



Global Automotive **2023 Color Popularity Report**

AXALTA COATING SYSTEMS

Global Automotive 2023 Color Popularity Report

Achromatic colors continue to dominate mobility markets in every region.

Axalta's 71st Global Automotive Color Popularity Report found the top automotive colors on the road today are White (31%), Gray (22%) and Black (18%). Gray has continued to gain popularity the last few years, finally surpassing black as the second most popular color in 2023.

While white vehicles continue to be the most popular on the road worldwide since 2011, the popularity has dropped three percentage points since 2022. Once again, the popularity of white vehicles decreased in China, with an eight percent drop in a region that continues to produce more chromatic vehicles.

For the fifth year in a row, Europe ranks as the only major region to report Gray as the most popular color at 26%. Gray is also popular in South America, ranking as the second highest color and with an increase of six percent since 2022. Black remains dominant in Europe, especially with luxury vehicles, at 23% popularity overall. While Blue decreased in use, it still remains a popular color in North America for 2023.

The results of Axalta's Global Automotive Color Popularity report are tabulated on Axalta's analysis of 2023 automotive build data in major markets and are an indicator of current market trends. Axalta began reporting on the industry's coatings color in 1953 and continues to report on color trends and color preferences.

Axalta marked its ninth edition of the exclusive 2023 Global Automotive Color of the Year with Techno Blue, an ultramodern blue with hue-shifting effects. This color is right on beat with the transitional trends between the real and digital world. Techno Blue is designed with color movement to generate excitement on all vehicle types around the globe.

Techno Blue is vibrant and radiates positivity. It is a bold contrast to the luxurious Royal Magenta, Axalta's 2022 Color of the Year, shifting people's mindsets towards futuristic thinking.

Techno Blue is formulated for various coating solutions and enriches the already diverse Axalta color palette. As a leading color expert in paint and coatings, Axalta uses its innovative technology, advanced color formulations and proprietary insights into global and regional color preferences to drive future color trends. Axalta also designs conceptual colors that are aesthetically and functionally beneficial to the vehicle surfaces.

For more information, visit the company's annual Global Automotive Color Popularity Report, Color Trend Report, and Consumer Preferences Survey. Prior years' reports can be found at axalta.com/color.

WORLD

31%

15% Solid White
16% Pearl White

22%

Gray

18%

3% Solid Black
15% Effect Black

10%

Silver

7%

Blue

4%

Red

3%

Brown/
Beige

2%

Green

2%

Others

1%

Yellow/
Gold

Color Popularity at a Glance

World

- **White** continues to hold the top position overall at 31%, but also saw a (-3%) decline. **Black** also decreased by (-3%).
- **Gray** saw an increase of (+3%); a continuation of the popularity trend the last few years. **Silver** also increased by (+2%).
- There were minimal changes with **Blue** at 7%, **Red** at 4%, **Brown** at 1% and **Green** at 2%.

Asia

- There was a 5% drop in **White** from 40% to 35% impacted heavily by China; **Black** remained steady at 21%; **Blue** jumped (+2%) to 8% and **Silver** went from 7% to 10% popularity.

China

- **White** significantly dropped in the Chinese market, losing 8% since 2022.
- **Gray** had another strong increase (+7%) with 23% popularity.

India

- India popularity trends remained fairly steady with only a slight increase from **Silver** (+1%) and slight decrease in **Red** (-1%).

Japan

- There was a slight decrease from **White** (-1%), **Black** (-1%), **Blue** (-1%) and **Silver** (-1%) and an increase of (+1%) for **Gray** and (+4%) for **Brown/Beige**. **Red** remained steady at 5%.

South Korea

- Slight decline in popularity for **White** (-1%) and slight increase for **Grey** (+1%) and **Blue** (+1%).

Europe

- While **Gray** is still the most popular color, it also decreased in popularity by (-1%).
- Both **Black** and **Blue** increased at (+1%).
- **White** and **Silver** held steady with **White** at 21% and **Silver** at 9%.

North America

- **White** and **Black** stay the same; with **White** at 30% and **Black** at 19%.
- **Gray** and **Silver** raise (+1%) over 2022 to 21% for **Gray** and 10% for **Silver**.
- **Blue** saw a drop of (-3%) to 8% popularity.

