

White most popular car colour for the ninth consecutive year

The Axalta Group's 67th annual Global Automotive Colour Popularity Report has shown that the world's three most popular car colours are white (38%), black (19%), and grey (13%). White has been the top automotive colour worldwide since 2011.

Axalta Plascon is a member of the SA Paint Manufacturing Association (SAPMA).

The car colour report revealed that silver dropped out of the top three colours in the world with 10% popularity the lowest level the colour has had in more than a decade. The survey also showed that grey is gaining popularity throughout the world. The top four colours – white, black, grey, silver - continue to dominate the automobile population, representing 80% of market share globally.

Regionally, automotive colour preference has changed little in the past year, with only one significant change: white declined by 1% in Europe and grey increased by 2%, which gave grey the top spot in Europe for the first time ever.

Elke Dirks, Axalta Colour Designer for Europe, the Middle East and Africa, says: "After the demand for grey rose in the SUV sector last year in Europe, we saw 5% growth this year in the Compact/Sport sector. For the first time in Europe, the variety of natural to refined and sophisticated grey surpassed white as the long-time favourite. Europeans have expressed their desire to use grey to quieten the emotional noise in their lives and feel comforted by its presence."

Elsewhere, white continues to lead the market, with Asia recording a 1% increase in its popularity and has the widest popularity at 49%. North and South America continue to position white as the top colour, but also have seen an increasing interest in grey vehicles. In Africa, solid white dominates the market at 46% with light colours such as silver and white remaining high at 58% combined on the African continent.

Various shades, from greenish-blues inspired by the ocean to navy blue, icy blue and denim blue, are also being found worldwide. Globally, red is most popular in North America at 9%, and brown/beige versions reign in Russia at 12% popularity.

First published in 1953, Axalta's annual Global Automotive Color Popularity Report is the automotive industry's longest running and most comprehensive colour account. Together with Axalta's Color

Trend Report, the history and future of automotive colour is compiled by Axalta's global colour experts. The report gives automotive OEMs captivating insights into consumer preferences aiding them in making informed decisions about auto colours.

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