



2020

**PAINT
& COLOR**
Trends Report

FIXIT



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Key Findings

2020 is not only the start of a new year, it is also the start of a new decade - a chance to usher in new trends and ideas. For many people, the start of a new year is a blank slate for what they want it to become, and 2020 promises to be about even more than new beginnings. It is also being heralded as a chance to create a sense of balance in your life and in your home.

2019 saw a continuation of previous trends in color and paint for the home, with the start of a movement where colors make people feel good about their spaces. 2020 is predicted to see more of that, with growth toward colors that will shape the coming years.

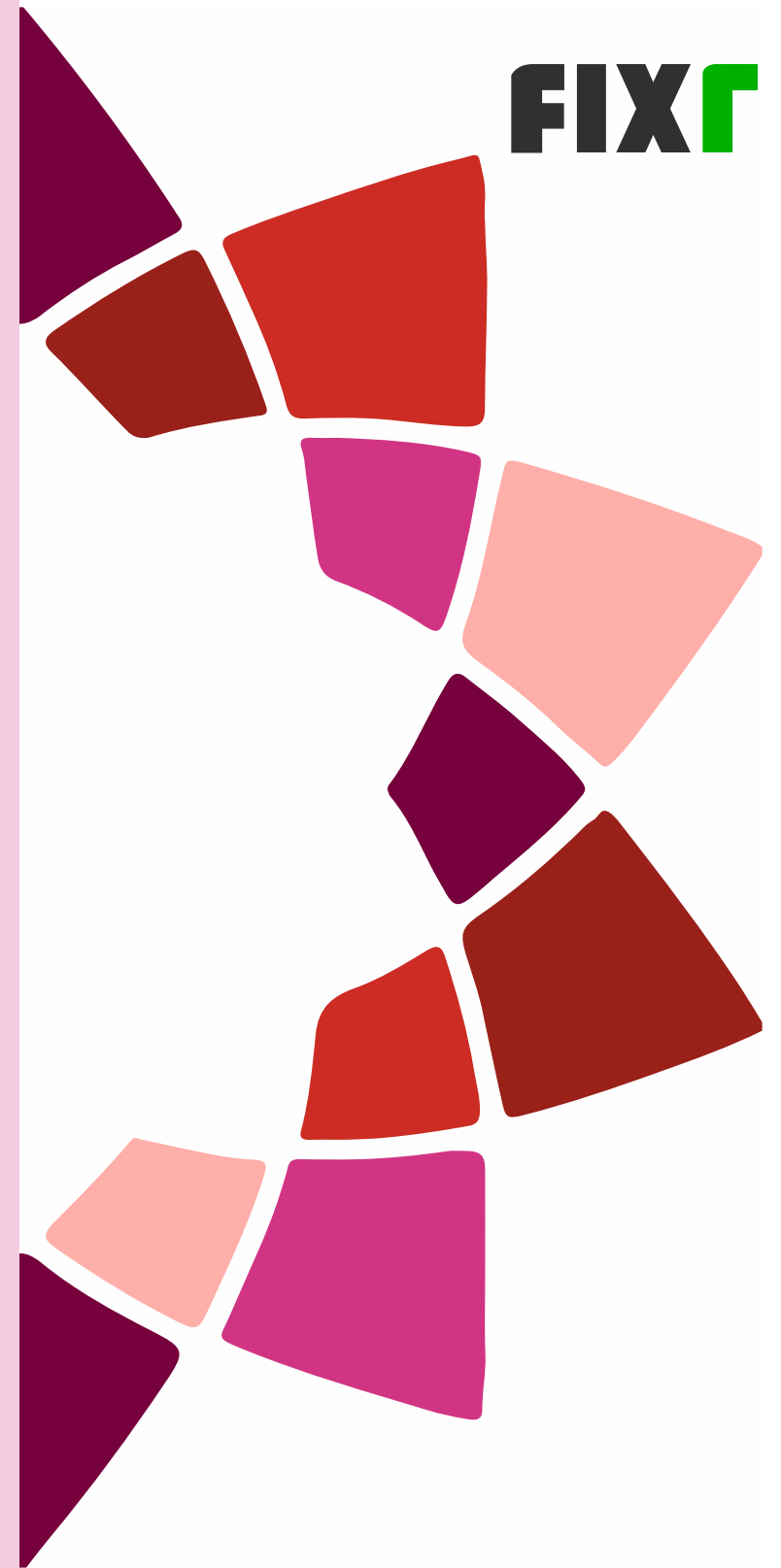
Trends are constantly changing in the design industry, however, which can make it difficult to determine the ones that will last versus those that will fade away. This report analyzes which trends are here to stay, influencing how people perceive their spaces for the new decade.

Fixr asked some of the hottest home design experts about their thoughts on where paint and color trends are heading for 2020. They provide a look into what you will see in the next several months. Whether you are a designer looking for the freshest information for your clients' homes or a homeowner wanting the latest in color design, this 2020 Paint & Color Trends Report provides the information you need to decide on which colors to keep and which to toss as we move into the new year.

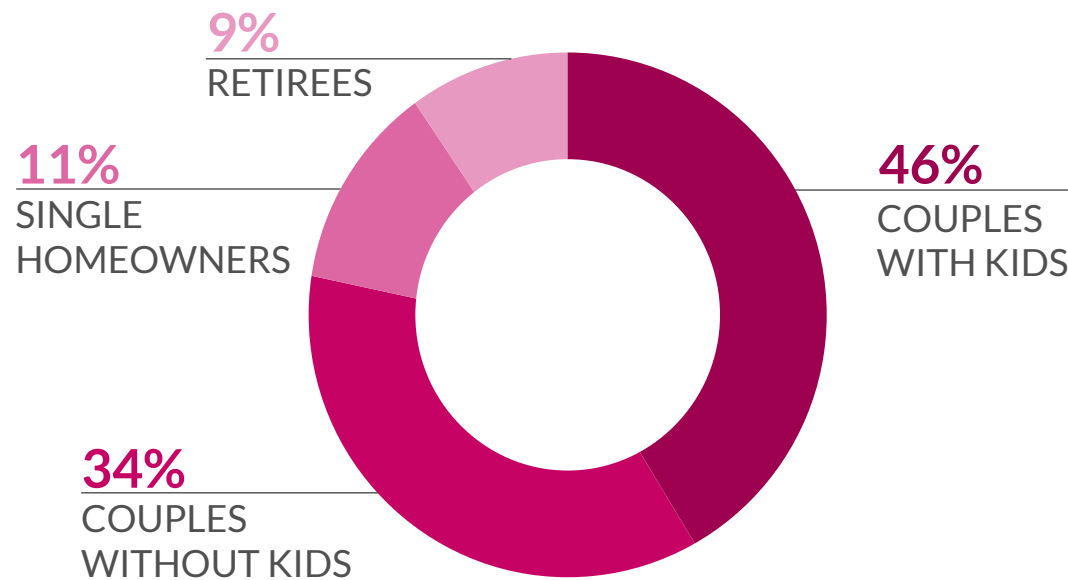
This year's report on 2020 key painting trends is filled with information that can help interior designs and homeowners alike. The report uncovers many unique and interesting trends, including key findings like:

- The most likely group of homeowners to carry out a project in 2020 is married couples with kids.
- Gray seems to be waning in some aspects, but cool neutral palettes are the preferred option for interiors.
- Both gray and white are the most popular colors for painting the exterior of a home to sell.
- Taupe, white, warm gray, and pale blue are the most recommended colors for individual rooms in the home.
- A home's architecture is the most important factor when selecting a color.

I. Who Is Painting and Why

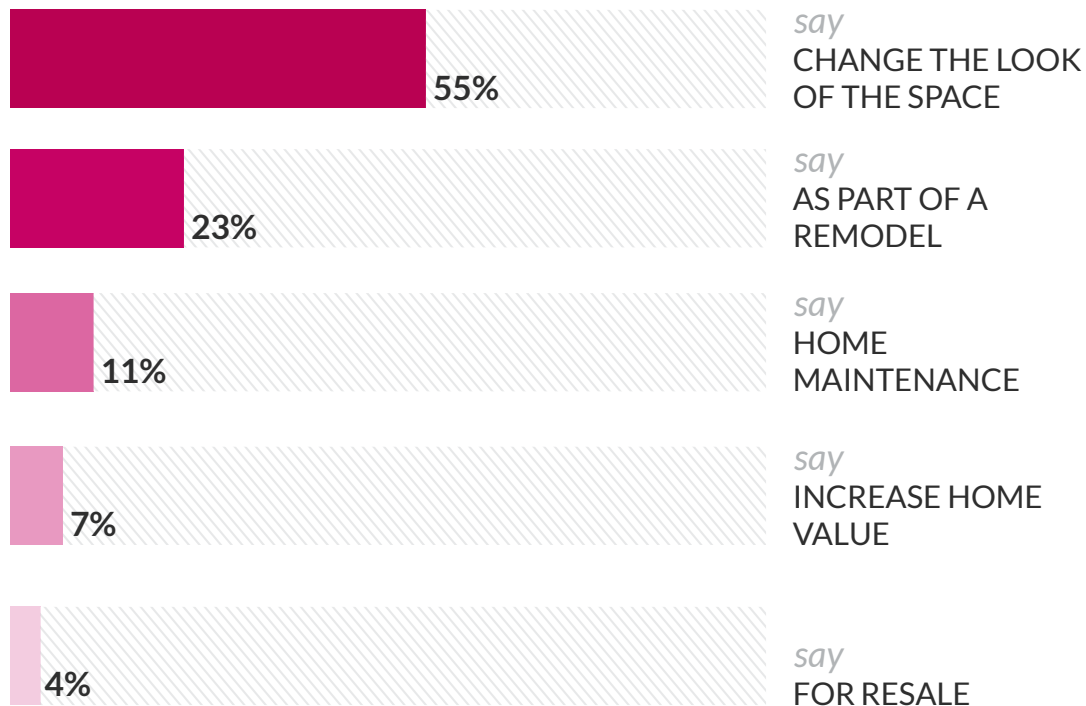


Which type of homeowner is the most likely to carry out a painting project in 2020?



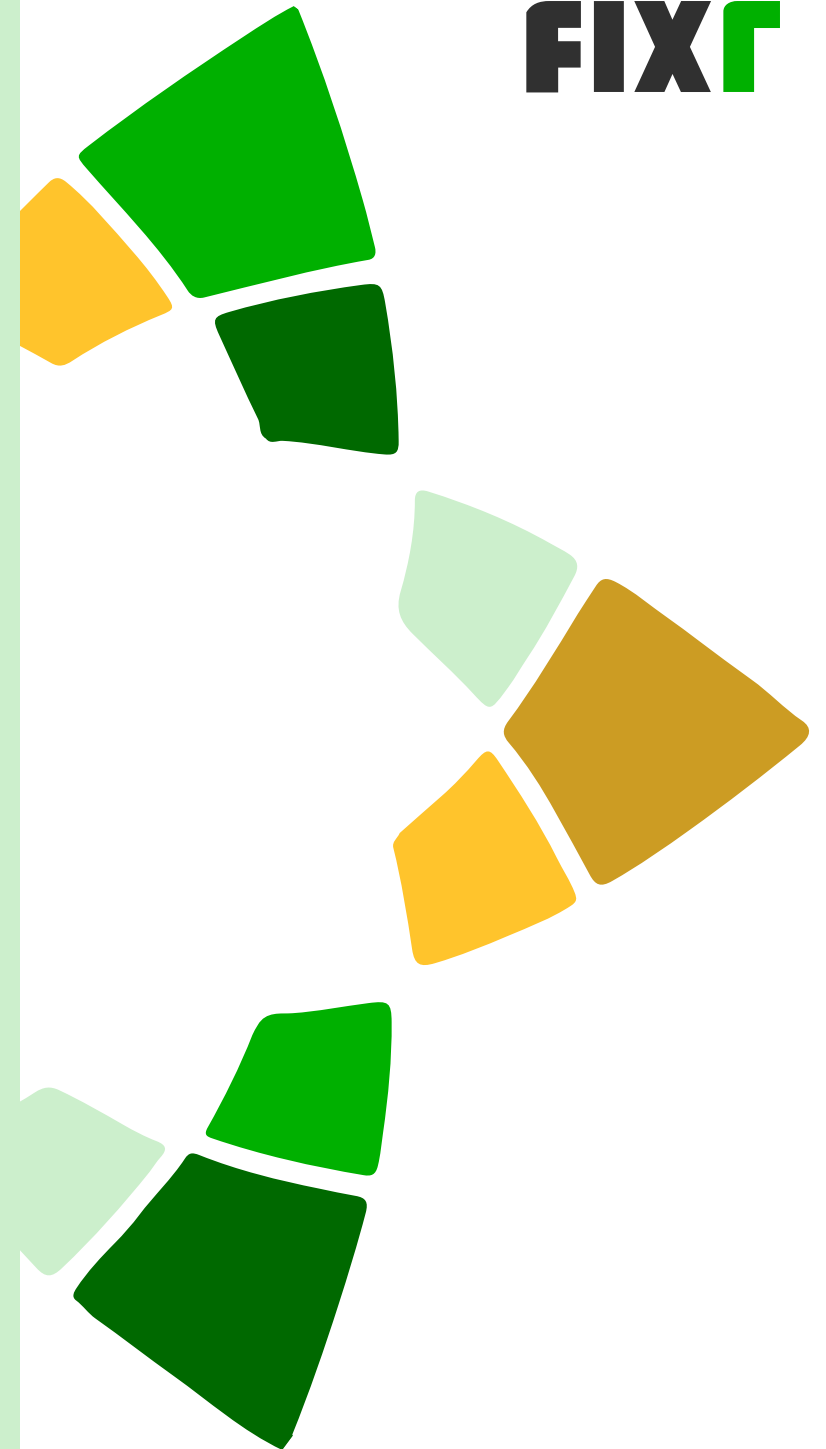
Experts responded to the question of which homeowners are the most likely to carry out a painting project. Their answer was **couples with kids** were the most likely at 46%. This makes sense because children's bedrooms need to be repainted every 2 to 4 years, much more frequently than other parts of the home.