South America

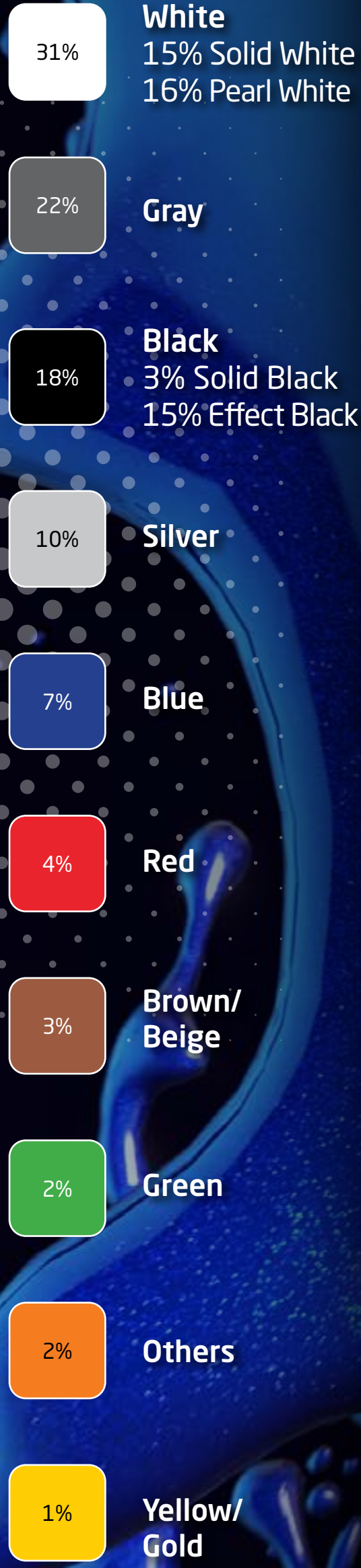
- There was a decrease (-3%) in **White** and (-5%) in **Silver** vehicles, but an increase (+6%) for **Gray** and (+3%) **Black** vehicles.



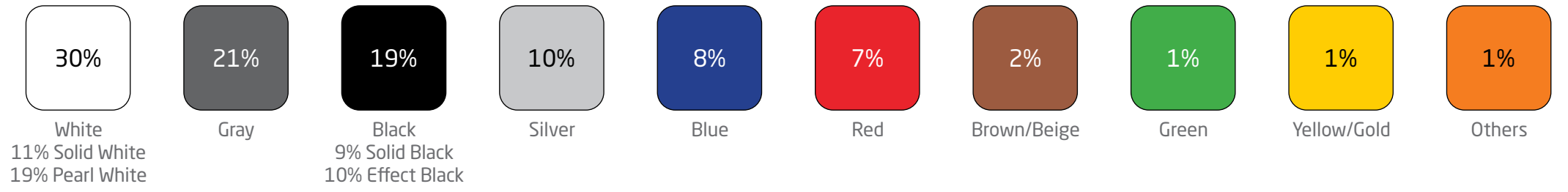


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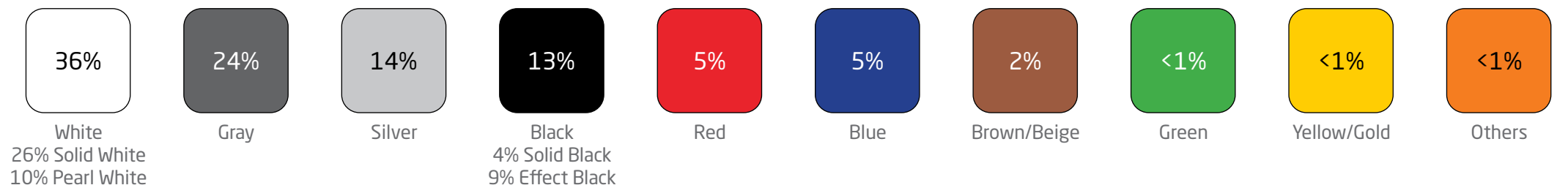
World Color



