

TOP 3 COLOR FAMILIES HOMEOWNERS ARE EXCITED TO BRUSH INTO IN 2023

Sherwin-Williams surveyed more than 700 homeowners about colors they are excited to see in interiors in the year ahead. For more information about these results, images or commentary, contact Sherwin-Williams@clynch.com.

The “It” Colors Catching Homeowners’ Eyes

When it comes to interior home décor, furniture, walls and beyond, the top three color families homeowners said they’re most excited to try in their home are **blue and green (61%)**, **gray and white (44%)**, and **pink/terracotta and beige (20%)**.

“It’s fun to see that homeowners are willing to take a risk and try something new, especially when it comes to thinking about what is a neutral — that’s my hope for 2023,” says Sue Wadden, director of color marketing at Sherwin-Williams.



*Credit Vintage Revivals
Redend Point SW 9081*

How Feelings Help Inspire Harmony in the Home

Of the more than three-quarters of respondents who plan to renovate a space in the next 12 months, **words they used to best describe how they want these refreshed spaces to feel are “clean” (58%), “inviting” (53%), “peaceful” (50%) and “comforting” (48%).**

“It’s important when selecting a paint color to consider how you want a space to feel. When it comes to choosing paint colors, I always recommend starting with something you love as inspiration, like a couch, pillow, rug, or piece of art. Using colors from those pieces to help guide and inspire your paint palette choices will help create harmony in your home and make your space feel like your own,” Wadden says.

How to Incorporate “It” Colors and Feelings into the Home in 2023

Wadden shares the following tips on color considerations and pairings to incorporate pinks, whites, blues and greens into the home to create inviting and comforting spaces.

Pinks and Terracottas

“Monochromatic palettes are trending as people seek out calming and serene color schemes for their homes. Earthy desert beiges and pink tones are neutral, warm hues that work well in any space,” Wadden says. “Our 2023 Color of the Year, [Redend Point SW 9081](#), is a beautiful option for people seeking a terracotta or blush beige look. It warms up a space when painted on all four walls. For those looking to test out the hue, I recommend balancing it out with a complementary warm neutral like Cool Beige SW 9086. To make Redend Point pop, I love combining it with a bold neutral like Urbane Bronze SW 7048.

Grays and Whites

“While grays and whites will always be top neutrals and paint color choices, what people gravitate towards in these color families is changing. The popularity of grays and whites with cool undertones has evolved into a need for warmth, largely influenced by an increased interest in design and color that is tied to the Earth,” Wadden says. For those looking to incorporate warmer grays and whites at home in the new year, Wadden recommends exploring warmer grays, such as [Skyline Steel SW 1015](#), [Chatura Gray SW 9169](#), [Pediment SW 7634](#) and [Kestrel White SW 7516](#), all from Terra, the Sherwin-Williams [2023 Colormix® Forecast](#).

Blues and Greens

Biophilic inspiration continues to dominate interiors and blues and greens continue to be a top choice for those who want to bring the outside in. According to the Sherwin-Williams survey of the homeowners who are most excited to try blue and green, 90% selected the color combo as a top three they are most excited to try within their home.

For 2023, Wadden’s top choice is [Homburg Gray SW 7622](#), also from the Colormix Forecast: “Homburg Gray is a real beautiful and complex blue-green that adds soul and depth to any space.”



Homburg Gray SW 7622