



# Asian Paints Insight Project

Unveiling Color Trends & Market Intelligence for 2025



# Who is Asian Paints?

## Legacy & Trust

India's largest décor company with over 80 years of heritage, serving millions of households with quality and innovation

## Global Presence

#1 in India, #2 in Asia, #7 globally—serving 60+ countries through 27 manufacturing plants worldwide

## Retail Network

150,000+ retail touchpoints equipped with 50,500 tinting machines for instant color customization at dealers

# Asian Paints Color Variants

## A Spectrum for Every Space

Asian Paints offers an extensive palette spanning multiple categories to meet every design need:

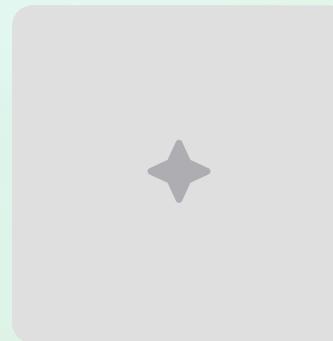
- Interior & exterior wall finishes
- Premium wood finishes & stains
- Durable enamels for metal surfaces
- Advanced waterproofing solutions

### Trending 2025 Colors

- **Cardinal**: Dusky, soulful red promoting emotional balance—Color of the Year 2025
- **Soft Lilac**: Calming, muted shade for serene interiors
- **Beige-N** & **Grey Sandstone**: Versatile neutral foundations

# Visual Palette of Asian Paints 2025

From soulful reds to calming neutrals—colors that transform spaces



## Salt Theme

Biomaterial textures inspired by natural elements

## Bad Taste? Theme

Bold luxury palettes for statement-making interiors

## Feel More Theme

Rich neutrals & metallics for depth and sophistication

# Insights from the Asian Paints Project

01

## ColourNext Annual Forecast

Blending consumer behavior, societal moods, and global design trends into actionable color predictions

02

## Research Methodology

Expert interviews, focus groups, and data analysis of consumption patterns and sentiment tracking

03

## Key Market Finding

90% of revenue comes from repainting existing homes, not new construction—revealing the true market dynamics

04

## Digital Innovation

Visualizer app and digital tools enhance customer confidence in color choices before purchase



Made with **GAMMA**

# Market Dynamics & Competition



52%

## Market Share

Current position in India (down from 59% due to new entrants like Birla Opus)

1.6%

## Volume Growth

Q3 2025 growth in decorative paints despite market slowdown

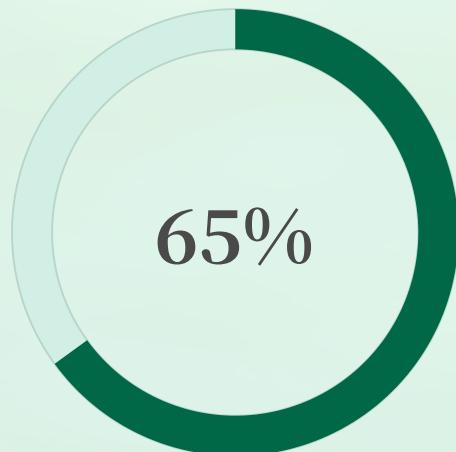
Intense competition is driving unprecedented innovation and marketing investments across the industry.

## Winning Strategy

- Product differentiation through innovation
- Strengthening dealer network relationships
- Customer personalization at scale

# High-Sales Color Paints

## Conversion Rate Insights



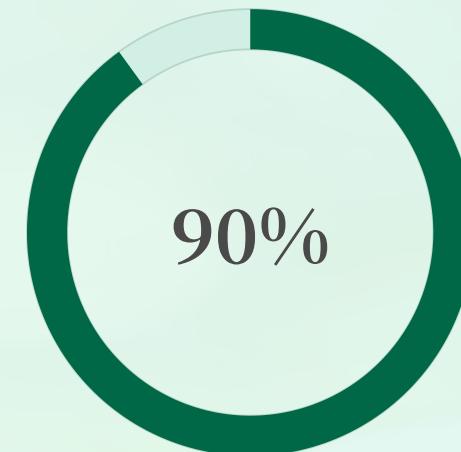
### Conversion Rate

High-sales colors like Cardinal in retail outlets



### Tinting Machines

Enabling instant color fulfillment at dealer network



### Customer Confidence

Boost from digital visualization tools

## Cardinal Leads the Pack

Cardinal dominates high-sales colors in 2025, favored for its emotional resonance and remarkable versatility across interior spaces.

## Success Drivers

Personalized color consultations combined with digital previews boost buyer confidence and dramatically improve sales closure rates.



# Innovation in Color Delivery



## Digital Visualizer

Customers preview colors in their actual space using AR technology

## Instant Tinting

50,500 machines create custom colors on-demand at dealer locations

## Higher Conversion

Instant availability + digital confidence = 65-70% conversion rates

- **Innovation Impact:** The combination of instant color customization and digital previews has revolutionized the paint buying experience, reducing purchase hesitation and accelerating decision-making.

# Leading with Color, Innovation & Customer Delight

## Consumer-Centric Insights

Deep understanding of consumer needs and emotional connections with color drives market leadership and product innovation

## Technology-Enabled Excellence

Innovation in color delivery, personalization, and visualization drives strong conversion rates and customer satisfaction

## Future-Ready Strategy

Color trends reflect evolving lifestyles—Asian Paints continues transforming homes and lives with color in 2025 and beyond



**Asian Paints:** Where color meets innovation, and homes become expressions of life.

