

2023 OUTDOOR LIVING REPORT



BROWN JORDAN[®]
OUTDOOR KITCHENS

MESSAGE FROM BROWN JORDAN OUTDOOR KITCHENS

To homeowners and professionals alike, the value of comprehensive outdoor living spaces is clearer than ever. For more than 20 years in the outdoor kitchen industry, our commitment to examining outdoor living trends has fueled our brand's innovative approach to consumer demand. As we have been enjoying record growth over the past two years, it is no secret that we are passionate about the future of the industry.

We are pleased to debut the 2023 edition of our Outdoor Living Report. The Report is a compilation of valuable information and sentiment from homeowners and top designers with influence in the market. Most notably, we are seeing rising interest in features like durable, sustainable materials and bolder, brighter colors. As the demand for outdoor living spaces continues to rise, we are dedicated to staying at the forefront of the luxury outdoor kitchen industry, as well as being your personal resource for all things outdoor living.

"It's been an incredible journey to see the growing momentum for outdoor design, and we couldn't be more excited to see the increasingly creative work and sophisticated manufacturing capabilities driving the industry forward. As a designer and creative director, there's no greater joy than finding time to take a step back and round up our latest inspirations, and to inform our instincts with third-party data on homeowner sentiments so that we can continue to better serve our clients. We hope you find value in this report as a tool for your business and that you leave just as inspired as we are about the future of outdoor design."

Brown Jordan Outdoor Kitchens Creative Director and designer Daniel Germani



The 2023 Outdoor Living Report was informed by a custom survey commissioned by Brown Jordan Outdoor Kitchens in partnership with The Harris Poll, a leading global market research firm. This survey was conducted online within the United States from November 28-30, 2022 among 2,079 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact BrownJordanOutdoorKitchens@sharpthink.com.

OUTDOOR LIVING DEMAND CONTINUES TO SOAR

While outdoor living has been steadily building momentum over the last two decades, the industry saw record growth in the wake of the pandemic, which has been sustained over the past three years. This continued interest suggests a lifestyle change with staying power rather than a short-term trend, and creates tremendous opportunity for designers to grow their business. Although kitchens and bathrooms have historically been the primary value drivers for homeowners - and the source of their largest investments - homeowners are increasing their budgets and appetite for outdoor living, which is in many ways the “new frontier” for design professionals.

75% For those in the market to buy a new home, outdoor living has become a must-have with three quarters of Americans (75%) confirming they would prioritize a home that had an outdoor living space over one that did not - making outdoor living spaces one of the best investments for existing homeowners.

Source: The Harris Poll



“I’ve seen more clients focusing on elevating their outdoor spaces now than ever before. As my clients come to me for pops of color, that’s meant being able to play with elements like more vibrant outdoor furniture and adding bold accent colors, whether in cabinetry or decor.”

- Designer Cara Woodhouse of Cara Woodhouse Interiors



THE RISE OF RENOVATIONS

Many Americans are more inclined to renovate than they were before - with more than 3 in 5 American homeowners (63%) reporting an increased interest in renovating their homes due to the current housing market. Younger homeowners in particular - with 75% of those ages 18-44 reporting an increased interest in renovating - are embracing updates to their existing spaces.

63% More than 3 in 5 American homeowners (63%) say they would prioritize investing in an outdoor living space, if they were to renovate their home.

71% If they were investing in their home's outdoor living space, over 7 in 10 Americans (71%) say it would be important to include or update an outdoor kitchen.



BIGGER & BOLDER COLORS

When it comes to the outdoors, gray takes a backseat. Over two thirds of Americans (69%) feel outdoor kitchens present an opportunity for fun and different color selections compared to their interiors. This sentiment is particularly strong among younger consumers, with 77% of Americans aged 18-44 embracing this opportunity to depart from more traditional options for their outdoor design.

69% Over two thirds of Americans (69%) feel outdoor kitchens present an opportunity for fun and different color selections compared to those in their interiors.



77% 77% of Americans aged 18-44 embrace the opportunity to depart from more traditional options for their outdoor design.