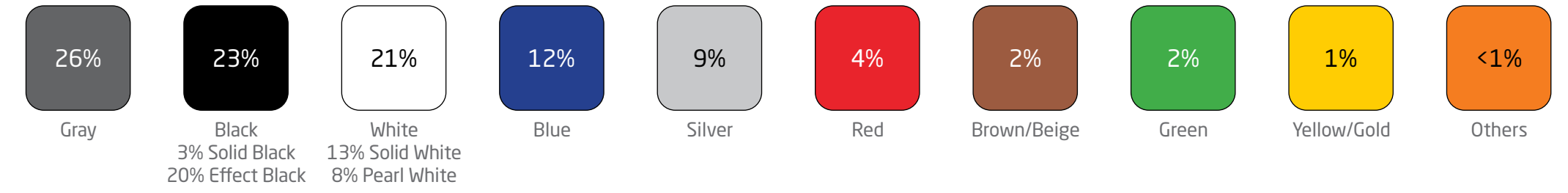
North America



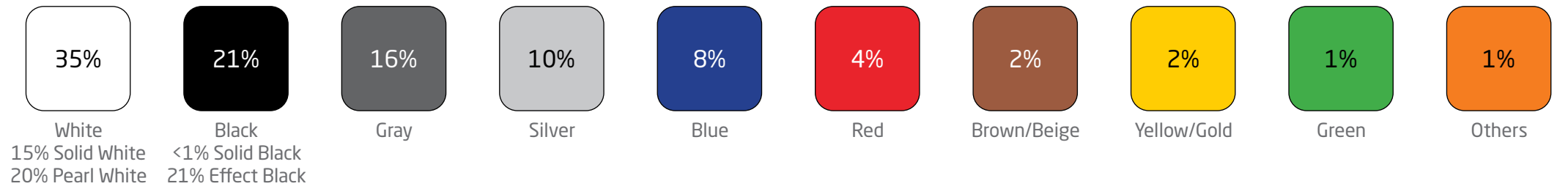
South America



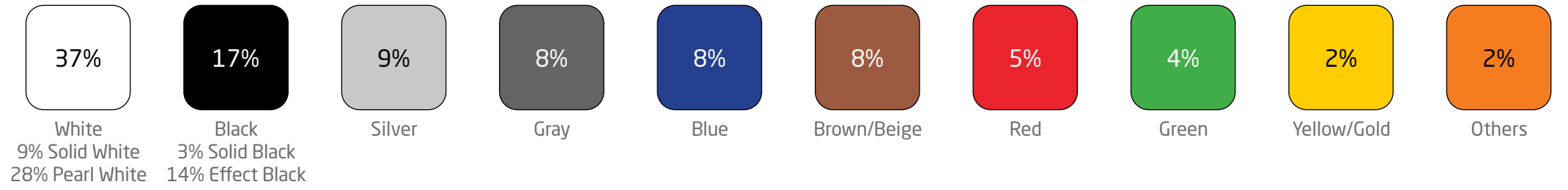
Europe



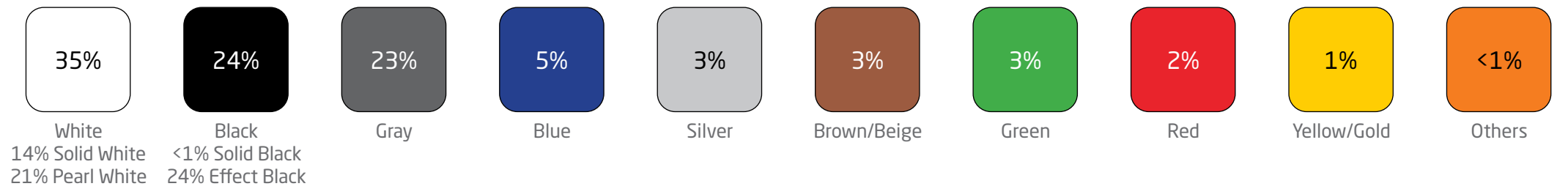
Asia



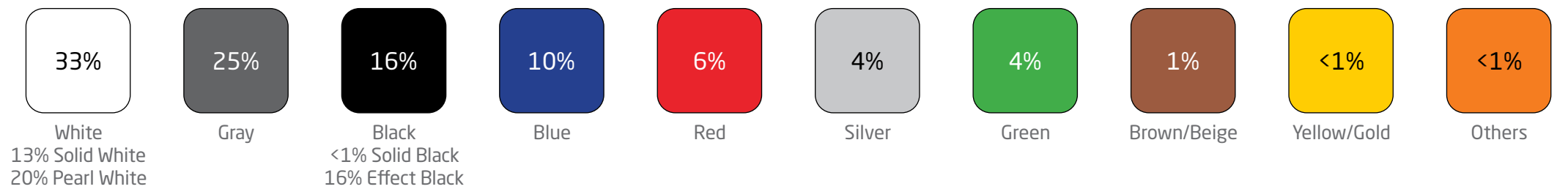
Japan



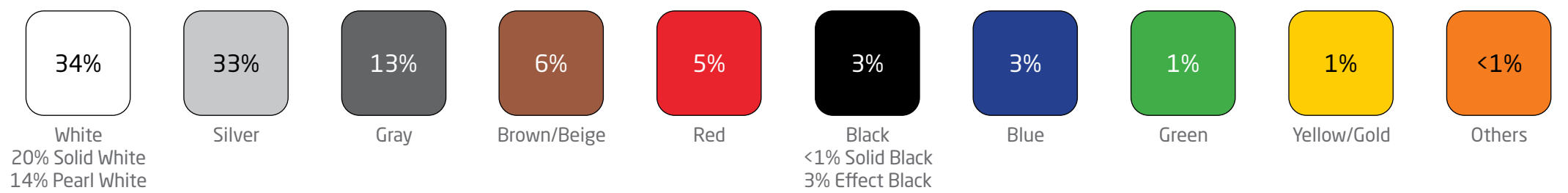
