



Global Automotive **2021 Color Popularity Report**

AXALTA COATING SYSTEMS

Color Popularity at a Glance

World

- **White** holds the #1 position at 35% but also saw a (-3%) decline.
- Interest is shifting as **Gray** increased (+4%) and **Blue** increased (+1%) this year.
- Holding steady are **Black** at 19%, **Silver** at 9%, **Red** at 5%, **Brown/Beige** at 3% and **Green** at 1%.

Asia

- Increased interest in **Gray** at 13% and **Green** at 2% also lead to decrease in **White** at 45% and **Silver** at 7%.

China

- **White** has finally began to drop in China holding 50% of the market.
- **Gray** at 14% with an increase (+8%) from last year.

India

- The combined usage of **white, silver, gray** and **black** increased 3% year-over-year.

Japan

- **White** at 37% increased (+2%) due to pearlescent white vehicle increases.
- **Gray** at 6% increased (+1%). **Blue, Red** and **Brown/Beige** all decreased (-1%).

South Korea

- **Brown/Beige** increased (+1%).
- **Silver** decreased (-1%) and dropped to the sixth position.

Europe

- **White's** zenith has been passed, the volume reduced by another -2% and was mainly driven by the decline of solid whites.
- For the third year, **Gray** is positioned as the first choice, by increasing once more (+2%) in popularity. This year interest was especially found in the compact-sport sector.
- **Blue** (11%) is the high chromatic color of interest in Europe with a continued gain of +1% again this year.

North America

- **Gray** increases +2% and now totals 21% to move to second place.
- **Blue** (10%) is steady and **Red** (8%) increased (+1%).
- **Silver** is waning in interest and **White** drops (-2%) in popularity.

Russia

- Significant increase of **Blue** (+3%) and decrease of **Silver** (-3%).
- **White** and **Gray** are top colors and each increased 1%.
- A (-1%) decrease of **Black** and (-2%) decrease of **Red** shades were found.

Africa

- The decline of **White** has started (-3%).
- **Blue** at 10% increased (+3%) and **Gray** at 21% increased (+5%).
- The biggest loss of -5% was found on **Silver** vehicles, now totaling 6%.

South America

- This region stands out as reporting a +4% increase in **Gray** vehicles and a (+3%) increase in **Silver** vehicles.
- Off-setting these increases were declines of **White** (-6%) and **Black** (-1%).

Color Popularity by Region

Blue



Red



Brown/Beige



Yellow/Gold

