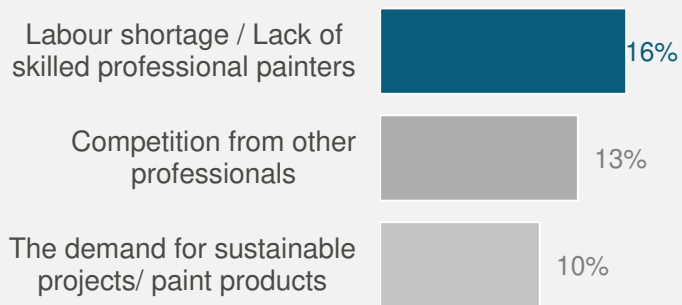




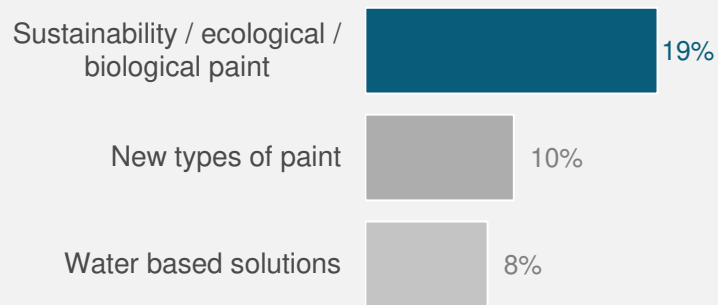
## Top-3 expected challenges

[EU average]



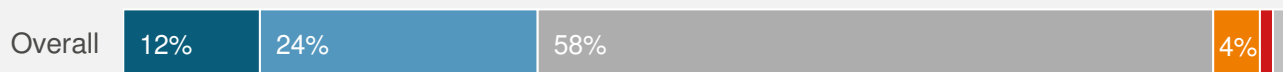
## Top-3 most desired innovations

[EU average]

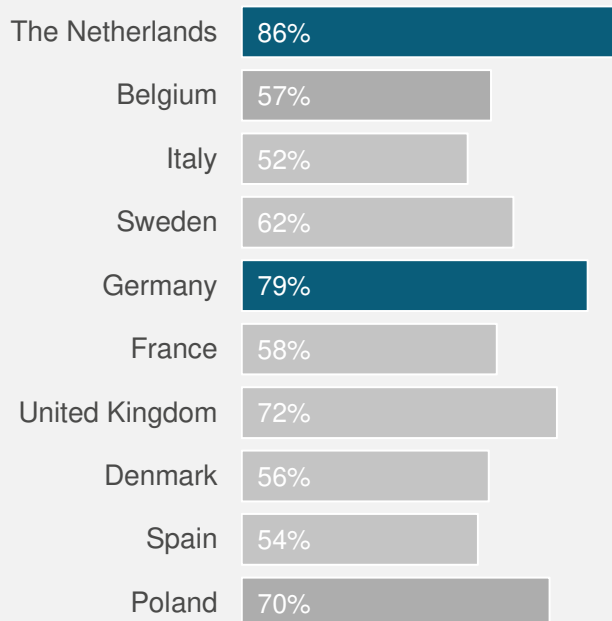


## Change in painters' influence in brand choice in the past 5 years:

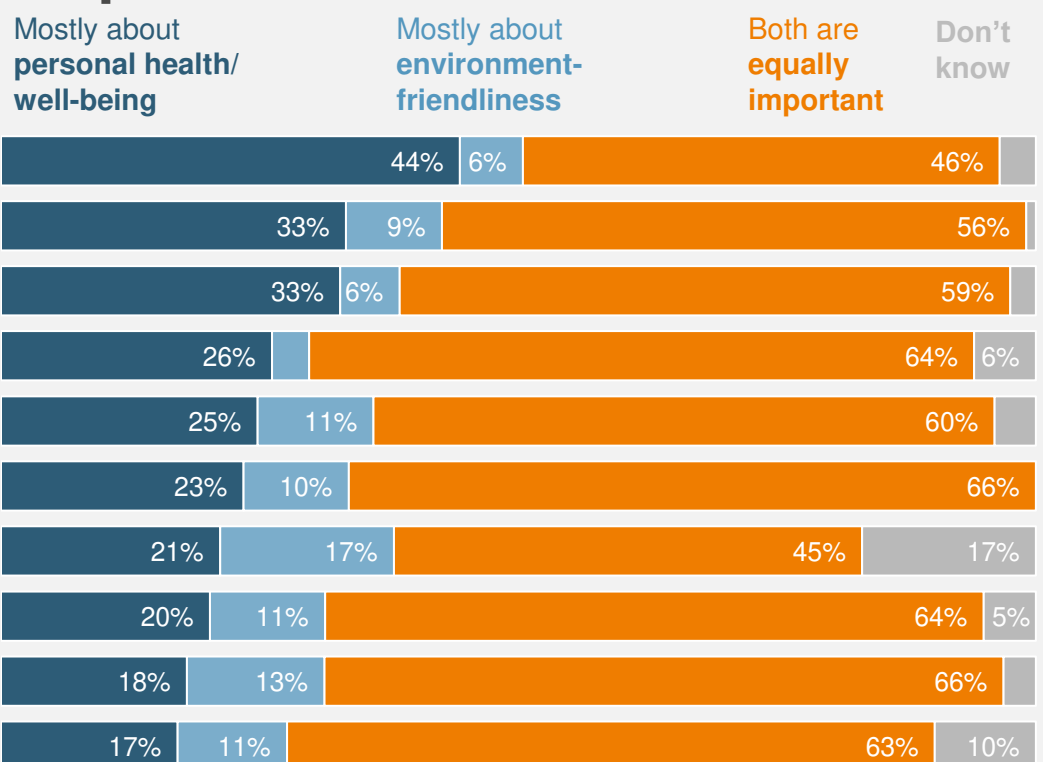
Strongly Increase | Increase | Neutral | Decrease | Strongly Decrease | Don't know



## Labour shortage



## Definition of 'sustainability' for painters



\*All the information is available on a country level for the following countries:



## Brand funnel scans measured for the following product categories:



### Also in this report:

- Share of online buying
- Profiling the professional painter
- Willingness to drive to stores
- Demand for solvent- and preservative-free products