Painter Insight Monitor 2020



Top-3 expected challenges

[EU average]

Labour shortage / Lack of

skilled professional painters

The demand for sustainable

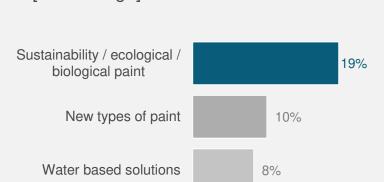
projects/ paint products

Competition from other

professionals

Top-3 most desired innovations

[EU average]



Investigating the future expectations and innovation needs of painters

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

16%

13%

10%

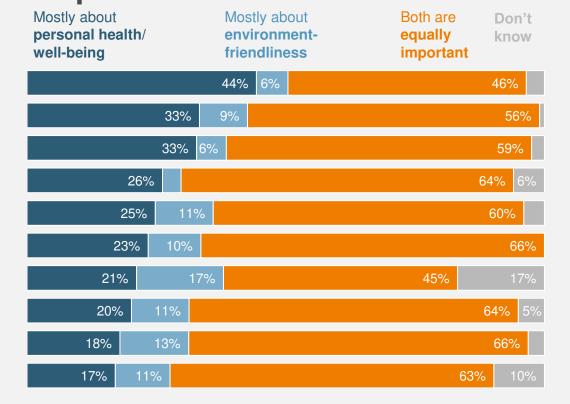
Strongly Increase | Increase | Neutral | Decrease | Strongly Decrease | Don't know

Overall 12% 24% 58% 4%

Labour shortage

The Netherlands 86% Belgium 57% Italy 52% Sweden 62% Germany 79% France 58% United Kingdom 72% Denmark 56% Spain 54% Poland 70%

Definition of 'sustainability' for painters



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

Also in this report:

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

Brand funnel scans measured for the following product categories:

