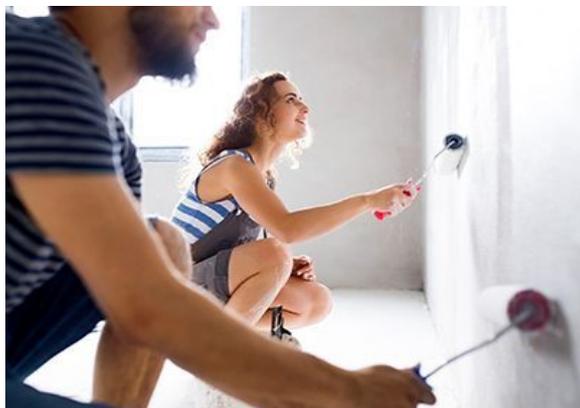


## Paint and Wallcoverings - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"An improved economy coupled with genuine interest in décor is benefitting the paint and wallcoverings market, which is viewed as a feasible way to refresh and update the look and feel of a room."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

As the emerging generation of new DIYers engages in wall projects that allow them to add a personal touch to their homes, they are turning away from traditional retailers in lieu of mass and online retailers that offer on-trend designs and a convenient shopping experience.

- **Category participation remains stable**
- **Appeal to consumers throughout various lifestages, living situations**
- **Big box home centers most shopped, yet younger adults shop category differently**
- **How adults shop the category differs by age**
- **Paint projects and personal style go hand in hand**
- **Evolving the shopping experience**

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### DID YOU KNOW?

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Category trends

Category participation remains stable

Figure 1: Adult painting participation in the last 12 months, winter 2009-18

Appeal to consumers throughout various lifestyles, living situations

Figure 2: Any painting and wallcoverings projects planned, among 18-44-year-olds, renters, and urban dwellers, September 2018

Big box home centers most shopped, yet younger adults shop category differently

Figure 3: Select retailers shopped, by age, September 2018

How adults shop the category differs by age

Figure 4: Brand and style influence on paint purchases, brand preferences for paint and wallpaper, by age, September 2018

Paint projects and personal style go hand in hand

Figure 5: Attitudes toward style, by age, September 2018

Evolving the shopping experience

Figure 6: Select attitudes toward technology and barriers, select paint and wallpaper shopping preferences, September 2018

What it means

### The Market – What You Need to Know

Painting participation unchanged

Media playing key role in category

Market factors point to category growth

### Market Perspective

Category participation stable

Figure 7: Adult painting participation in the last 12 months, winter 2009-18

Social media, design shows changing the home improvement game

### Market Factors

Millennials slow to buy first home, start a family

Figure 8: Homeownership rate, by age of householder, 2017

Home renovation trends provide positive outlook

Figure 9: NAHB Remodeling Market Index (RMI), 2010-18

### Key Players – What You Need to Know

Big box home centers dominate, yet mass gaining traction

Removable wallpaper is sticking around

Retailers need to evolve the shopping experience

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## What's Happening?

Home improvement retailers continue to dominate

Mass merchandisers look to capture larger share of the market

Figure 10: Target Magnolia Home social media campaign, June 2018

Leading brands monopolize category, new collections drive "other" brand sales

Figure 11: Interior paint brand usage, January 2017- March 2018

Peel and stick option reinvigorates wallpaper

Figure 12: Wallpaper frustrations, past and future wallpaper projects, September 2018

Figure 13: Target paint and wallpaper section, Chicago (Oak Lawn, Orland), October 2018

Home is where health is

Who's doing it well:

## What's Next?

Offering a new shopping experience

Premium and personalized

Figure 14: Farrow & Ball paint and wallpaper selection, in Chicago, September 2018

Figure 15: Farrow & Ball interior and exterior of store, Chicago, September 2018

Try before you buy

The era of social shopping

Figure 16: Social media usage, by age, September 2018

Tech platforms bring new inspiration and visualization

Paint your personality

## The Consumer – What You Need to Know

Interior painting most common project, lifestage drives participation

Younger shoppers gravitate away from traditional retailers

Wall decorating projects driven by want rather than a need

Practical attributes critical for paint purchases

Well-known brands have strong pull

Wall decorating tied to personal style, visualization tools hold appeal

## Painting and Wallcoverings Projects

Interior and easy to manage paint projects most popular

Figure 17: Painting and wallcoverings projects undertaken and planned, September 2018

Younger adults have future wall decorating ambitions

Figure 18: Painting and wallcoverings projects undertaken and planned, by age, September 2018

Parents are active participants in paint and wallpaper projects

Figure 19: Select paint and wallcovering projects undertaken and planned, by parental status, September 2018

Wallpaper appealing option for lower income and urban dwellers

Figure 20: Select paint and wallcovering projects undertaken and planned, by residence, living location, and household income, September 2018

## Retailers Shopped

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## Big box home centers dominate retail landscape

Figure 21: Retailers shopped, September 2018

## Type of project dictates where adults shop

Figure 22: Retailers shopped, by select paint and wallcovering projects undertaken, September 2018

## Younger adults head to mass and online

Figure 23: Select retailers shopped, by age, September 2018

## Reasons for Undertaking Projects

### Participation is lifestyle driven rather than necessity

Figure 24: Reasons for undertaking painting and wallcovering projects, September 2018

Figure 25: Target home décor section with wallpaper and paint display, Chicago (Oak Lawn), October 2018

### 25-34's have more reasons to participate

Figure 26: Select reasons for undertaking painting and wallcovering projects, by age, September 2018

### Tap into renters' motivations

Figure 27: Select reasons for undertaking painting and wallcovering projects, by residence, living location, September 2018

## Paint Purchase Influencers

### Practical attributes top ranked, yet style more important than brand

Figure 28: Paint purchase influencers, September 2018

### Durability, price reach widest audience

Figure 29: TURF analysis – Paint purchase influencers, September 2018

### Methodology

The importance of style, safety, and recommendations skew younger

### Style

Safety and eco-friendly

### Recommendations and reviews

Figure 30: Select paint purchase influencers, by age, September 2018

## Preferences for Paint/Wallpaper Shopping

Well-established brands preferred

Inspiration and selection process could be improved with technology

### Selection and visualization process:

Figure 31: Preferences for paint/wallpaper shopping, September 2018

### Younger adults' inspiration sources drive brand preferences

Figure 32: Brand preferences for paint/wallpaper, by age, September 2018

### Online and in-person advice influence overwhelmed younger adults

Figure 33: Pre-purchase process and shopping frustrations, by age, September 2018

## Attitudes toward Technology and Style

### Visualization tools could reach wide audience

Figure 34: Interest in technology, September 2018

Figure 35: Interest in technology, by age, September 2018

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### Wall décor is reflection of style

Figure 36: Attitudes toward style, September 2018

Figure 37: Attitudes toward style, by age, September 2018

### Younger participants less confident in skills, voice safety concerns

Figure 38: Participation barriers, September 2018

Figure 39: Participation barriers, by age, September 2018

## Appendix – Data Sources and Abbreviations

### Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

## Appendix – The Consumer

Figure 40: Summary of bases for home improvement participation in the last 12 months, February 2009-March 2018

Figure 41: Interior paint brand usage, January 2017 - March 2018

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