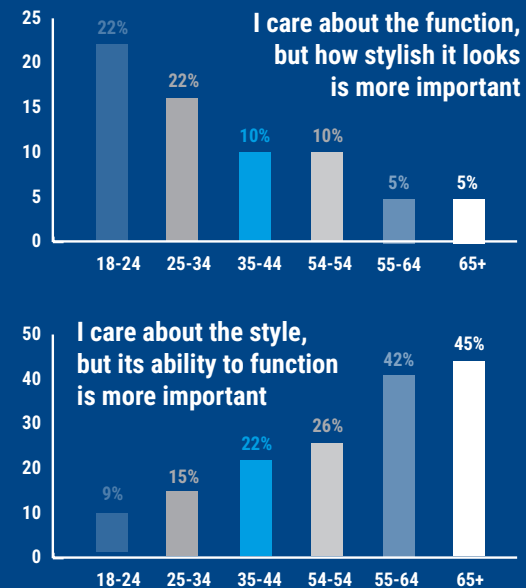
They can transform your kitchen into the true hub of your home, giving you a space to be proud of.

Go on. Put them to the test.



¹² Ibid, Q2 / ¹³ www.queensberryproperties.co.uk / ¹⁴ Ibid, Q1 / ¹⁵ Ibid, Q18

Generational Differences Style versus function



45% of people aged 64 and over say a kitchen's ability to function is more important than the style, compared with only **15% of 25–34-year-olds** – more from this age bracket (16%) actually claim a stylish kitchen is more important than its function¹⁴.

Impact of COVID



23% say their experience of the pandemic changed the way they use their kitchens¹⁵.



Why we love the kitchen island

Over a quarter (27%) put an island on their most-wanted list, with a third of 25 to 44 year olds most keen (34%)¹².

And no wonder. An island can be the fulcrum of family life. It allows cooks to still feel part of the conversation and have an all-seeing eye on what's happening in the rest of the room.

It's one of the things that makes the kitchen the hub of the home.

4

Sustainable Living

4. Sustainable Living

Window on Your World

The outside world has crossed the threshold into our homes, with more people looking for stylish sustainable kitchens that reflect the great outdoors.

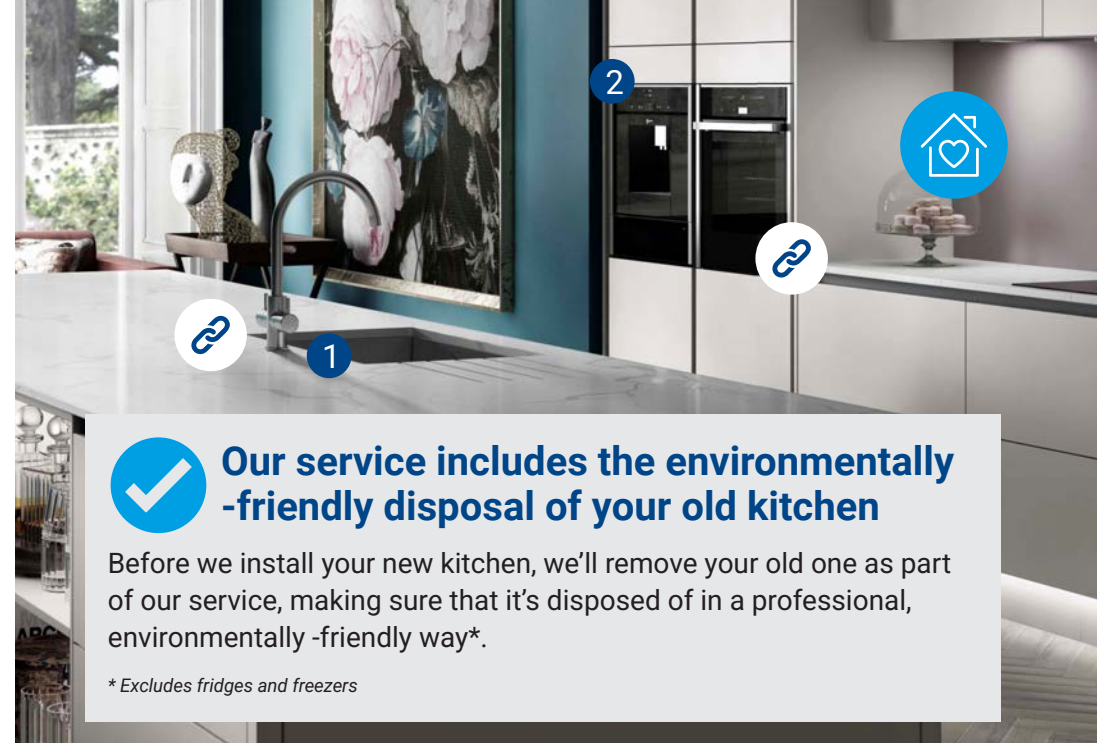
We know you just want to do your best – the best for your family, for your home and for the planet. That's why the choices you make for your home in 2023 are increasingly inspired by the natural world.

The kitchen, at the heart of your home, is where that connection comes together. The influence of nature is reflected in the colours and textures that many are choosing for their rooms, as well as the care they are putting into their designs.

In 2023, six in 10 British people – and three-quarters (77%) of those under 25 – agree they would consider using sustainable materials or energy-saving appliances when renovating their kitchens, even if that means paying a little more¹⁶.

They are wise to the long term savings. That's a shift from the past and a positive sign for the future. At Wickes, we know that you want your kitchen to last. That's better for the planet and your purse.

Tech also has a crucial role to play in this eco revolution. From the cutting edge Quooker tap **1**, that gives you instant boiling water, cold and sparkling water, to the top-rated appliances **2** that will reduce your energy costs and your home's carbon emissions, it's easier than ever to make more planet-friendly choices.



Our service includes the environmentally -friendly disposal of your old kitchen

Before we install your new kitchen, we'll remove your old one as part of our service, making sure that it's disposed of in a professional, environmentally -friendly way*.

** Excludes fridges and freezers*



In 2023, 6 in 10 British people would consider using sustainable materials or energy-saving appliances when renovating their kitchens¹⁶.



According to Energy Saving Trust, the most efficient appliances cost far less to run, with a top-rated dishwasher adding up to £45 less a year in running costs than those that are ranked lowest for energy efficiency¹⁷.



¹⁶ Ibid, Q10

¹⁷ Saving based on comparing an A-rated standard sized dishwasher with a G-rated one, using Ecodesign methodology and the Energy Price Guarantee average electricity price of 34p/kWh. Energy Price Guarantee is in place for GB households until 30 June 2023

4. Sustainable Living

A Breath of Fresh Air

Of course, there's more to being tuned into the environment than just the practical stuff.

We understand that nature has the power to inspire, energise and re-balance, making you breathe a little bit easier in today's busy world. **And we all need some of that.**

Small, closed kitchen boxes, shut off from the soothing power of the outdoors, belong in the past. These days, where space allows, beautiful bifold and sliding doors give modern families a window to the outside world. Tiling that runs seamlessly from kitchen to patio is further blurring the line between indoors and out.

Even if your kitchen cannot give you that easy access to the outdoors, we know you still want your room to feel like a breath of fresh air. That's when choosing the right cabinets can give you the vibrancy of nature without letting in the cold.

Whether you want to enjoy the soothing tones of nature, harness the energy and vibrancy of the great outdoors or simply want to make more sustainable kitchen choices, our experts are here to help.

They'll work with you to create your own special corner of the planet, without paying too high a price.

Bring your dreams to a free design appointment with a Wickes Design Consultant and **we'll make them happen.**



Wickes Bespoke Kitchen Collection has earthy tones like forest green, sage and reed green, while our new Natura range brings harmony and balance with its soothing neutral, natural palette, matched with our inspired-by-nature granite sinks.



5

Pets

“She is treated as one of the family, not just a pet”

5. Pets

Animal Magic

Pets have accelerated the pace of change in the kitchen.

In 2023, our furry friends are one of the family – and at the centre of our kitchen plans. Our research with nearly 1,152 pet owners made us sit up and take notice.

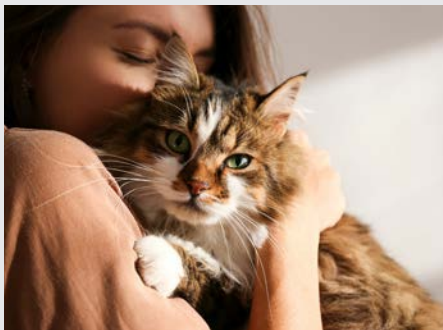
Do we get a treat for that?

Three-quarters (75%) said it's 'important' that their kitchen caters for their animal friends (three in ten of them added the word 'EXTREMELY!')¹⁸. But the generations are split on just how far they'd go for their pawfect pals.

Things have moved on though, haven't they?

Rewind half a century or less, and dogs were destined to spend chilly nights in outdoor kennels.

Now, we welcome them indoors (and even into our beds!) and increasingly design our homes around our precious pets.



A besotted third (34%) of under 35s would change the design of their kitchen to make their pet more comfortable, fewer than half that number – 15% - aged 55 and over would do the same¹⁹.

¹⁸ Ibid, Q12 / ¹⁹ Ibid, Q13

75%

Said it's important their kitchen caters for their pet¹⁸.

“My pet is part of the family”

5. Pets

With more than 10 million dogs, 11 million cats and a million rabbits in British homes²⁰, Wickes knows the importance of these animal influencers.

That's because happy pets mean happy humans. And with the younger generation most keen to make their kitchen work for kitty and pals, the future looks furry.

Wickes has it all in hand.

We won't think you're barking mad if you ask for a built-in pet bed, feline feeding station or recessed rabbit run!

We'll also listen when you open up about your 'pet hates', like fur on floors and furniture, which is a concern for more than a quarter (28%)²¹.

Our expert Design Consultants will help you think of all the ways to make your pad even more pet friendly. From scratch-resistant surfaces to easy clean floors, we'll advise you on a kitchen that works for your animal friends as well as your family.

Just like your pet, we've got a few tricks up our sleeve. We know that an induction hob, which cools quickly, is kinder to cats' paws and that the wrong glossy units can be a devil when it comes to showing dirt.

We know the right colours for camouflaging pet hairs and the best storage bins for bulky food.

We can even work out how to make a built-in bed, so your dog or cat can be in the heart of the home while having a space to call their own.

We'll take your lead.

Book a free online (or in person) consultation with one of our Wickes Design Consultants and introduce us to the pet in your life.



²⁰ PDSA Animal Wellbeing Report 2022 / ²¹ Ibid, Q15



We often see requests for feeding stations to be built into the islands, cat flaps to be accessed within the units and even for a fish tank to replace where a doorway once was – providing an excellent space for the fish and still maintaining light in the kitchen.

28%

said their 'pet hate', is fur on floors and furniture²¹.



Multigenerational Living Space

“I like lots of storage to hide things away that we don't use. I need space to work too, especially when the children decide to hang in the kitchen”

6. Multigen Living Space

One for All

In 2023, kitchens have to meet the needs of everyone in the house.

The trend towards open plan living, plus the acceleration caused by the pandemic, has pulled the different age groups together into the hub of the home.

Around one in five 25 to 44 year olds (20%) say they spend more time hanging out together in the kitchen than they actually do cooking there²².

The high cost of living today has also played a part.

But lovely as it (mostly) is to have everyone under one roof, it can sometimes feel hard to make it work perfectly.

