



70<sup>th</sup> Annual Global Automotive  
**2022 Color Popularity Report**

**AXALTA COATING SYSTEMS**





# Global Automotive Color Popularity 2022

## World Color

**White**  
34%  
20% Solid White  
14% Pearl White

**Black**  
21%  
3% Solid Black  
18% Effect Black

**Gray**  
19%

**Silver**  
8%

**Blue**  
8%

**Red**  
5%

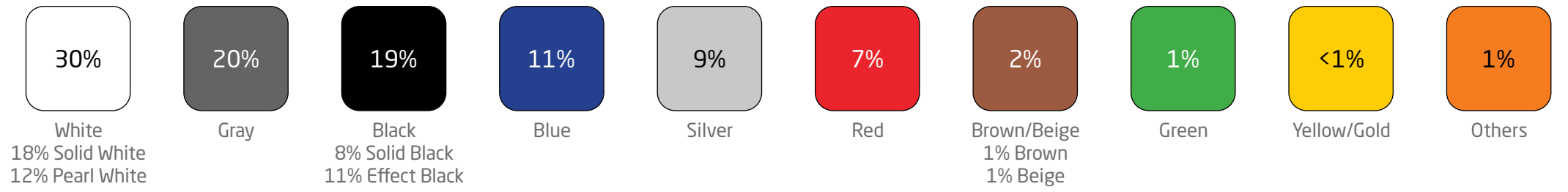
**Brown/Beige**  
2%

**Green**  
1%

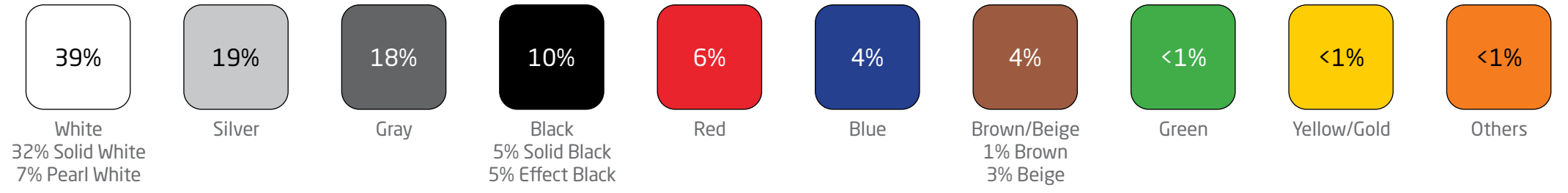
**Yellow/Gold**  
1%

**Others**  
1%

