

# POST-SHOW REPORT

**NKBA | KBIS** Feb. 25 – Feb. 27  
**LAS VEGAS 2025**

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## SHOW LEVEL SPONSORS

### PLATINUM SPONSORS



Midea America reimagines home appliances with thoughtfully designed, surprisingly practical innovations that make life easier.



Ruvati continues to lead the way in innovative kitchen and bath solutions. Follow them on Instagram @ruvati.

### GOLD SPONSORS



At Blum, we continue to push the boundaries of what is possible in functionality and design for everyone.



For over a century, TOTO has pioneered innovation, technology, and design, redefining the bathroom experience as the world's largest plumbing brand.

# About KBIS

KBIS (Kitchen & Bath Industry Show) is North America's premier event for kitchen and bath design, showcasing cutting-edge innovation, unmatched inspiration, and the latest trends. Co-located with NAHB's International Builders' Show during Design & Construction Week, KBIS offers the opportunity to connect with leading brands, discover groundbreaking products, and experience the future of design firsthand, all in one location.

Verified Attendance:

# 60,000+

- + 500,000 NSF
- + 670+ Exhibitors
- + 150+ First-Time Exhibitors
- + 270+ International Exhibitors
- + 124,000+ DCW Total Attendance



# The Attendee Experience

**87%** were satisfied with their experience

**87%** were happy with quality of exhibitors

**77%** find KBIS important for their business

**77%** are likely to return next year

## Top reasons for attending:

1. Discover new products
2. Develop business relationships
3. Stay informed of industry trends

**+44**  
NPS Score

“Whether you are new to the kitchen and bath design community or a long time industry professional, there is so much to gain by attending KBIS. The opportunity to see so many things in one place is fantastic.”

—CHRISTIE BOARD, DESIGNER, CHRISTIE BOARD DESIGN



# Attendee Profile

## 80%

of attendees specify  
kitchen & bath products

## 71%

of attendees have  
purchasing authority

### Top Business Segments:

- + Design Firm/Designer
- + Remodeler
- + Cabinet Shop
- + Kitchen & Bath Dealer
- + Builder
- + Appliance Distributor
- + Fabricator
- + Plumbing Wholesale/Distributor
- + Consulting Firm
- + Custom Builder

### Top Job Functions:

- + Owner/Partner
- + Designer
- + Manager
- + Salesperson
- + CEO/President
- + Executive
- + General Manager
- + Buyer/Purchasing Agent
- + Business Development Director
- + Consultant

### Top Products Categories:

- + Cabinetry
- + Kitchen & Bath Technology
- + Countertops
- + Hardware
- + Vanities
- + Plumbing Fixtures
- + Appliances
- + Lighting
- + Flooring/Floor Coverings
- + Accessories



# National & International Reach

## Top States:

- |               |                    |
|---------------|--------------------|
| 1. California | 6. New York        |
| 2. Florida    | 7. Illinois        |
| 3. Texas      | 8. Washington      |
| 4. Nevada     | 9. New Jersey      |
| 5. Arizona    | 10. North Carolina |

## Top Countries:

- |           |                |              |
|-----------|----------------|--------------|
| 1. Canada | 5. Brazil      | 9. Australia |
| 2. China  | 6. India       | 10. Taiwan   |
| 3. Mexico | 7. South Korea | 11. Vietnam  |
| 4. Italy  | 8. Germany     |              |

**165 COUNTRIES REPRESENTED**



# The Exhibitor Experience

**88%** were satisfied with the quality of attendees

**85%** find KBIS important for their business

**84%** are likely to return next year

**93%** met their objectives at KBIS 2025

## Top reasons for attending:

1. Generate new leads
2. Develop business relationships
3. Receive brand and media exposure

**76:1**

Attendee to Exhibitor Ratio

**+37**

NPS Score



# Media Partners

The  
Architect's  
Newspaper

Architectural  
Record

**ARCHITECT**

**AZURE**

CTC&G  
Connecticut Cottages and Gardens

designhounds  
A NETWORK OF INFLUENCE

DESIGNERS  
TODAY

**gb&d**

**GREEN  
BUILDER  
MEDIA**  
Building a Better World

**KBB**  
THE OFFICIAL PUBLICATION OF **NKBA KBIS**

LUXE  
INTERIORS • DESIGN

**HEARST**

  
HOMEWORTHY

House Beautiful

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

OCEAN  
HOME  
MAGAZINE

Sixtysix

## Social Media

- + Total Social Audience: **189,000**
- + Total Impressions: **30,000,000+**
- + Social Engagements: **429,000+**



# NEXTStage

NEXTStage, sponsored by FergusonHome, hosted sessions designed to inspire, inform, and ignite creativity, featuring engaging discussions on the latest trends, from integrating AI into the home to the art of sustainable living.