Incorporating bold colors in outdoor living spaces is here to stay, and it's empowering homeowners and designers to create not only more colorful, but more personal and creative designs. Color can help bring a space to life and as a product designer, it's been a true joy to see growing demand for new finishes and to help design professionals bring their visions to life. For 2023, we're introducing a stunning sapphire-inspired blue and we'll continue to explore new finishes to inspire great outdoor design.

AMONG ITS BOLDER COLOR OPTIONS, TOP SELLERS FOR BROWN JORDAN OUTDOOR KITCHENS INCLUDE:



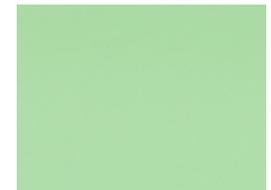
CHILI



AUTUMN



REDWOOD



MINT



BOYSENBERRY



SEA SPRAY



COTTON CANDY



INTERSTATE BLUE

WORK FROM ANYWHERE DRIVES DEMAND FOR THE OUTDOORS

It's no secret the pandemic transformed remote work. This radical cultural shift has inspired many to seek out second homes, "work-cation" Airbnbs and other dreamy accommodations in the hottest destinations. With a rising demand for home-away-from-home conveniences—including a place to connect with friends or simply recharge—outdoor living spaces, especially those with kitchens, have become a top choice.

For designers, vacation and rental homes open the door to new business opportunities and can empower more imaginative approaches, as vacation dwellers and homeowners alike look to these spaces for inspiration and seek "wow-worthy" or hyper-local design elements that surprise and delight.

71%

A majority of Americans (71%) would be more inclined to rent a vacation home if it had an outdoor living space with a kitchen.

Source: The Harris Poll



"We've seen an even bigger push for outdoor living in clients' second homes. This, and heavier use during the pandemic, has made clients realize the value of investing in high-quality outdoor materials that will stand the test of time."

- Designer Billy Ceglia of Billy Ceglia Designs



When it comes to outdoor kitchens, **stainless steel offers the best of both worlds as a recycled material with extremely minimal maintenance, the durability to endure any weather, and a long life span.** Thanks to powder coat innovations from leaders like Brown Jordan Outdoor Kitchens, consumers can create nearly any look and feel they want with stainless products - whether embracing a wood grain design for more traditional cabinetry without the risk of wear and tear that natural materials bring, subtle neutrals or bold colors. What's more, Brown Jordan Outdoor Kitchens can house nearly every outdoor cooking appliance, including newer induction technologies that conserve energy and cut down cooking time.

SUSTAINABILITY IS HERE TO STAY

Going green has become more than a buzzword as consumers become more informed and dedicate their purchasing power to eco-friendly design options. Whether seeking responsibly sourced or recycled materials, homeowners are embracing sustainable solutions that look beautiful and last longer - a balance that's particularly important in hard-working outdoor living spaces, which are exposed to year-round weather conditions.

69%

Over two thirds of Americans (69%) say it's important to them to use sustainable materials in home design.

TRADITIONAL STYLE TAKES TOP BILLING

While a fairly close vote, more traditional styles remain the leading outdoor design choice for Americans, with (30%) preferring traditional and 15% preferring transitional looks, while 21% prefer clean and contemporary, 18% prefer beachy/coastal, 12% prefer bold and modern styles, and 4% preferred other styles.

30%

More traditional styles remain the leading outdoor design choice for Americans, with a 30% preference.

Source: The Harris Poll



*Traditional doesn't have to mean clunky or boring. While Brown Jordan Outdoor Kitchens' Creative Director and product designer Daniel Germani may be known for his more modern designs, some of his most popular pieces have paid homage to heritage-inspired details - inspired in part by his time living among classic architecture in historic cities like Rome. **The best designs are timeless, and homeowners and designers alike are finding fresh ways to embrace traditional design elements and blend aesthetics within their spaces.***



56%

And with more than half of Americans (56%) saying their experiences at hotels or vacation home rentals have influenced their vision for an ideal outdoor living space at home, a growing number are looking to create an everyday get-away.

UP & COMING TRENDS

Backyard Bars

While some have speculated whether the growing remote workforce would drive demand for outdoor home offices, Americans are more apt to end their day outside, with **40% expressing interest in an outdoor bar.** Features such as wine fridges and kegerators make it easy for homeowners to tailor their space and create much-needed work-life-balance by hosting friends and family after hours in the outdoors.

