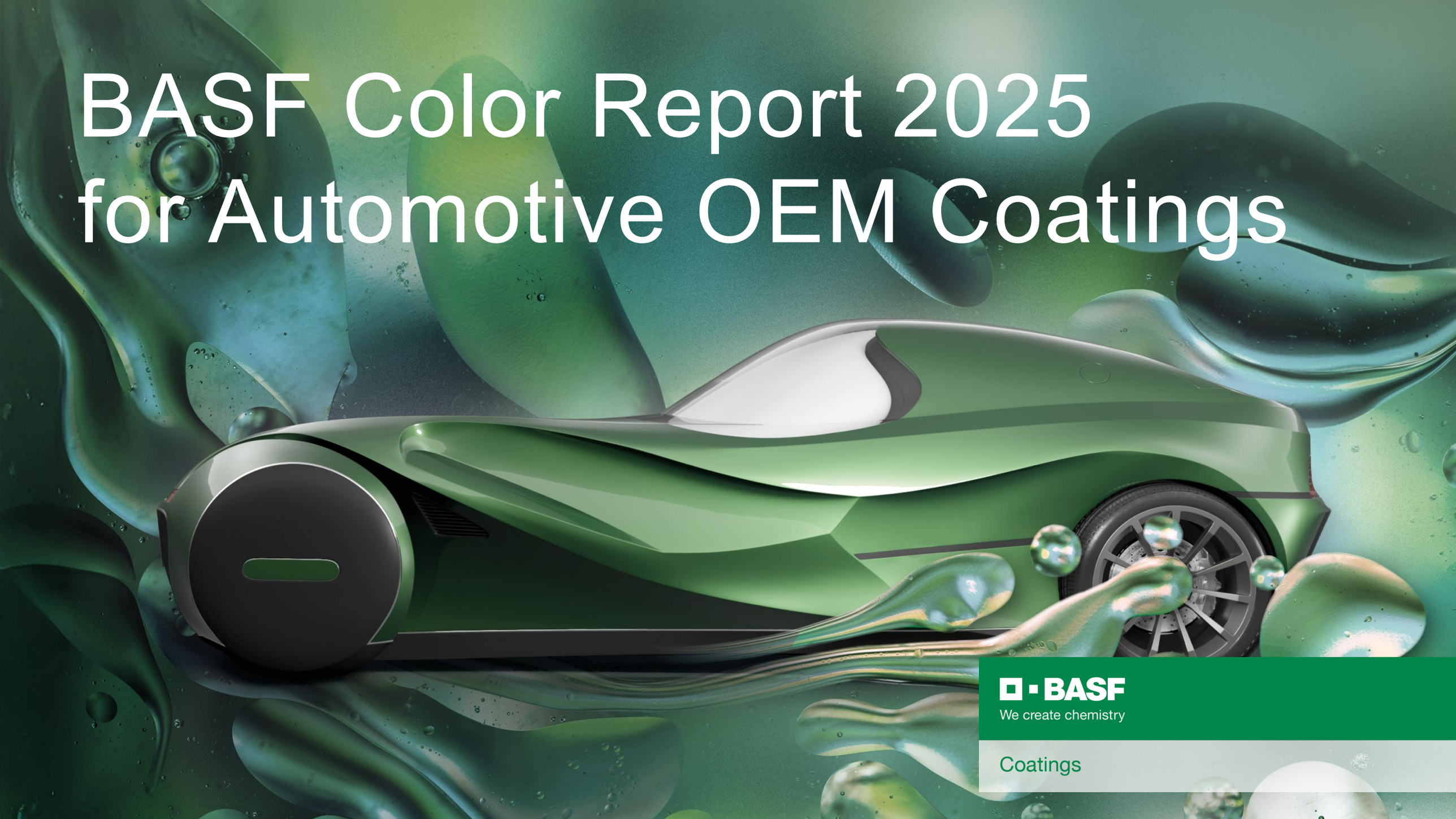
BASF Color Report 2025 for Automotive OEM Coatings



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Comprehensive Exploration and Review of Global Color Preferences

BASF Coatings' Automotive Color Report offers an in-depth exploration of color trends in the automotive industry, analyzing preferences on both global and regional levels. As consumer tastes continue to shift, color remains a critical element in vehicle design, shaping purchasing decisions and brand identity. This report examines the current spectrum of automotive colors, emphasizing the most popular shades across various markets. By leveraging detailed data and insights, BASF Coatings empowers manufacturers and designers to address consumer preferences with precision. Understanding these trends not only enhances visual appeal but also drives innovation in automotive design, ensuring vehicles align with the diverse expectations of audiences worldwide.

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From Classics to Conscious Choices: How Green and Gray Redefine the 2025 Color Landscape

The global automotive color landscape in 2025 reflects a clear shift toward individuality and nature-inspired aesthetics.

Green emerges as the strongest chromatic signal worldwide, continuing its steady rise and surpassing traditional favorites. Violet gains visibility, while beige adds subtle sophistication.

