

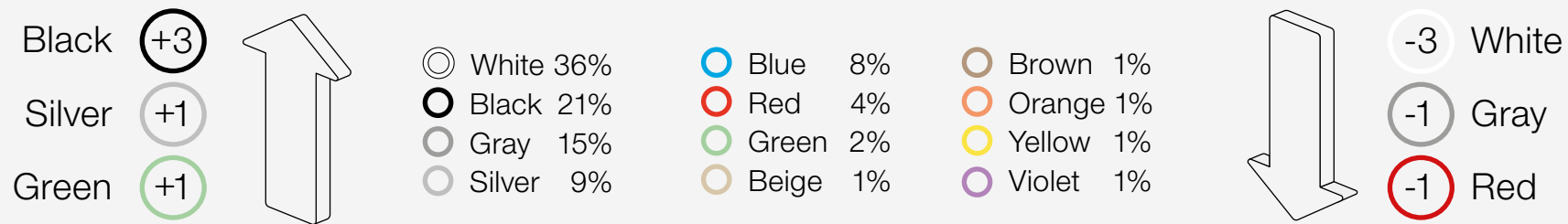
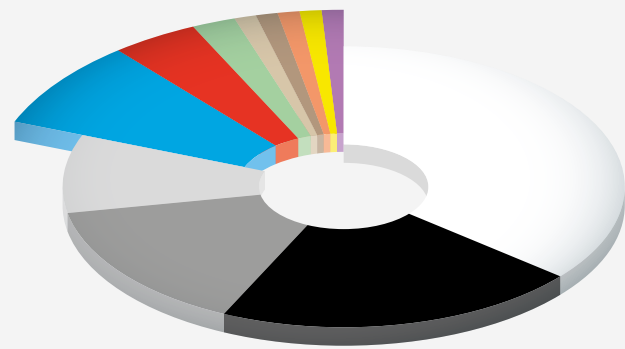
# BASF Color Report 2023 for Automotive OEM Coatings





# Shifting in achromatic colors: black gained in popularity taking market share mostly from white. The portion of chromatic colors stayed the same.

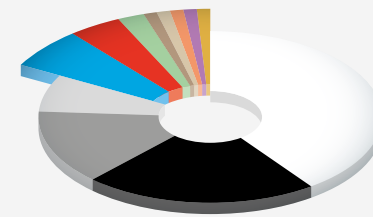
## GLOBAL OVERVIEW



In last fall's Automotive Color Trends Collection, BASF stated that the old automotive color wheel was going through a transformation. The 2023 Color Report from BASF has hard data to back up that trend. Achromatic colors, always the foundation of automotive color, have shifted. Black is stealing market share from white. Meanwhile, chromatic colors are relatively stable.

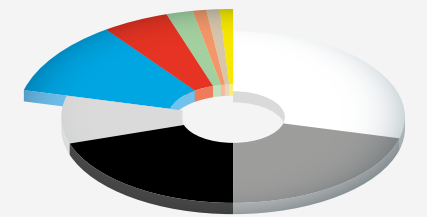
- Total market share of chromatic colors including blue, red, brown, beige, etc. remained unchanged.
- Despite a significant decrease in market share, white continued to be the most popular color for light passenger vehicles in 2023.
- Black has surged in market share, primarily at the expense of white.

## ASIA PACIFIC OVERVIEW



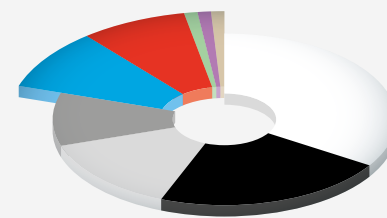
- In 2023, Asia Pacific stands out as the only region that experienced an increase in color diversity.
- The introduction of more varied automotive body styles contributed to a wider range of colors.

## EMEA OVERVIEW



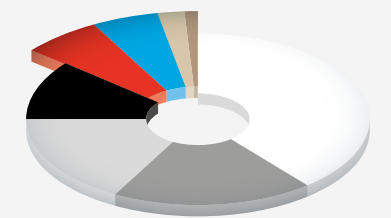
- Achromatic colors, including white, black, gray, and silver, have surged in popularity.
- Within achromatic colors, the darker shades black and gray captured market share from the brighter achromatic colors (white and silver).

