



DANVER™

BROWN JORDAN®
OUTDOOR
KITCHENS™

Trex® Outdoor Kitchens™

2021 OUTDOOR LIVING REPORT

MESSAGE FROM THE PRESIDENT

To our customers, partners and friends,

As an industry pioneer and leader in the outdoor living space, it's both our passion and obligation to drive the industry forward through our innovations, insights and 20+ years of experience. This commitment inspired our first-ever Outdoor Living Report three years ago.

And as we head into 2021 after an unprecedented year of challenges and growth, we're confident this year's Outdoor Living Report will prove more valuable than ever to architects, landscape architects, builders, designers and dealers alike.

The soaring demand for outdoor living spaces reflects a significant shift in homeowner sentiment, and it's one with serious staying power. We hope our Report's findings and insights inspire and excite -- and serve as a valuable tool to unlock new opportunities in 2021 and beyond.

We wish you great success and health in 2021, and look forward to working with you soon.



Mitch Slater, President & Owner
Danver Outdoor Kitchens | Brown Jordan Outdoor Kitchens | Trex Outdoor Kitchens

A report like this is only as good as its sources. This year, Brown Jordan Outdoor Kitchens partnered with the best to capture a comprehensive, in-depth look at the current industry landscape and what lies ahead for 2021 and beyond.



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

To delve into the consumer mindset and homeowners' growing appetite for outdoor living spaces, Brown Jordan Outdoor Kitchens partnered with leading market research firm The Harris Poll, which surveyed 2,011 adults across the U.S. -- 1,367 of which were homeowners*. The survey reveals that demand for outdoor living spaces has major staying power, the key motivators in the purchasing process, and more, as detailed on the following pages.

*The Harris Poll survey was conducted online within the United States from November 23-25, 2020 among 2,011 adults ages 18 and older, among whom 1,367 are homeowners. Results were weighted for age within gender, region, race/ethnicity, income, and education and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.



“ When designing an outdoor kitchen, clients want a space that mirrors the design and amenities of their primary kitchen - but they don't always know what to ask for. As a designer, it's our job to educate homeowners on what they need to make their space as functional as it is beautiful. ”

- Alison Victoria
HGTV Host and Interior Designer and Founder
of Alison Victoria Interiors



82%

82% of American homeowners say they are now more interested in updating their outdoor living spaces than they were prior to the pandemic.

65%

65% of American homeowners aged 35-44 cite a full outdoor kitchen as very important if they were designing an outdoor space.



“ In this new landscape, people are committing larger budgets for a comprehensive outdoor experience that caters to cooking, entertaining, and everyday living. Kitchens are now a necessity in these spaces, rather than an element saved for an update later on. ”

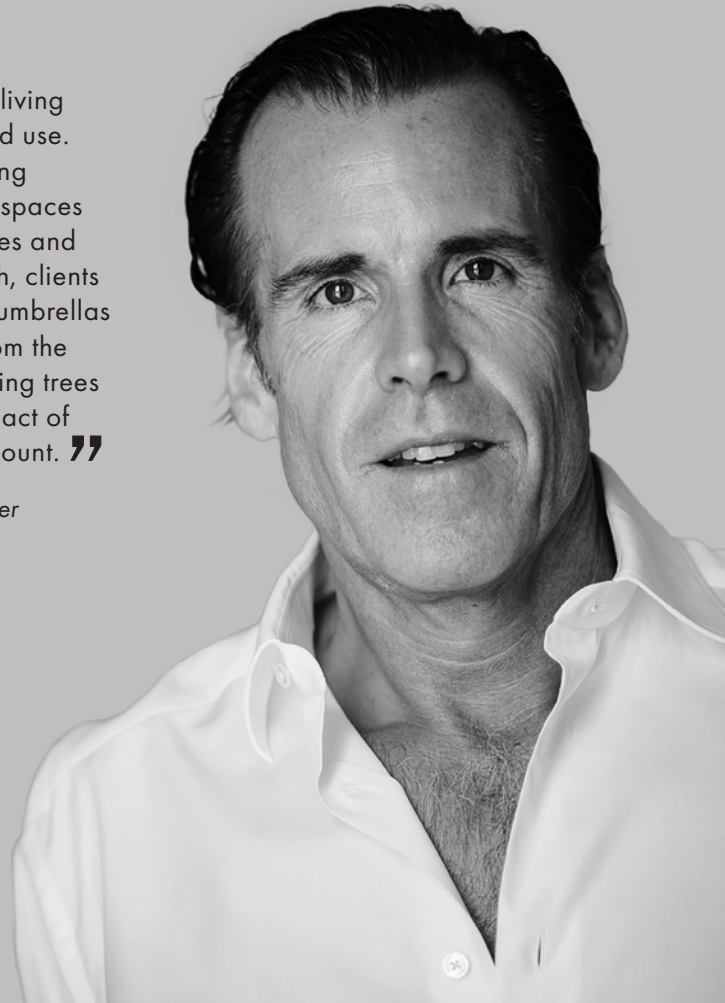
- Phil Kean, Architect, Builder & Interior Designer

