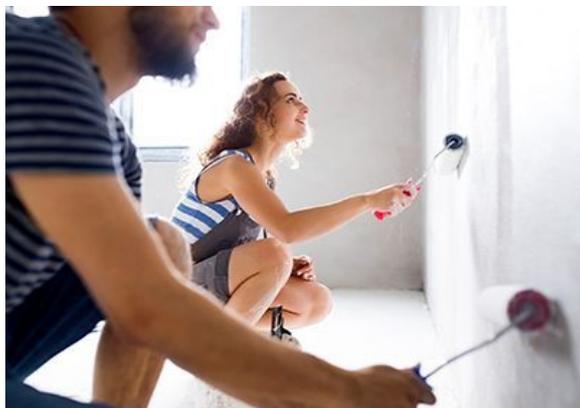


Paint and Wallcoverings - US - November 2018

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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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