More than a third of people (37%) feel their kitchen needs are out of step with the other ages living with them²⁴.

We all want different things, don't we?

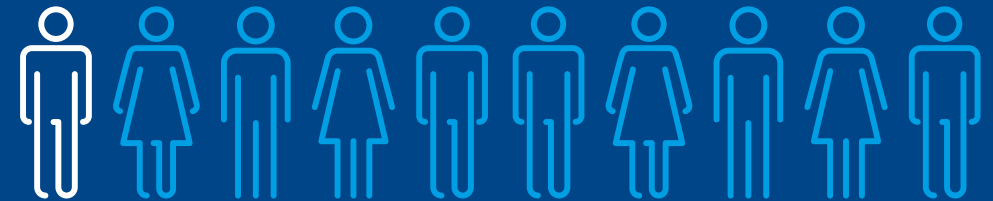
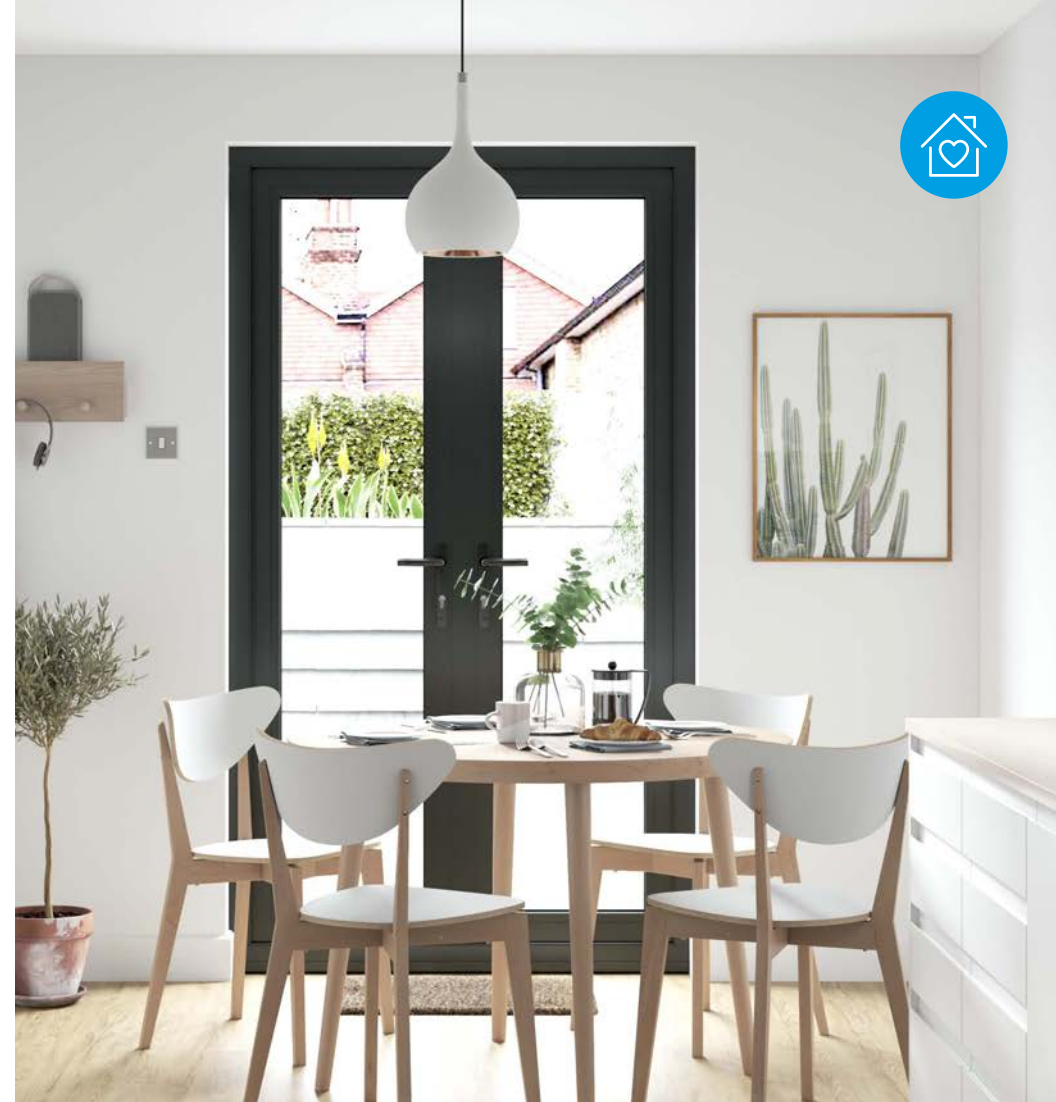
Around four in ten over 55s (44%), for example, rate function over style, compared with just one in ten (9%) of those aged under 25²⁵.

