



**SIMON
MYERS**



KBIS 2025 TREND REPORT



INTRO

About KBIS

The Kitchen & Bath Industry Show (KBIS) is North America's largest trade show dedicated strictly to kitchen and bath design. This year's event was located in Las Vegas, Nevada, where five members of the Simon/Myers team discovered a wealth of new trends to share.

About Simon/Myers

We are one of the premier marketing agencies in the home improvement industry, working with both established and rising brands. With a profound understanding of the architecture and design sector, we are helping to bridge the gap between marketers and this influential community. Our process is intense: we are combining research-driven insights with creative vision to craft strategies that authentically reflect the design world's dynamics and values.

This report highlights our commitment to providing clients with a pulse on the latest trends and movements in architecture and design, equipping them with the tools to foster meaningful connections to hard-to-reach pro audiences.

Show Overview

KBIS 2025 is showcasing the evolution of kitchen and bath design, emphasizing refinement, individuality, integration, and mindfulness. The show floor is buzzing with innovative materials and unexpected product applications, reinforcing a future where longevity, sustainability, and well-being are paramount.

While bold statements are present, the focus is on the maturation of existing trends. Smart technology and product innovations are moving beyond novelty, becoming seamlessly integrated to enhance daily life. Colors are remaining softer with calming, warm neutrals. Customization is still reigning supreme with abundant choices to leave your individualized imprint on your space. And partnerships are highlighting a collaborative spirit driving design and innovation.

This year's show is revealing a market attuned to shifting consumer priorities. We are seeing an emphasis on spaces that aren't just visually appealing, but also personally meaningful — seeking to improve both the quality of daily life and overall well-being.

REFINEMENT
INDIVIDUALITY
INTEGRATION
MINDFULNESS



THEME OVERVIEW

01 The Embodiment of Individuality Through Refined and Luxurious Expression.

Breaking away from the all-white kitchens of the 2010s and the moodier neutrals of the late 2010s, post-pandemic design is continuing to embrace unique, comforting spaces. Designs are shifting toward deeply personal spaces that are breaking traditional rules in favor of self-expression. From rich jewel tones to soothing neutrals, mixed metals and stone, and vintage influences that blend old and new, opulence and refinement are taking limitless forms.

02 A Temperature Check on Wellness and the Sensory Landscape.

The home is continuing to evolve as a personal wellness retreat, with thermal experiences like saunas and cold plunges taking center stage. Earthy, organic color palettes and tactile mixed materials, such as stone, leather, and wood, are enhancing the sensory experience, reinforcing a holistic approach to well-being.

03 The Seamless Integration of Innovation for Effortless and Elevated Living.

Smart technology and concealed appliances are redefining convenience, integrating seamlessly into the home in unexpected applications to simplify daily routines. These innovations are enhancing functionality without intrusion, elevating the living experience with a perfect balance of ease and sophistication.

TREND 1

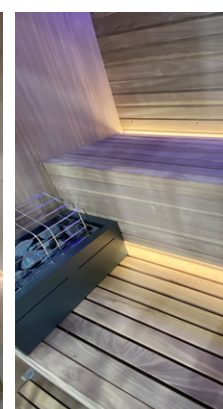
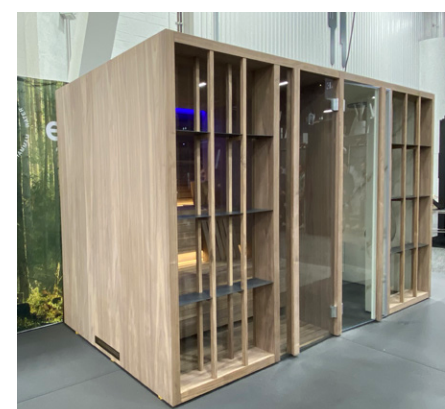
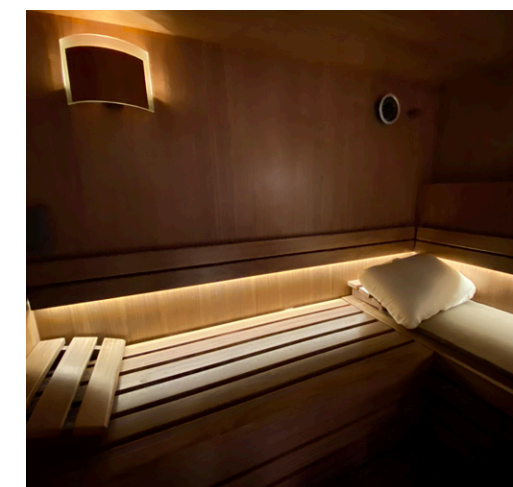
THE THERMAL
SANCTUARY

The rise of personalized wellness retreats within the home is a major theme, with saunas, cold plunge tubs, and steam showers taking center stage.

Empava is introducing a dual-basin hot/cold plunge, while Kohler is debuting its Ice Bath, designed for both indoor wet spaces and outdoor use. KLAFS is showcasing a range of indoor and outdoor saunas, reinforcing the trend of increasing footprints for wellness spaces, much like the rise of double showers in recent years. These larger thermal amenities are catering to the luxury market, where a spacious footprint is allowing for a true spa-like experience at home.

For those with smaller spaces or more modest budgets, Effe is introducing freestanding sauna and steam cubicles, while Concretti's Molokai soaking tub, equipped with a chiller adapter for cold plunging, is offering a compact and versatile alternative.

“The Ice Bath by KOHLER x Remedy Place brings the physical and mental benefits of ice bathing—from reduced swelling in muscle tissue to improved mood and increased mental resilience—to a bold design statement for self-care in the home.” - Kohler



TREND 2

UNEXPECTED APPLICATIONS

As homes are becoming more personalized, appliances and fixtures are breaking free from their traditional locations and are offering greater flexibility and tailored functionality. Beyond the kitchen, spa-inspired applications like chilled storage and warming drawers are appearing in the bathroom. Flexible dishwasher configurations, along with expanding options for under-counter refrigeration, ice makers, and wine columns, are enhancing convenience for both entertaining and daily routines. Brands are rethinking placement to better align with evolving lifestyles.

“Monogram Beyond captures the essence of sophisticated design by reimagining how homeowners interact with appliances and the spaces around them. Our goal with this booth experience is to curate a plethora of unexpected use cases for appliances that not only add versatility and visual interest to any room but deliver the opulence of true luxury living.” - Monogram



TREND 3

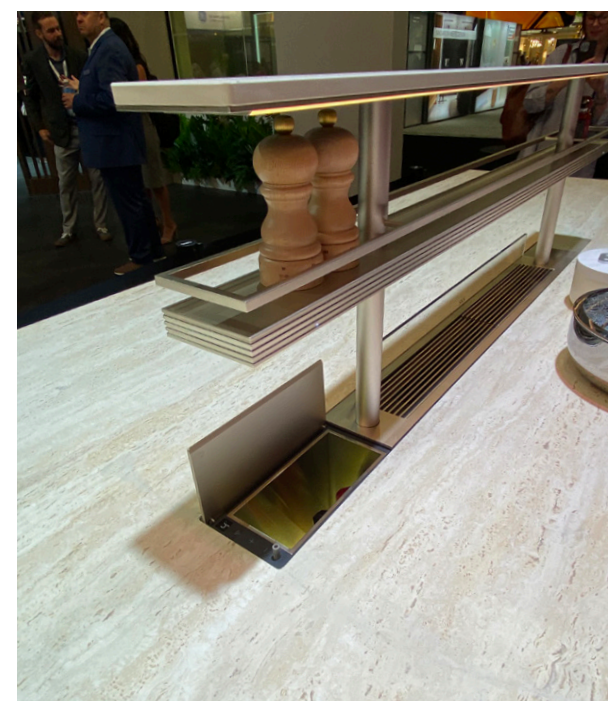
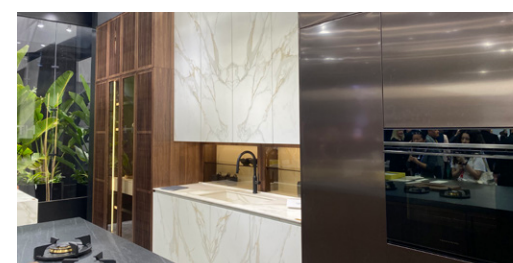
THE ART OF
CONCEALMENT