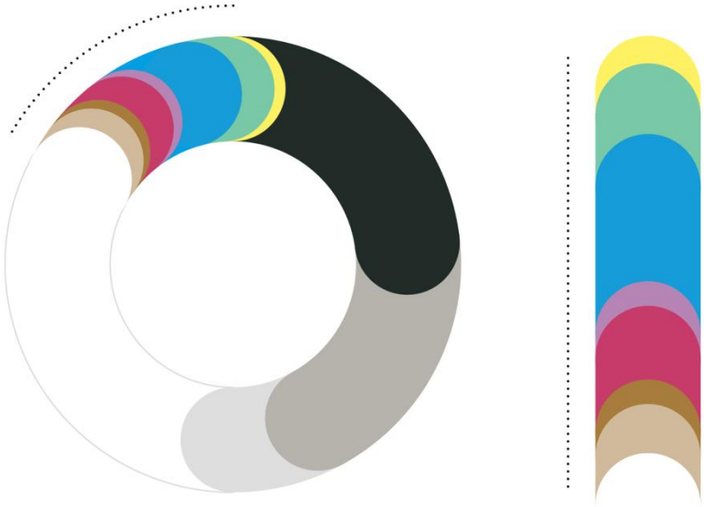
Conversely, blue and red, once dominant, continue to decline year after year. Blue drops by one percentage point, and red sees an even steeper decrease, marking only 3% of the total market share. This defines a clear retreat from classic chromatic norms. Yellow also shows a noticeable downturn. Within the achromatic palette, gray grows significantly (+2%), reinforcing its modern appeal, while white shows a slight decline and silver continues to fade. Black remains strong but with fewer solid finishes, as overall solid colors shrink to just 18% of the market.

This evolution underscores a global trend balancing timeless elegance with expressive diversity: where green leads the change toward a more individual and sustainable color future.

BLACK	+1%
GRAY	+2%
BEIGE	+1%
GREEN	+1%

WHITE	-1%
ORANGE	-1%
RED	-1%
BLUE	-1%
GOLD	-1%

GLOBAL OVERVIEW 2025



Black	23%	Beige	2%	Blue	6%
Gray	19%	Brown	1%	Green	3%
Silver	8%	Red	3%	Yellow	1%
White	33%	Violet	1%		

Chroma Comeback with Brown Nuances but Green in the Lead

The American automotive color landscape in 2025 reflects both continuity and change. Within the achromatic palette, gray and silver have shown notable fluctuations over the past three years: grey slightly lower than 2024 but still far above 2023, and silver regaining strength, while white continues to decline, signaling a nuanced evolution among neutral tones.

The chroma ratio has risen by nearly two points, showing a stronger preference for expressive colors. While red and blue have historically led in the Americas, shades like green, beige, brown, and violet are now gaining momentum, highlighting a shift toward nature-inspired and diverse aesthetics.

AUTOMOTIVE COLOR TRENDS
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TREND FLASHBACK

In 2021, we forecasted brown (LAMBENT EARTH) and beige (AMICABLE GLIMMER) as key colors under SUPERPOSITION. Their comeback today confirms those predictions and highlights how long-term trends shape the market.

SILVER +2%
BROWN +1%
GREEN +2%

GRAY -4%
WHITE -1%

AMERICAS OVERVIEW 2025

Black	20%	Beige	1%	Violet	1%
Gray	16%	Brown	1%	Blue	9%
Silver	13%	Red	7%	Green	4%
White	28%				

From Silver to Green: A New Chapter for EMEA Colors

The EMEA region in 2025 reflects both stability and transformation. Green continues its steady rise, surpassing red and signaling a strong move toward nature-inspired ingenuity and individuality.

Meanwhile, silver retreats from its former prominence, while black and gray reinforce their dominance within the achromatic palette. White shows a slight decline, adding nuance to the neutral spectrum. These shifts reveal a market balancing timeless elegance with emerging chromatic expression – where green stands out as the defining color story.

AUTOMOTIVE COLOR TRENDS
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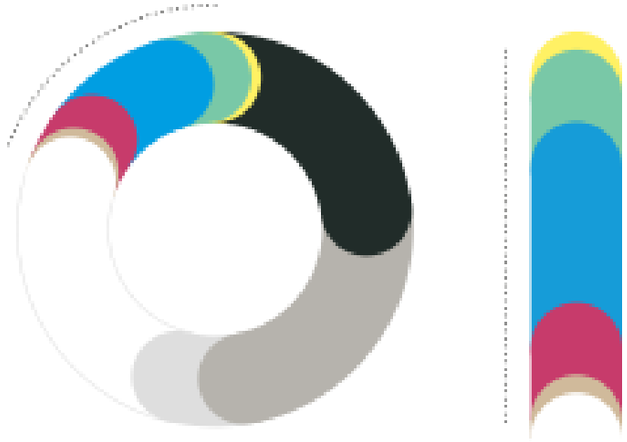
TREND FLASHBACK

In our 2022–23 Automotive Color Trends collection NEW ARRAY, the green trend was already making waves in EMEA with distinct shades like VERDE VERSE and GREENZ – hinting at today's nature driven color movement.

