



70th 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%

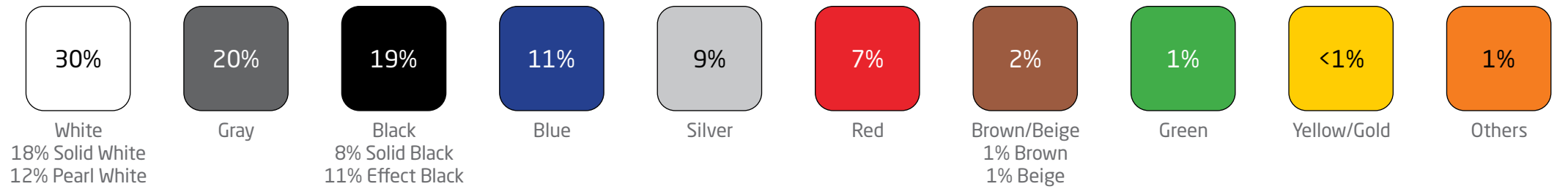
Brown/Beige
2%

Green
1%

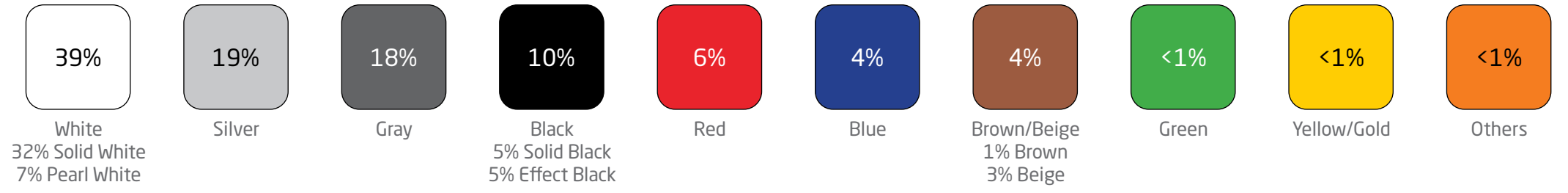
Yellow/Gold
1%

Others
1%

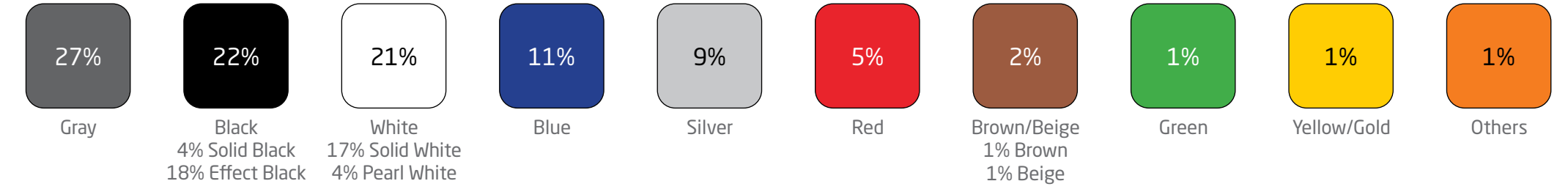
North America



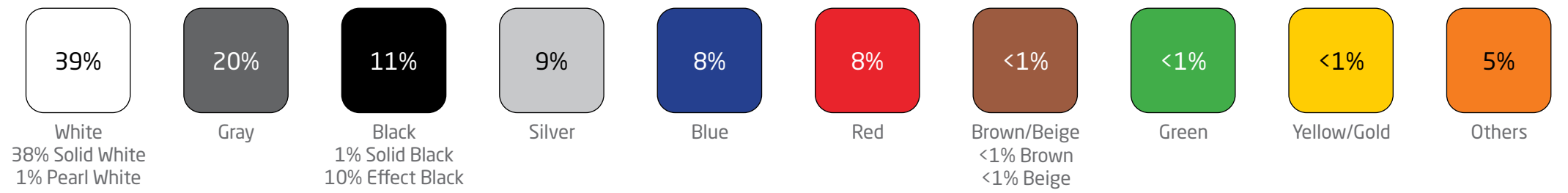
South America



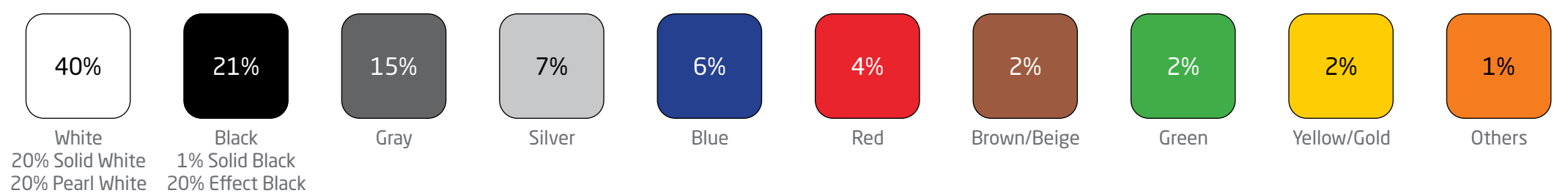
Europe