- + 3 Hosts
- + 4 Tracks
- + 30+ Sessions
- + 70+ Personalities

Four Dynamic Tracks.

One Unforgettable Experience.

- + TECHNOLOGY
- + SUSTAINABILITY
- + WELLNESS
- + BUSINESS & TRENDS

**85%** of attendees rated NEXTStage content highly, praising the quality and relevance

**89%** of attendees rated NEXTStage speakers as good or excellent, highlighting their expertise



# LUXURY Lounge

The LUXURY Lounge, sponsored by FergusonHome, brought together the brightest minds in the design industry for exclusive fireside chats and thought-provoking panels about current and future trends in high-end design. Topics included luxury outdoor living spaces, trends in European design, quiet luxury, and elevated lighting solutions.

+ 10+ Sessions

+ 30+ Personalities

**84%** of attendees highly rated the thoughtful design of the LUXURY Lounge

**82%** rated the sessions as good or excellent, highlighting the informative content and quality of speakers

Design by Julee Ireland

In Partnership With:



# Featured Speakers

**Alena Capra**, Founder and Principal, Alena Capra Designs

**Alina Selbach**, Head of Business, TÜV Rheinland LGA Products GmbH

**Alison Kenworthy**, Founder & CEO, Homeworthy

**Amber Peterson**, Facilities Design Manager, Ferguson Enterprises

**Amy Pigliacampo**, Principal, Amy Pigliacampo Interiors

**Andrea Lillo**, Executive Editor, Designers Today

**Anoushka Dannin**, Seasonal Color Analyst, Anoushka Dannin

**Anthony Pastrick**, Senior Brand Manager, JennAir Brand

**Arianne Bellizaire**, Owner & Creative Director, Arianne Bellizaire Interiors LLC

**Beth Dotolo**, Co-Founder & Principal Interior Designer, Pulp Design Studios

**Bill Darcy**, Global President & CEO, NKBA | KBIS

**Bob Leahy**, Senior Vice President of Home Center & Outdoor Living Sales, Dal-Tile LLC

**Breegan Jane**, Designer, Author and Philanthropist

**Brian Brown**, CEO, Brian Brown Studio

**Brook and Brice Gilliam**, Making Modern, HGTV

**Caleb Anderson**, Principal & Founder, Drake/Anderson & Well-Designed

**Candice Quinn**, Founder & Principal Designer, London Pierce Design

**Cara Highfield**, Marketing Manager, Ferguson

**Carolina Gentry**, Co-Founder & Principal Interior Designer, Pulp Design Studios

**Caroline Danielson**, Director of Showrooms, Ferguson

**Celerie Kemble**, Principal - New York, Kemble Interiors

**Chandler Pibl**, Interiors Market Editor, Modern Luxury

**Chelsie Butler**, Executive Editor, Kitchen & Bath Business

**Corey Damen Jenkins**, Founder and Principal, Corey Damen Jenkins & Associates

**Crystal Watts**, Director of Marketing, NKBA | KBIS

**Danielle Blundell**, Executive Home Director, Apartment Therapy Media

**Danielle Gutelli**, Co-Founder | Principal Designer, Clark + Aldine

**Danny Seo**, Co-Principal, RUE Media

**Darren Keefe**, Discovery+, HGTV

**Daryl Friedman**, Global President & CEO, CEDIA

**DJ Carey**, Editorial Director, CTC&G (Connecticut Cottages & Gardens)

**Dwayne Lusk**, Principal, Kitchen Logistics

**Elyssa Contardo**, Founder, Elyssa Contardo Interior Design

**Erica McLain**, Principal Designer, McLain by Design Interiors

**Grace Haynes**, Senior Home & Garden Editor, VERANDA

**Hannah Goldberg**, Principal Designer, Hannah Charlotte Interiors

**Jan Kurth**, CEO, Association of the German Furniture Industry (VDM)

**Jeanne Chung**, Creative Director, Cozy Stylish Chic

**Jen Cassidy**, CEO, Bristan Group/MASCO

**Jenna Gaidusek**, Founder, CEO, AI for Interior Designers™

**Jennifer Convy**, CEO, Moderator/Speaker, Women in Luxury Design

**Jennifer