China



South Korea

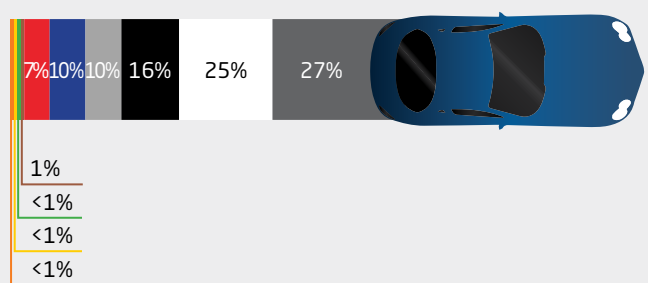


India

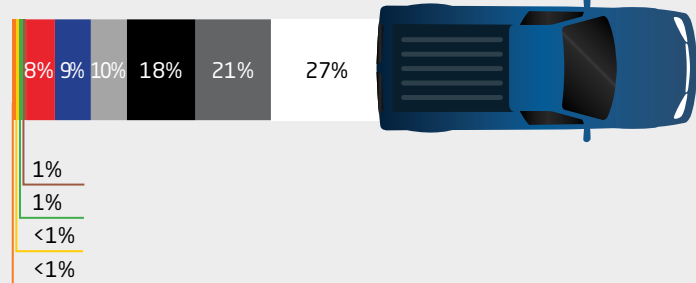


NORTH AMERICA

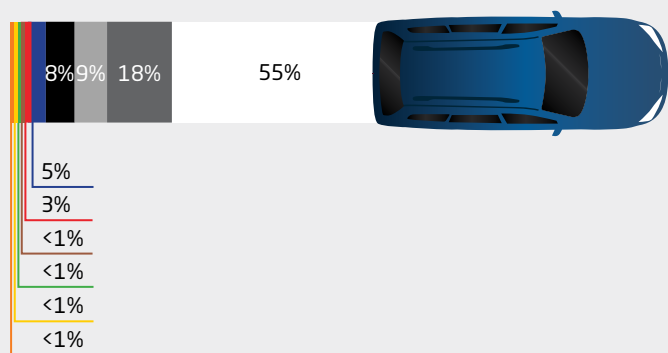
Compact/Sport



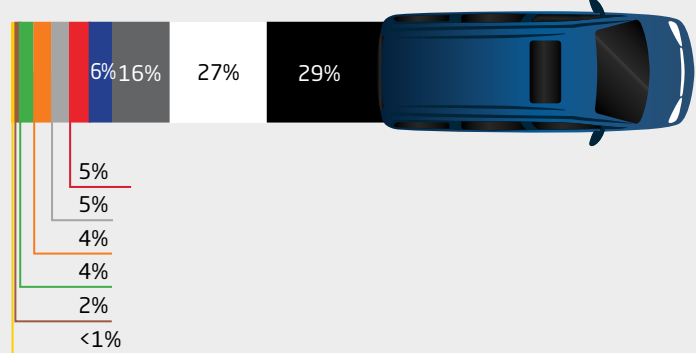
Truck/SUV



Intermediate/MPV

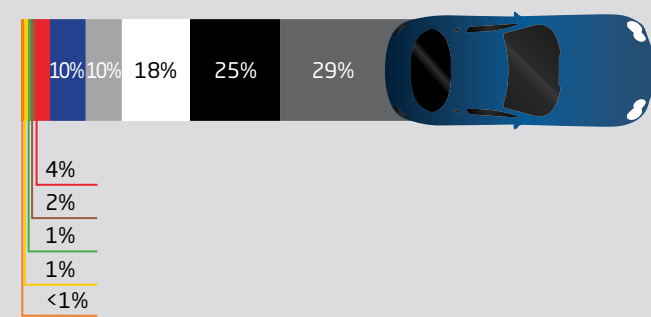