Seamless Integration, Invisible Innovation

With the growing adoption of induction cooktops for environmental, health, and energy efficiency reasons, the technology is continuing to evolve. Beyond expanded size offerings and flexible, zone-free cooking surfaces that allow cookware to be placed anywhere, some brands are pushing innovation further with fully concealed applications.

As a result, kitchens are evolving to now look less like traditional kitchens and more like refined living areas. Concealed appliances, AI-driven automation, and downdraft ventilation in cooktops are contributing to a sleeker, more integrated aesthetic. This shift is prioritizing uninterrupted surfaces, multi-functional design, and a seamless, design-forward approach to daily life.

“LG is introducing the groundbreaking SKS Island System, a highly-evolved kitchen island concept integrating LG’s cutting-edge cooking and ventilation technologies. This system features an “invisible” induction cooktop that blends with the countertop’s woodgrain finish when not in use, and a downdraft ventilation system with SKS’s proprietary air curtain technology for effective smoke and steam removal. Customizable built-in storage spaces around the ventilation system exemplify SKS’s commitment to personalized luxury.” - LG



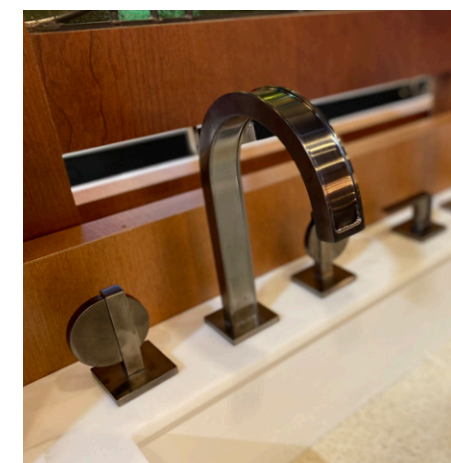
TREND 4

WARM NEUTRALS &
COOLER METALLICS

Warmer metallics like champagne bronze and polished nickel are gaining favor, evolving into muted, satin-like finishes that are feeling more refined and versatile across design styles. These finishes are appearing in faucets, tubs, appliances, and cabinetry, often paired with soft, warm neutrals for a balanced, sophisticated aesthetic, aligning with colors of the year like Pantone's Mocha Mousse.

Meanwhile, mid-toned to darker charcoal finishes, such as gunmetal and titanium, are emerging as modern alternatives to matte black. Layered textures such as sandblasted, knurled, brushed, and polished surfaces are adding depth and a tactile richness to these finishes.

"As a perfect midway between black and silver, Vibrant® Brushed Graphite adds drama in lighter spaces and blends seamlessly in darker spaces. This sophisticated finish can be found across a range of transitional and contemporary collections to match any aesthetic." - Kohler



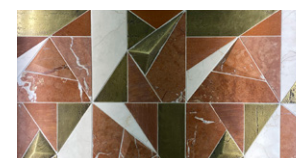
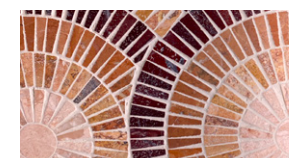
TREND 5

BOLD BURGUNDY

A continuation of the last couple of years when we saw warm, earthy hues and the full pendulum swing back to brown, it's no surprise that the bold colors this year are rich, deep reds.