Hutton**, Creative Director & Principal Designer, Grau Design Studio

**Jerel Lake**, Principal Director, Jerel Lake

**Jeremy Parcels**, Principal Designer, Parcels Design Studio

**Jessica Duce**, Owner, J. Duce Design

**Jill Cohen**, Editor in Chief, LUXE Interiors + Design

**Joel Wong**, Co-Founder, OWIU Design

**John McClain**, CEO/Creative Director, John McClain Design & Design Success Academy

**Jonah Kilday**, Co-Owner/Principal Designer, MK Workshop

**Joseph DeCasperis**, Owner & Designer, Joseph DeCasperis Design

**Josh Cooperman**, Journalist, Convo By Design

**Julee Ireland**, Interior Design Architect, Founder of Home Renovation School, and Product Designer, Julee Ireland

**Kara Cox**, Principal, Kara Cox Interiors

**Kate Pearce**, Founder and Creative Visionary, Kate Pearce Vintage

**Kenn Busch**, A&D CEU Developer and Presenter; Material Sustainability Thought Leader and Speaker; Publisher, Material Intelligence

**Kim Gordon**, Lead Designer, Kim Gordon Designs

**Kristi Hopper**, Founder and Principal Designer, Kristi Hopper Designs

**Laura Freeman**, Principal Interior Architect & Designer, Merits Design Group

**Laura Kohler**, Chief Sustainability Officer, Kohler Co

**Laurie Laizure**, Managing Director, Interior Design Community

**Lindsey Shook**, Editor-in-Chief and Brand Director, California Home & Design

**Lisa McDennon**, Principal, Lisa McDennon Design

**Mat Sanders**, Owner/Principal, Mat Sanders Interiors

**Matt Sigler**, PMG Executive Director, International Code Council

**Matt Power**, Editor-In-Chief, Green Builder Media

**Matthew Quinn**, Chief Executive Officer, Design Galleria Kitchen and Bath Studio

**Maya Crowne**, CEO and Co-Founder, Alkemis Paint

**Michael Wolf**, Founder, The Spoon

**Michael Gutelli**, Co-Founder, General Contractor, Clark + Aldine

**Michel Smith Boyd**, Interior Designer, Michel Boyd

**Naomi Neilson**, Founder & CEO, Native Trails

**Nathan Orsman**, Principal, Orsman Design

**Nina Magon**, Principal Chief Executive Officer, Nina Magon Studio

**Patty Dominguez**, VP of Business Development, Cosentino

**Price Latimer**, CCO and Co-Founder, Alkemis Paint

**Regina Sturrock**, Founder and Principal Designer, Regina Sturrock Design Inc.

**Richard Anuszkiewicz**, Senior Designer, Design Galleria Kitchen and Bath Studio

**Robert Bell**, President, Bell Design Inc

**Sarah Robertson**, Principal, Studio Dearborn

**Sarah Shelton**, Senior Market Editor, Luxe Interiors + Design

**Sharon L. Sherman**, ASID CID CKD NCIDQ, Founder and Owner, Thyme & Place Design

**Sophie Donelson**, Author and Design Journalist

**Stacy Shoemaker Rau**, Editor in Chief, Hospitality Design magazine

**Taniya Nayak**, Founder, Taniya Nayak Design Inc.

**Thom Filicia**, Founder & CEO, Thom Filicia Inc.

**Tim Barber**, Founder, Tim Barber Architects

**Tom Reynolds**, CEX, BMA

**Tricia Zach**, Head of Research, NKBA | KBIS

**Troy Benevidez**, Leader, Government Policy/Relations, Lixil International

**William Hanley**, Editor-in-Chief, Dwell Magazine

**Xander & Keon Khajavi-Noori**, Principal, Creative Director, Xander Noori

# KBIS Podcast Studio

The first-ever KBIS Podcast Studio, sponsored by AjMadison and hosted by Josh Cooperman of Convo by Design, was a standout feature at KBIS 2025. Industry podcast icons, joined by influential special guests, recorded live conversations that brought fresh insights and compelling discussions to the forefront of the kitchen and bath industry, highlighting the power of storytelling within the design community.

