

LET'S GET  
BACK TO BUSINESS

TOGETHER

**KBIS**

ORLANDO  
FEBRUARY 8-10  
2022



# THE BIGGEST THING IN KITCHEN & BATH DESIGN

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The Kitchen & Bath Industry Trade Show (KBIS) is the largest North American event for kitchen and bath design professionals. KBIS, in conjunction with the National Kitchen & Bath Association (NKBA), is an inspiring, interactive platform that showcases the latest industry products, trends and technologies from over 600 exhibitors.

Each year KBIS welcomes 14,000+ qualified designers, dealers, architects, showrooms, builder and remodelers.

KBIS is co-located with the NAHB International Builders Show (IBS), which together make up Design & Construction Week® and draws over 90,000 design & construction professionals between both events.

Don't miss out on connecting with an exclusive and powerful group of residential design and construction professionals.

**“The Kitchen & Bath Market Index registered its third consecutive quarterly expansion, nearing levels not seen since Q4 2019.”**

**KBMI Q4 2020:  
More Signs Of Progress**

QUALIFIED KBIS ATTENDEES

14,000+

+

19,000+

IBS Crossover Attendees to KBIS

TOTAL QUALIFIED ATTENDANCE

= 33,000+

(includes IBS crossover)

TOTAL KBIS ATTENDANCE

44,000+

(all KBIS registration categories plus IBS crossover)

DESIGN & CONSTRUCTION  
WEEK® ATTENDANCE

90,000

436,000

Net Square Feet of Exhibit Space

600+

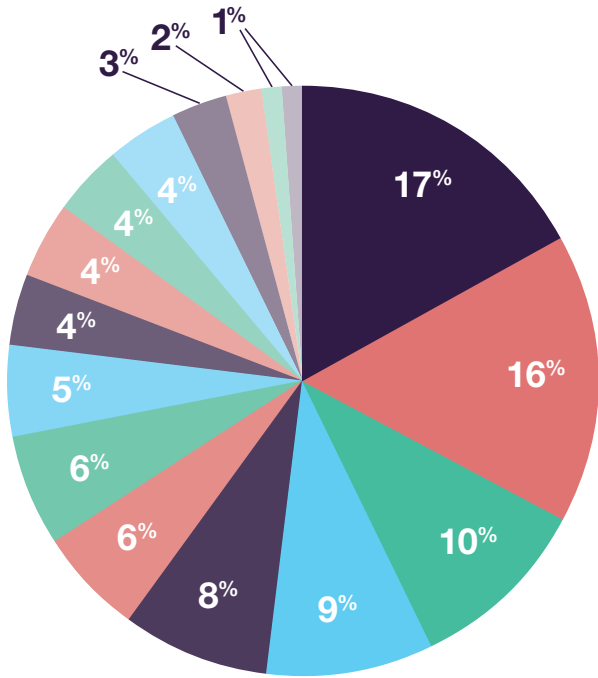
Exhibitors

42%

First-Time Attendees

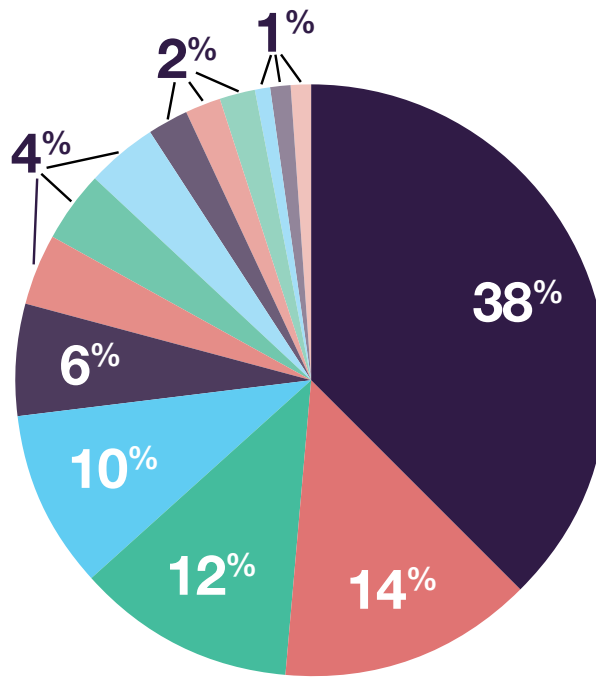
Information pulled from the  
KBIS 2020 Post Show Report

