Paint Keeps Home Improvement Projects Fresh

A fresh coat of paint can transform a room and make it feel new. Over the last two years, U.S. consumers took advantage of their time at home by refreshing the areas they work, live, and play with paint. How can you keep their interest going? Here’s a look at last year’s sales performance …

Consumers spent $11.5B on paint in 2021, a decrease of 12% versus 2020

Among paint’s categories, consumers spent the most on indoor paint/stain, which made up over half of all paint sales

Indoor paint/stain accounted for 53% of total paint sales

Average spend per purchase on indoor paint/stain was $41

Consumers averaged 2 indoor paint/stain purchases

The State of the Consumer report series helps you make the most informed decisions in the home improvement industry. It’s how you identify growth opportunities across all channels and gain access to in-depth buyer analytics to keep current customers and win new ones. Reports are available for lawn & garden, tools, hardware, paint, kitchen & bath, lumber & building, and storage.

Source: The NPD Group/Checkout Omnichannel Tracking, YE December 2021 vs. 2020

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