Why will people carry out a painting project in 2020?

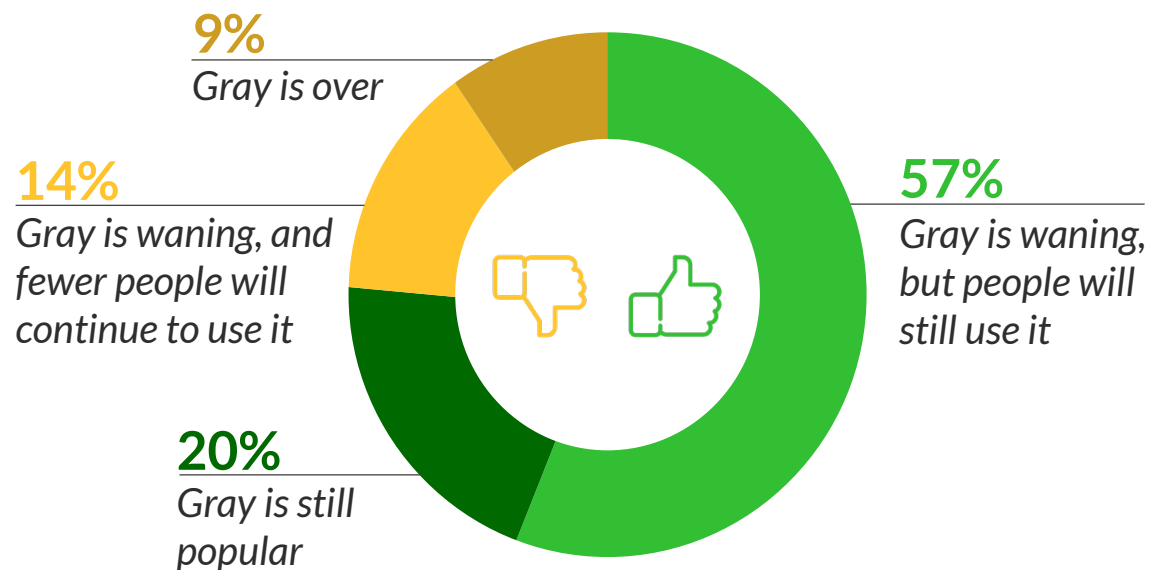


When asked why they thought people would be painting their homes in 2020, experts felt that the majority of people would want to **change the look of the space**. Since painting is one method that is **recommended** for making your home look more luxurious and paint can quickly transform a tired-looking room, it makes sense that the majority of homeowners want to use paint to update their spaces. So, the main reason homeowners decide to paint is a personal preference rather than external factors, such as increasing the value of a house or preparing it for resale.

II. What's New and What's Old in 2020

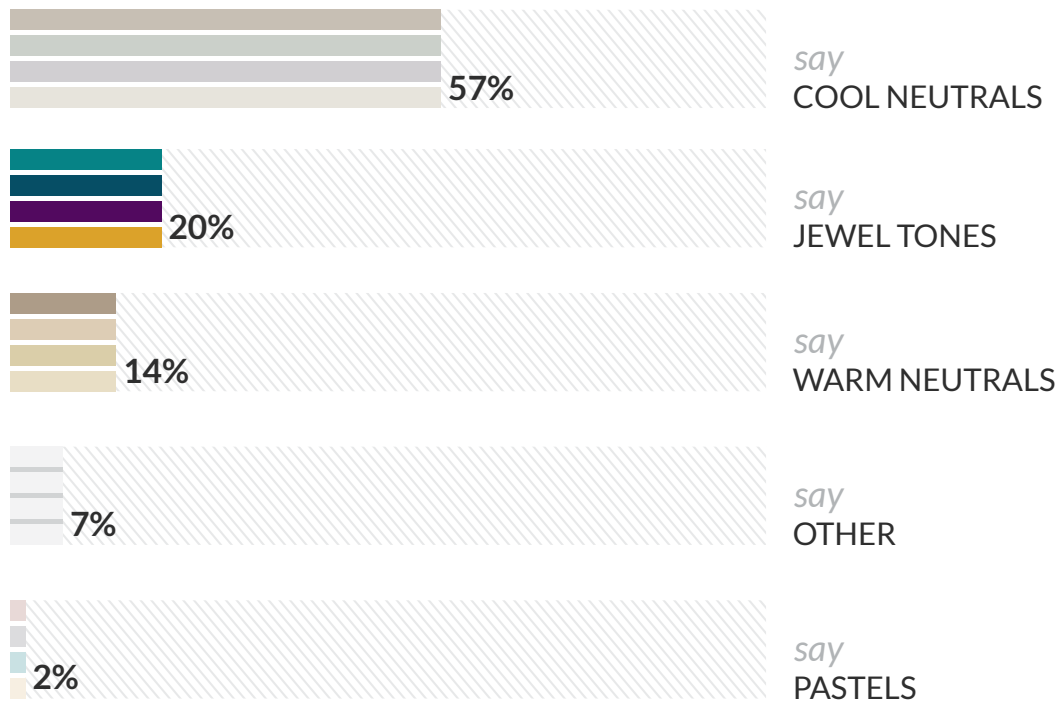


Do you see the popularity of gray ending in 2020, or do you believe it will remain relevant for a while longer?