# REACH YOUR TARGET AUDIENCE ALL IN ONE PLACE



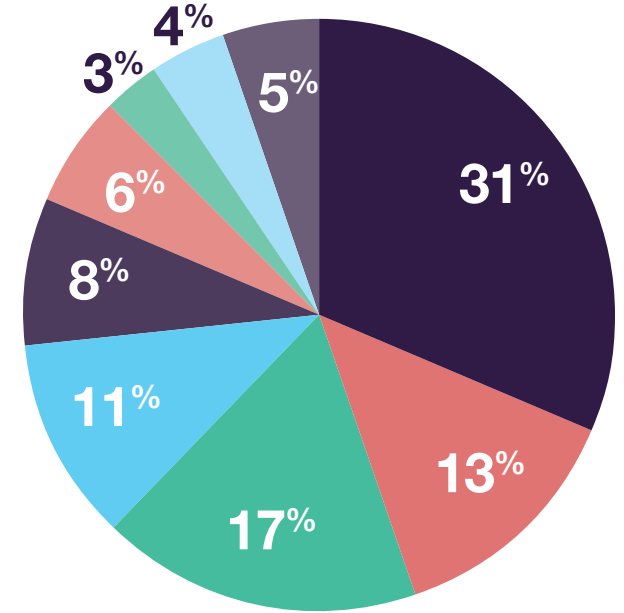
## PRIMARY INDUSTRY SEGMENT

Builder/Remodeler	17%
Kitchen & Bath Dealer	16%
Interior Design Firm	10%
Cabinet Shop	9%
Kitchen & Bath Design Firm	8%
Plumbing Wholesale/Distributor	6%
Consulting Firm	6%
Specialty Distributor	5%
Independent Manufacturer's Rep Firm	4%
Fabricator	4%
Home Design Showroom	4%
Appliance Distributor	4%
Custom Builder	3%
Home Center	2%
Architectural Firm	1%
Student	1%



## JOB TITLE

Owner/Partner	38%
Designer	14%
Director/Manager	12%
Salesperson	10%
President/General Manager	6%
Vice President	4%
Buyer/Purchasing Agent	4%
Consultant	4%
Administration	2%
Showroom Staff	2%
Manufacturer's Rep	2%
Installer	1%
Architect	1%
Estimating	1%
Information Technology	<1%



## NUMBER OF EMPLOYEES AT ORGANIZATION

1-4 employees	31%
5-9 employees	13%
10-19 employees	17%
20-49 employees	11%
50-99 employees	8%
100-249 employees	6%
250-499 employees	3%
500-999 employees	4%
1,000+ employees	5%

# ATTENDEE PROFILE

## SHOW SURVEY STATS

"Going to KBIS is a game changer. After visiting the show, I was able to see things in person, take my new found knowledge and information to my clients and we were able to order appliances, lighting, and tile with confidence."

**CHRISTINE KOHUT, OWNER/INTERIOR DESIGNER,  
CHRISTINE KOHUT INTERIORS**

**80%**

of attendees discovered new products



Over **50%**

of attendees have only attended KBIS



**25%**

of attendees plan to spend over \$100,000 in the coming year



**82%**

of attendees agreed that they were more likely to purchase a product having seen it at KBIS



**80%**

of attendees felt they met their objectives



**80%**

of attendees consider KBIS the most important show for their business



**38%**

of attendees have placed, or plan to place, orders with current vendors, and 34% with new vendors



# ATTENDEE PROFILE **PRODUCT FOCUS**

**71%**  
of attendees design  
or specify kitchen and  
bath products

## TOP TEN PRODUCTS DESIGNED OR SPECIFIED:

**1**  
Cabinetry

**2**  
Kitchen & Bath  
Technology



**3**  
Countertops

**4**  
Plumbing  
Fixtures



**5**  
Hardware

**6**  
Lighting



**7**  
Appliances

**8**  
Accessories



**9**  
Flooring/  
Floor  
Coverings



**10**  
Vanities



# SHOW RESPONSE MEDIA COVERAGE

KBIS receives significant national coverage from major residential design, kitchen and bath, shelter and lifestyle media outlets.

**415**  
total media

**953 million**  
combined print circulation  
& digital reach

OFFICIAL PUBLICATION:  
**KBB** THE OFFICIAL PUBLICATION OF  
NKA + KBIS

## MEDIA PARTNERS

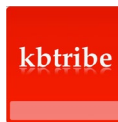


BUSINESS OF HOME by EDITOR AT LARGE



INTERIOR DESIGN

MODENUSMEDIA  
the world designed



METROPOLIS

THE RETAIL **observer**  
AN EYE ON THE INDUSTRY SINCE 1970

Architizer

ARCHITECTURAL RECORD

AZURE

**Builder**



enLIGHTenment  
THE LIGHTING CONTENT LEADER

Gray



remodeling

Sixtysix

SUPPLYHOUSE TIMES

## MAJOR MEDIA COVERAGE

Click on logos below to view coverage.