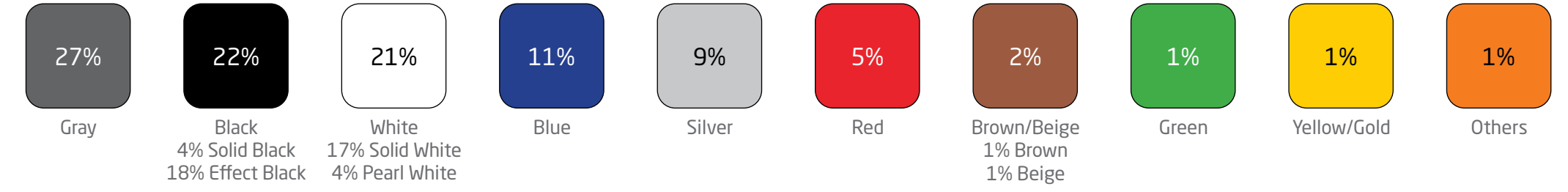
### North America



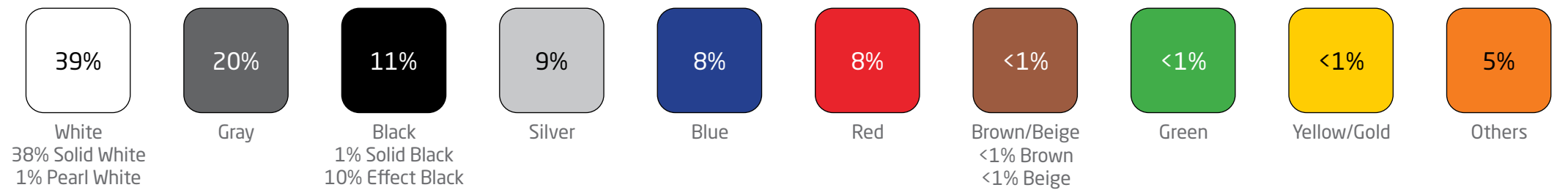
### South America



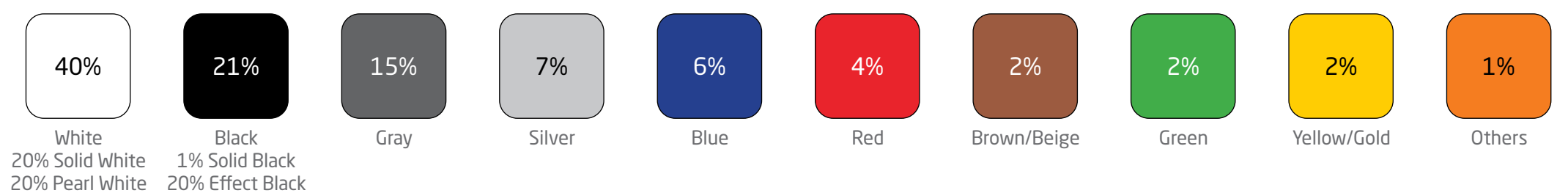
### Europe



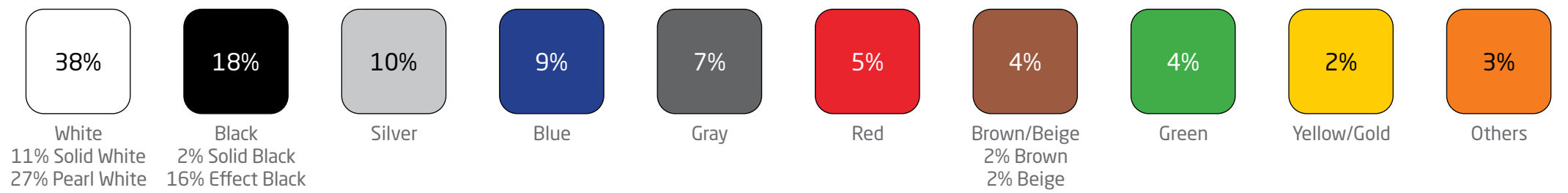
### Africa



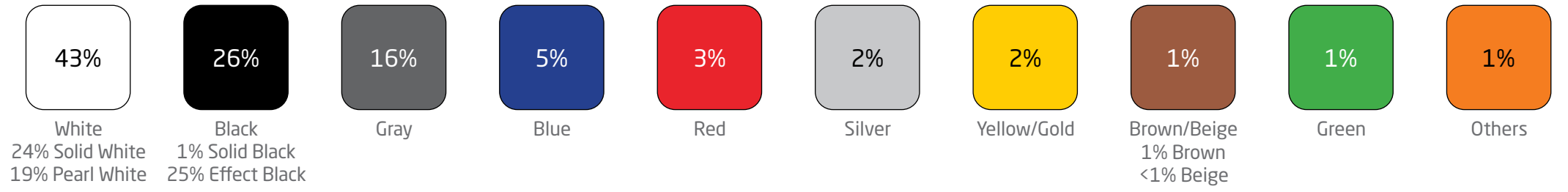
### Asia



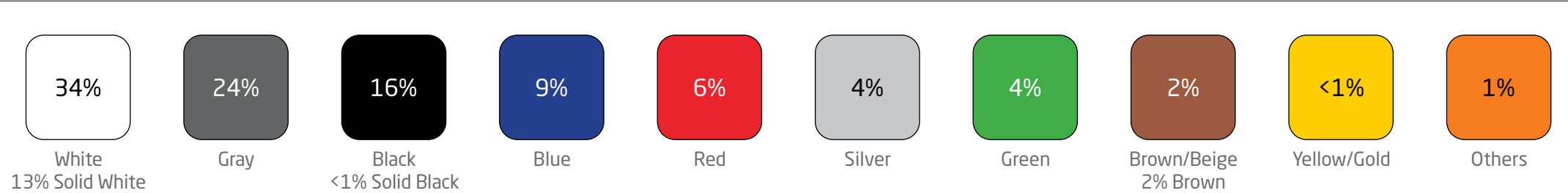
### Japan



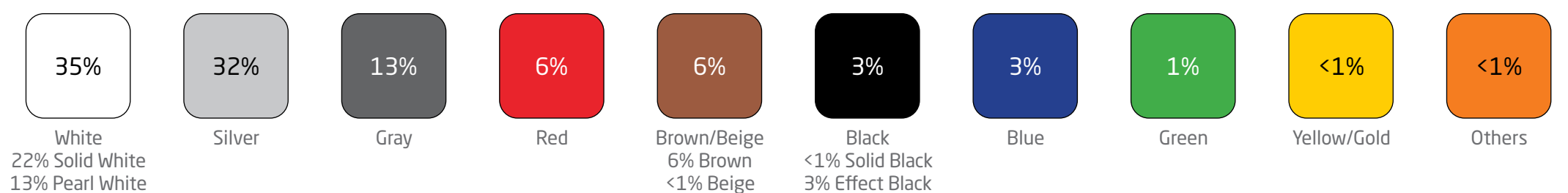
### China



### South Korea

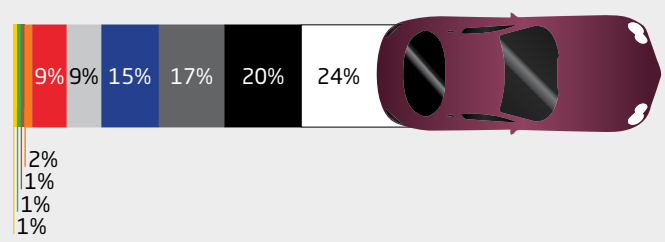


### India

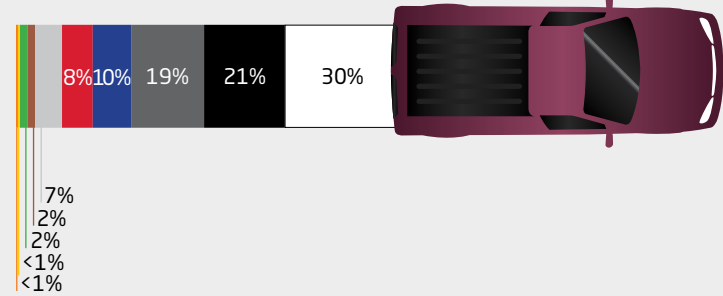