When asked about the **popularity of gray** - the **hot color** of the last several years - most experts felt that while gray is waning, many people will continue to use it. Since many designers feel that gray is not going to end any time soon, it makes sense that while it may have hit its peak, gray will continue to stick around for a while.

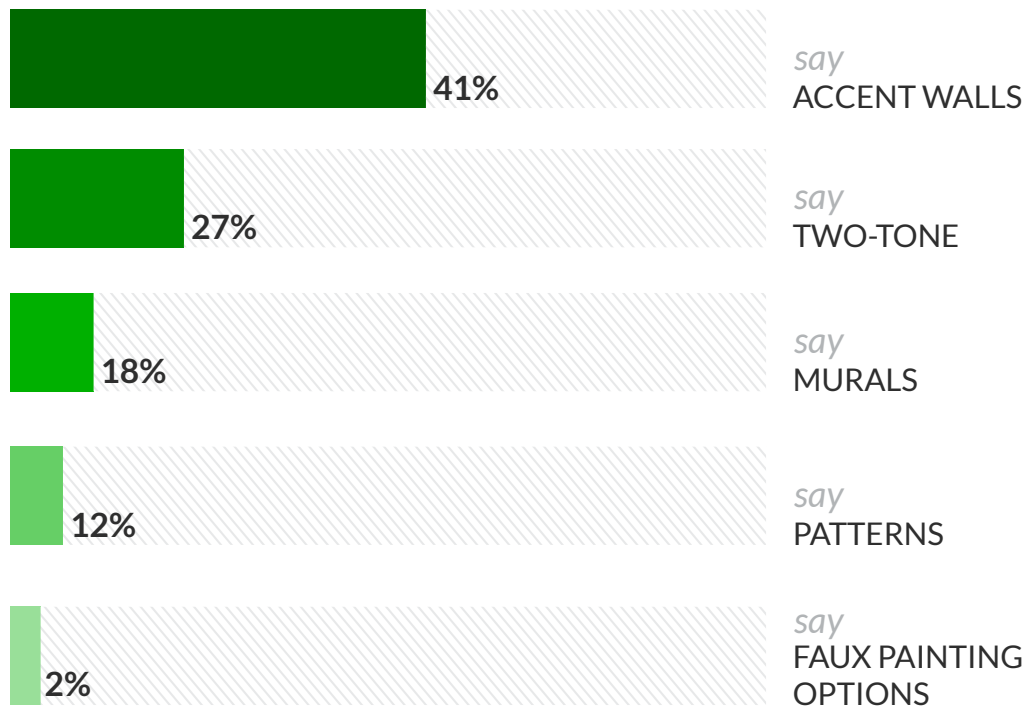
Which interior paint colors do you see being the most popular in 2020?



When it comes to interior paint colors for the year 2020, the majority of experts agree that cool neutrals, such as white, gray, and taupe, will be the most popular. **Cool neutrals** work well in nearly every space, making small or dark rooms appear bigger and brighter. They also create a blank slate for almost any interior design. Given that the majority of the colors on Benjamin Moore's top 10 list of [best sellers](#) and those that top [Sherwin Williams's](#) list are within this palette, it makes sense that this trend will continue into the coming year.



Which painting styles do you think will be popular in 2020?



When it comes to painting styles, 41% of experts agree that **accent walls** will be the most popular in 2020. An additional 27% feel that a two-tone look will be popular. Accent walls are considered one of the hottest [ongoing trends](#) that has no sign of fading, so it makes sense that it tops our list. Using an accent wall can also create a two-tone room, which was the second-most-popular response. Two-tone spaces can also be accomplished using wainscoting, making it easy to visually break the walls using color.

How do you feel about “Millennial Pink” as an accent color, and how would you recommend someone include it in their home?

Influencers are very split over how they feel about **Millennial Pink**, the color that has been showing up everywhere as an accent. Many are personally over it or feel it is waning in popularity. Amy Lau explains, “It will date itself and is too distinctive to be seen as a neutral.”

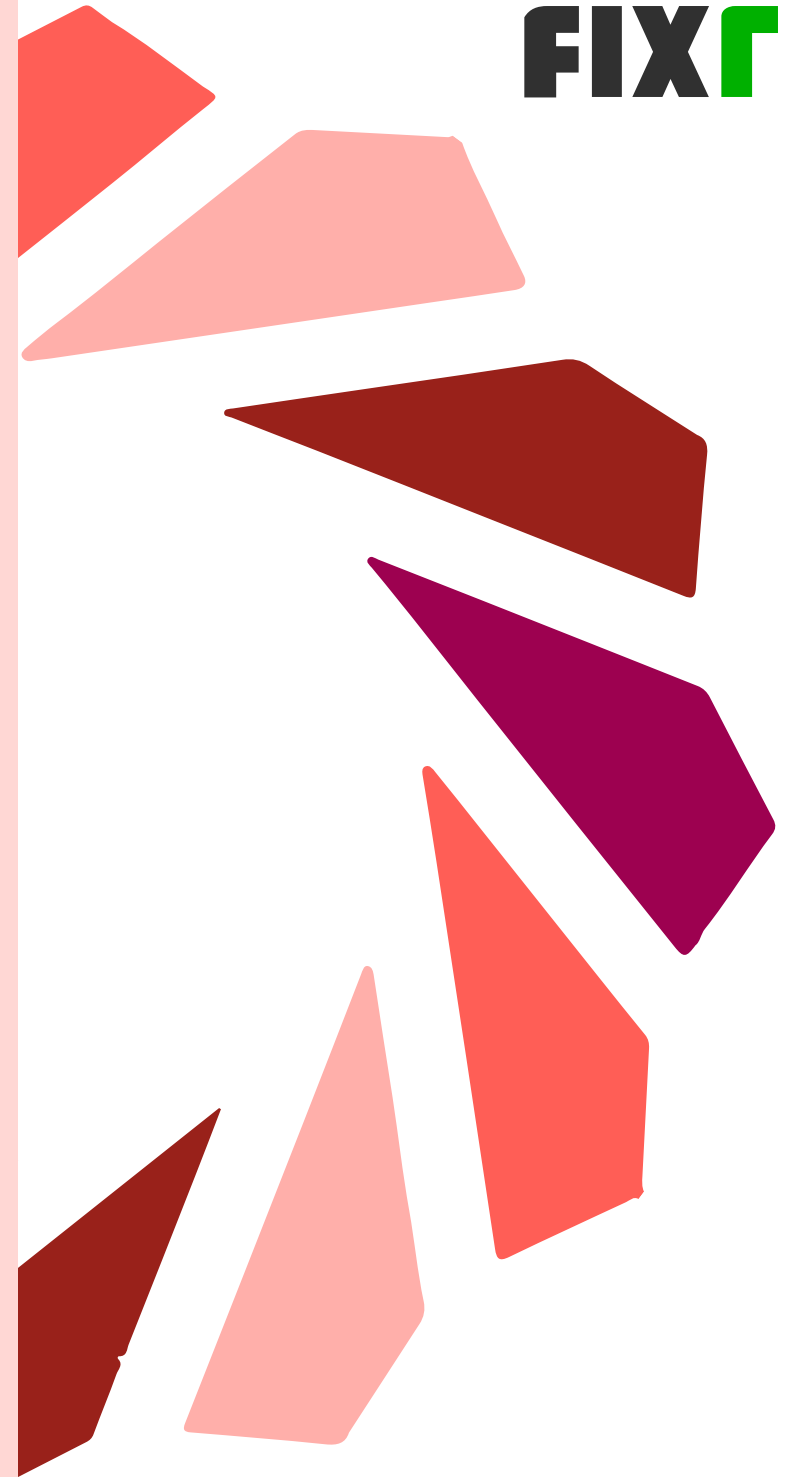
However, others like it as an accent. Lory Bernstein of DesignThusiasm expands, “I’m a pink girl, but I think it’s limited for most people. With any color trend, I would only use it for inexpensive easily changed items like decorative objects and pillows, throws or rugs.” A few, though, like Wanda Suitt-Horton feel that it can be used more extensively, provided it is done correctly, “I don’t think of this as an accent color but more like a soft, overall choice. I’ve used something similar in a feminine bedroom with creams and lighter versions. I also think it works well with deep mochas and charcoal to prevent it from being too sweet. It could be combined with an ink blue, too.”