**Builder**



Forbes



1 2

houzz

1 2

INTERIOR DESIGN

**PROBUILDER**  
PROFESSIONAL BUILDER

RUE

TECHNOLOGY INSIDER GROUP  
a full service content media company

# SHOW RESPONSE SOCIAL MEDIA

Our social communities are at an all time high! Through customized content and engaged conversations, our KBIS community is the leading the way in the design industry event social spaces.

## IMPRESSIONS GENERATED BY HASHTAG

#KBISNeXT	close to 6 million
#DesignBites	over 4 million
#BestofKBIS	1.5 million

Over **One million** total engagements

**+44%**  
Increase!

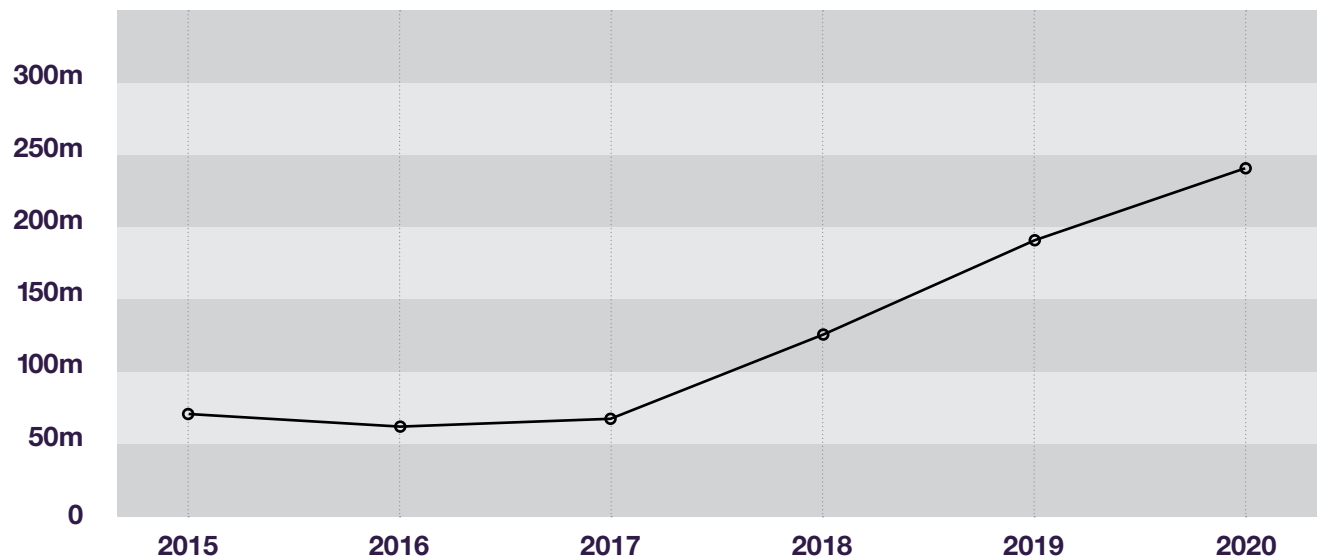
Over **240 million** total impressions

**+26%**  
Increase!

\*KBIS 2020

  
**74,000+**  
Instagram followers  
and growing

Social Reach by Show Year



# SHOW FEATURES BEST OF KBIS

Gain recognition as an innovator in the kitchen and bath industry's most prestigious award ceremony celebrating the most groundbreaking new products of the year. Best of KBIS highlights the best new kitchen and bath products that push the boundaries of design, technology, wellness and innovation.





# SHOW FEATURES **KBISNEXT STAGE**



The most visited show feature, the KBISNeXT Stage is the place to be. Showcasing the industry's latest trends and insights shared by leading kitchen and bath experts, as a session sponsor, your brand will be top-of-mind for all stage attendees. Programming at the stage will include a variety of engaging new panel discussions as well as the popular Best of KBIS awards.



# SHOW FEATURES

## DISCOVERY DISTRICT

Calling all international brands! The Discovery District is a hub on the show floor dedicated to the latest products from emerging and international brands. At the center of the Discovery District, you'll find the Discovery District Lounge a popular place for attendees to relax, recharge, network and grab a beer during daily happy hours.



