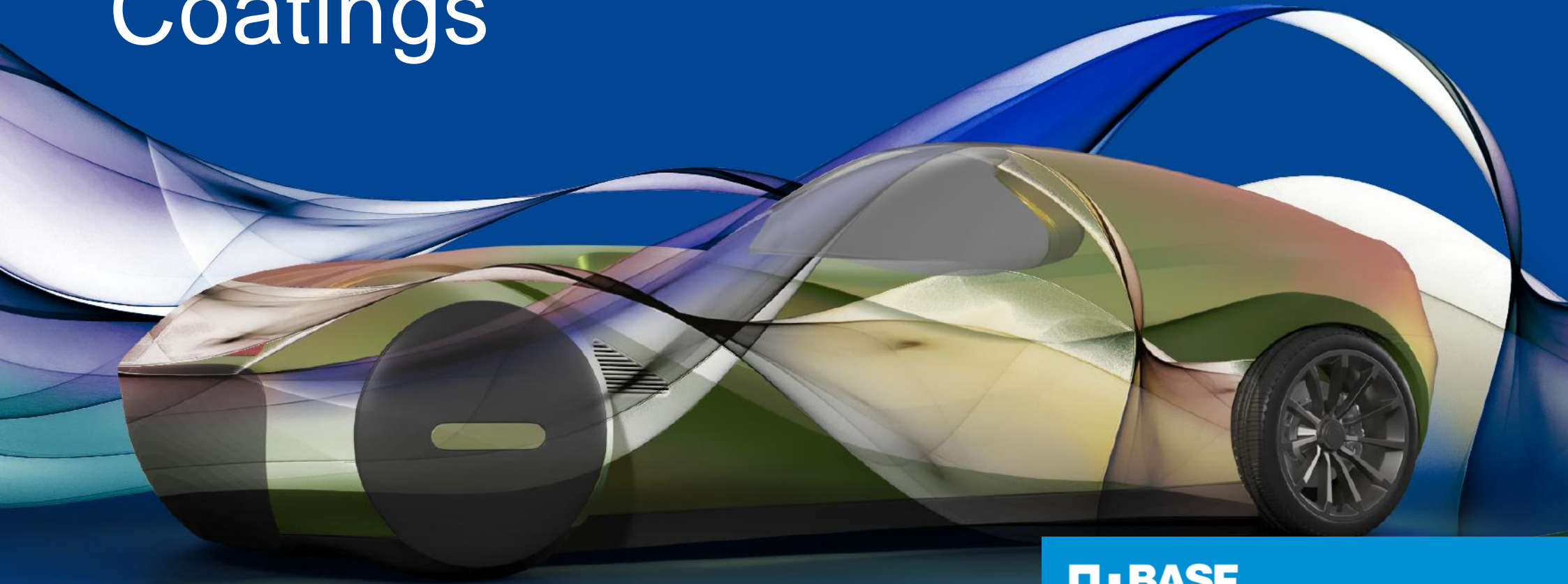


# BASF Color Report 2024 for Automotive OEM Coatings



 **BASF**

We create chemistry

Coatings

# Comprehensive Exploration and Review of Global Color Preferences

The Automotive Color Report of BASF Coatings 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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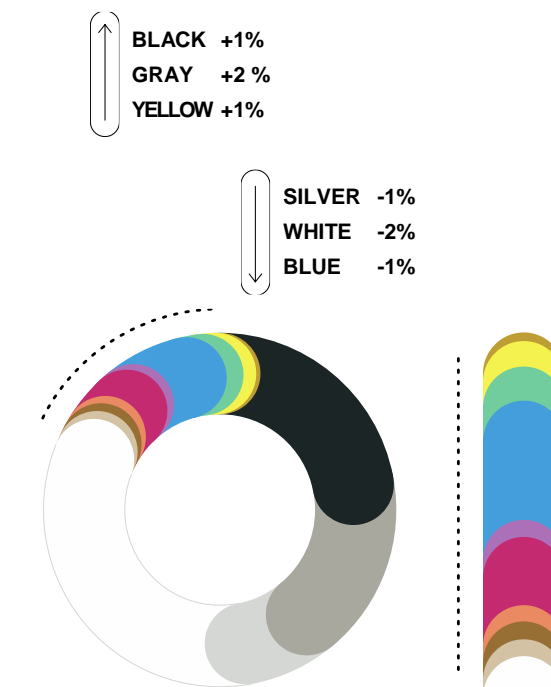
# Shifting Hues: Embracing Monochromatic Black and the Rising Popularity of Warm Niche Colors