Sarah Fogle of Ugly Duckling House also adds, “... pink in a bathroom can be very flattering to your skin. It would be nice to start the day feeling like you have a glow!”

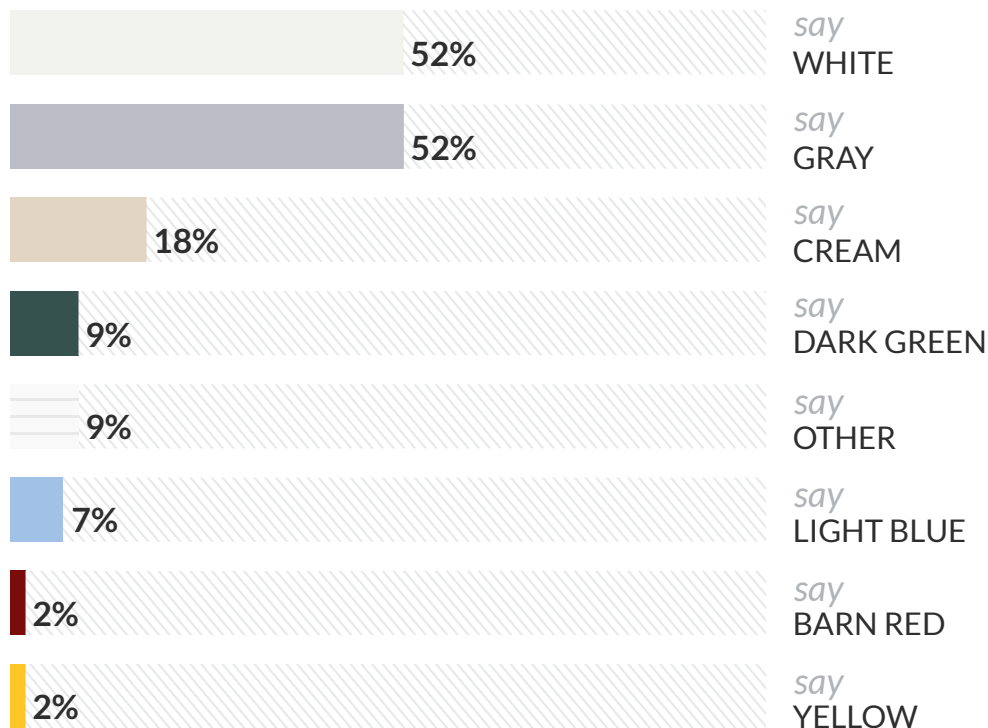
Some designers like Marcelle Guilbeau are very enthusiastic in their appreciation of the color. Guilbeau explains, “I love this color. I think it is very soft, feminine, romantic. [...] It is also very nostalgic for the 50’s. I think as this demographic matures, we will continue to see colors and styles that hark back to a simpler, rosier, more nostalgic day.”



III. Colors that Sell



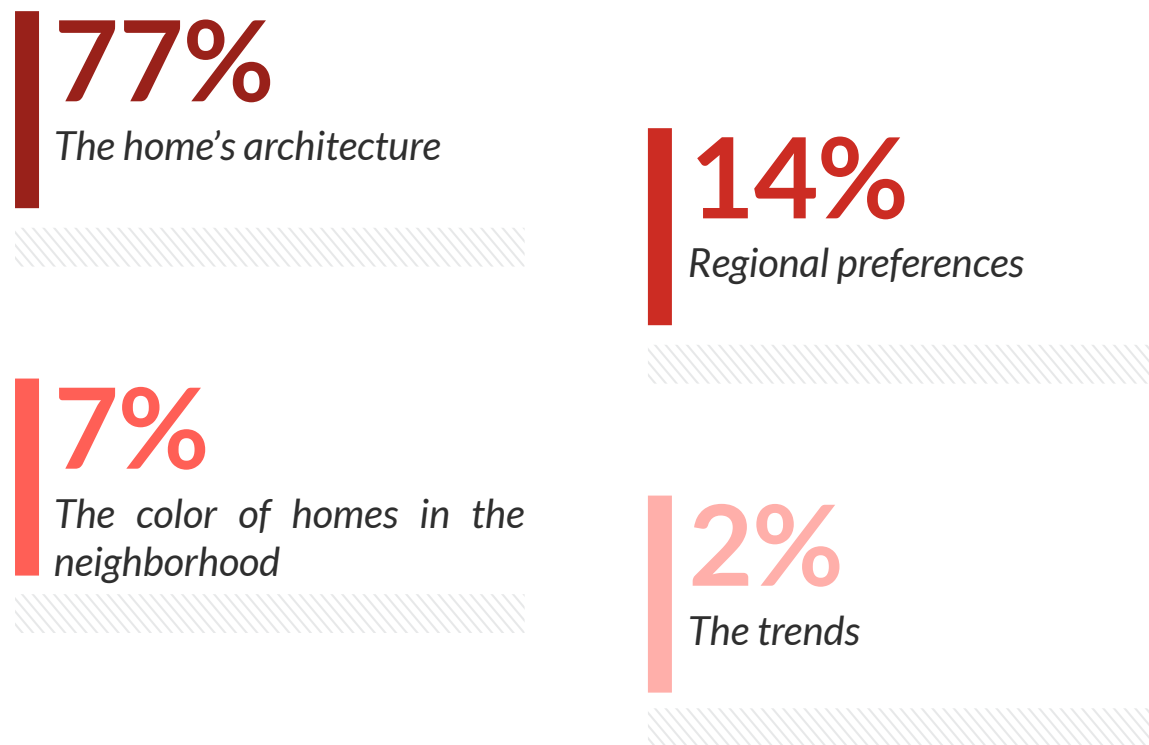
Which exterior colors do you recommend for someone who wants to sell their house in 2020?