+ 10 Podcasters

+ 15+ Recorded Episodes

+ 24 Special Guests

## Thank you to our podcasters:

Anita Yokota, Home Therapy

Casey Brand & Rainey Richardson, Reframing -  
The Art of Interior Design

Chelsie Butler, From the Tap: A KBB Podcast

Jennifer Convy, Women in Luxury Design

John McClain, The Designer Within

Julee Ireland, Heart & Hammer

Laurie Laizure, To-The-Trade with Interior  
Design Community

LuAnn Nigara, Well-Designed Business Podcast

Josh Cooperman, Convo By Design

## And their special guests:

Alena Capra, CMKBD, Alena Capra Designs

Alexander Dornbracht, Kallista

Alisha Snyder, Moen

Amy Chernoff, AjMadison

Arianne Bellizaire, Arianne Bellizaire Interiors

César Giraldo, César Giraldo Design

Christine Vroom, Christine Vroom Interiors

Corey Damen Jenkins, Corey Damen

Jenkins & Associates

Jean-Michel Lebeau, Bain Ultra

Jessica Petrino Ball, AjMadison

John Russo, Signature Kitchen Suite (SKS)

Jonah Kilday, MK Workshop

Kathryn Given, LUXE Interiors + Design

Kimberly Frechette, Bain Ultra

Maya Crowne, Alkemis Paint

Michael Seum, Kohler

Noa Arbely, Concretti Designs

Price Latimer, Alkemis Paint

Richard Anuszkiewicz, Design Galleria

Kitchen and Bath Studio

Rydhima Brar, R/Terior Studio

Sam Cahill, Moen and House of Rohl

Stephanie Lindsey, Etch Design Group

Vanessa Deleon, Vanessa Deleon Associates

Yifat Arbely, Concretti Designs



# KBIS Ambassadors

The newly launched Ambassador Program at KBIS 2025 showcased influential industry leaders, amplifying the event's reach to a broader audience. Ambassadors engaged daily on curated topics, spotlighting key aspects of the show and ensuring comprehensive coverage across the industry to enhance visibility and brand awareness.



+ **85+** Pieces of Content

+ **71,000+** #KBISAmbassador Reach

+ **294,000+** Total Impressions



**Alena Capra**

CMKBD, Interior Designer,  
Spokesperson, and TV Host



**Corey Damen Jenkins**

Interior Designer, Author and  
Television Personality



**Jerel Lake**

Designer



**Christine Vroom**

Founder and Principal  
Interior Designer



**Kim Gordon**

Founder and Principal  
Interior Designer



**Sara Malek Barney**

Founder and Principal  
Interior Designer



**El Arquí Diego**

Architect



**Noz Nozawa**

Principal Designer  
of Noz Design

# Best of KBIS Awards

As the industry's premier awards program, Best of KBIS, sponsored by LUXE Interiors + Design, recognizes the pioneers and trailblazers who are behind the most cutting edge and innovative products in the kitchen and bath industry. The following brands were awarded for their product innovations across seven award categories live on NEXTStage at KBIS 2025.

## Best in Show

Aladdin by Effe Perfect Wellness



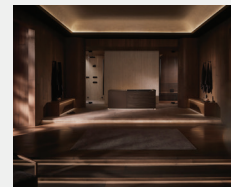
**Style Statement:  
Kitchen | GOLD**  
Vera Deluxe  
Workstation  
Kitchen Sink  
by TopZero



