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BASF Color Report 2018 for Automotive OEM Coatings

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Global overview

The BASF Color Report provides annual insights into global color preferences in the automotive sector. The analysis of the color shares offers a strategic basis for tracking developments in the still growing automotive market and for understanding color as an important decision-making factor for car buyers all over the world.

The annual analysis of color popularity is based on a global overview and in-depth regional reports from North America, Asia Pacific and Europe.

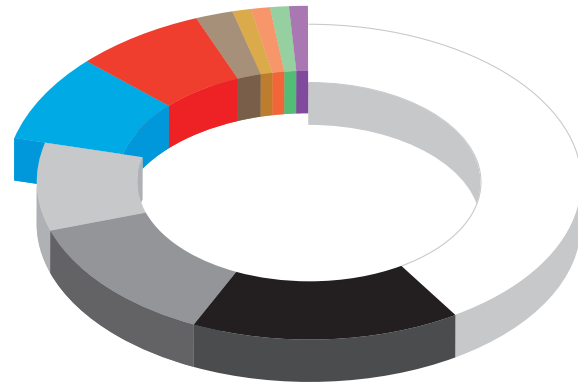
In the global overview, overarching tendencies for color preferences that are molding the automotive market globally become evident. One example is the ongoing white trend.

The individual color reports from the regions outline the region-specific drivers and underlying influences in their analysis and explain their relevance across different car segments. A special focus topic highlights the key findings that are of significant importance for the respective region.

A comparative analysis across the different regions reveals the market-specific color distributions within the different segments.

White No. 1 color globally

White has retained its No. 1 position with respect to global color popularity. Almost 80% of the cars produced worldwide are painted in achromatic colors – a significant statistic in view of the globally growing automotive manufacturing sector.



White	41%	Blue	8%	Gold	1%
Black	16%	Red	7%	Orange	1%
Gray	13%	Brown	2%	Green	1%
Silver	9%			Violet	1%

Blue most popular chromatic color

Although the share of achromatic colors is unchanged compared to the previous year, there are slight shifts in both the achromatic and chromatic color scheme: As the share of silver among the achromatic colors has decreased, blue is still the most popular chromatic color. On a global level, the share of cars produced in blue and silver is almost equal. When it comes to chromatics, red has retained the No. 2 position in this area. The non-neutrals, comprising yellow, orange, green, gold and violet, stayed stable over the previous year.

These shifts attest to the dynamics in the automotive sector, which is facing an ongoing increase in model diversification and a considerable shift in growth from the compact and midsize sector to the SUV segment.

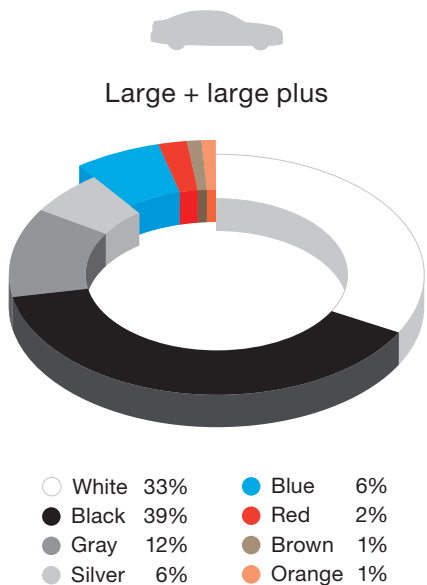
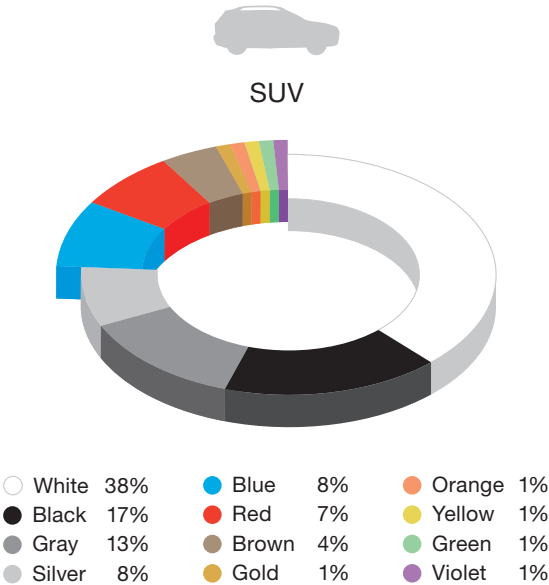
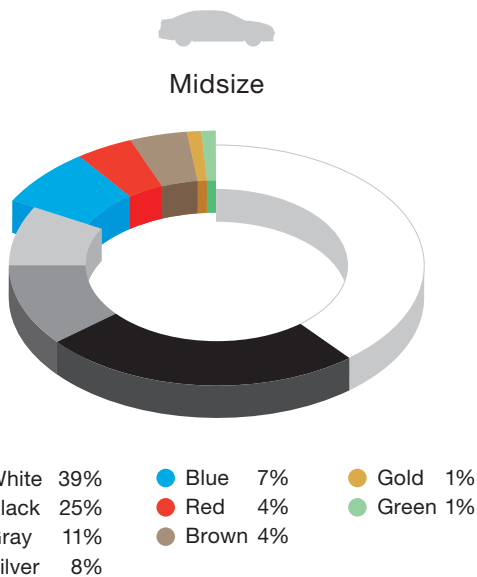
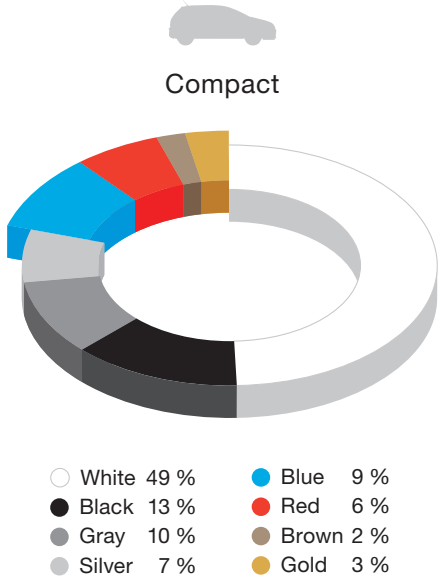
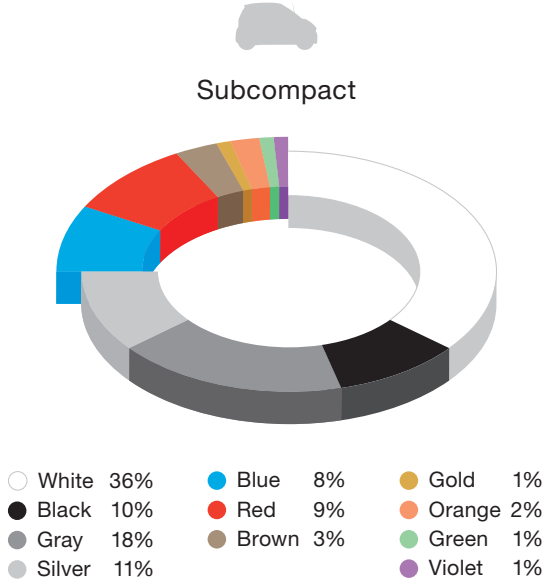
Please note: Colors with a popularity of less than 1% are not shown in the graphs.

