

Global Automotive **2020 Color Popularity Report**

AXALTA COATING SYSTEMS

Global Automotive 2020 Color Popularity Report

For 10 Years Running, White Remains the Top Global Vehicle Color

Axalta's 68th Global Automotive Color Popularity Report reveals the top three automotive colors of 2020 to be White (38%), Black (19%), and Gray (15%). Gray increased 2% worldwide and is at a 10-year high as it continues to strengthen to a total 15% of the market.

For a decade now, White has been the most popular automotive color around the world. White vehicles have been holding at 38% for the past three years. Similarly, Black holds steady year over year and remains a favorite in luxury and luxury SUV vehicles.

Meanwhile, there is movement in other color areas as Silver continues to drop, now in the single digits at 9%. Silver showed declines in major regions.

Gray increased 1% to a total of 25% and remains the top color in Europe for the second year in a row. The Compact/Sport category in particular followed this gray trend, showing an increase by 5% to a full 29%. Black is more popular here than in any other region with 21% in total.

Although Red showed a 2% decrease in North America (7%), historically it is most popular in this region. Blue, at 10% of the market, is trending on all types of vehicles, with the highest usage on compact and sport vehicles.

Asia continues to see the highest number of White vehicles on the road at 48%. The second region to trail is Africa with 46% popularity of White vehicles.

China's overall most popular colors are White and Black, representing modern and luxurious trends. Whites are shifting towards more pearlescent versions and Blacks are shifting towards more solid versions. Gray increased 3% in China, in tune with global trends.

Japan's color popularity showed both Blue and Red increased 1% this year. Increasing trends in green-shade Blues and green-shade Yellows are on the future outlook.

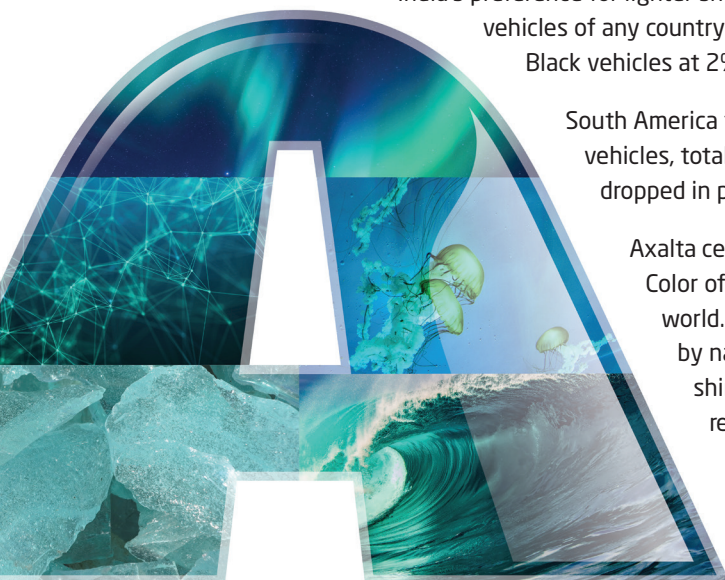
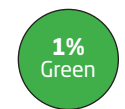
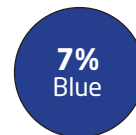
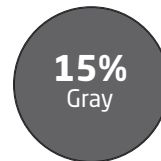
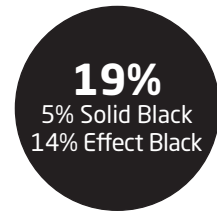
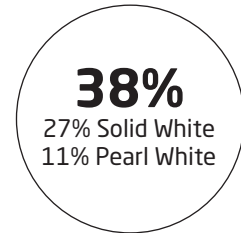
South Korea shows popularity shifts in a 1% decrease in Red (6%) and a 2% increase in Blue (11%). Blue is higher here than in any other country.

India's preference for lighter shades is evident with the most Silver vehicles of any country at 32% and the lowest number of Black vehicles at 2%.

South America found a 2% increase in Blue vehicles, totaling 5%. Like other regions, Silver dropped in popularity and gray increased.

Axalta celebrated its 2020 Global Automotive Color of the Year, **Sea Glass**, around the world. The green-shade blue was inspired by nature's waterways and oceans, and shimmers in the light. Based in science, research and consumer desire, Sea Glass infuses a tranquil yet confident style, with a premium look that meets the trends of today.

WORLD



Color Popularity at a Glance

World

- There was a worldwide shift toward neutrals. **Gray** increased in all regions, totaling 2% worldwide.
- **Silver** declined in all regions, falling 1% worldwide.
- **Black** and **White** held steady.
- **Pearl White** gained 2%, while **Solid White** decreased 2%, totaling 38% to continue as the most popular color.

Asia

- Overall, **White** decreased 1%, with preferences shifting away from solid whites.
- **Yellow/Gold** colors are most popular in Asia at 4% of vehicles.

China

- **Neutrals** grew 3%. **Gray** increased 3% and now totals 6% of China's vehicles. **Black** increased 1% with an increasing shift towards more solid blacks. **Silver** decreased 1%.
- Warm shades such as **Red** and **Beige/Brown** decreased 3% in total.

India

- Increase of **Gray** vehicles at 1% now totaling 13%.
- **Silver** is by far the most popular on vehicles in this country at 32%.

Japan

- A 3% drop in **Black** colors included -2% solid black and -1% metallic black.
- Color is on the rise as **Red** and **Blue** vehicles each increased 1%.

South Korea

- With a 2% increase, **Blue** is now more popular in S. Korea than any other country at 11%.
- **Silver** decreased 4% – the largest drop of any country.

Europe

- **Gray** saw further growth of 1% and is now, for the second time, Europe's most popular color. At 25%, Europe has the highest popularity worldwide. The Compact/Sport category increased by 5% to a full 29%.
- **Solid White** gained 2%. This unexpected growth is due to the Intermediate/MPV and Truck sector, where White is still the favorite for fleet vehicles.

North America

- **Gray** vehicles total 19% in all of North America with the highest use on Compact and Sport vehicles (21%). Mexico totals 22% Gray vehicles.
- Shifts from **Solid White** to **Pearl White** are found in all segments. **Black** shifts from metallic version to more solid versions overall.

Russia

- With an increase of 2% each, **White** now reached 33% and **Gray** 16%, shifting Russia's color palette more to the achromatic side.
- Despite a decrease of 1%, **Beige/Brown** is most popular in Russia at 11%.

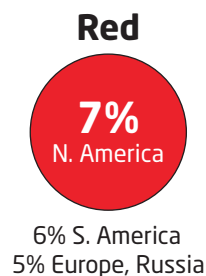
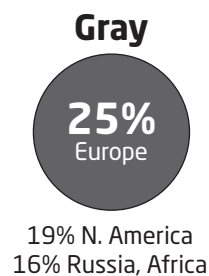
Africa

- With 16% in total, **Gray** increased another 2%.
- In the achromatic area, **Black** and **Silver** balance with a loss of 1% each.

South America

- Color shifts show a 2% drop in **Red** and a 2% increase in Blue. **Blue** now totals 5%.
- **Silver** dropped 3% but is still strong at 20%. **Gray** increased 1%, and now totals 15%.

Color Popularity by Region



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