Luxury/Luxury SUV

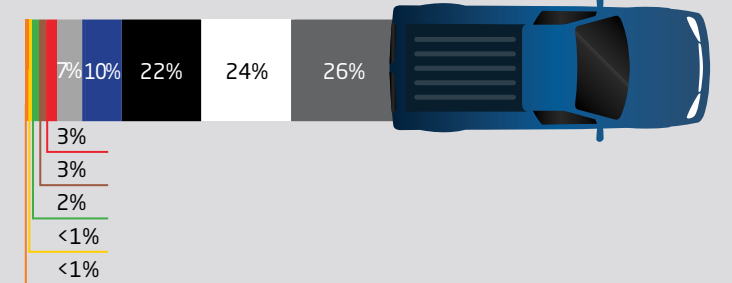


EUROPE

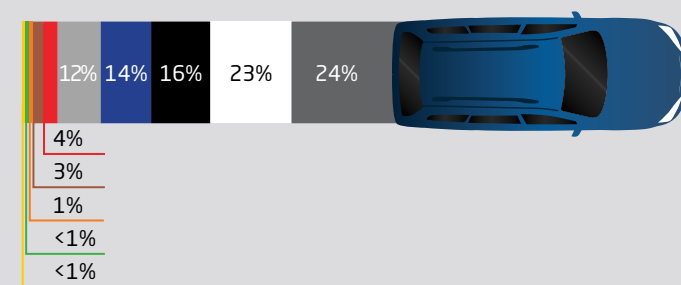
Compact/Sport



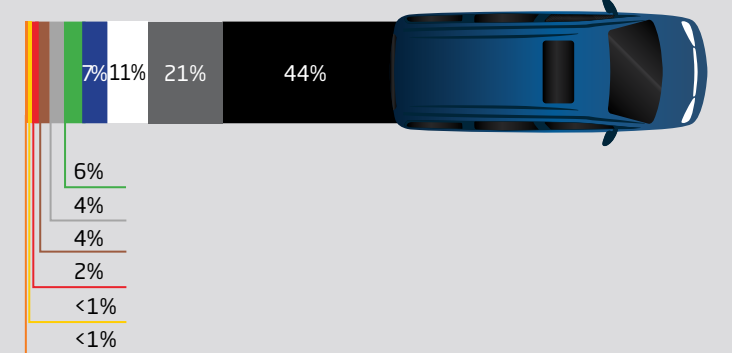
Truck/SUV



Intermediate/MPV



Luxury/Luxury SUV



Contact Us

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