White successful in the large car segment

The color distribution across all segments shows a higher share of chromatic colors for smaller cars and a considerably higher share of black for the large and large-plus segment.

It is interesting to note the considerable increase in white in the large and large-plus segment compared to the previous year. In general, dark colors such as black and gray are playing an important role in this segment. The strong popularity of white is also reflected in the compact segment, where the share of red, gray and brown has shifted in favor of white.

In the strongly growing SUV segment, however, black and blue are showing a slight increase in global comparison.

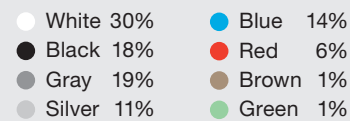
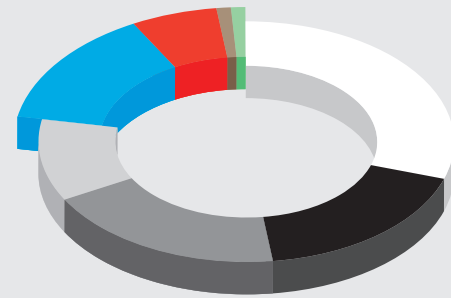


Regional characteristics in the compact segment

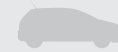
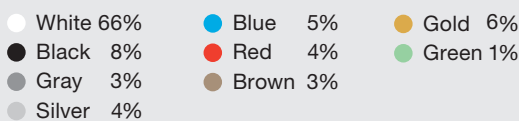
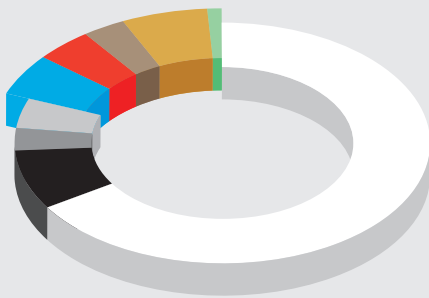
When it comes to regional markets, the color distribution in the various segments differs significantly. This is especially striking in the compact car segment, the second largest segment globally after the fast-growing SUV segment. The compact segment has experienced growing diversification with a high increase in the number of models over the past years. The color popularity for compacts differs regionally with respect to the share of achromatics and chromatic colors: In Asia Pacific, an extraordinarily high share of white of over 60% stands out, while in Europe the share of this color used for compact cars is a mere 30%. The North American color distribution is marked by a notable share of red.



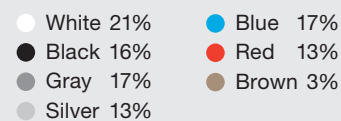
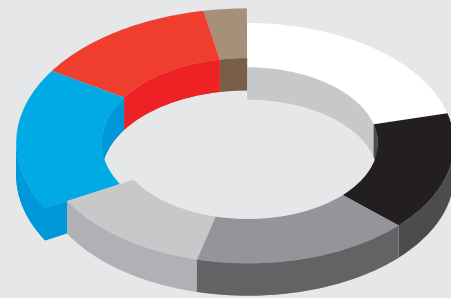
Compact Europe



Compact Asia Pacific



Compact North America



Trend competence and innovative color concepts

BASF's Coatings division has an excellent understanding of what is trending in materials and colors, and uses this to predict, which colors will play a key role in the future automotive market. Every year, the Coatings division's designers create Automotive Color Trends, an innovating collection of new colors

based off extensive research and in-depth analysis of global trends and cultural shifts that will influence automotive colors 3 to 5 years into the future. Together with experienced colleagues in the color lab, the Coatings division's know-how comprises not only the art of designing innovative and creative colors, but also the knowledge required to translate them into applicable paints.

