

Paint and Wallcoverings - US - 2022

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This report looks at the following areas:

- Major drivers and trends in the paint and wallcovering market
- How the paint and wallcovering market has responded to and has been shaped by broader trends related to COVID-19 and how it is responding to current challenges in the macro-economic landscape, including high inflation and falling consumer confidence
- Paint and wallcovering trends in terms of products, color trends, digital and VR tools, social media and marketing strategies
- Consumer behaviors, attitudes and perceptions in relationship to paint and wallcovering in terms of types of projects, retailers shopped and attitudes and behaviors related to style, design, samples, VR tools, influencers and innovations
- This Report builds off of Paint and Wallcovering – US, November 2018

Consumer investment in the home rose in 2020 and 2021 as the pandemic drove interest in at-home spaces and DIY projects. However, in 2022, economic uncertainty threatens to undercut consumer spending and create a more challenging landscape for paint/wallcovering suppliers and retailers. Nevertheless, interest in home spaces remains high, and many see paint/wallpapering as a reflection of personal taste and style, with a desire for a new, refreshed look driving projects. This creates opportunity to engage with consumers in an aspirational way, highlighting how paint and wallcoverings helps them to express their identity or create a nurturing home space. Maximizing engagement will require capitalizing on resonant themes while also creating a strong, omnichannel shopping experience that makes the most of technological tools, social media, influencers and skill-building opportunities.



“Challenges lie in rising costs, which may demand suppliers emphasize high value and affordability of products as well as the sensorial and aspirational qualities of paint/wallcovering.

Opportunities lie in engaging consumers with effective omnichannel tools that help streamline choices, build skills and enhance home spaces in meaningful, personal ways.”

– **Rebecca Watters,**
Research Analyst

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