## NORTH AMERICA OVERVIEW



- In 2023, silver surpassed gray, moving up to the third most popular color in North America.
- There were more red vehicles produced in North America than any other global region.

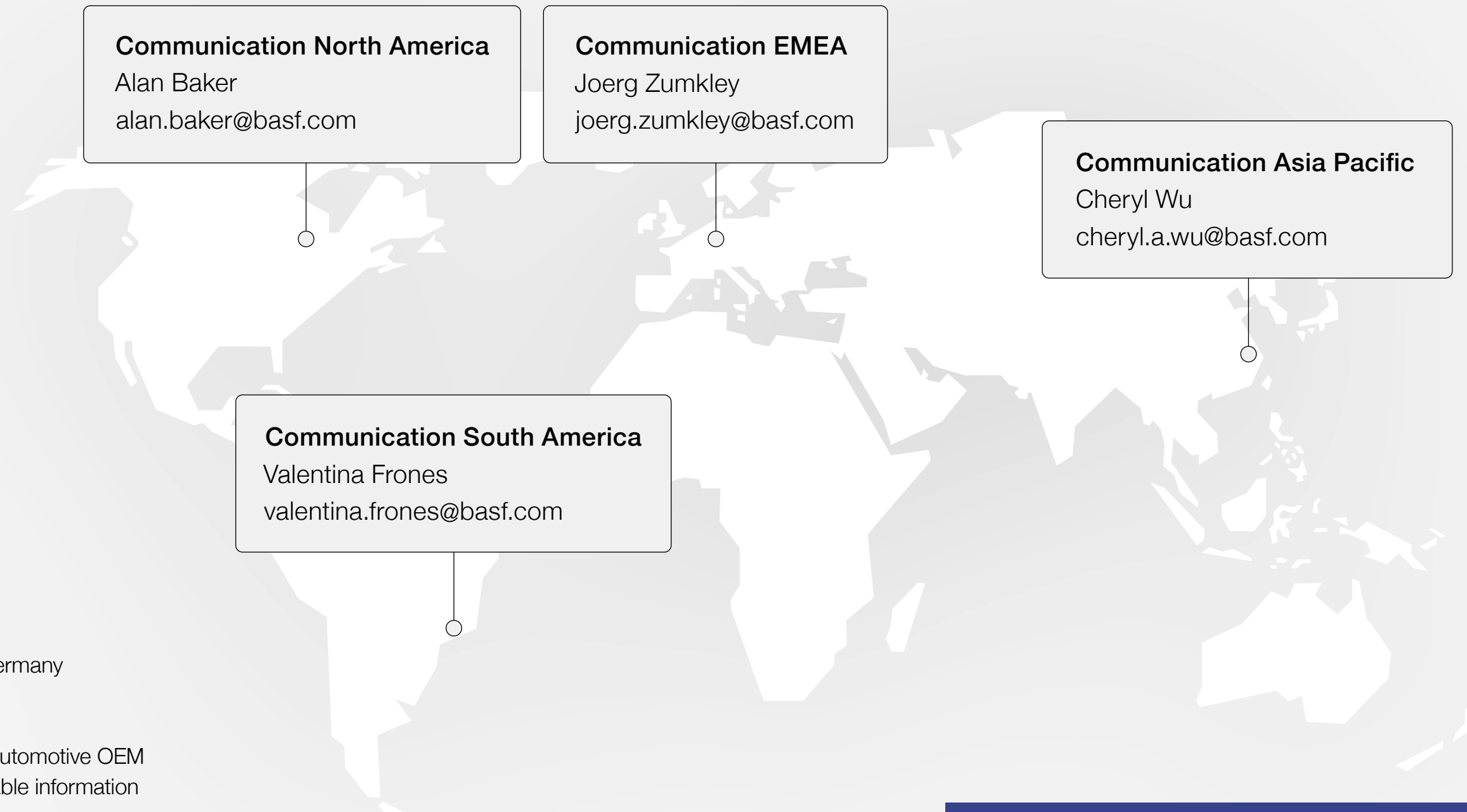
## SOUTH AMERICA OVERVIEW



- South America has a larger share of achromatic colors on the road than anywhere else.
- The popularity of effects pigments increased, giving depth to color families.

# 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 on 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.



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**Source:** The color distribution referred to in the BASF Color Report 2023 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 design:** © Raum Mannheim