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Cabinetry Chronicles

U.S. Consumer Insights Study



Research Review

U.S. & Europe consumer research methodology



Markets

U.S. | UK | France |
Germany |

Sample

1,200+ men & women |
ages 18-60 | nationally
representative

Method

Existing community | online
surveys | conducted by third
party market research vendors

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Research Review

Research objectives for cabinetry consumer study



Market Outlook

Understanding the macro trends



Purchase Drivers

Factors most important to purchases



Satisfaction Gaps

Consumers' gap in satisfaction with today's offerings



Cabinetry Preferences

Style, design, & color preferences



Cabinetry Issues

Concerns with performance issues of cabinetry



Cabinetry Needs

Desire for new appearance & performance properties

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Key Takeaways

- The cabinetry market is expected to grow & expand; however, the market is facing multiple challenges that can create a volatile market.
- More time at home due to the cost-of-living crisis & pandemic has led to a renewed focus of the home & the role it plays in creating a place of comfort.
- While bold colors & unique finishes have become a trend of late, consumers are still turning to neutral colors & natural finishes for cabinetry.
- Consumers report a satisfaction gap across many important factors, allowing for value chain partners to find ways to close the gaps & build consumer loyalty.
- Consumer interest is very high in solutions that will withstand scratches on their cabinetry, prevent fading, & has improved resistance to food & dirt.