When it comes to the **exterior**, experts are fairly evenly split between **white and gray** as the best color choice to sell in 2020. Realtors have been recommending that home sellers paint their homes **white** in the last few years, while **charcoal gray** is often listed as an accent color that can boost value, which means both these recommendations follow the current trend.



Which factor is more important when choosing the exterior color before selling?



Before committing to an external color, it is important to consider the **architecture of the home**, according to 77% of experts polled. Color has a **profound effect** on architecture, which means that the correct color for one home may not work for another. It may also explain why classics, such as white, are popular and work for more home styles.

Which exterior color would you advise homeowners to avoid if they want to sell their home?

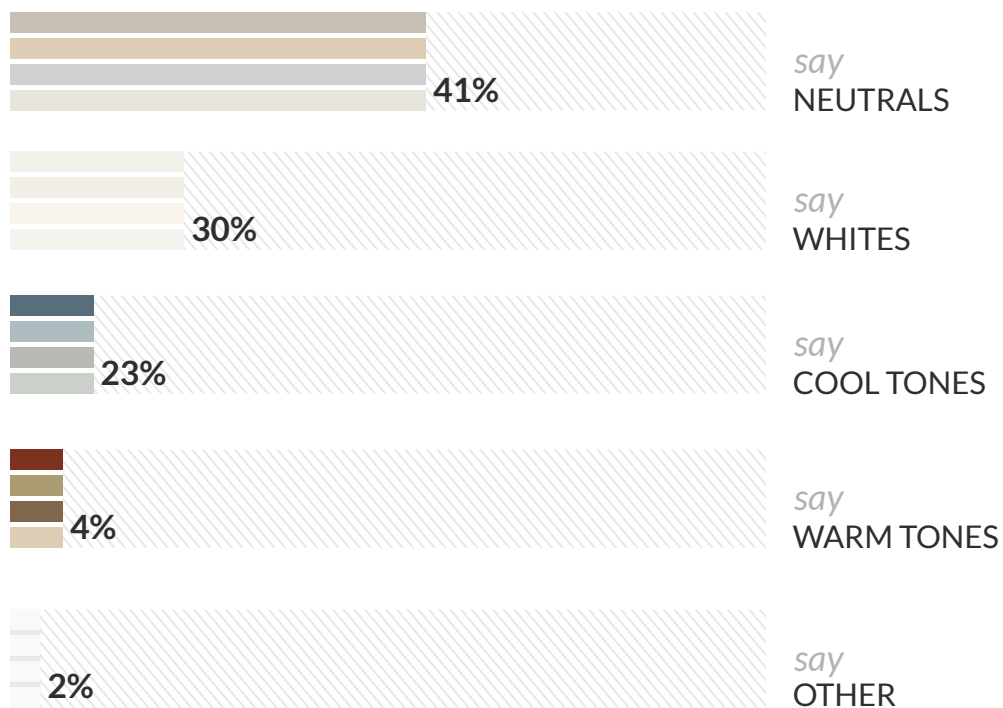
Designers offer a full rainbow of choices when it comes to the **colors that are best to avoid**. Lisa M. Smith of Interior Design Factory Ltd. explains more, “First the color must be appropriate to the architecture and secondly it must coordinate with something but not call too much attention to the structure. We expect to see red on a big old barn, but on a generic 1950’s ranch it will look silly. Location is also a big factor. For example, in Palm Springs on mid century architecture, turquoise may work.” Alene Workman agrees, “Depends on architecture, location and many factors, but not tones that go pink or too yellow.”

Dahlia Mahmood also explains, “Any vibrant or bold colors” should be avoided and advises homeowners to “keep it timeless.” And for those who like color and want to try to incorporate it, Cheryl Kees Clendenon recommends avoiding “Anything too crazy like a bright pink.” She further explains that homes “can be colorful, but should be subdued.”

Finally, be sure to avoid “A bold unusual color that you don’t normally see in your neighborhood,” suggests Pat Valentine Ziv from PVZ Design, LLC.



Which interior color palette do you recommend for someone who wants to sell their house in 2020?



If you are **painting the interior of your home to sell in 2020**, most experts agree that neutrals are the best choice. Neutrals have been shown to **help your home sell** for more money in the past, especially since they have broad appeal for a wide range of potential buyers.



What would you recommend to someone who wants to sell their house regarding interior painting?

Most experts agree that keeping your space **neutral** inside when the time comes to sell is the right choice. Amy Lau explains, “More neutral and not so individualized that [the] color of the walls distracts from the overall room or architectural details.” Dahlia Mahmood also adds, “Keep it timeless and classic- you will attract more interest by staying with a more neutral palette.”

