

**Kitchen Cabinet Satisfaction is Highest among Fully Involved Customers, J.D. Power Finds**Quality Cabinets Ranks Highest in Customer Satisfaction

**TROY, Mich.: 29 July 2020** – Kitchen cabinet customer satisfaction is highest when customers shop and buy at a big box store rather than doing so through a dealer, according to the J.D. Power 2021 U.S. Kitchen Cabinets Satisfaction Study,<sup>SM</sup> released today. Additionally, the study finds that the number of consumers doing a home improvement project increased to 61% in 2021, up 26 percentage points from 2020.

“As people are experiencing increased time at home and with the recent stimulus checks, homeowners are seizing the opportunity to take on more home improvement projects,” said **Christina Cooley, home intelligence lead at J.D. Power**. “Do-it-yourselfers are clearly taking advantage of having more money to put towards expensive projects like replacing kitchen cabinets. There’s a self-satisfaction when customers are involved in the process from beginning to end.”

**Study Ranking**

**Quality Cabinets** ranks highest with a score of 877, **SEKTION (IKEA)** (872) ranks second and **KraftMaid** (871) ranks third.

The 2021 U.S. Kitchen Cabinets Satisfaction Study is based on responses from 1,612 customers who purchased cabinets within the previous 12 months. The study was fielded from January through April 2021.

For more information about the U.S. Kitchen Cabinets Satisfaction Study, visit <https://www.jdpower.com/business/home/kitchen-cabinets-satisfaction-study>

See the online press release at <http://www.jdpower.com/pr-id/20201088>.

**About J.D. Power**

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](http://JDPower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](http://JDPower.com).

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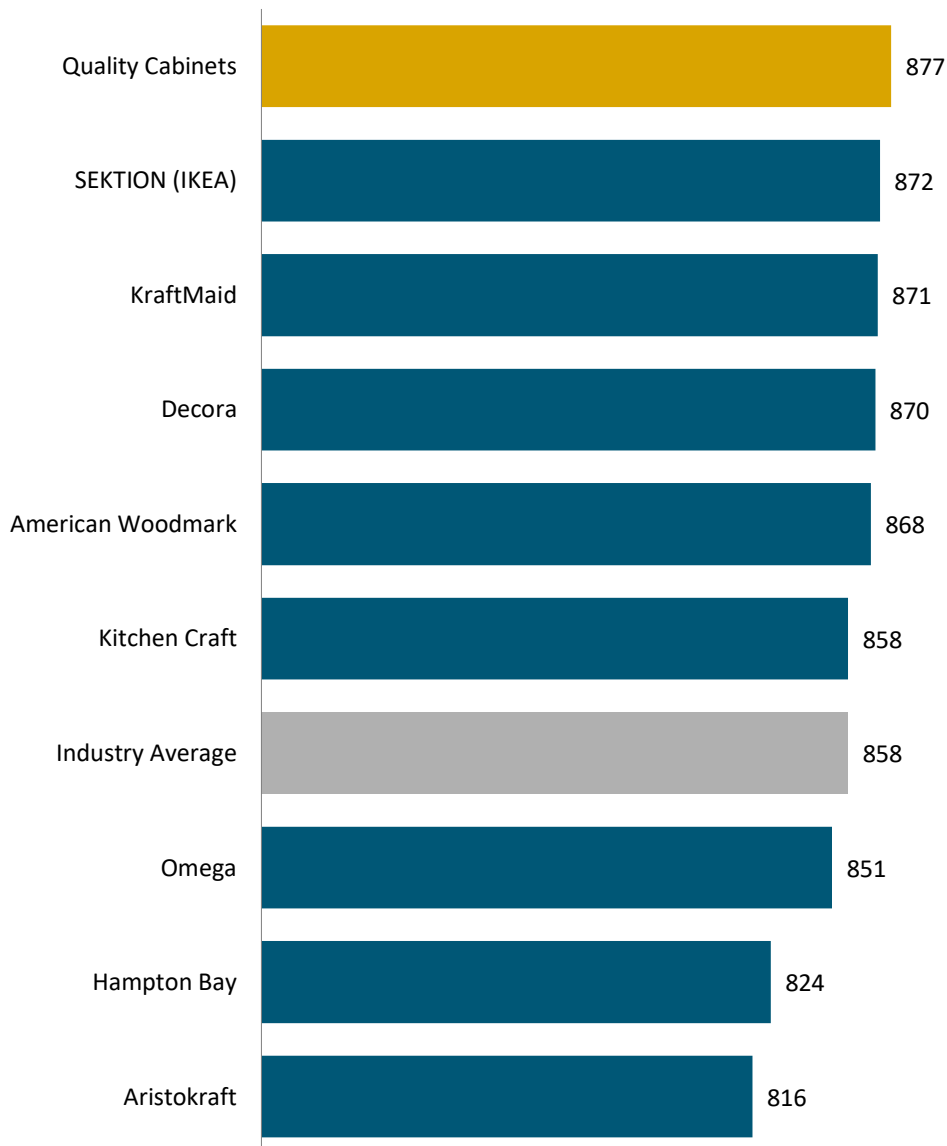
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NOTE: One chart follows.

# J.D. Power 2021 U.S. Kitchen Cabinets Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Source: J.D. Power 2021 U.S. Kitchen Cabinets Satisfaction Study<sup>SM</sup>

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