

PAINTING THE TOWN (HOUSE) RED



June 2013 was a bumper month for masonry paint and exterior trim. Following a cold start to the year and a wet 2012, many decorative projects had been delayed. Combined with the results of warm and sunny bank holidays in May, this has brought these categories into growth when comparing the first half of 2013 to 2012.

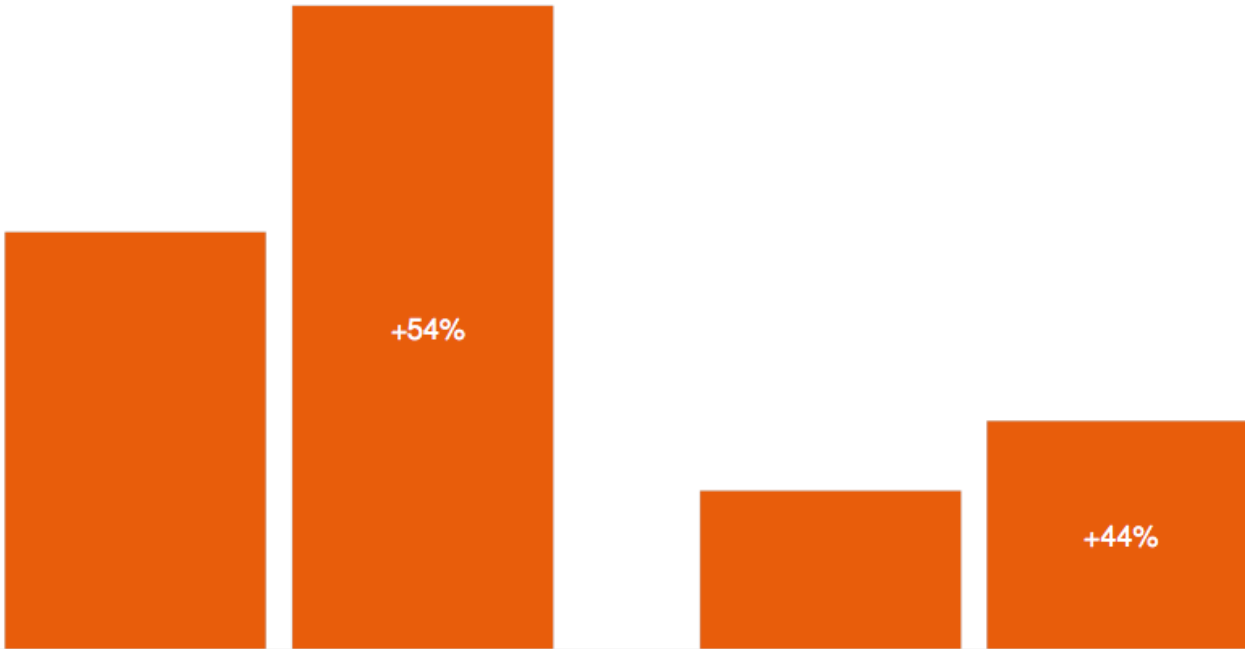
46% more litres of masonry were sold in June 2013 vs. June 2012, bringing volume growth for the first half of the year to 6%. With masonry paint selling for 20p a litre more, value growth has been 11% for the first half of the year. Looking at trends, coloured masonry has been outgrowing white, smooth masonry outgrowing textured, and one coat is losing the small foothold it once had.

Volume sales of exterior trim paint sold in June 2013 were 40% greater than June 2012, contributing to the 5% growth seen for the first half of 2013. Looking at the same time period, exterior satin trim has been growing faster than exterior gloss. In contrast to the masonry market, single coat is outgrowing standard coat, with single coat exterior trim still accounting for a significant part of the market.

(Masonry Paint, Exterior Trim Paint: GfK Panelmarket excluding Garden Centres)

MASONRY PAINT
June 2012 June 2013

EXTERIOR TRIM PAINT
June 2012 June 2013



Written by Sara Smith