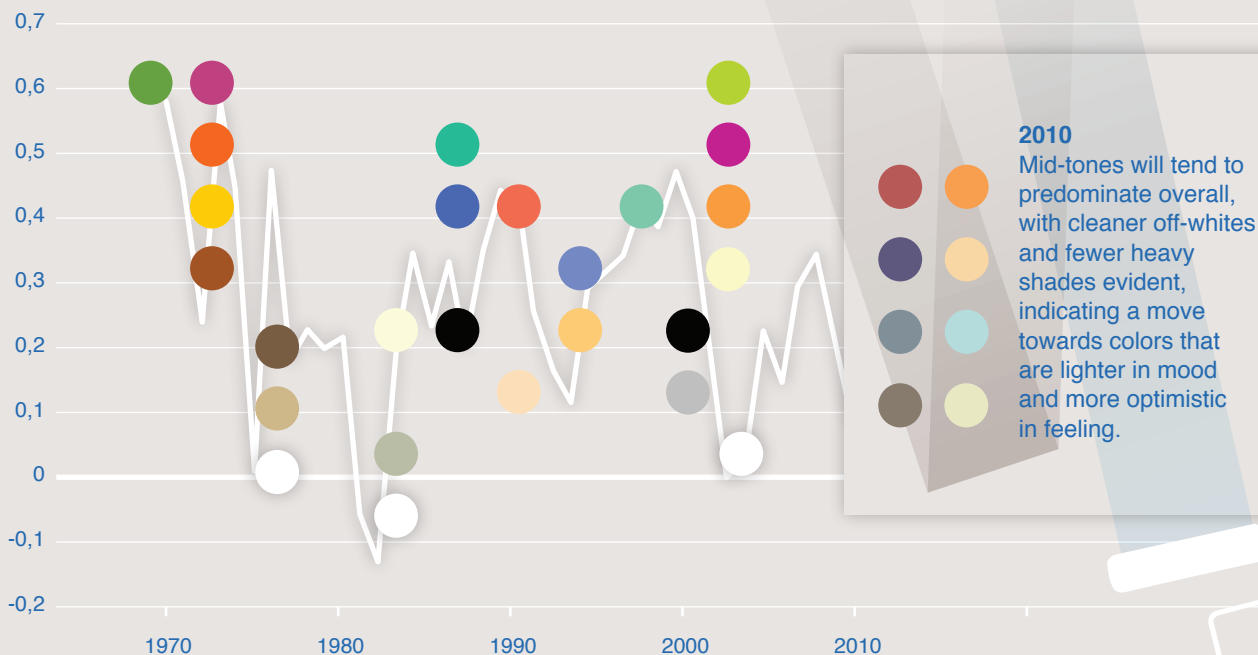


Color and Economic Trends

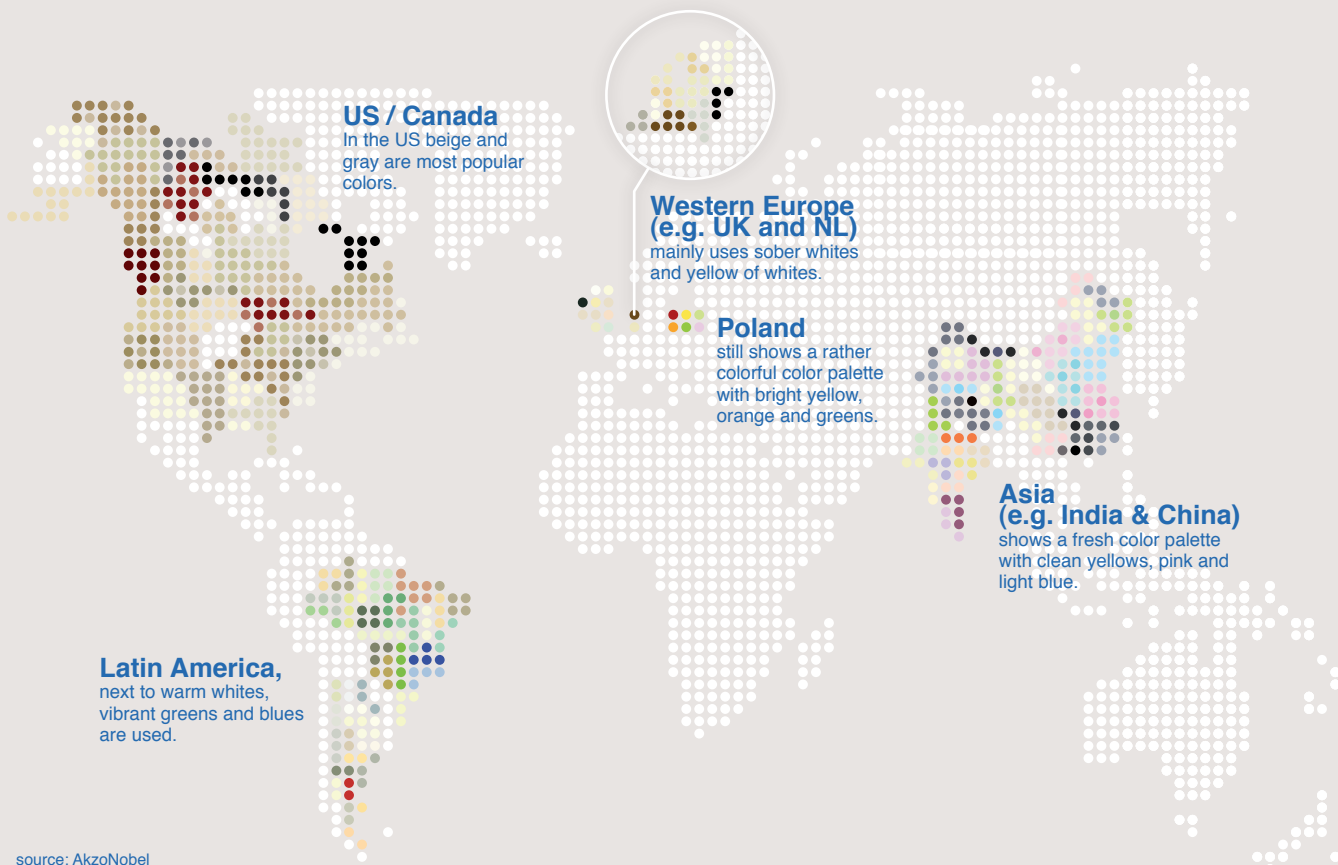
Color trends in interior design have been fluctuating in waves over the last few decades as the economy has ebbed and flowed. During an economic downturn, neutral colors, white and greys dominate in interior design, while more intense colors are used when people feel more confident.

% GDP growth



source: AkzoNobel / Rijksbegroting 2009

Global best selling colors AkzoNobel Decorative Paints 2008



source: AkzoNobel