

New Report From NKBA | KBIS and CEDIA Reveals State of Smart Home Integration in Home Design, Including Driving Forces and In-Demand Features

Joint “Technology Integration in Kitchen, Bath, or Whole Home Report” quantifies market opportunity for designers and integrators as demand for smart integration rises among consumers

BETHLEHEM, Pa., September 4, 2025 – The [National Kitchen & Bath Association \(NKBA | KBIS\)](#), the world’s leading trade association for the kitchen and bath industry, and [CEDIA](#), the Association for Smart Home Professionals™, have partnered to commission a U.S.-based research study examining the current state of technology integration* in home design. Comprised of data generated from a survey completed by industry experts including kitchen, bath and interior designers and specifiers, general contractors and remodelers, home technology integrators, home builders, and more, the report **provides a comprehensive look into the smart home integration market.**

As interest in home technology has increased over the past two years, the report found that **homeowners completing projects with smart technology allocated on average approximately 20% of the overall budget towards smart home integration – over \$41k for the average whole home project****. With an evolving industry landscape and breadth of products available, homes of the future will require collaboration between designers, integrators, architects, and builders as homeowners advocate for smarter, more intuitive home systems.

On September 3, NKBA | KBIS global president & CEO Bill Darcy, sat down for a Town Hall conversation at CEDIA in Denver, CO, with Daryl Friedman, global president & CEO of CEDIA, to discuss the findings.

“Smart home integration can be a substantial investment—whether for new homeowners or those upgrading their current space—and when done thoughtfully, it delivers an elevated, safer, and more seamless at-home experience,” said Darcy. “People aren’t looking for gimmicks. They want practical solutions that make everyday living easier, more efficient, and more connected.”

“Empowering design professionals and technology integrators to work closely pushes our entire industry ahead,” added Friedman. “Proper collaboration unlocks unique and innovative solutions tailored to every project and is shifting to become the new standard in home design – especially in the kitchen and bath, where so much technology is centered.”

With the top trade associations forging the way for ongoing and deeper collaboration and facilitating partnerships between the two industries, their common goal is to increase awareness for the role of the integrator at the onset of smart home projects. **According to 75% of respondents, homeowners are currently the driving force for smart home integration, illustrating a client-driven demand for increased partnership. Looking ahead, 61% of respondents indicated that integrated technology is a “must-have” feature of the future, echoing the need for collaboration to be a priority upfront.** By delving into the details, this report aims to recognize the features currently working the hardest in smart homes today, while uncovering the integration challenges and product opportunities to better prepare for the smart homes of tomorrow.

The full report is available at [NKBA.org](#) and [CEDIA.org](#) with free access for [NKBA members](#) and [CEDIA members](#). Key findings include:

Integrated Technology Design Trends

*This survey defined Technology Integration as, “the seamless blending of various electronic systems—such as audio, video, lighting, climate control, networking, and security—into a unified and intuitive smart home experience, tailored to meet the lifestyle and needs of the user.”

**Based on an average house of 4,400 sq ft

- **The Smart Home of Today**

The trends that are hot on the market for clients who have expanded their home's abilities using smart technology.

- **Kitchen:**

- Light Management: Designers and integrators agree that light is a top smart feature – 40% cite lighting controls to be most frequently requested by homeowners, while 25% cite motorized blinds/drapes.
 - Intelligent Fixtures: Motion sensor faucets (25%), smart TVs (20%), and smart refrigerators (18%) were all cited as top client requests.

- **Bath:**

- Warming Up: Heated floors are the top request from clients (56% agree), while heated towel bars and steam showers top the list as well, indicating a desire for precise temperature control in the bath.
 - Clearing the Air: Smart exhaust fans are the top designer recommendation as bath ventilation technology has made headway in recent years – 41% cite it as a top homeowner request as well.

- **Whole Home:**

- Safety First: Security is a top feature for technology integration, including video doorbells and whole home systems. According to the report, safety measures will continue to be featured prominently on homeowner wishlists.
 - Listen Up: Whole home audio systems are cited as the fourth most requested smart feature by homeowners.

- **The Smart Home of Tomorrow**

The trends that are up-and-coming as lesser known smart features with the potential to reshape integrated tech.

- **Kitchen:**

- Smart Surfaces: 77% view smart countertops as an emerging trend – with features such as integrated wireless charging technology.
 - Your Personal Network: 68% anticipate connected countertop appliances becoming more popular, introducing the ability to control appliances like ovens, coffee makers, and standmixers remotely.
 - Home Heroes: As water leak detection becomes increasingly mainstream to address water scarcity and hedge costly damage, 67% view it as an emerging trend.

- **Bath:**

- Chance of Showers: Digitally-controlled smart shower systems that connect multiple faucets with custom user settings are on the rise – 71% see them as a top emerging trend.
 - Beauty on Ice: As the bath increasingly becomes a destination in itself, 67% anticipate the demand for bathroom refrigerators will grow, offering longer shelf-life for skincare products.

- **Whole Home:**

- Sit Smarter: With smart tech entering the furniture arena, 73% predict smart seating will be an emerging trend, offering ergonomic features that benefit posture, massage or heating capabilities for comfort, and connectivity for device management.
- Health & Wellness: Increased sensitivities to the presence of toxic substances in the built environment have made many aware of how our environments are shaping and affecting our health. With that, 70% view air quality monitors as an emerging trend, while 69% predict health monitors to gain popularity in home design.

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NKBA + CEDIA Survey Methodology

This survey was conducted online among 190 respondents who are members of the NKBA and CEDIA communities and targeted occupations including interior designer, kitchen or bath designer, kitchen or bath specifier, general contractor/remodeler, home technology integrator, home builder, and custom home builder. If not qualified as the previous occupations, kitchen or bath showroom professionals, manufacturer or supplier of technology, appliances, and fixtures, and those working in home improvement stores were excluded from the field. Respondents must have completed at least one kitchen, bath, or whole home project in the past 2 years (either remodel or new construction).

About NKBA | KBIS

NKBA | KBIS is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS). With 55,000 members in all segments of the kitchen and bath industry, the NKBA has informed, educated and supported the industry since the association was founded in 1963. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through community, professional certification and learning, and events. For more information, go to NKBA.org or call 1-800-THE-NKBA (843-6522). KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

About CEDIA

CEDIA® is the Association for Smart Home Professionals™. Established in 1989, CEDIA is dedicated to advocacy, connection, and education, and fosters a thriving community as the home for smart home professionals. Globally, CEDIA advances the rights of technology integrators by working with governmental bodies; gathers industry professionals and allied tradespeople for learning and networking; and creates trainings, standards, and certifications to ensure the continued growth of the smart home industry. CEDIA co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition, and founded CEDIA Expo, the world's largest residential technology show. Today, a community of over 30,000 CEDIA members from more than 80 countries deliver smart home technology solutions that enrich homeowners' lives. Learn more about CEDIA at cedia.org.