Bold uses of burgundy in monochromatic palettes are making powerful statements throughout the show. Pink and purple hues, alongside warm browns, are emerging as complementary tones, adding richness to designs.

This year's standout color is striking a balance between the energetic magenta reds of the immediate post-pandemic years and the grounding, timeless terracotta hues of the last few years – offering a luxurious iteration that is serving as a rich, sophisticated new neutral.

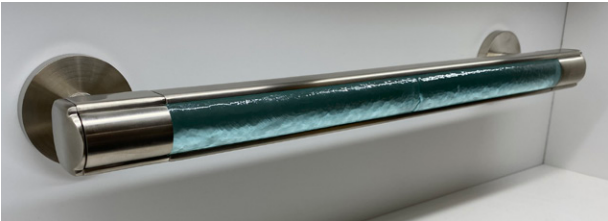


TREND 6

MIXED MATERIALS IN PLUMBING & HARDWARE

Combining diverse materials like textured metal, wood, and stone, this year’s designs are emphasizing tactility and personalization in plumbing and hardware. A standout combination is metal paired with natural stone, creating a high-fashion, jewelry-like statement. Most notably, LifeValet’s ADA grab bar, Vibe, is offering elegant options of customizable surface inlays to provide a personalized solution to an often-overlooked necessity.

“Vibe was created to end the compromise between elevated safety and individual style, setting a new standard in grab bar design that will truly inspire. Within its sleek modern shape, every element can be customized to a client’s exact preference, allowing designers to seamlessly integrate elevated safety into the most tailored residential or commercial interior plan.” - LifeValet