**Style Statement:  
Bathroom | GOLD**  
James Martin  
Vanities x Cosentino  
x FreePower  
Collaboration



**Game Changing  
Innovation | GOLD**  
VIBE by LifeValet



**Wellness  
Trailblazer | GOLD**  
Kohler x Remedy  
Place Ice Bath



**Sustainable  
Standout | GOLD**  
LandShapes  
Tile by Kohler  
WasteLAB x Daniel  
Arsham



**Most Functional  
Find | GOLD**  
SPACE STEP  
by Blum



**Style Statement:  
Kitchen | SILVER**  
Billet Kitchen  
Faucet Collection  
by Kohler



**Style Statement:  
Bathroom |  
SILVER**  
Guise Collection  
by Kallista



**Game Changing  
Innovation |  
SILVER**  
CERAN Luminoir  
TFT by SCHOTT



**Wellness  
Trailblazer |  
SILVER**  
Hot/Cold Plunge  
Indoor Tub  
by EMPAVA



**Sustainable  
Standout | SILVER**  
Le Chic Bohème  
by Silestone XM



**Most Functional  
Find | SILVER**  
FurnSpin  
by Hettich

# DesignBites

DesignBites, the interactive, high-energy brand spotlight, selected 11 exhibiting brands to showcase their best new offerings in an accelerated presentation to judges and audience members on NEXTStage.

## Thank you to the following participating brands:

- + BlueStar
- + Blum
- + Brondell
- + Daltile
- + Empava
- + EMTEK
- + LG Electronics
- + Midea
- + MOEN
- + Potty Sniffer by JEMSMART
- + Signature Kitchen Suite (SKS)

## Congratulations DesignBites Winners:



**Brand with the Biggest Bite,**  
48" Induction Range by BlueStar



**People's Pick,**  
Potty Sniffer by JEMSMART



# Best Booth Awards

KBIS recognized five exhibitors as Best Booth Award recipients:



**Best Overall Booth – Kohler**



**Best Booth Large – Cosentino**



**Best Booth Medium – Kichler**



**Best Booth Small – Kember**



**Best Booth Honorable Mention –  
GE Brands, Café, Monogram, GE Profile**

## Judging Criteria:

- + Exhibit Visual Beauty and Design Aesthetic
- + Creativity and Innovation of Product Displays
- + Attendee Engagement and Experience
- + Exhibit Lighting and Color Design
- + Brand Impact

# Show Areas & Features



**Global Connect Lounge & Kiosks**



**Discovery District**



**NKBA Booth**



**International Pavilions**



**The Plaza**

# Special Events



# VFTI Conference

NKBA's Voices from the Industry Conference (VFTI) at KBIS 2025 presented an invaluable opportunity for industry professionals to development new skills while earning CEUs. The conference featured over 75 sessions across six learning tracks taught by exceptional leaders in the kitchen and bath industry.

- + 6 Learning Tracks
- + 75+ Sessions
- + 85+ Speakers

## VFTI Learning Tracks:

- + Building & Remodeling
- + Business Management
- + Design
- + K&B Trends
- + Leadership and Marketing
- + Hot Topics

“ I loved being able to take classes to further my education. The speakers were well-informed & clear when speaking about their topics. ”

IMAGES COURTESY OF PWP STUDIO



# NKBA | KBIS — Empowering Design Through Connection

The National Kitchen & Bath Association (NKBA) is the leading trade association for the \$235 billion kitchen and bath industry, representing over 55,000 members across the U.S. and Canada and supported by more than 70 local chapters. Since 1963, NKBA has empowered professionals with the tools, education, insights, and connections they need to succeed—whether they're designers, architects, specifiers, manufacturers, suppliers, retailers, showroom owners, remodelers, contractors, fabricators, installers, students, or educators.

As the proud owner of KBIS, North America's largest kitchen and bath trade show, NKBA gives members exclusive access to discounted booth space, special show passes, and on-site learning experiences designed to spark inspiration and drive business success. From cutting-edge insights to a vibrant professional network, NKBA is where the entire kitchen and bath industry comes together to learn, lead, and grow.

**+ Interested in joining?** Ask your account representative for more details.



# NKBA KBIS

Feb. 17–Feb. 19  
**ORLANDO 2026**

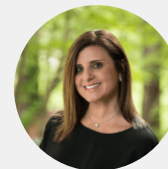
## See You Next Year in Orlando, Florida!

Join us at KBIS 2026! Get ready to explore cutting-edge design, groundbreaking innovations, and connect with the brightest minds in the kitchen and bath industry. Mark your calendar for February 17–19, 2026, and don't miss this must-attend event at the Orlando Convention Center!

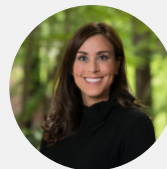
### CONTACT OUR TEAM TODAY!



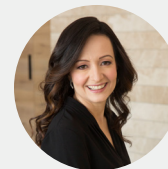
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