

Fiberglass and Gunitite Pools Account for 90 Percent of Kansas City Luxury Pool Demand, Hardscape Contractors Reports

Fiberglass & gunitite pools make up 90% of Kansas City luxury pool demand, Hardscape Contractors reports, as homeowners invest in full outdoor living.

OVERLAND PARK, KS, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Project data from the design-build firm's Overland Park office shows Johnson County homeowners choosing fiberglass and gunitite construction for complete outdoor living projects



Custom inground pools in an Overland Park, KS backyard, built by Hardscape Contractors

Fiberglass and gunitite pools now account for roughly 90 percent of new pool demand in the Kansas City metro, according to project data from Hardscape Contractors, a design-build firm serving the region from its Overland Park office. Fiberglass construction represents about 60 percent of the firm's Kansas City pool projects, gunitite and concrete construction another 30 percent, and vinyl liner pools the remaining 10 percent, a split that runs counter to the Midwest's long-standing reputation as a vinyl liner market.

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Traditionally the KC marketplace has been a gunitite plaster and fiberglass market, not vinyl liner. Luxury homes here have always had gunitite, and fiberglass is a nice comparable at a fair price.”

Mike Joneson

The numbers reflect a broader change in how Kansas City homeowners are approaching their backyards. Across Johnson County and the south KC metro, including Overland Park, Leawood, Olathe, and Mission Hills, homeowners are increasingly investing in complete outdoor living projects that treat the pool as the centerpiece of a fully designed space rather than a standalone addition. That shift favors [gunitite and concrete](#)

[pools](#), which offer full control over shape, depth, and integrated features such as spas and sun shelves, and [fiberglass pools](#), which deliver a resort-quality finish with a faster installation

timeline and lower ongoing maintenance.

Hardscape Contractors, founded in 2008, builds [custom pools and outdoor living spaces across the Kansas City metro](#) from its office at 7133 W 95th Street, Suite 220, in Overland Park. The company handles design, permitting, and construction under one roof, an approach suited to Johnson County's clay soils, municipal permitting requirements, and freeze-thaw cycles. The company has completed six Kansas City projects so far this year, with additional builds in the pipeline through the remainder of the season. As demand concentrates in higher-end construction, the firm's local design-build model stands in contrast to national pool franchises that install a single pool type and leave the surrounding patio, lighting, and landscape work to separate contractors.

"Traditionally the KC marketplace has been a solid gunite plaster market and fiberglass marketplace," said Mike Joneson, owner of Hardscape Contractors. "KC has never been big on vinyl liner even though the vinyl is customizable and priced lower. Luxury homes in the KC market have always had gunite/plaster, and I believe the fiberglass in their eyes is a very nice comparable product. The drawback to fiberglass is the limitation of custom options. Fiberglass offers very good options at a reasonable mid-level price. Luxury Vinyl Liner is a very good option that offers both customized features similar to gunite at a great price."

Hardscape Contractors plans continued investment in the Kansas City market, including expanded service capacity to support the region's growing demand for design-build outdoor living projects. The firm also serves the Omaha metro from Papillion, Nebraska, and the Nashville area from Brentwood, Tennessee.

About Hardscape Contractors

Founded in 2008, Hardscape Contractors is a full-service design-build firm specializing in custom pools, outdoor living, hardscaping, and landscape design for residential and commercial clients across Nebraska, Kansas, and Tennessee. The firm serves the greater Kansas City metro from its office at 7133 W 95th Street, Suite 220, Overland Park, KS 66212. To learn more, visit hardscapecontractors.net or call (913) 600-5901.

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