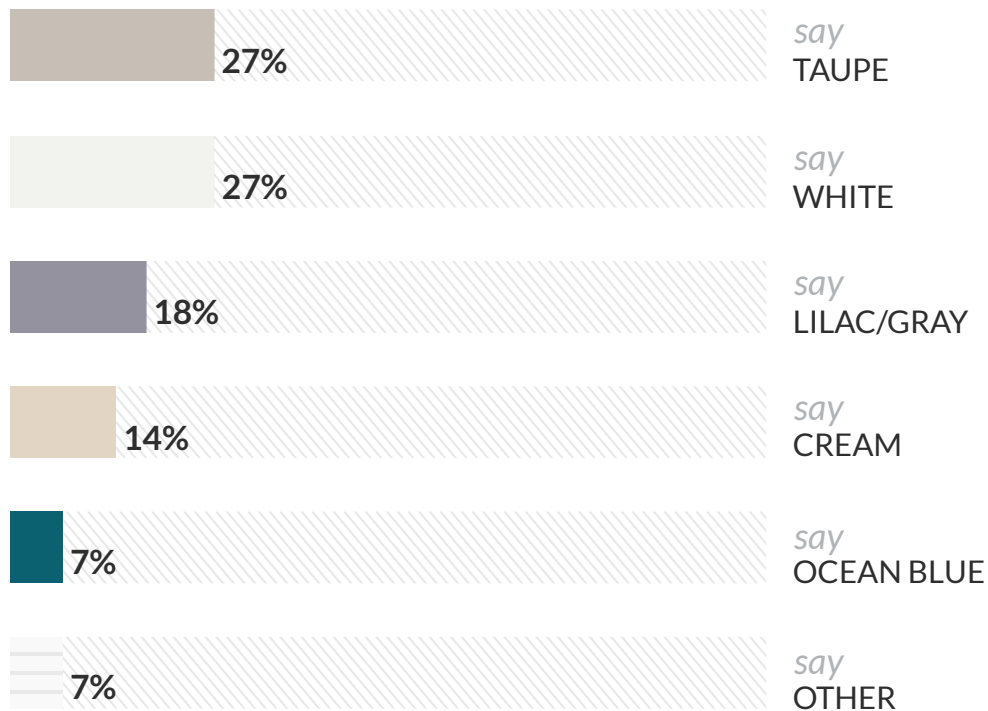
They also advise paying attention to **how a potential buyer may view the space**. Joy Moyler suggests, “Keep it simple. Do not use a lot of colors, as new occupants will want to select their own palette ultimately.” Pat Valentine Ziv agrees, “Keep it simple in palette, neutral and let it run from room to room. A light color will allow someone to see the bones of the home and make it easy for them to add some accent colors when they move in.”

Helen Bartlett adds that painting can be one way to **add perceived value** for less, “Invest in painting with neutral colors (white preferably). Painting interior walls is one of the least inexpensive ways to add perceived value, to make a home look well taken care of, and to update for the least amount of investment making a big impact.”

IV. A Color for Each Space



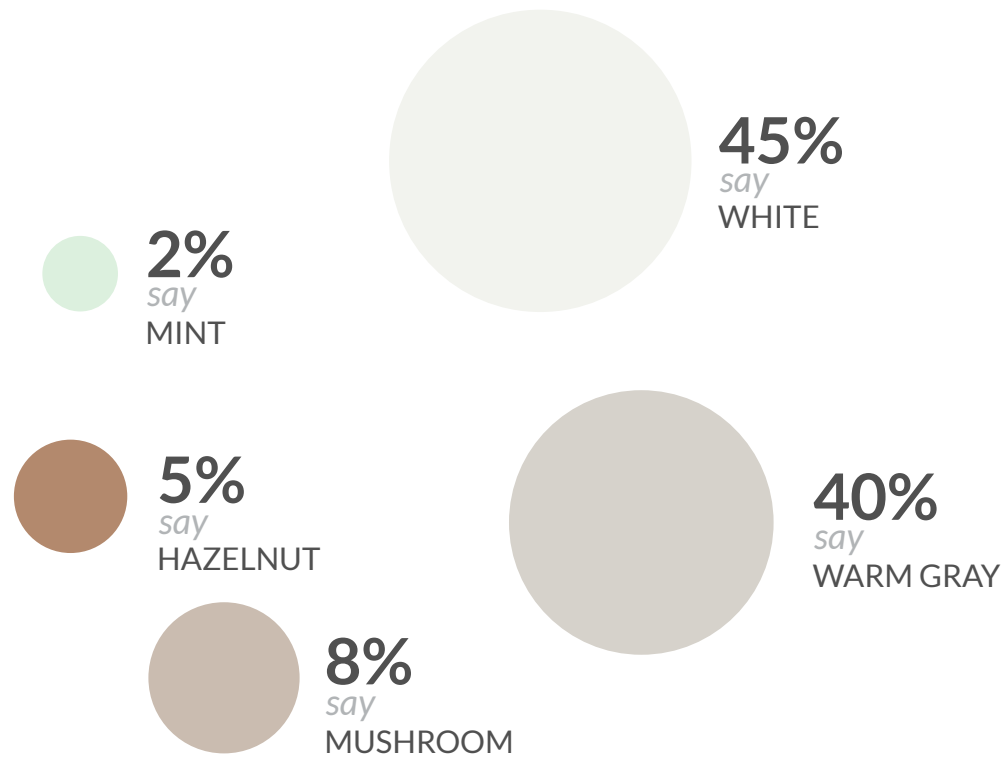
What will be the most popular color for the bedroom in 2020?



For **bedrooms** in 2020, influencers are split evenly between **taupe and white**. Cool neutrals are considered **soothing and beneficial** when it comes to sleep, so it makes sense that these colors will be high on people's lists this coming year.