# SHOW FEATURES WELLNESS PAVILION



Wellness and health-focused products continue to be a burgeoning trend in the industry. As we begin contemplating our post-pandemic (or next-pandemic) world, wellness is going to be bigger than ever and take on a much more holistic form: health, safety and resilience will become one, and we'll see designers collaborating more freely with new and unexpected industries and professionals.\*

KBIS is leading the charge by featuring new and exciting wellness products and education covering themes like biophilia, technology, lighting and more.

\*KBB Magazine: What to Expect for Interior Design in 2021



# SHOW FEATURES OUTDOOR LIVING PAVILION



With outdoor living emerging as a breakout trend due to the pandemic, the Outdoor Living Pavilion is sure to be a hotspot at KBIS 2022. Located inside on the show floor, the Outdoor Living Pavilion hosts a collection of new products for grilling, entertaining and living well in a home's outdoor space. This is a shared exhibit highlighting what's best in outdoor living between both KBIS and IBS – which means double the promotion!



# SHOW FEATURES **ICFF PAVILION**



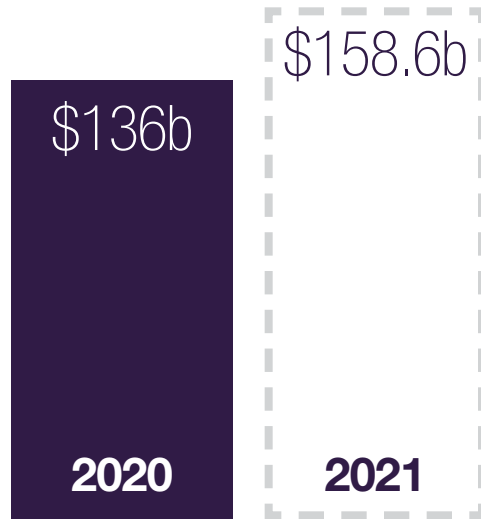
The International Contemporary Furniture Fair offers you a fresh opportunity to break into the residential design market in partnership with the National Kitchen & Bath Association to present the ICFF Pavilion. Bringing together brands that feature authentic design, contemporary design and high-end manufacturing focused on kitchen and bath specific brands including fixtures, hardware, basins, tubs and vanities; plus furniture, seating, flooring, lighting, materials and accessories.



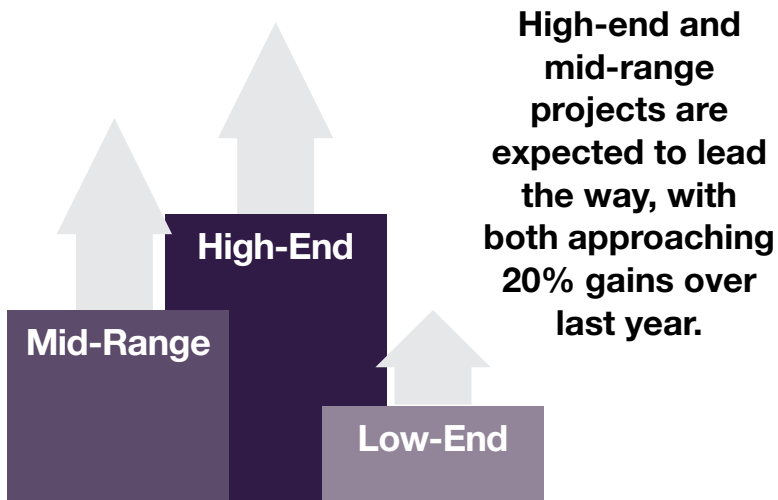
# 2021 KITCHEN & BATH MARKET OUTLOOK

Throughout the pandemic, the residential design market has remained strong and will continue to thrive throughout 2021. As homeowners spend more time at home, kitchen, bath and whole home projects have become a significant focus.

Full year K&B revenues are projected at \$158.6 billion, a 16.6% increase over 2020.



New construction is forecasted to grow by over 22% vs. 10% for kitchen and bath remodeling.



# 2021 KITCHEN & BATH MARKET OUTLOOK

## COVID INFLUENCES ON DESIGN



## HOW COVID IS CHANGING KITCHEN & BATH DESIGN

### Functional Spaces for Work/School

"Besides home offices, [clients want] areas in the kitchen to plug in a laptop and Zoom, etc."

### Easy to Keep Clean Surfaces

"Easy-to-clean products such as slab front drawers, and simple or no crown moldings. Finishes on products that can be easily sanitized and hold up to ammonia and alcohol-based cleaners."

### Better Storage

"Increased storage capabilities for extended stays in the home, larger pantry areas, increased size of refrigeration and freezer appliances for increased quantities."

# SALES CONTACTS

**WE'RE READY TO GET BACK TO BUSINESS!**  
Contact us to learn more about how we can move your  
business forward... safely.



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