



Global Automotive **2019 Color Popularity Report**

AXALTA COATING SYSTEMS

Global Automotive 2019 Color Popularity Report

The most popular choice is to stay neutral in color with 80% of vehicles being a mix of White, Black, Gray and Silver.

Axalta's 67th Global Automotive Color Popularity Report showcases the global vehicle market and the nuances found between regions. The report, one of the longest and most comprehensive reports of its kind, also finds color differences in popularity between vehicle types.

Worldwide, Neutrals most dominated the market in 2010 at 82% of the market when Silver was the number one color at 26%. Today, at 80% of the market, Neutrals take on a whole new mix. White is the number one color at 38%, but Silver dropped and remains at a ten-year low of 10%. Since last year, Gray, Black, and Red increased 1%. The global color palette is most colorful with Blue at 7% overall.

Asia continues to hold the highest amount of White at 49%. Within this region, China continues to paint the most cars in white at 57%, a majority in solid white versions. Japan's long history of the love for white vehicles is found at pearlescent versions - the highest area in the world embracing pearlescent whites. South Korea and India each total 33% take rate in White versions.

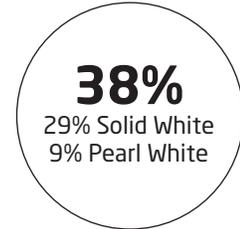
Blue has increased in North America, South America, and Africa. Overall, Blue is most popular in North America and Europe at 10%. Globally, trends vary in version of dark navy blues, medium denim blues, and medium to light green blues.

Black stayed stagnant in Europe and increased in North America with the highest usage in Europe totaling 21%. In both regions, Black remains the most popular to use on the Luxury/Luxury SUV segment - making up 33% of the luxury vehicles in Europe and 28% of luxury vehicles in North America.

Worldwide, some of the warmer shades of Beige/Brown and Yellow/Gold make up 5% of the total palette. These colors were found mostly in Russia, India, Japan, and China. Axalta celebrated its 2019 Global Automotive Color of the Year - **Sahara** around the world. This golden bronze was influenced by the growing trend of two-toning vehicles with multiple colors on the exterior and interior of the vehicle. Sahara, in combination with Black, represents the manufacturing options for today and into the future.



WORLD



Color Popularity at a Glance

World

- **Gray** has increased in all continents except Africa, where it held steady. Overall, Gray is in 3rd place at 13%.
- **Silver** falls to 4th place at 10% and is the lowest percentage in the last decade.
- **Neutrals** make up 80% of the market.

Asia

- **White Pearls** are on the rise contributing to a 1% increase in white overall (49%).
- **Gray** has 6% popularity - the lowest of any other region. In 2014, Gray last met double digits with 10% popularity.

China

- **Black** increased 3% in China - totaling 21%. This is a five-year high as Black last peaked in 2014 at 24%.
- Although no other country has more white cars than China, **White** continues to drop slightly for the second year, totaling 57%.
- In 2010, **Silver** was at 33%, today Silver is at 4% - the lowest silver popularity globally.

India

- **White** increases to total 33% due to higher popularity in pearl whites.
- **Brown/Beige** increases to 7% - the highest amount in the Asia region.
- Worldwide, India has the highest use of **Silver** at 31%.

Japan

- At 36% overall, **White** is the highest popularity in Japan since 1990 when it reached 48%.
- **Blue** holds at 9% but is far from its most recent height in popularity in the mid-1990s when it reached 26%.
- Since 2016, **Black** peaked at 22%. The last time in history it reached similar popularity was in 1992 when it hit 21%.

South Korea

- **White** is the most popular color in South Korea for the 8th year in a row - totaling 33%.
- **Silver** continues to decline at only 10%. In 2008, Silver reached 50% of the market share.

Europe

- **Gray** is, for the first time, the most popular color in Europe with a 2% increase.
- **White** drops 2% overall; most significantly in Compact/Sport and SUV categories.
- **Green** is up to 1%, especially due to Truck and SUV.

North America

- **Black, Gray, and Blue** are on the rise.
- **Blue** is up 2% to a total 10% of vehicles. Although up, this is low compared to the all-time high in 1961 when it was the #1 color at 26%.
- Worldwide, **Red** is most popular in North America.

Russia

- The most colorful region with only 70% neutrals. **Gray and Silver** tie at 14%.
- 12% of the colors are warm shades of **Beige/Brown** - more than any other region.

Africa

- **White** increases 3% to reach 46%.
- Light colors such as **Silver and White** remain high (58% combined).

South America

- **Gray** is up 3% and **Blue** increased 1%.
- Changing 1%, this is the only region where **Silver** increased.

Color Popularity by Region



Contact Us

Regional & National

North America

Axalta Coating Systems, LLC
Nancy Lockhart
nancy.m.lockhart@axalta.com

Asia-Pacific (excl. China)

Axalta Coating Systems Korea Inc.
Andy Ban
andy-jae-duk.ban@axalta.com

China

Axalta Coating Systems Shanghai Holding Co., Ltd.
Annie You
annie.you@axalta.com

Europe, Middle East, Africa

Axalta Coating Systems Germany GmbH & Co. KG
Elke Dirks
elke.dirks@axalta.com

Latin America (excl. Brazil)

Axalta Coating Systems Mexico S de RL de CV
Karen Perez
karen.perez@axalta.com

Brazil

Axalta Coating Systems Brazil LTDA
Elmer Jurado
elmer.l.jurado@axalta.com

Call Center

sac.guarulhos@axalta.com

Global

Axalta Coating Systems, LLC
Two Commerce Square
2001 Market Street
Suite 3600
Philadelphia, PA 19103
USA

axalta.com/color