BLACK +3%
GRAY +2%
BLUE +1%
GREEN +1%

SILVER -4%
WHITE -1%
BEIGE -1%
RED -1%

EMEA OVERVIEW 2025



Black	23%	Beige	1%	Green	4%
Gray	24%	Red	4%	Yellow	1%
Silver	7%	Blue	10%		
White	26%				

Gray Strengthens as Green Expands Its Horizon

In 2025, the APAC region continues to lean toward achromatic dominance, with gray showing a clear upward trend, while white declines. Black and silver remain stable, reinforcing the enduring appeal of classic neutrals.

Green is steadily gaining popularity among chromatic colors, while blue has dipped slightly. Green's range now spans from light, fresh tones to more traditional, natural shades, reflecting a shift toward sustainable and renewal-focused palettes. Though the overall share of chromatic colors has decreased, the variety of hues still demonstrates APAC's preference for individuality.

AUTOMOTIVE COLOR TRENDS
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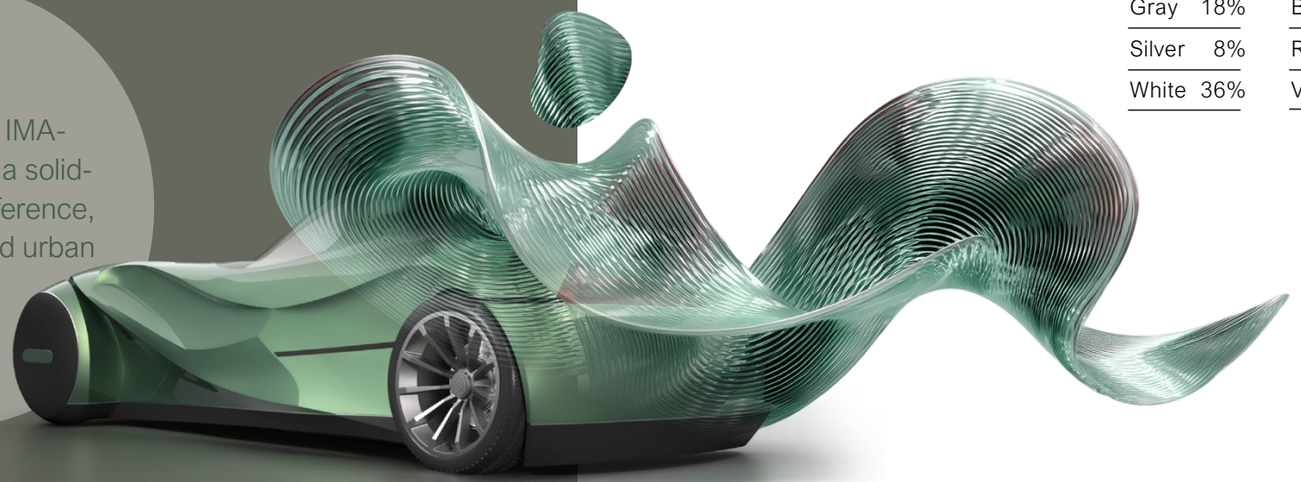
TREND FLASHBACK

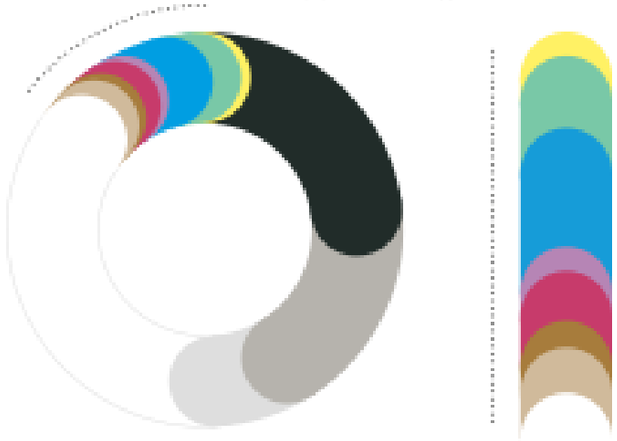
Our forecasts predicted this path: IMAGINARY MARS (2023) introduced a solid-like character gray with color interference, and SOCIAL CAMOUFLAGE (2020) highlighted urban nuance green for adaptability. Today, gray strengthens while green expands across the region.



GRAY	+3%
SILVER	+2%
BEIGE	+1%
GREEN	+1%

BLACK	-1%
WHITE	-2%
ORANGE	-1%
RED	-1%
YELLOW	-1%
GOLD	-1%

ASIA PACIFIC OVERVIEW 2025



Black	23%	Beige	2%	Blue	5%
Gray	18%	Brown	1%	Green	3%
Silver	8%	Red	2%	Yellow	1%
White	36%	Violet	1%		

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SOURCE
The color distribution referred to in the BASF Color Report 2025 for Automotive OEM Coatings was calculated by BASF's Coatings division on the basis of the available information regarding global automotive production and paint application to passenger cars.

GRAPHIC & LAYOUT DESIGN
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