



SHERWIN-WILLIAMS.
DESIGNHOUSE

Q1

2023

TRADESHOW TREND REPORT

Q1

2023
Tradeshow
Trend
Report

Our color and design expert, Eric Crosby, makes the round to relevant industry shows to stay on top of the latest trends. To help keep your business at the cutting edge of the wood finishing industry, Eric captures his observations of prevailing trends from these shows and applies his keen eye to where these trends are taking the market.



NAHB International Builders' Show 2023

Building products are becoming more personalized and following the same warming trend as colors in cabinetry and furniture segments.



Whitewashed and natural looks have been growing each year in popularity, as well as earthy, neutral colors.





NAHB
International
Builders'
Show 2023

The most popular species in flooring today are oak, maple, hickory, walnut and cherry.



Super wide flooring planks give the illusion that a space is bigger and opens the room - the bold choice of extra wide planks allows you to work with deeper colors.

Sherwin-Williams DesignHouse partnered with fiber cement manufacturer Allura on a color palette for home siding.





KBIS - The Kitchen & Bath Industry Show 2023



Prevailing combination of design styles to create an updated look and feel with names like “Modern Farmhouse,” “Classic Contemporary,” “Organic Modern,” “Simple Transitional” and “Nature Inspired.”

Featured colors at the show were coastal blues, greens and warm neutrals.



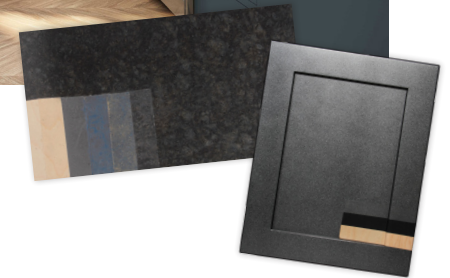
The “barely there” colors from the early 2000s are making a return.





KBIS The Kitchen & Bath Industry Show 2023

Designers are reporting an uptick in dark colors being featured in kitchens, with the trend continuing into bathrooms as well.



Dark countertops are coming back - soapstone will be the preferred countertop material, as well as granite. These dark colors perfectly compliment gray finishes and natural wood and create neutral, calming designs.

Vibrant design is forecasted for the kitchen and bath industry - combining multiple design elements and materials along with bold accents, splashes of color and texture.



KBIS The Kitchen & Bath Industry Show 2023

Texture has been in the bathroom for awhile, now it's moving into the kitchen. The look is all about giving a kitchen depth, making it less about clean lines and hard surfaces and more about creating a layered look with plenty of tactile materials.

Textures and materials are constantly evolving in kitchens. Homeowners are growing in confidence with their design choices, and the finishes are becoming bolder, like mirror chrome and sanded metal finishes. Color and texture are two of the biggest kitchen trends for the next couple of years.



Mixing of warmer natural earth tones, less gray and white, and more medium wood tones. We're beginning to see the inclusion of cement, solid grain-like texture and high-lacquer looks being offered for cabinet door fronts.





Vegas Furniture Market

Nostalgia is a big theme that is trending in consumer lifestyle and is influencing color preferences in the furniture industry.

Oak is the most widely seen species, and finish colors ranged anywhere from blonde, honey, orange and red to bone, mushroom and dark brown.





Vegas Furniture Market

Mid-tone colors are still the most popular, and sheens on the low to medium side are in the 5-20 range.

The most common style remains casual, which is aligned with most consumer segments today.



Consumers are learning that natural wood looks add warm tones to the home, which are heavily associated with feelings of comfort and security.



Tradeshow Trend Report
Q1 2023