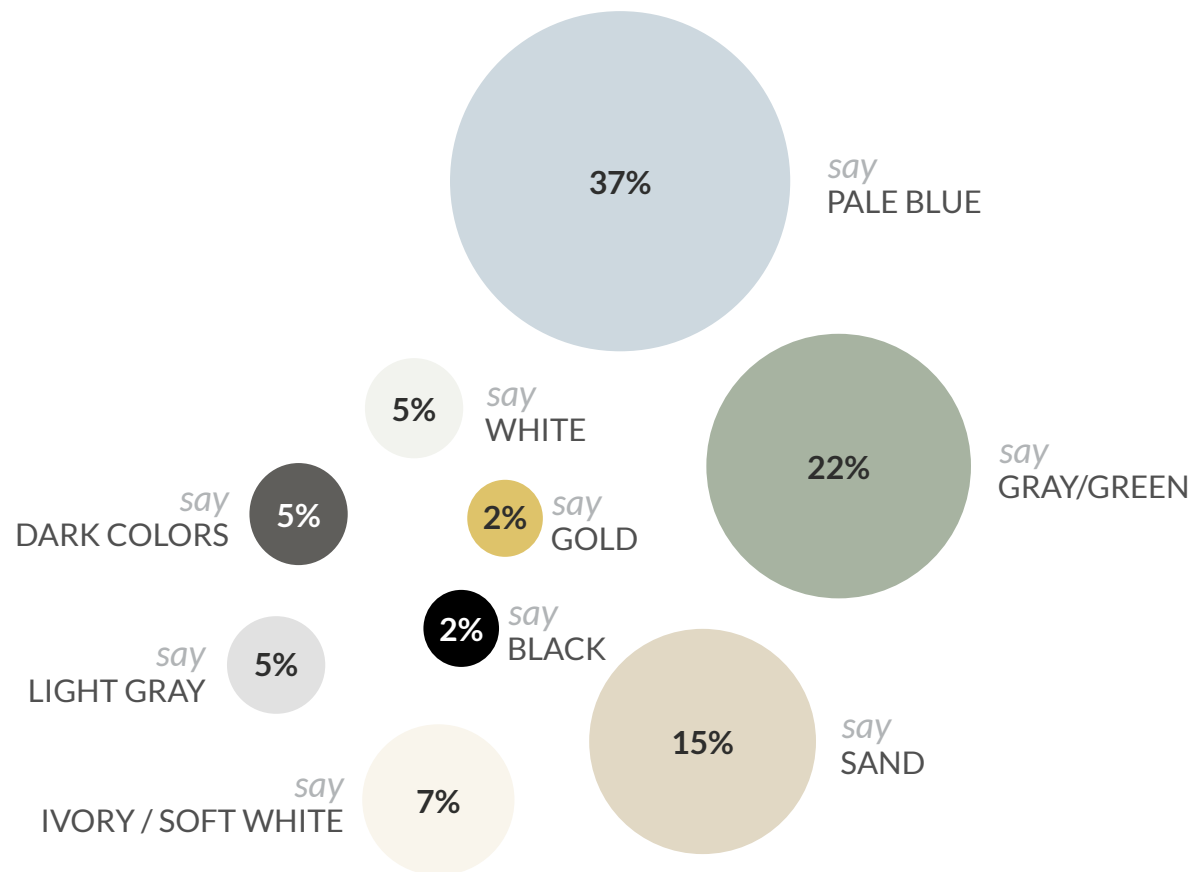
What will be the most popular color for the living room in 2020?



When it comes to **living rooms**, **white** is the most popular color, followed closely by warm gray. Both are considered neutrals, with warm gray being a slightly more up-to-date color than the cooler gray tones used previously. Since **bold accents** are considered an upcoming trend, both these colors make great background choices.



Which color do you recommend the most for small spaces?



When it comes to **small rooms**, **pale blue** was the most recommended color at 36%, while 26% of experts selected “other” with a wide range of responses, including ivory or soft white at 7% and light gray at 5%. Interestingly, both dark colors and white came in at 5% each as well, showing that there may be something more to the choice than simply the size of the room. As Wanda Suitt-Horton elaborates, “It all depends on the lighting - be it natural or artificial. Often a small room can look fabulous in a deeper color.” Lisa Smith also adds that it “Depends entirely on the architecture & style of the home combined with the homeowner’s palette.”



Sense of balance or shaking things up in 2020?

Designers gave more mixed answers when it comes to how they feel people will respond in 2020 to the use of color, adding either balance or shaking things up. David Mann of MR Architecture and Decor thinks that they will **shake things up**, “I think in 2020, people will be interested in shaking it up a bit color-wise. I always like to think of unexpected ways to use color besides accent walls or single-color saturated rooms.”

On the other hand, many designers like Rose Dostal feel that people will lean toward **balance**. “I think most people will be interested in creating a sense of balance within the home because life is chaotic as it is. I think we will see lighter color in most of the warmer tones.” Of course, as Mitch Newman explains, this is a very **personal choice** and, therefore, may be hard to predict. “It’s 100% situational and personal preference based on each individual client. Some are more bold and some prefer all neutrals. You can always bring in color in accessories and removable pieces in the decor: rugs, pillows, window curtains. Etc.”

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Get the Freshest Colors for 2020

2020 will be a new beginning for many people, meaning many people will embrace new trends for their homes. With people emphasizing things like balance in the new year, they will be looking at the colors in their homes and wondering how to balance them to fit their new goals for the upcoming year.

By learning more about which color trends will be hot in the coming year, you can make better decisions for your clients and for your home that will have the biggest impact and the longest staying power, whether you intend to sell or stay in the home long-term.



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Alene is the president and founder of Alene Workman Interior Design. With more than 25 years of experience, Alene leads a multi-award winning firm. She specializes in full-service interior design for both new builds and remodels.

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Corrine is the owner of MC & Co, a home decor company that blends home decor with crafting. With her hands-on approach to fabrication and construction and thanks to a lengthy exposure to different trades and high craftsmanship she creates intuitive harmony and refinement within boldly composed rooms.

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Patti Johnson is the owner of Patti Johnson Interiors, a Cincinnati-based design firm. This firm has been in operation for more than 20 years, winning multiple awards. She works with custom builders and homeowners to find the perfect solution to every interior.

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Sarabeth is a home improvement expert and writer for Fixr.com. A former kitchen and bath designer, Sarabeth works to help others gain better insights into the home and garden industry so that they can make better decisions for their homes.

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Sarah is the blogger behind Ugly Duckling House, a home decor and project-based blog. Sarah loves a project and started blogging about her DIY renovations as she “tore her house apart” and found that she could inspire others to do the same.

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Wanda is the founder and principal designer at Wanda S. Horton Interior Design. Wanda believes that excellent design comes from a balance between beauty and order. Her designs bring a more up-to-date style to traditional looks.

Methodology

These results were compiled from a survey undertaken by 43 experts in their fields. These respondents were given a series of multiple-choice and open questions to answer. The results are compiled here so that you can better understand them and their implications for the coming decade.

Each survey participant was selected for their role in the home design industry based on their work, role in social media, and awards won in the industry.

Helpful Resources

HOUSE PAINTING SERVICES

- [Painter Cost](#)

HOUSE INTERIOR

- [House Painting Cost \(Interior\)](#)
- [Room Painting Cost](#)
- [Bathroom Painting Cost](#)
- [Hallway Painting Cost](#)
- [Kitchen Painting Cost](#)
- [Living Room Painting Cost](#)
- [Stairway Painting Cost](#)

SPECIAL FINISHES

- [Wall Decorative Finish Painting Cost](#)
- [Wall Mural Painting Cost](#)
- [Wallpaper Installation Cost](#)

HOUSE EXTERIOR

- [Exterior Painting Cost](#)