Market Outlook

U.S. market outlook for cabinetry through 2026

 **\$33 bn**

Current Market

Estimated size for 2023
market

 **\$37 bn**

Projected Market

Expected to reach by
2026

 **2-3%**

Growing Numbers

Projected annual
growth

 **The South**

Regional Influences

Forecasted to be the
largest share of demand

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Current View

U.S. Cabinetry current market indicators

Permits

-2%



Decrease in single-family authorizations building permits for H1 2024

Remodeling

-7%



Growth expected for remodeling activity through 4Q 2024

Housing

+17%



Increase in single-family housing starts YoY for H1 2024

Installation

1/3



Cabinetry installation occurs in the last third of the build

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Home Sweet Home

Typical living scenario for U.S. consumers



72%

Live in home or
townhome they
own



21%

Live in a place that
they currently lease



6%

Live w/ another
family member, but
do not own



1%

Other
situations

Home Sweet Home

Typical living scenario for U.S. consumers



Gen Z

Own a home	46%
Rent or lease	18%
Live w/ family	33%
Other	3%



Millennials

Own a home	75%
Rent or lease	18%
Live w/ family	5%
Other	1%



Gen Xer

Own a home	71%
Rent or lease	23%
Live w/ family	5%
Other	1%

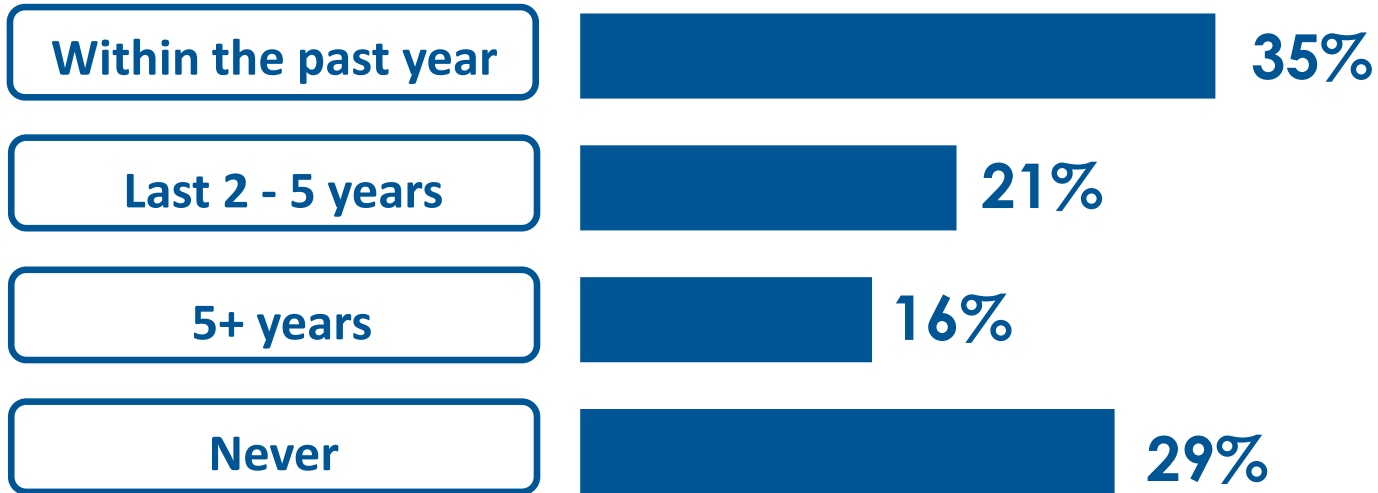


Boomers

Own a home	67%
Rent or lease	26%
Live w/ family	2%
Other	6%

Changing Cabinets

Percentage of U.S. consumers* who say they have either renovated or purchased cabinets