## North America

### Compact/Sport

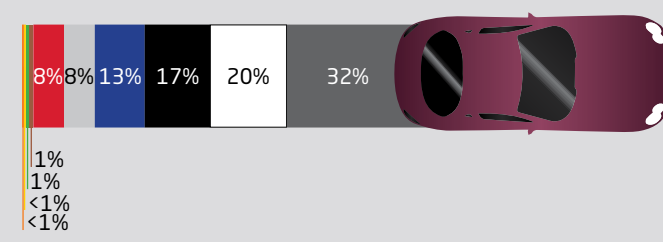


### Truck/SUV

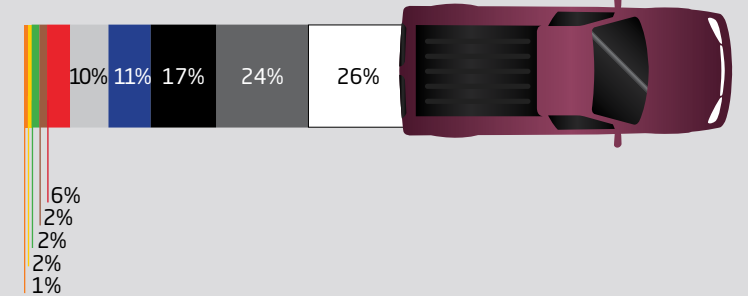


## Europe

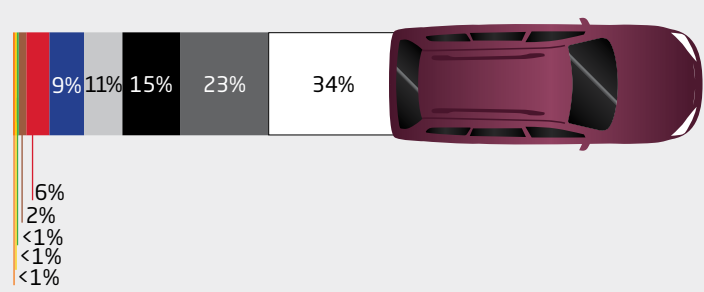
### Compact/Sport



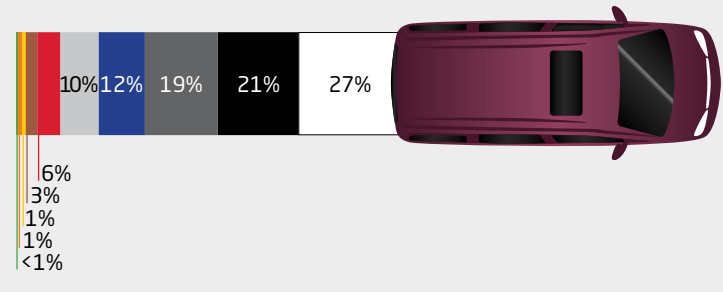
### Truck/SUV



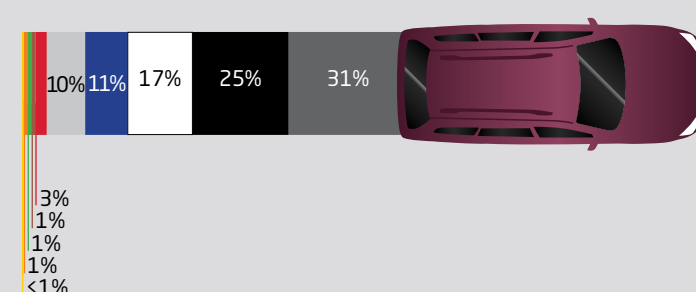
### Intermediate/CUV



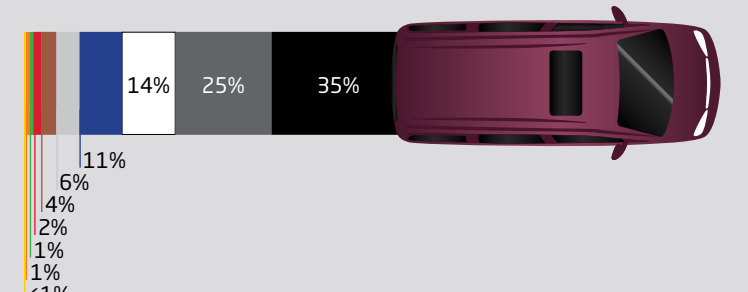
### Luxury/Luxury SUV



### Intermediate/MPV



### Luxury/Luxury SUV



# Contact Us

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