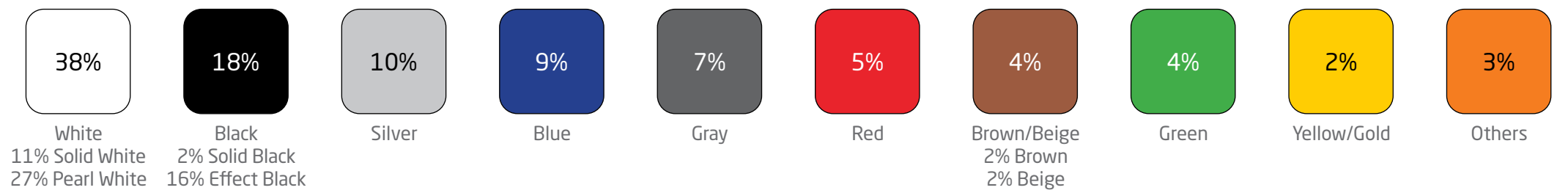
Africa



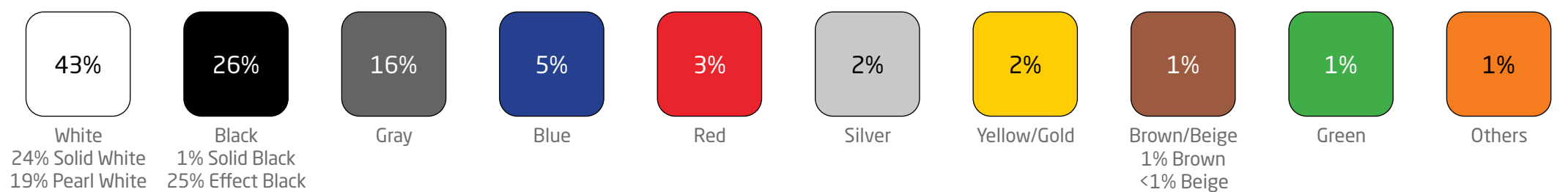
Asia



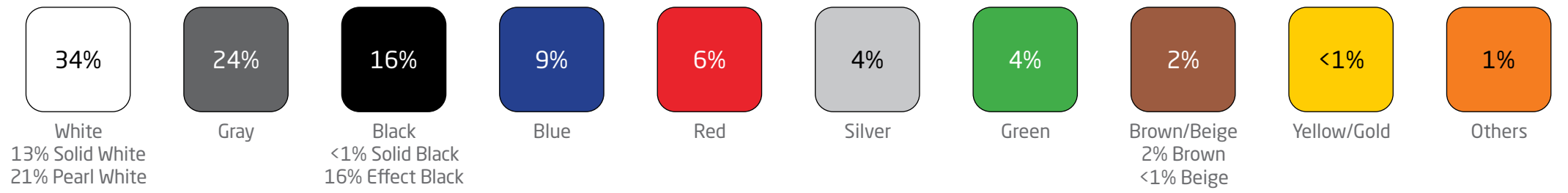
Japan



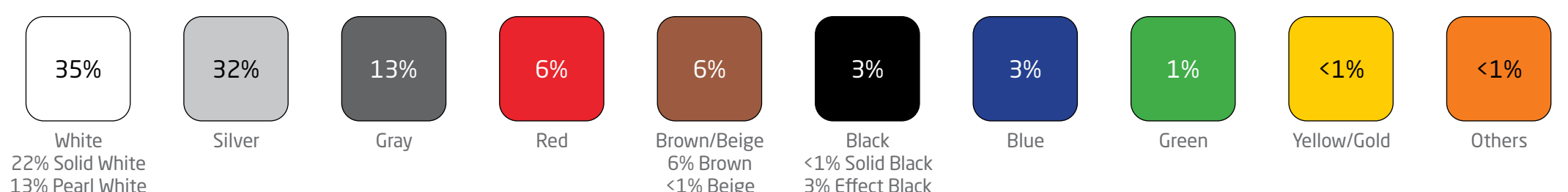
China



South Korea

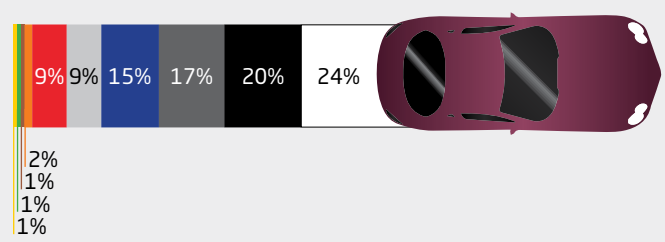


India

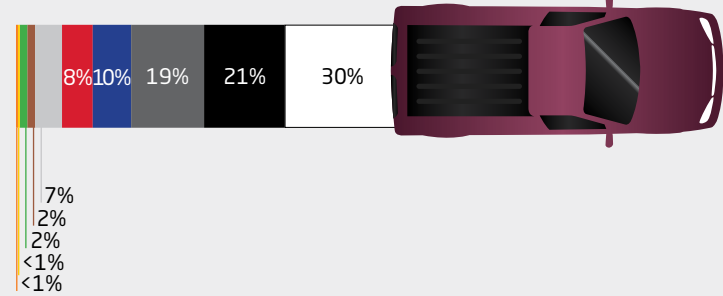


North America

Compact/Sport

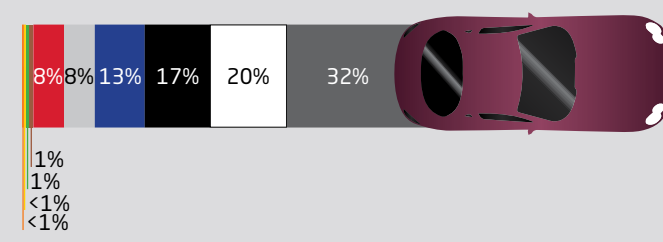


Truck/SUV