The automotive color landscape continued to evolve as consumers move away from traditional favorites like white and silver. This shift paves the way for increased popularity of vibrant hues, warm neutrals, and a more diverse palette across the industry.

The automotive color landscape is undergoing significant changes, with a global decline in the popularity of white and silver, although white remains the top choice among consumers. Achromatic colors like black and gray are gaining traction, while warm shades such as yellow and beige are increasingly appealing. Additionally, green has risen in popularity across all regions, signaling a shift towards more vibrant and diverse color options in the industry.

- The ratio of achromatic colors (black, gray, silver, and white) versus chromatic colors remains stable.
- Despite a decline in market share, white continues to be the most popular color for light passenger vehicles in 2024.
- Although blue has lost some market share, it still ranks as the most favored chromatic color, followed by red and green.
- Notably, yellow has doubled its market share, and the appeal of warm neutral colors is on the rise.

GLOBAL OVERVIEW 2024



|           |           |             |
|-----------|-----------|-------------|
| Black 22% | Beige 1%  | Violet 1%   |
| Gray 17%  | Brown 1%  | Blue 7%     |
| Silver 8% | Orange 1% | Green 2%    |
| White 34% | Red 4%    | Yellow 1.5% |
|           |           | Gold 0.5%   |

# Is gray the new white in Americas region?

Gray is proving to be one of the most versatile and captivating colors in automotive design. With its vast range of tones, from cool metallics to warm, earthy shades, gray offers depth and sophistication that can be surprisingly vibrant.

This year's color distribution reveals a striking shift toward gray tones, now capturing almost 20% of the total market share. Black has dropped by 2 percentage points compared to 2023, while white cars have seen an even more significant decline of 5 percentage points.

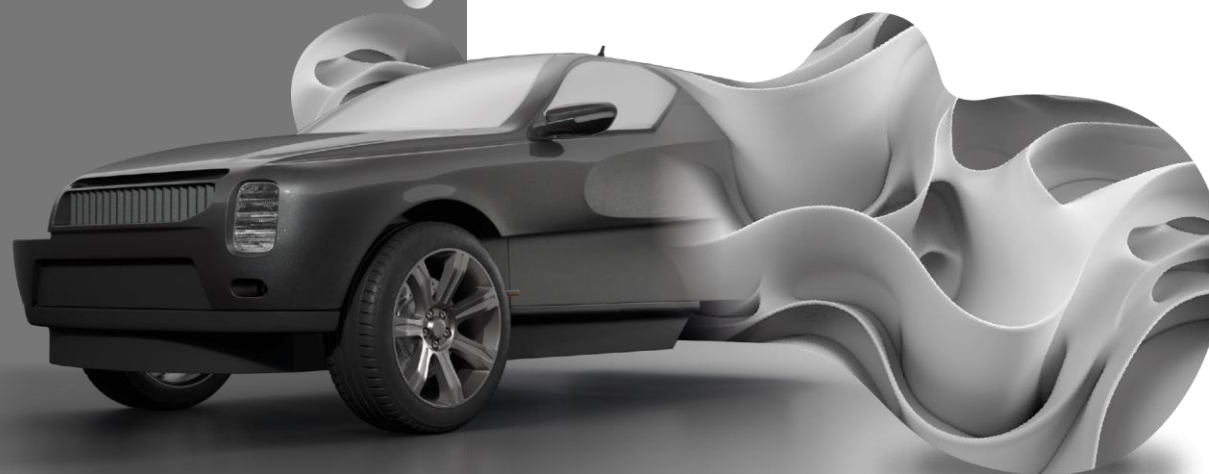
“Gray is redefining automotive style, gaining popularity for its versatile sophistication as preferences shift away from traditional white and black.”