Zen Outdoor Escapes

45% A growing number of Americans (45%) have interest in creating their own “backyard escapes” - supporting a shift to more Zen, oasis-inspired spaces for the outdoors that serve not only to entertain, but to allow homeowners to relax and indulge within their own backyards.

SMALL SPACES TAKE CENTER STAGE

For those in urban areas, who may only have access to a balcony or otherwise limited outdoor footprint, creating an impactful outdoor space can be particularly challenging. For this reason, balconies are often an afterthought in the design process and can be relegated as outdoor gardens or seating spaces, rather than being incorporated within the apartment's holistic design and treated as an extension of entertaining spaces.

Manufacturing innovations, including new features like outdoor-rated induction cooking, have made it easier than ever to create functional spaces that can truly extend an apartment's footprint. By using balconies for outdoor kitchens and bars rather than seating, for instance, apartment dwellers can open the door to let guests and loved ones flow seamlessly between indoor and outdoor spaces, whether dining at home or hosting a get-together for friends.



"You can turn small spaces into some of the most magical moments within a home. When it comes to limited outdoor footprints, like balconies, small seating areas with planters, an outdoor rug and other thoughtful touches can create an inviting, show stopping space."

- Designer Cara Woodhouse of Cara Woodhouse Interiors



THE FUTURE OF OUTDOORS WITH CREATIVE DIRECTOR DANIEL GERMANI

Q: What gets you most excited about the future of the outdoor industry?

A: It's been so exciting to see more brands dipping their toe into outdoor living. I was just at Salone 2023, where it felt like every brand was committing to the outdoors, and there were some really big names beginning to develop their own outdoor portfolios. I see this as a win-win for everyone - greater investment in outdoor product design will spark new innovations and opportunities for collaboration across the industry. For Brown Jordan Outdoor Kitchens, it's most important that we remain nimble and embrace the needs of the market. One of my favorite quotes is from Theodore Cook, who says "The best way to predict the future is to invent it." That encapsulates our philosophy, and we will continue to explore new technology, materialities, and applications. With the information we have, we are always striving to invent what's coming next.

Q: Are there any less expected spaces where you'd like to see outdoor cabinetry take on a bigger role?

A: Outdoor design has come so far over the past two decades - it's no longer a grill against the side of your house but a true extension of your home. Looking ahead, I'd love to see a similar evolution in the way we're thinking about smaller, urban spaces. These balconies and rooftops are in many ways the next "white space" for designers to elevate and for manufacturers to better serve through dedicated product offerings. We've also started to see designers think about outdoor cabinetry beyond the context of a kitchen. As design professionals continue to think more creatively about outdoor amenities, I'm excited to see more unique applications, whether a pool-side bar and storage, an elevated garage or even gardening stations.

Q: What inspires you - where do you find material for your product designs and what have you been thinking about lately?

A: I find inspiration all around me, whether art, fashion, the design industry or something as simple as beautifully arranged florals. To me, that is part of what makes designers tick - the itch to create something and the need to find that creative "spark" from the world around us. In particular, I often find inspiration in less traditionally "pretty" materials - i.e. exploring more "gritty" natural stones with character rather than marble, or taking inspiration from the wear and tear of materials in creating industrial designs. Being able to bring less expected materials and combinations to the design industry is something that brings me a lot of joy. And lately, this inspiration has included materials like Ceppo di Gre, Travertino and Pietra di Vicenza.

Q: We'd be remiss to have a conversation about the future of design without touching on sustainability. What's your approach here?

A: For me, one of the most important ways to support sustainable design is to create products that last - both in terms of their durability and their ability to withstand design trends. It's so important to evolve from a model of constant replacement and to invest in high quality products that bring you joy and will for years to come. For me, this is both the hardest and simplest philosophy to live by. As a consumer, it means being really honest about your needs, knowing what you want, and investing once in the best fit. And as a product designer, this is of course the quintessential challenge. We all want to create something timeless, so it's a constant quest and is a barometer that I keep in mind for everything I create.

THANK YOU

Thank you to the industry leaders who provided insights for this Report, and to our valued clients for their ongoing support and partnership.

To learn more about outdoor kitchen innovations, the latest products or to get in touch, please connect with us:



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