

5 Home Trends in 2025

GE Appliances continues to re-imagine the home and explore how appliances can make daily life more efficient, more accessible and even more fun through thoughtful details, emerging technology, disruptive designs and a touch of luxury. Here are five themes the company is leaning into in 2025.



Appliances Anywhere: From scullery kitchens to in-law suites, appliances are breaking free from traditional confines. Once limited to the kitchen and the laundry room, appliances are now seamlessly blending into other areas of the home, reflecting a shift toward more flexible and multifunctional living spaces. GE Appliances is catering to versatile placements with appliances like the **NEW** GE Profile™ Smart Compact Dishwasher for Countertop or Built-In (Available Q4 2025, MSRP of \$499) ideal for a secondary space like a home bar, or entertainment room. Pushing traditional boundaries even further, Monogram™ offers a tranquil space with a spa-like oasis at home through a bathroom outfitted with a [24" Panel-Ready Double-Drawer](#)

[Refrigerator](#) for serums and skin products that are even better when cold. Outside of the home, Monogram entertains with the [2024 Lexus GX](#).

Eco-Conscious Living: Consumers continuing to seek eco-friendly solutions are cashing in on energy savings when upgrading to sleek, energy-efficient appliances that slash utility bills and embrace energy management. GE Appliances offers a range of appliances that deliver energy-efficiency, including the award-winning [GE Profile™ UltraFast Combo](#) with ventless heat pump technology that provides 50% more energy efficient drying* than a regular dryer. Additionally, the **NEW** [GE Profile™ GEOSPRING™ Smart Hybrid Heat Pump Water](#) with key features like advanced heat pump technology is 4.7 times more energy-efficient than standard electric water heaters and up to 20% more energy efficient compared to other heat pump water heaters**. **Efficiency rating as compared to the requirements for ENERGY STAR qualification for standard electric dryers. **Based on UEF vs. traditional standard electric tank water heaters.*





Consumer-Centric Designs: Appliances can be so much more than mere products; they are personalized solutions designed to make life easier and more enjoyable. GE Appliances is deeply committed to providing consumer-centric designs and inclusive solutions that foster independence, enable flexibility and meet the unique needs of the modern family. For example, the **NEW** GE® 4.6 cu. Ft. Capacity Smart Front Load Washer (Available Q2 2025, MSRP of \$949) continues to address the consumer pain point of dreaded front load odor that GE Appliances solved

once and for all in 2019. Additionally, the [GE® 4.5 cu. ft. Capacity Washer with Spanish-Language Panel with Soaking and Agitation Wash Modes](#) underscores the brand's commitment to creating inclusive solutions that work for everyone. At the Kitchen and Bath Industry Show/International Builders' Show (KBIS/IBS), attendees can explore GE Appliances' Accessory Dwelling Unit (ADU) which demonstrates the endless possibilities of flexible living solutions in a reimagined space. This immersive environment was created using universal design principles to grant greater accessibility to people of all ages and abilities - now and in the future. The opportunities provided by ADU living supports a variety of needs for changing populations, allowing adults to live independently and comfortably in smaller, more affordable spaces.

Your Kitchen Should Feel Like You: Now more than ever, homeowners want to create spaces that feel uniquely their own and break away from traditional design rules. Kitchens are shedding the constraints of neutral design, opting instead for vibrant hues, unique hardware finishes and colorful appliances that express personality. Consumers can say goodbye to cookie-cutter kitchens and hello to customized appliances. This year's CAFÉ™ kitchen designs are a testament to this shift, offering a curated experience with four distinct, style-forward interior themes. The immersive setup empowers homeowners to personalize their living spaces as thoughtfully as they assemble their wardrobes, using the principles of the trending seasonal color analysis. The seasonal vignettes embody the essence of the four seasons with appliances outfitted with unique finishes and hardware options - a category that CAFÉ pioneered in 2018. This focus on customization translates into product features that create interior flexibility as well, such as the **NEW** [CAFÉ™ Smart Counter-Depth 4-Door French-Door Refrigerator with Dual-Dispense AutoFill Pitcher](#) that features a convertible refrigeration drawer that offers ultimate flexibility with five customizable temperature settings that can serve as everything from a salad bar to a wine drawer.





AI and the New Age of Cooking: Each year, home appliances become more cutting-edge, and GE Profile™ continues to lead in connected products that create real solutions for an easier lifestyle through efficiencies and meaningful updates. Artificial intelligence (AI) is now unlocking new potential. A prime example is the innovative [Cookcam™ AI](#), which identifies the food being cooked and recommends the best Precision Cooking Mode, ensuring great results

every time. Additionally, the introduction of [Flavorly™ AI](#) in the GE Appliances' SmartHQ Assistant revolutionizes meal preparation by generating tailor-made recipes based on the ingredients available in your kitchen, further enhancing the culinary experience. With these AI-enhanced features, GE Appliances not only streamlines your kitchen activities but also ensures innovative functionality for a smarter living experience.