ARCHITECTURAL BUILDING PRODUCTS

INTERIOR AND EXTERIOR TRENDS

SHERWIN-WILLIAMS

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COLOR INFLUENCES CONSUMER PURCHASING DECISIONS MORE THAN ANY OTHER FACTOR.

The Sherwin-Williams Global Color & Design Center (GCDC) is dedicated to uncovering trends and consumer preferences at local, regional and global levels. The GCDC gives building product manufacturers a competitive edge by elevating their finish offerings for greater market appeal.

Experts at the GCDC are immersed in the product development process, which includes identifying emerging color and style trends in the wood and composite building products industry — from millwork and doors to windows and siding — to help ensure your palette is attractive to your specific target market.
BUILDING PRODUCT TRENDS

Consumers can draw interior and exterior design inspiration from anywhere. Social media, retail displays, architecture and lifestyle preferences can all stimulate a need for change in the home — one that suits a consumer’s individual style and reflects current trends. From earthy grains to simplistic lines, there’s a finish to fit every design preference.

ORGANIC DESIGN

Today’s consumer seeks to create a calming refuge in their home — a place where they can escape the commotion of everyday life. We’ve seen a shift to simpler, more organic home design that reflects elements of nature, evoking calmness and serenity. For example, the “modern farmhouse” trend has made shiplap in light, airy hues popular, and flat, “barely there” wood finishes highlight the natural beauty of wood.

LESS IS MORE

Minimalistic and streamlined, Scandinavian-inspired designs bring subtle lightness and composure into the home. These neutral finishes serve as a great backdrop for airy whites or pops of color. While shades of gray are still very prevalent, warmer blonde finishes are becoming more widespread thanks to Scandinavian inspiration. The use of mixed natural materials, including wood, stone and metals are on the rise as consumers focus on bringing simplicity into their spaces.

HIGHLIGHTING THE GRAIN

There’s beauty in Earth’s raw and blemished textures — a departure from manufactured perfection. Wire-brushed and cerused finishes amplify the imperfections of wood grain — highlighting its biological splendor and emphasizing the wood grain’s individuality. Pops of pearlescence pair with natural wood grain to reflect the Earth’s rustic and industrial landscape.

BLURING THE LINES

Outdoor living continues to grow in popularity as consumers are increasingly creating outdoor living spaces that allow them to relax or entertain guests while enjoying the sights and sounds of nature. Whether designed for quiet tranquility or backyard BBQs, they’re looking to create comfortable spaces that feel not only beautiful but are livable too.
HERE ARE THE TRENDS
SHERWIN-WILLIAMS COLOR EXPERTS ARE SEEING:

BROWNS
Nostalgic browns continue to grow in popularity, skewing away from the yellow, orange and red undertones of yesterday, and toward more modern rich ebony and dark chocolate hues. These grounding finishes add a touch of understated luxury to the home.

TEXTURE
Texture is more prevalent than ever, with distressed rustic finishes, cerused materials, and geometric patterns leading the way. Charred finishes are also prevalent, and the industry is experiencing a shift from cooler to warmer tones. As personalization becomes more important to today’s consumers, these one-of-a-kind finishes allow homeowners to add a unique sense of flair to their space.

ORGANIC
As consumers become exhausted with technology, they seek to create a calming refuge in their home. Because of this, we’ve seen a shift to a simpler, more organic home design that contributes to a sense of serenity, with “barely there” finishes and authentic wood that magnifies nature’s imperfections.

BLEACHED
Minimalistic and streamlined. Scandinavian-inspired finishes serve as a great backdrop for bleached neutrals or pops of color. While grays are still very prevalent, warmer blonde finishes are gaining in popularity, as well, as consumers look to bring a sense of subtle lightness and calmness into the home.
INTERIOR STAIN TRENDS

Due to the printing process, colors shown approximate the actual stain colors as closely as possible.
INTERIOR PAINT TRENDS

- SW7005  Pure White
- SW7008  Alabaster
- SW6385  Dover White
- SW6119  Antique White
- SW7017  Dorian Gray
- SW7050  Useful Gray
- SW6204  Sea Salt
- SW6206  Oyster Bay
- SW7015  Repose Gray
- SW0055  Light French Gray
- SW7057  Silver Strand
- SW6533  Mild Blue
- SW0032  Needlepoint Navy
- SW7017  Denim Gray

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EXTERIOR SIDING TRENDS
When it comes to their homes, consumers expect exceptional quality products that meet the toughest performance standards while delivering major curb appeal. These are the siding and trim colors our experts see trending for 2020 and beyond.

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ENTRY DOOR TRENDS

In an age of personalization, the front door is an easy way for consumers to put a unique touch on their home’s exterior. Check out these popular Sherwin-Williams colors that really make an entrance.

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- SW7588 Show Stopper
- SW7592 Crabby Apple
- SW6468 Hunt Club
- SW6466 Sassy Green
- SW6613 Lei Flower
- SW6347 Chrysanthemum
- SW6613 Lei Flower
- SW7588 Show Stopper
- SW6258 Tricorn Black
- SW6237 Dark Night
- SW6510 Loyal Blue
- SW6509 Georgian Bay
- SW6509 Georgian Bay

SW7588
SHOW STOPPER
Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For the flooring market, our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies and industry-leading support. For a better finish, ask Sherwin-Williams.

GET CONSUMERS TO YOUR PRODUCTS FASTER

The Color Express™ Color Visualizer allows you to give consumers peace of mind while putting your brand and products in the forefront. Customized with your logo, the visualizer serves as an extension of your website, promoting your brand in a tool that allows consumers to virtually apply your products to their home or one like it. Leverage this tool to drive your core color strategy or expand to offer the entire spectrum of Sherwin-Williams colors.

Visit oem.sherwin-williams.com/colorvisualizer to learn more.