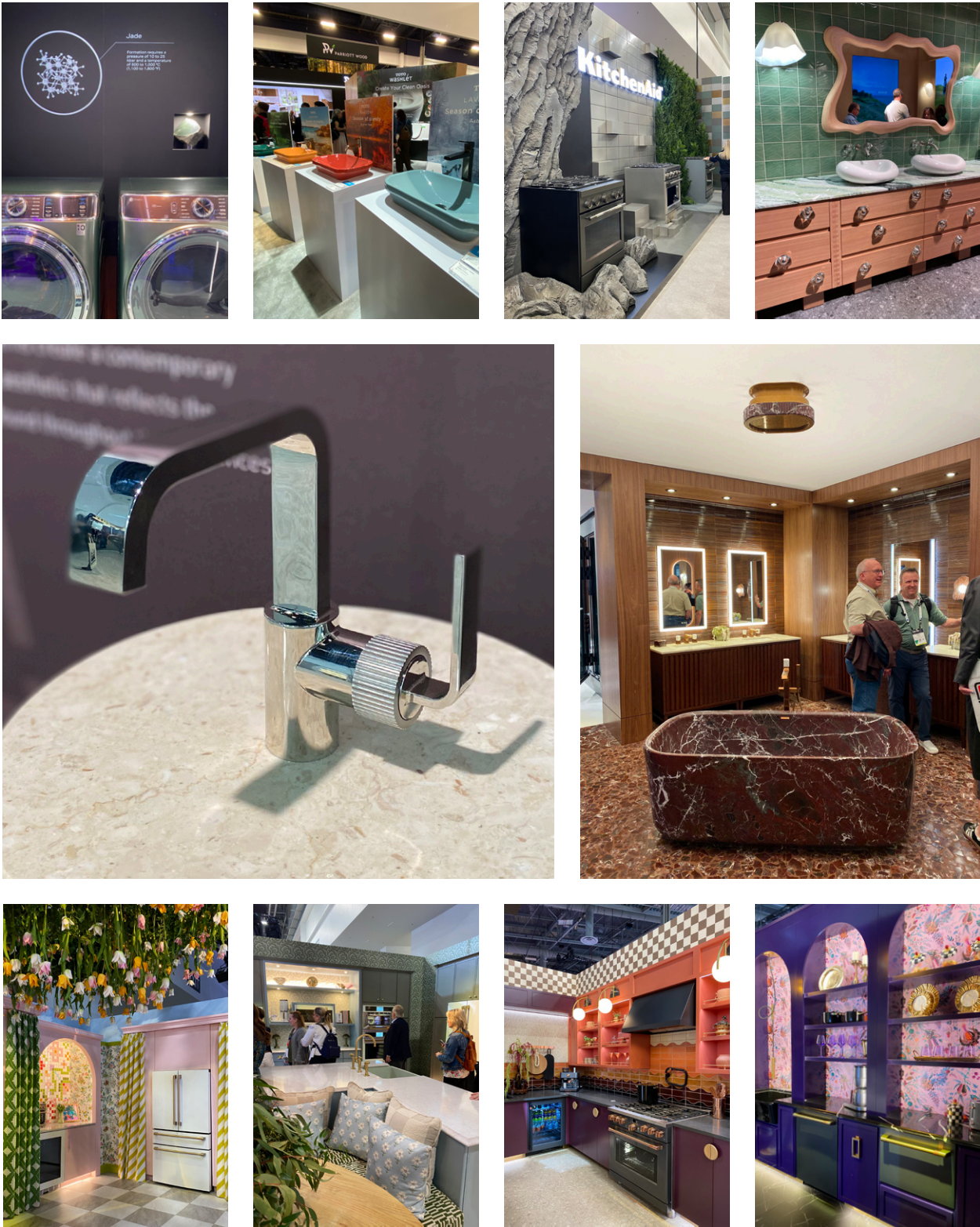


TREND 7

DESIGNS INSPIRED BY EARTH

Nature is continuing to shape design and storytelling, from earthy color palettes like jade, sapphire, dark greens, deep reds, to textures and forms that are mirroring the natural world. Moen is debuting the Cambium collection, featuring a tree-ring-inspired faucet texture. Toto's sink colors and GE Cafe's booth vignettes are being designed around the four seasons. GE Profile and KitchenAid are also embracing nature-driven palettes, drawing inspiration from earth elements and gemstone hues to further evoke a grounded connection to the natural world.

“Exploring creativity in design and careful craftsmanship, this space leans into the natural stones and minerals that inspired the finishes of these laundry innovations. Attendees will have the opportunity to see these stones in their natural form and learn about their raw traits and composition that evoke strength, beauty and uniqueness.” - GE Profile