President of Phil Kean Design Group

“ Now more than ever, outdoor living demands design for year-round use. In the North we’ve seen growing demand for enclosed outdoor spaces with retractable walls, fireplaces and other heat sources. In the South, clients request in-ground, adjustable umbrellas and canopies as a reprieve from the sun and heat. Of course, planting trees for shade and keeping the impact of sun and wind in mind is paramount. ”

- Keith Williams, Landscape Designer

Partner at Nievera Williams



66%

66% of homeowners report that a fire pit is an important feature for their outdoor living space.



53%

53% of homeowners cite outdoor heating as an important feature.



42%

42% of homeowners reported that an outdoor bar is an important feature for their outdoor space.

83%

Seating takes the throne:
83% of homeowners reported
lounging or seating is an
important feature for their
outdoor space.

“ The mantra for so long has been ‘bring the indoors out.’ As outdoor products’ design now rivals what’s created for interiors, more clients ask to bring outdoor products in — because they know they’ll withstand wear and tear from children and pets. While we see this predominantly in furniture, cabinetry is next -- creating a truly seamless design between indoor and outdoor applications. ”

- Fernando Wong, Landscape Designer

Founder of Fernando Wong Outdoor Living Design



BY THE NUMBERS

“Durability was number one when designing my outdoor kitchen. Trex Outdoor Kitchens’ powder-coated stainless steel was a game changer, knowing it will beautifully endure weather exposure for years to come. Composite materials from other brands may cost less, but its quality, durability and lifespan doesn’t come close.”

- Evette Rios

Interior Designer & Lifestyle Expert



66%

66% of homeowners say durability to everyday wear and tear would be important in their outdoor kitchen purchase decisions.

Homeowners understand the value of investing in durability and resilience -- and are willing to pay for the best products available.



RESILIENCE

65%

65% say resilience to the elements would be very important to them if they were purchasing an outdoor kitchen



COST

58%

58% of the same homeowners surveyed defining cost as very important to them if they were purchasing an outdoor kitchen

2021 COLOR INTRODUCTIONS



“Color is emotion. Color is light. Color brings projects to life. And as we look ahead, we forecast bold colors to find a more prominent home in outdoor design -- especially when it comes to deep reds, blues and bright yellows. I selected these new hues to push the design envelope -- to inspire designers and homeowners to create spaces that are bold, sophisticated, and unexpectedly playful.”

- Daniel Germani, Architect & Designer
Creative Director of Brown Jordan Outdoor Kitchens



2021 COLOR INTRODUCTIONS



CHILI



AUTUMN



CLEMENTINE



SEA SPRAY



MINT



COTTON CANDY

2021 COLOR INTRODUCTIONS



CHROMICA BALTIC



CHROMICA FEROE



INK



WHITE SILK

2021 COLOR INTRODUCTIONS

BROWN JORDAN OUTDOOR KITCHENS EXCLUSIVES



COFFEE



DOVE



LODEN

THANK YOU

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

To learn more about our outdoor kitchen innovations and our latest product introductions or get in touch with us, please visit us online:

danver.com



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trex-outdoorkitchens.com

