

Survey: Designers and DIYers Weigh in on Wellness Trends

It's no secret that everyone is obsessed with improving their life – whether it be through physical, mental or spiritual wellness. Last year, Pinterest reported that searches for “self care” were up 140% year-over-year¹, and the trend only continues to grow.

Sherwin-Williams recently surveyed nearly 500 homeowners and 200 professional interior designers to gauge how wellness is expressed in interior design and décor. Nearly all respondents (94% and 97%, respectively) reported incorporating wellness in their spaces in some way, shape or form.²

Self-caring for your space

People are taking self-care beyond their body and into interiors: according to the survey, nearly half (42%) of designers said they have been asked to incorporate self-care into their designs, and one-third (29%) of homeowners take self-care into consideration when decorating their home.

The most popular way to bring wellness into a space is also one of the easiest – natural light. Eighty-seven percent of designers use natural light to reflect wellness, while 77% of homeowners do the same.

Breathe it in

Improving indoor air quality is a key consideration for both homeowners and designers. Over half (54%) of homeowners cite air quality as a way they bring wellness into their homes, and 58% of designers use it as a tool to incorporate wellness.

Limiting VOCs (volatile organic compounds released through building materials) via lower-VOC paints is an easy way to improve the air quality in a space. When given a list of product qualities, low- or no-VOC was the most important thing homeowners and designers considered when buying products for their projects (51% and 77%, respectively).³ Other important qualities include:

- Eco-friendly/low-carbon footprint (49% for homeowners, 52% for designers)
- Sustainably sourced (48% for homeowners, 51% for designers)

Color: It's not all black and white

Designers and homeowners don't see eye to eye on their top color choice for wellness. Designers lean toward green (41%), while homeowners associate wellness with the color blue (34%). Another popular color is white/gray, which 11% of designers and 18% of homeowners associate with the trend. Interestingly, among homeowners, men were significantly more likely than women to most associate white/gray with wellness, with 24% vs. 18% of women.

The color least likely to be associated with wellness? Red. Not a single designer and only 1% of homeowners reported they associate the hue with wellness.

Total Zen

If they could choose, where would homeowners want to go to get their Zen on? The top choices were:

- A gym/fitness room: 41%
- A reading room: 41%
- A greenhouse: 38%

Women were significantly more likely than men to desire a yoga room (20% vs. 6%).

According to residential designers, the most popular wellness rooms they've been asked to design in the last 12 months include:

- A reading room: 39%
- A sauna/spa: 22%
- A gym/fitness room: 20%
- A meditation room: 20%

Contact us at Sherwin-Williams@clynch.com for the full survey results.

¹ <https://newsroom.pinterest.com/en/post/pinterest-100-the-top-trends-for-2019>

² Sherwin-Williams 2019 Designer and Homeowner Panel Survey of nearly 700 people, June 2019

³ Marked the option as extremely or very important to them