*Victoria Fislage, Senior Design Manager at BASF Coatings*

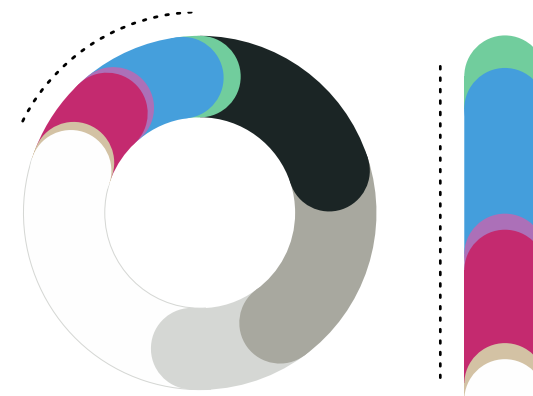
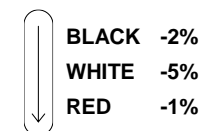
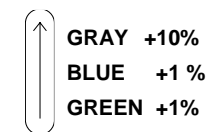


## TREND FLASHBACK 2020

BASF designers foresaw the evolution of gray in their AUTOMOTIVE COLOR TRENDS as early as 2020. DARK SELTZER, a stand-out shade in their trend collection, was introduced as America's Key Color back then. This innovative hue pushes the boundaries of traditional gray, offering a coarser texture with a dynamic interplay of complementary tones. The introduction of DARK SELTZER reflects a bold reimagining of gray, emphasizing sophistication while challenging conventional norms.



AMERICAS OVERVIEW 2024



|            |           |          |
|------------|-----------|----------|
| Black 20%  | Beige 1%  | Blue 9%  |
| Gray 20%   | Red 7%    | Green 2% |
| Silver 11% | Violet 1% |          |
| White 29%  |           |          |

# From Neutral to Notable in EMEA: Beige Gains Popularity as Achromatic Colors Continue Steady Growth

Achromatic colors in the EMEA region have steadily increased from 72% in 2021 to almost 80% in 2024, underscoring the appeal of neutral tones.

White remains the most favored color, closely followed by gray. Notably, beige is gaining popularity, nearly doubling its market share.

“Beige and neutral colors evoke a sense of calm and sophistication, reflecting the desire for stability in a fast-paced world. They allow consumers to express their individuality while ensuring a timeless elegance in automotive design.”

*Mark Gutjahr, Global Head of Automotive Color Design at BASF Coatings*



## TREND FLASHBACK 2020

BASF designers anticipated the rise of beige in their AUTOMOTIVE COLOR TRENDS as early as 2020. The coating color PUNDITS SOLUTION, a key beige trend color, was featured in their trend collection. This insight reflects a shift towards timeless elegance in automotive design, highlighting a growing consumer preference for neutral yet warmer tones that convey sophistication and versatility.