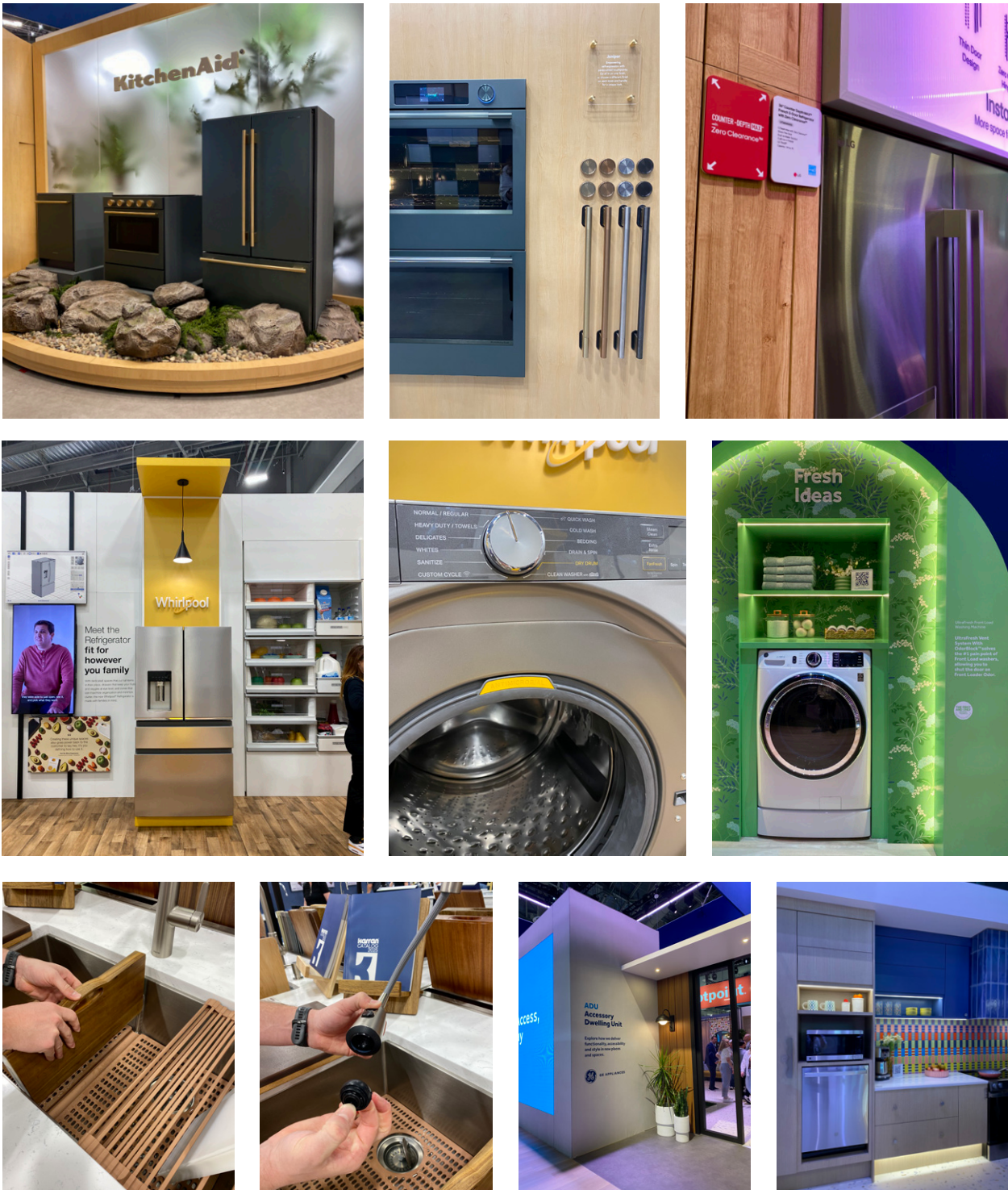
TREND 8

PURPOSEFUL
INNOVATION

KBIS 2025 is showcasing a focus on user-centric innovations and practical solutions that are simplifying everyday life. Family-friendly designs are taking center stage, with Whirlpool introducing solutions to common household pain points, such as forgotten laundry, addressed by the fan-powered FreshFlow™ Vent System that keeps clothes fresh, and refrigerators with enhanced, customizable storage for better organization.

Blending style with practicality to bring accessible luxury into everyday homes, KitchenAid is elevating its appliance offerings with high-end color options, while LG is highlighting space-saving solutions, notably its Zero Clearance hinges, which allows counter-depth refrigerators to achieve a seamless, built-in look.

“Whirlpool appliances aren’t just made to help care for families every day, they’re made by people who care for their families every single day. Our goal in 2025 and beyond is to create products that help keep families on track, whatever life throws their way, and our booth at KBIS will showcase just that.” - Whirlpool



TREND 9

DESIGN WITHOUT LIMITATIONS

KBIS 2025 is continuing to embrace the power of self-expression and the unexpected in design, where individuality is reigning supreme. Brands are showcasing vignettes that are breaking away from strict rules and singular trends, be it heritage-inspired, maximalism, or modern minimalist, every style is being embraced.