Cabinet Upgrades

Reasons why consumers* are purchasing or renovating cabinets



Wear &
Tear

49%



Style
Change

38%



Minor
Damages

37%



Functional
Updates

37%



Massive
Reno

28%

Shopping Preferences

Preferred shopping channel to purchase for U.S. consumers*



74%

Home improvement stores



32%

Home furnishings retailer



48%

Kitchen & bath specialty stores



29%

Customer cabinetmakers



38%

Local contractors & builders



28%

Online retailers

Purchase Drivers

Factors very important to cabinetry purchases among U.S. consumers



Functionality
69%



Size/Configuration
69%



Price
64%



Quality of wood
61%



Durability
60%



Style & design
60%



Color/stain
55%



No fading of stain/paint
52%



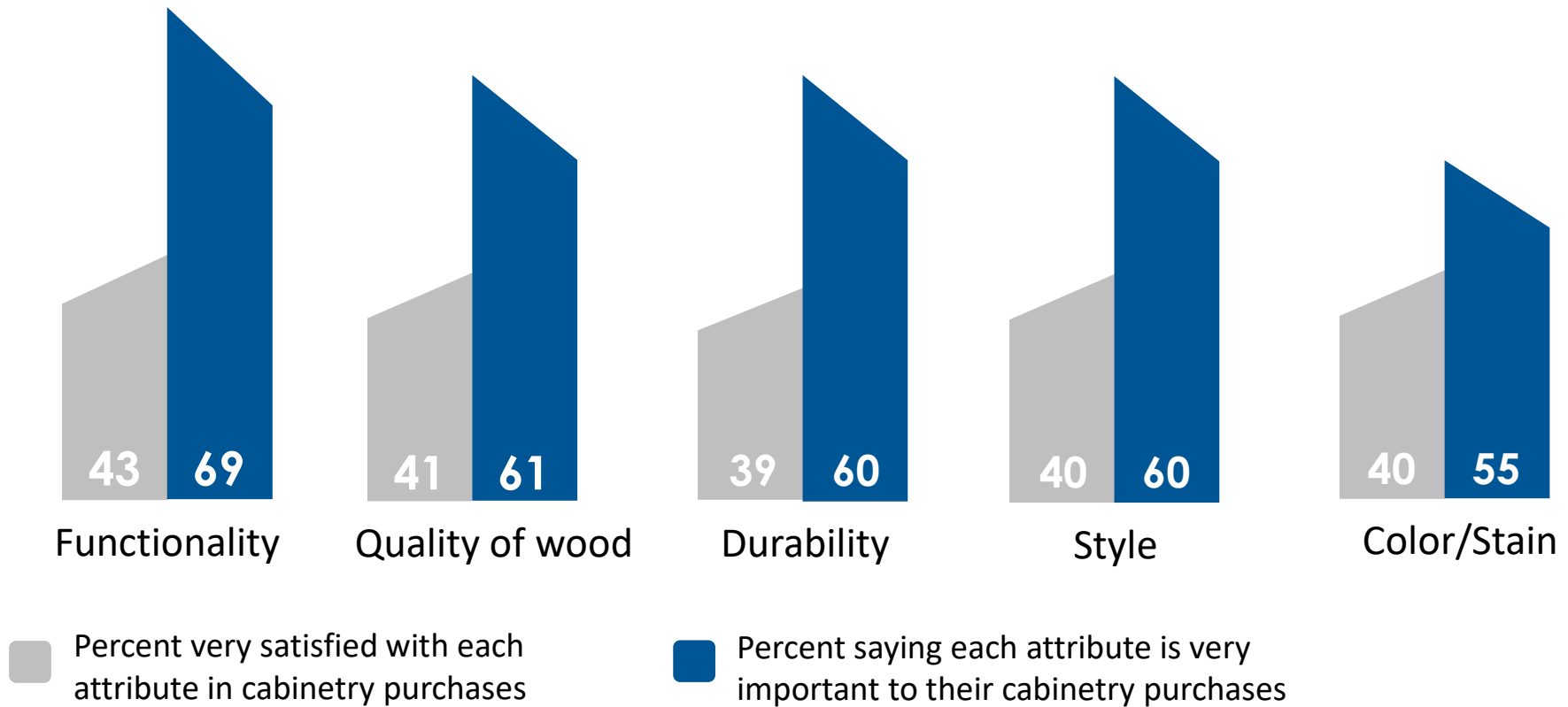
Stain resistant
51%



Installation process
43%

Satisfaction Gaps

Cabinetry satisfaction gaps among U.S. consumers



Purchase Drivers

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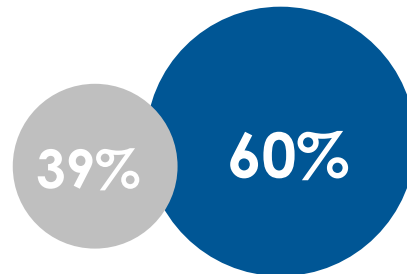
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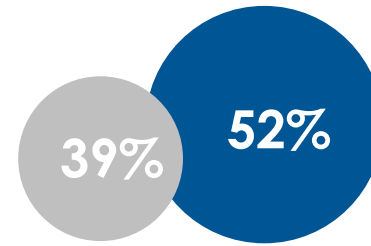
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Satisfaction Gaps

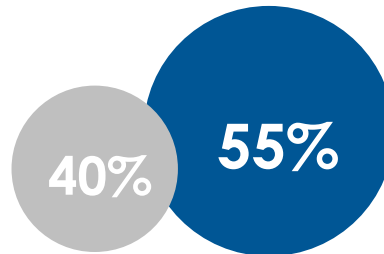
Cabinetry satisfaction gaps among U.S. consumers



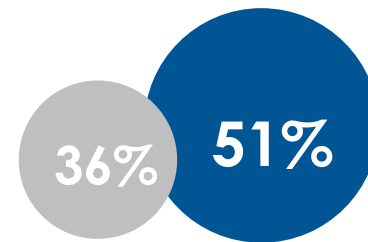
Durability against scratches



No fading of stain/paint



Color or stain of wood



Stain resistant to food, grease, etc.

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■ Percent saying each attribute is very important to their cabinetry purchases

■ Percent very satisfied with each attribute in cabinetry purchases

The Future Home

Design & style trends will continue to evolve as expectations of the home shift through 2030

Sustainable
Living



Emotional
Home



Shifting
Priorities



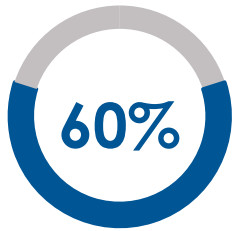
DIY &
Repurposing



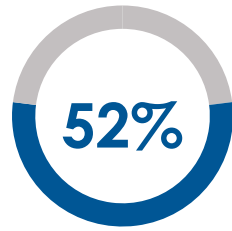
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The Future Home

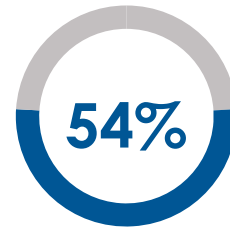
Due to cost-of-living crisis, more consumers are spending time at home



