

## Survey: Designing for the next decade

As 2019 comes to a close, the design world is looking to what the next year, and decade, are going to bring. Sherwin-Williams surveyed more than 250 professional interior designers to gauge their thoughts on what's out, what's in and what's next as we welcome a new decade of trends.<sup>1</sup>



### The new neutrals

When asked what colors they consider to be neutrals, designers invariably chose white, gray and beige. However, a few untraditional options are starting to rise to the surface. Designers agreed that the below colors could be used as a neutral:

- Black (66% of respondents agreed it could be used as a neutral)
- Sage green (44%)
- Navy blue (42%)

Notably, blush pink, long considered the newest neutral and millennial fan favorite, was considered to be a neutral by only 35% of designers.

### Gen Z comes of age

With Gen Z coming into adulthood, their influence on design will only grow in the next decade. Although many designers are still unsure of their color preferences, 26% of those surveyed said that Gen Z was most likely to request yellow and orange hues in their designs.

Older generations, on the other hand, still prefer traditionally neutral hues. Whites and beiges were the most requested colors by every generation older than Gen Z. For millennials, however, bolder colors are nearly as popular. Twenty-nine percent of designers claimed millennials were most likely to request neutrals, but 23% gave the top spot to blue/purple.



### Beige is back

While gray has reigned as one of the top wall colors of the past 10 years, a familiar shade is making its way back into favor – beige. When asked what trends they think are emerging in 2020, beige and warmer neutrals were popular answers. Other trends include the use of deep, bold tones like navy and hunter green; using natural wood in furniture, décor and cabinetry; and a movement toward more color in general.

On the other hand, designers also noted the trends that will be dying in 2020 – all white/gray walls, farmhouse and shiplap accents, and accent walls.

### Taking a risk

According to homeowners, trending colors have their place. When asked where clients are likely to use trending colors, residential designers said:

- Bathroom or powder room: 33%
- Living room: 17%
- Bedroom: 15%
- Dining room: 10%

Want to learn more? Contact us at [Sherwin-Williams@clynch.com](mailto:Sherwin-Williams@clynch.com) for the full survey results.



<sup>1</sup> Sherwin-Williams 2019 Designer Panel Survey of 265 professional designers, August 2019