And while one person might dream of a quiet space for pouring over recipe books, another might want to make the kitchen space party central.

A breakfast station might be an immovable must-have on one person's kitchen wish list, while for another a cocktail space is non-negotiable.

Then there are people's different heights, specific diets and special requirements to throw into the mix.

²² Ibid, Q21 / ²³ Ibid, Q17 / ²⁴ Ibid, Q22 / ²⁵ Ibid, Q1



One in ten of us lives with parents, grandparents or adult children and four in ten (40%) would consider doing so in light of today's high prices²³.

6. Multigen Living Space



And that's before you start thinking of how their needs might change as time moves on.

It's daunting, isn't it?

And it's a big shift from how things used to be. Going back a generation, things were simpler (but it wasn't as fun!).

The kitchen belonged to the cook, while home working, TV watching, drink mixing and dancing went on in other rooms in the house. Today, finding a kitchen design that will keep everyone happy can feel a bit overwhelming.

But there is a way.

There needs to be room for drawers to be flung open, space for people to pass through and easy access to the most essential appliances.

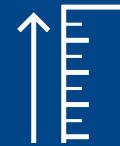
No one wants to turn back the clock to a time when just one person was stuck in the kitchen. It's much more fun for everyone to muck in together.

You just need to find the best way to make it work.

A quick chat with our expert Design Consultants is the best place to start. **They know that if everyone is buzzing around, the space needs to work harder.**