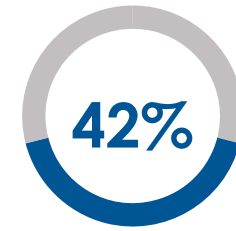
Of consumers say it's their home that reflects who they are



Feel their home is a source of wellbeing



Believe the most important aspect in an ideal home is the ability to unwind & relax



It's things they've personally bought that make the home reflect who they are

Captivating Style

U.S. consumers specific features or elements in their preferred style



Captivating Style

U.S. consumers specific features or elements in their preferred style

64%

Clean,
minimalist
design



23%

Bold colors &
unique
finishes



63%

Natural wood
finishes

21%

Open
shelving



19%

Glass-front
cabinets

Color Expression

Consumers preferred color palette for cabinetry

Neutral Mattes

01

Refreshing minimalism by enhancing soothing, calming neutrals with warmer shades and adding both raw & matte-treated finishes.

02 Natural Beauty

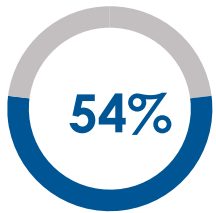
Consumers are looking for finishes where the natural beauty of the wood is highlighted, showing the special details that each type of wood has to offer.

03 Trend of the Moment : Pop of Color

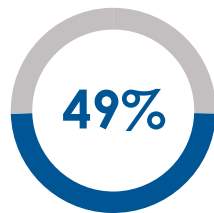
The current trend, especially for kitchens, is to incorporate pops of color to make neutral spaces more fun & reflect consumer's personalities.

Color Expression

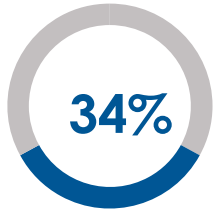
Consumers preferred color palette for cabinetry



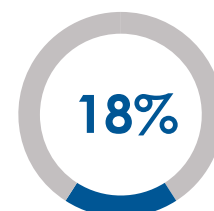
Light & Neutral



Natural Wood Tones



Dark & Rich Tones



Vibrant, Bold Colors



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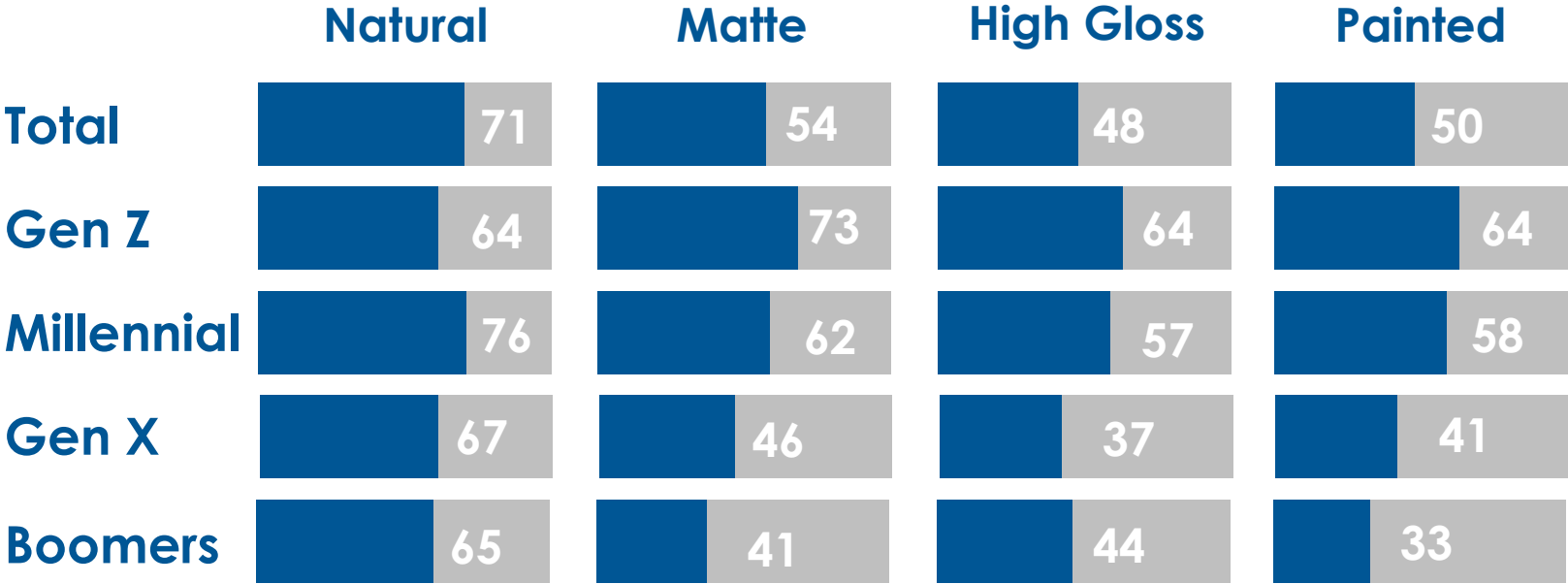
Color Expression

