



Paint Markets Brush Up

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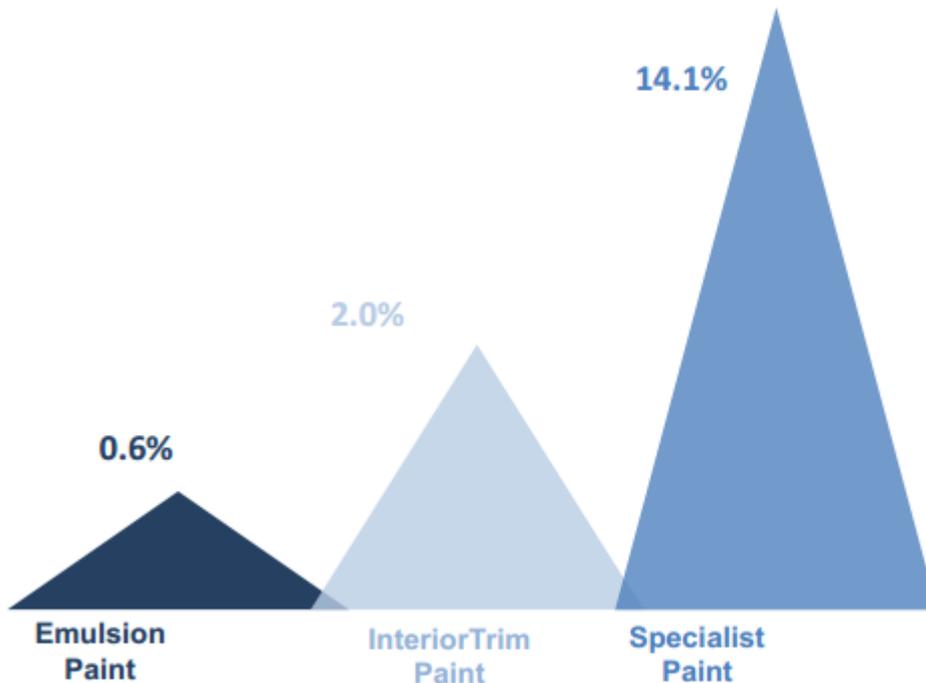
Growth continues for interior coating materials, with emulsion paint, interior trim paint and specialist paint all enjoying both volume and value growth. A growing housing market, an increased proportion of the population with disposable income and on-going investment in home and lifestyle over digital products have all helped drive this growth.

Interior Coating Materials

Decorative markets continue to enjoy national investment in the home.

Volume Growth

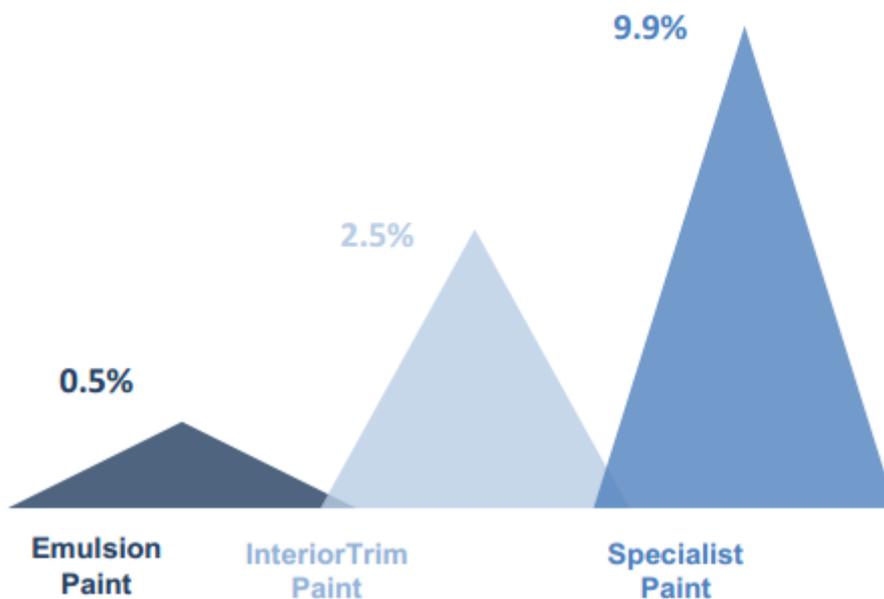
January to December 2014 versus January to December 2013





Value Growth

January to December 2014 versus January to December 2013



Emulsion paint sales were up by 0.6% in litres and 0.5% in value, comparing 2014 to 2013. This growth was driven by the premium sectors, with volume sales up 1.5% for bases, 10.1% for kitchen & bath paint, 10.5% for single coat and 19.9% for durable. At the same time standard emulsion sales declined year-on-year, down by 0.5% in volume. White emulsion continues to outpace ready-mixed emulsion, with white growing by 1.0% in volume and 1.6% in value and ready mixed emulsion growing by 0.2% in volume for a flat value performance.

In contrast to emulsion paint, interior trim paint enjoyed greater value than volume growth; the 2.0% increase in litres sold resulted in a 2.5% value increase. The market continues to move in the direction of quick drying formulations with water-based trim growing by 16% in volume and 17% in value, while solvent-based trim declined by 4% in both volume and value.

Specialist paint enjoyed 14.1% volume growth which yielded 9.9% value growth. This growth was driven by floor paint, tile paint, and particularly damp-proof paint, as Great Britain addresses the impact of the weather we face.

Source: GfK

<http://www.gfk.com/uk/news-and-events/news/pages/paint-markets-brush-up.aspx>