Despite Hesitations Caused by Pandemic, Paint Customers Continued In-Store Shopping, J.D. Power Finds

Benjamin Moore and Sherwin-Williams Rank Highest in Respective Segments

TROY, Mich.: 28 April 2021 — Nearly 4 of 10 U.S. consumers (37%) have a current or planned home improvement project in the next three months as COVID-19 has not stopped shoppers from visiting paint retailers in person. According to the J.D. Power 2021 Paint Satisfaction Study, released today, the proportion of in-store buyers is consistent with the pre-pandemic rate of 92%. In fact, 98% of paint and stain buyers say they felt safe and comfortable while shopping in the store.

“The effort put forth by paint retailers and staff to ensure the safety of their customers has undoubtedly paid off,” said Christina Cooley, director of the Home Intelligence practice at J.D. Power. “Though we’ve seen a slight increase with exterior paint and stain being purchased online, interior paint shoppers still heavily rely on the consultative in-store experience.”

Study Rankings

Benjamin Moore ranks highest in the interior paint segment with a score of 863. BEHR (862) ranks second.

Sherwin-Williams ranks highest in the exterior paint segment with a score of 869. Benjamin Moore (858) ranks second and BEHR (853) ranks third.

Sherwin-Williams ranks highest in the exterior stain segment with a score of 850. Glidden (844) ranks second and Valspar (836) ranks third.

Sherwin-Williams ranks highest in the paint retailer segment with a score of 882. Benjamin Moore independent retailer (871) ranks second.

The 2021 Paint Satisfaction Study is based on responses from 5,804 customers who purchased and applied interior paint, exterior paint and/or exterior stain in the past 12 months. The study was fielded in January 2021.


See the online press release at http://www.jdpower.com/pr-id/2021032.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.
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NOTE: Four charts follow.
J.D. Power
2021 U.S. Paint Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Interior Paint

- Benjamin Moore: 863
- BEHR: 862
- Segment Average: 855
- Sherwin-Williams: 854
- Valspar: 852
- Glidden: 825

Source: J.D. Power 2021 U.S. Paint Satisfaction Study℠

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J.D. Power
2021 U.S. Paint Satisfaction Study

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Exterior Paint

Sherwin-Williams 869
Benjamin Moore 858
BEHR 853
Segment Average 853
Valspar 850
Glidden 838

Source: J.D. Power 2021 U.S. Paint Satisfaction Study

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2021 U.S. Paint Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Exterior Stain

Sherwin-Williams: 850
Glidden: 844
Valspar: 836
Thompson’s WaterSeal: 831
Segment Average: 831
BEHR: 827
Benjamin Moore: 826
Olympic: 815
Cabot: 809

Source: J.D. Power 2021 U.S. Paint Satisfaction Study℠
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J.D. Power
2021 U.S. Paint Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Paint Retailer

Sherwin-Williams 882
Benjamin Moore independent retailer 871
Segment Average 850
Lowe’s 840
The Home Depot 840

Source: J.D. Power 2021 U.S. Paint Satisfaction Study℠

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