Advancements in surfaces are continuing to push for sustainable and safer silica-free materials, in addition to pushing boundaries for thinner solutions. Allowing for more design flexibility with more versatile applications that are extending beyond countertops. Cambria is offering a 1cm quartz surface while Laminam is offering their ultra-thin 2mm series, twO.

Adding an unexpected delight to the wellness space, Kohler is introducing their Espuro bubble machine, infusing everyday routines with an element of joy.

“Take your designs to new heights with thinner 1cm quartz surfaces, perfectly suited for vertical applications and weight-sensitive projects. The possibilities are endless with potential applications including fireplace surrounds, shower walls, backsplashes, wall cladding, and more.” - Cambria



TREND 10

CONTINUING COMFORT

While some designs and innovations are feeling fresh and new at KBIS 2025, we are seeing other design elements continuing from years' past. Sculptural and playful rounded shapes, softer pastel color palettes, and vertical textures with fluted surfaces are still going strong, signaling their staying power. While blues and greens on the whole are more timeless than trendy, dark green hues are having the spotlight this year.



PHOTO REFERENCES

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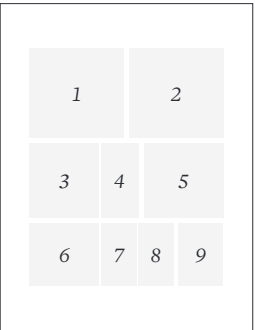
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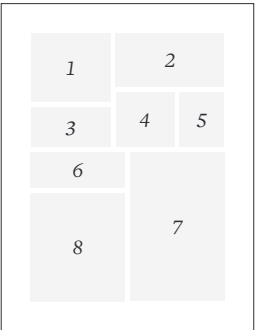
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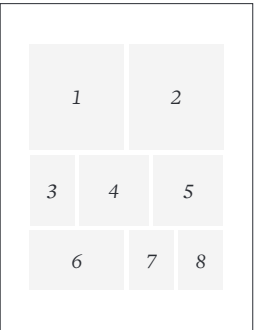
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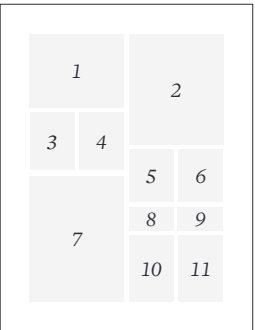
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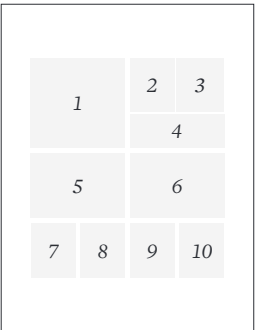
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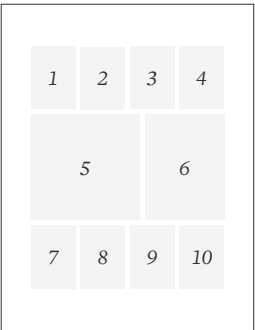
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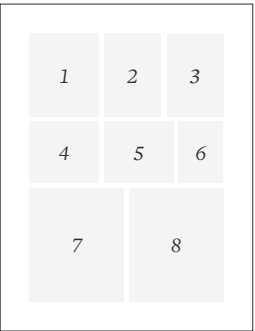
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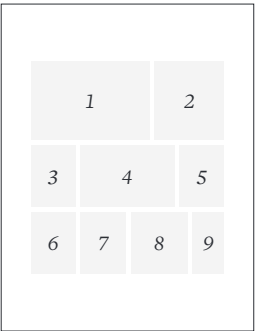
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YOUR RIGHT BRAIN IS SMILING.

Thank you for taking in the latest and greatest trends from KBIS 2025. We hope we've given you lots to think about.

And while you're thinking, we hope you'll think of Simon/Myers as an agency partner. From market research, digital marketing and branding to tackling the tactile and tangible with our SMX experiential unit, we're here to elevate your brand to new heights in the kitchen and bath space.

GET IN TOUCH

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