

Survey: Homeowners Embrace Colors of the Cosmos

From unicorns to mermaids, mystical beings have inspired new foods, beauty products and holidays. Now the trends are working their way into home décor and sparking new ways to use color. Sherwin-Williams surveyed nearly 1,000 homeowners to discover how they're working mystical colors into their homes.¹

Interest in the cosmos is on the rise. In June, Pinterest reported that searches and saves for stargazing parties are up 192 percent this year.² Additionally, celestial light fixtures are gaining popularity, with searches up 137 percent from last year.³

Homeowners' favorite mystical trends

When it comes to color, homeowners are divided about which trend inspires their choices. The most popular mystical trends are:

- Woodland fairies: 26 percent
- Wellness crystals: 23 percent
- Galaxy/cosmos: 21 percent

Men were more likely than women to be inspired by the cosmos (30 percent of men, compared to 17 percent of women), while women feel a much closer affinity for wellness crystals (28 percent of women compared to 8 percent of men).

A nursery out of a fairytale: Where homeowners are painting mystical colors

While homeowners are embracing these pop culture trends for their home, they're being choosy about where they use them. Of the homeowners surveyed, these are the spaces most likely to be considered for these trends:

- Nursery: 68 percent
- Bathroom: 33 percent
- Master bedroom: 17 percent

Essence of the ocean

When looking to the ocean and mermaids for color inspiration, homeowners are most likely to think of:

- Green: 52 percent
- Blue: 32 percent

Additionally, 24 percent of respondents reported they would consider trying a fish scale pattern on their walls. According to Pinterest, searches for dark blue and hunter green are up 139 percent and 209 percent, respectively, over last year.⁴ Green marble is becoming a hot new material, with searches up 147 percent over last year.⁵

The unicorn palette

When channeling unicorn vibes, these are some of the colors most associated with the fantasy creature:

- Pink: 34 percent
- Purple: 33 percent
- White/Silver: 18 percent

Purple is becoming a go-to color for home décor. According to Pinterest, saves for lavender accents are up 300 percent from last year.⁶

¹ Sherwin-Williams 2018 DIY Homeowner Panel Survey of nearly 1,000 homeowners, June 2018

² <https://business.pinterest.com/en/blog/the-top-trends-for-june-2018>

³ <https://newsroom.pinterest.com/en/post/home-report-2018>

⁴ <https://newsroom.pinterest.com/en/post/home-report-2018>

⁵ <https://newsroom.pinterest.com/en/post/eight-trends-to-write-home-about-this-spring>

⁶ <https://newsroom.pinterest.com/en/post/eight-trends-to-write-home-about-this-spring>