Clever features to help your kitchen work in sync with your whole family



Different height worktops for longer and littler legs



Lowered breakfast bars to double-up as instant desks



Larder cupboards for easy-on-the-eye organisation



Side-by-side eye-height ovens for keen cooks



Smart fridges for smarter food storage



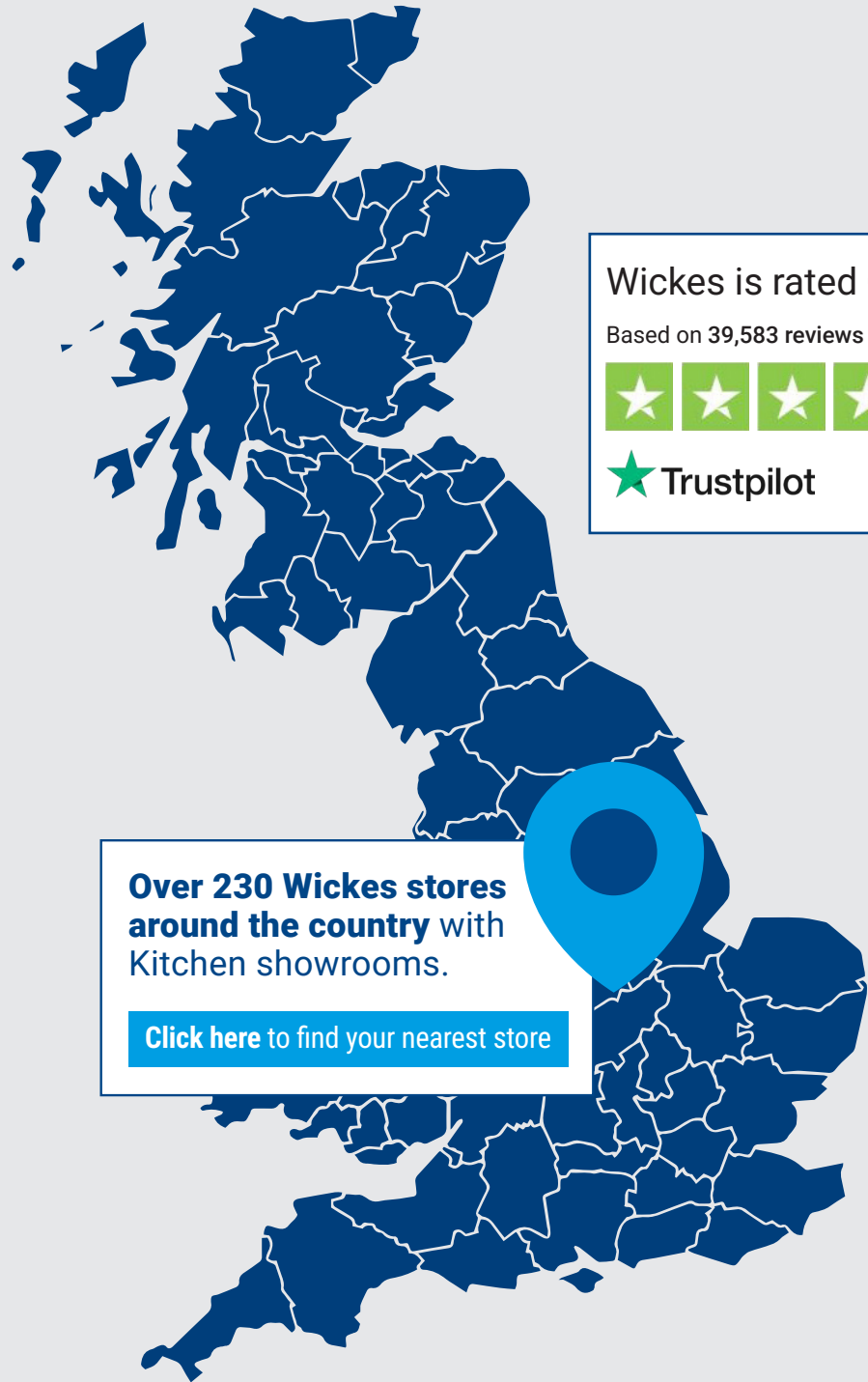
Helpful tech, like ovens with built-in air fryers and instant hot water taps



We get that family life is always changing, and that your kitchen needs to keep pace, today, tomorrow and for years to come.

By mixing our experience and expertise with your ideas and inspiration, you can trust that Wickes' Design Consultants will cook up your perfect kitchen.

It's a tried-and-tested recipe for success.



Wickes is rated **Great**
Based on 39,583 reviews

★ ★ ★ ★ ★

★ Trustpilot

Over 230 Wickes stores around the country with Kitchen showrooms.

[Click here to find your nearest store](#)

Methodology and Credits

Mortar Research carried out a survey targeting homeowners in the UK. The sample was nationally representative on region and gender.

Respondents were asked about their views on kitchen designs and functionality, as well as living with pets. Respondents were incentivised and each provided opt-in consent in line with MRS and GDPR guidelines.

Demographic: 2,005 UK homeowners
Sample date: 10.02.2023 - 13.02.2023

With thanks to Design & Cultural historian, Professor Deborah Sugg Ryan, and the Wickes Design Consultants for their invaluable insight and knowledge in putting together the Wickes Great Kitchen Report 2023.

The Wickes Great Kitchen Report