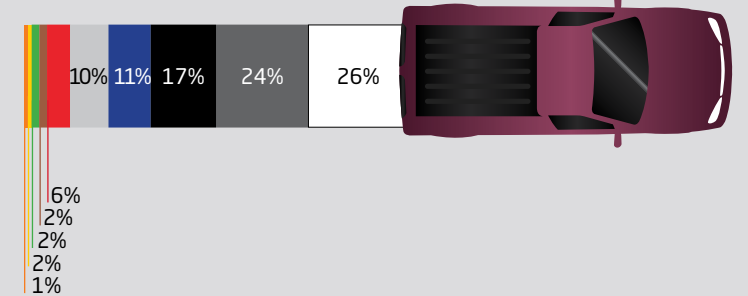


Europe

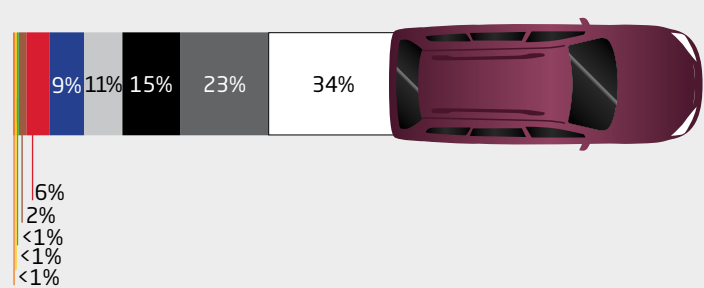
Compact/Sport



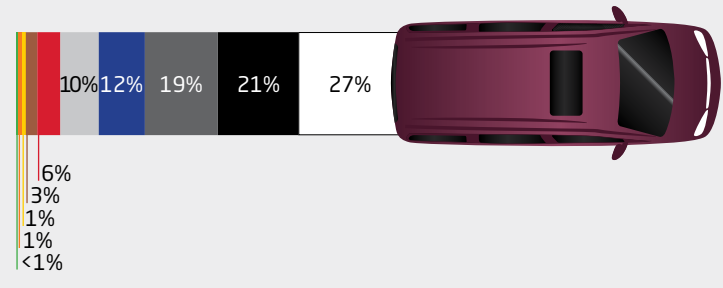
Truck/SUV



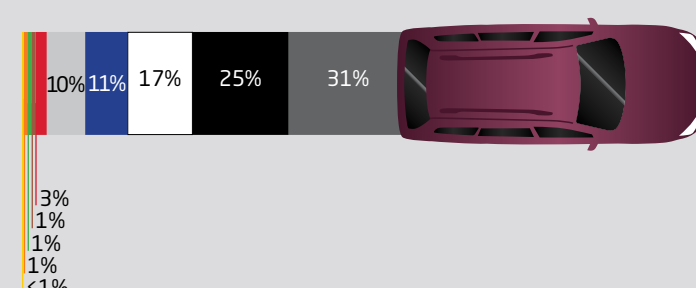
Intermediate/CUV



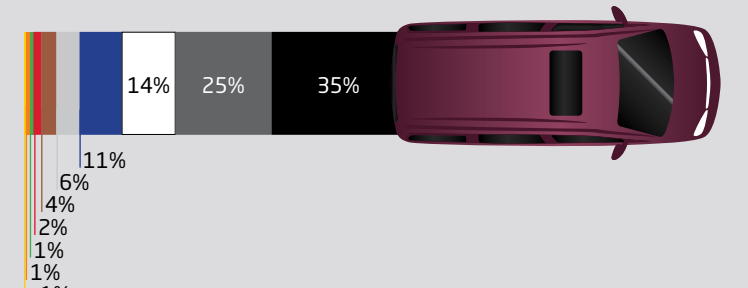
Luxury/Luxury SUV



Intermediate/MPV



Luxury/Luxury SUV



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