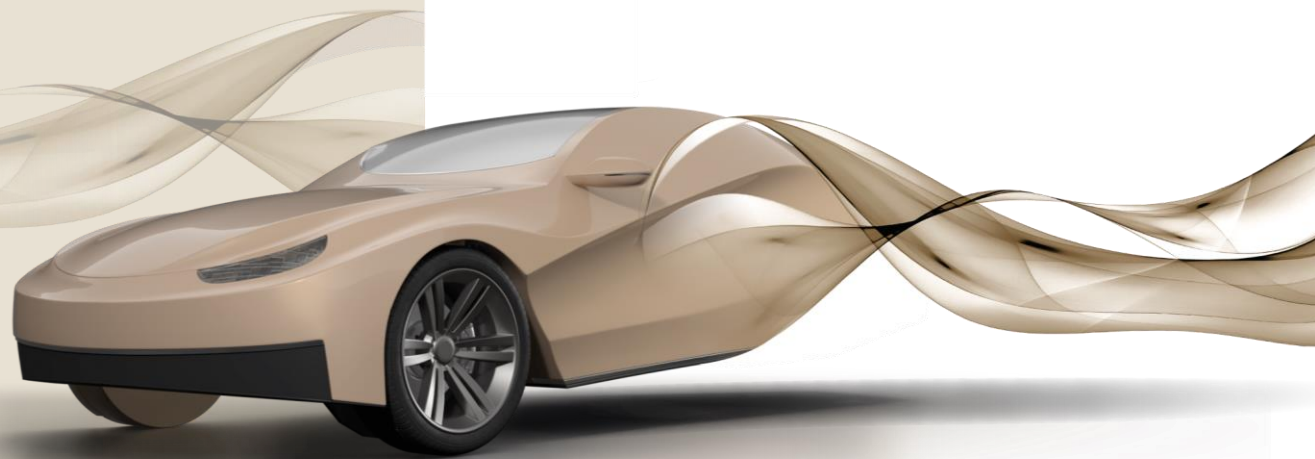
EMEA  
OVERVIEW  
2024

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

↓ WHITE -2%  
BLUE -2%  
ORANGE -1%



|            |          |           |
|------------|----------|-----------|
| Black 20%  | Beige 2% | Blue 9%   |
| Gray 22%   | Red 5%   | Green 3%  |
| Silver 11% |          | Yellow 1% |
| White 27%  |          |           |



# Shift in Car Color Choice for Asia Pacific: Black Dominates, Yellow Blossoms

Achromatic colors remain the top choice for 83% of consumers, with black gaining 2 percentage points in popularity, reinforcing its association with elegance. In contrast, white has seen a decline of over 2 points.

Meanwhile, chromatic colors, particularly yellow, are on the rise. Yellow has doubled its market share from 1% in

2023 to 2% in 2024, with softer tones like pastel and greige yellow leading the way. These shades resonate with themes of AI-human harmony and sustainability, especially in electric vehicle design. Those are reflecting a shift toward harmonious, optimistic color palettes.

“Earthy and pastel yellows capture today’s values— functionality, sustainability, and coexistence with nature.”

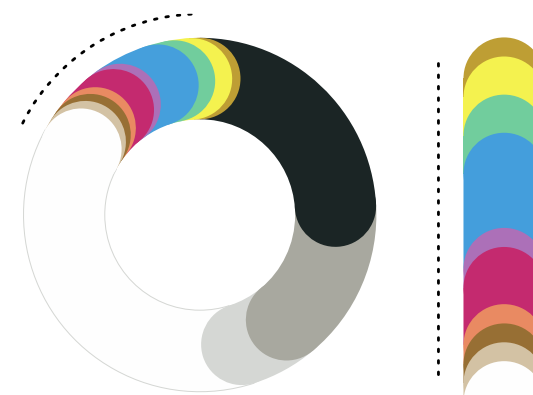
*Chiharu Matsuhara, Head of Automotive Color Design for Asia Pacific at BASF Coatings*



↑ **BLACK +2%**  
**GRAY +1 %**  
**GREEN +1 %**  
**YELLOW+1%**

↓ **WHITE -2%**  
**SILVER -1%**  
**BLUE -1%**

ASIA PACIFIC OVERVIEW 2024



|           |           |           |
|-----------|-----------|-----------|
| Black 24% | Beige 1%  | Violet 1% |
| Gray 15%  | Brown 1%  | Blue 5%   |
| Silver 6% | Orange 1% | Green 2%  |
| White 38% | Red 3%    | Yellow 2% |
|           |           | Gold 1%   |



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### SOURCE

The color distribution referred to in the BASF Color Report 2024 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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