Consumers preferred color palette for cabinetry

	Gen Z	Millennial	Gen X	Boomers
Light & Neutral	67%	56%	51%	52%
Natural Wood Tones	33%	47%	50%	56%
Dark & Rich Tones	42%	39%	30%	19%
Vibrant, Bold Colors	21%	21%	15%	9%

Finishing Touches

Percentage of consumers



Cabinetry Concerns

Issues U.S. consumers experience at least some of the time with their cabinetry

Scratches or scrapes
of surface



85%

Dullness of gloss or
sheen



71%

Fading or discoloration of
stain/paint



69%

Chipping or
peeling of paint



63%

Broken hinges or
hardware



60%

Cracking of wood
material



49%

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Cabinetry Concerns

Issues U.S. consumers experience at least some of the time with their cabinetry

Scratches or scrapes of surface



84%

89%

70%

Dullness of gloss or sheen



68%

74%

61%

Fading or discoloration of stain/paint



63%

72%

54%

Chipping or peeling of paint



56%

69%

44%

Broken hinges or hardware



55%

59%

59%

Cracking of wood material



48%

49%

41%

Wishful Technologies

Specific technologies & features U.S. consumers want to see in the cabinetry market

89%

Cabinetry that was more resistant to scratches & scrapes

88%

Offered a finish that does not fade or discolor over time

86%

Improved resistance to food, dirt, cleaning products, etc.

86%

Paint that did not chip or peel with normal wear & tear

76%

Had finishes that would enhance the visibility of the grain

69%

Prevent lighter colored cabinets from yellowing

Quality Attributes

Features of Eastman's portfolio that enable better quality solutions

Quality features of Eastman additive solutions

	High Quality	Uncompromised Durability	Color Integrity	Fade Resistant	Safety
Cellulose Esters					Nitrocellulose Free
Specialty Ketones					non-hazardous air pollutant
Esters					non-hazardous air pollutant

Consult local regulatory guidelines for compliance
For more information about Eastman solutions, contact your representative

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Connect with Eastman

From consumer trends to regulatory insights



Product Portfolio

Eastman solutions include a vast range of products which can be tailored to fit specific formulation needs



Technical Expertise

Eastman technical experts for formulation needs to enhance the application and aesthetics of wood coatings



Sustainability Messaging

Eastman Products help sharpen sustainability messaging to customers



Any Questions

Eastman Insights
Want to learn more?
Eastman monitors these landscapes and more to keep customers ahead of the curve

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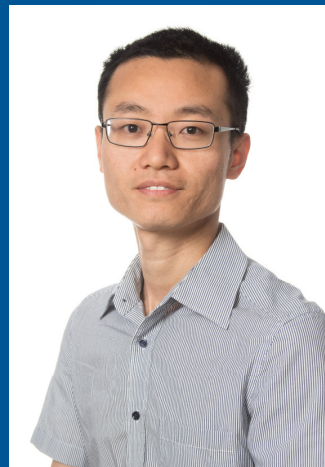
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