

Paint Retailers Must Prime Websites for Optimal Shopping Experience, J.D. Power Finds

Sherwin-Williams, BEHR and Sherwin-Williams Paint Store Rank Highest in Respective Segments

TROY, Mich.: 25 March 2025 – Overall satisfaction with paint retailers has declined 7 points to 697 (on a 1,000-point scale) from a year ago, according to the J.D. Power 2025 U.S. Paint Satisfaction Study,SM released today. Shoppers experiencing increased problems when using digital tools to purchase is the biggest contributor to the drop in overall satisfaction.

“You never get a second chance to make a first impression and the website is that first impression,” said **Michael Taylor, senior managing director of retail intelligence at J.D. Power**. “Although brick-and-mortar stores are still vital in the home improvement space, providing an intuitive website with product information, painting tips and tricks as well as increasing the ease of navigation for shoppers will get the paint shopping experience off on a positive note.”

Study Rankings

Sherwin-Williams ranks highest in the interior paint segment for a third consecutive year, with a score of 728. **BEHR** (727) ranks second and **Benjamin Moore** (725) ranks third.

Sherwin-Williams ranks highest in the exterior paint segment with a score of 726. BEHR (721) ranks second.

BEHR ranks highest in the exterior stain segment with a score of 725, Sherwin-Williams (722) ranks second and Benjamin Moore (712) ranks third.

Sherwin-Williams Paint Store ranks highest in the paint retailer segment for a second consecutive year, with a score of 750. **Benjamin Moore independent retailer** (707) ranks second and **The Home Depot** (702) ranks third.

The 2025 U.S. Paint Satisfaction Study is based on responses from 7,119 customers who purchased and applied interior paint, exterior paint and/or exterior stain in the past 12 months. The study was fielded from July 2024 through January 2025.

For more information about the U.S. Paint Satisfaction Study, visit <http://www.jdpower.com/business/resource/paint-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2025027>.

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 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power 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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About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

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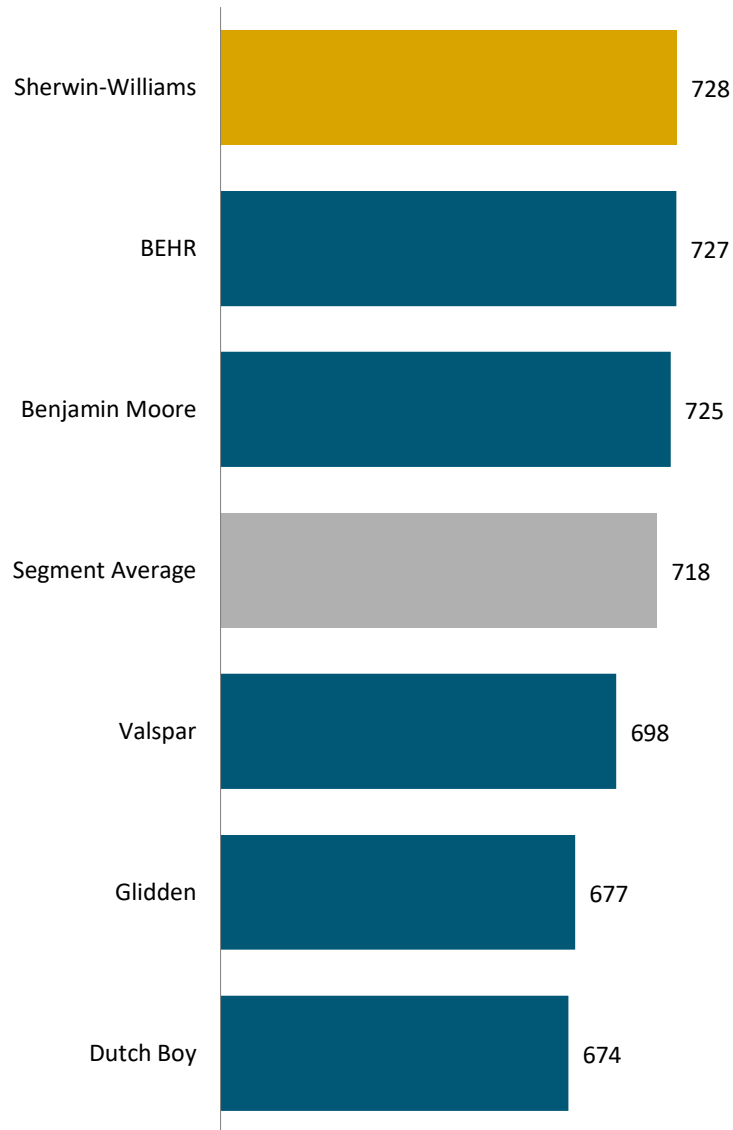
NOTE: Four charts follow.

J.D. Power 2025 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Interior Paint



Source: J.D. Power 2025 U.S. Paint Satisfaction StudySM

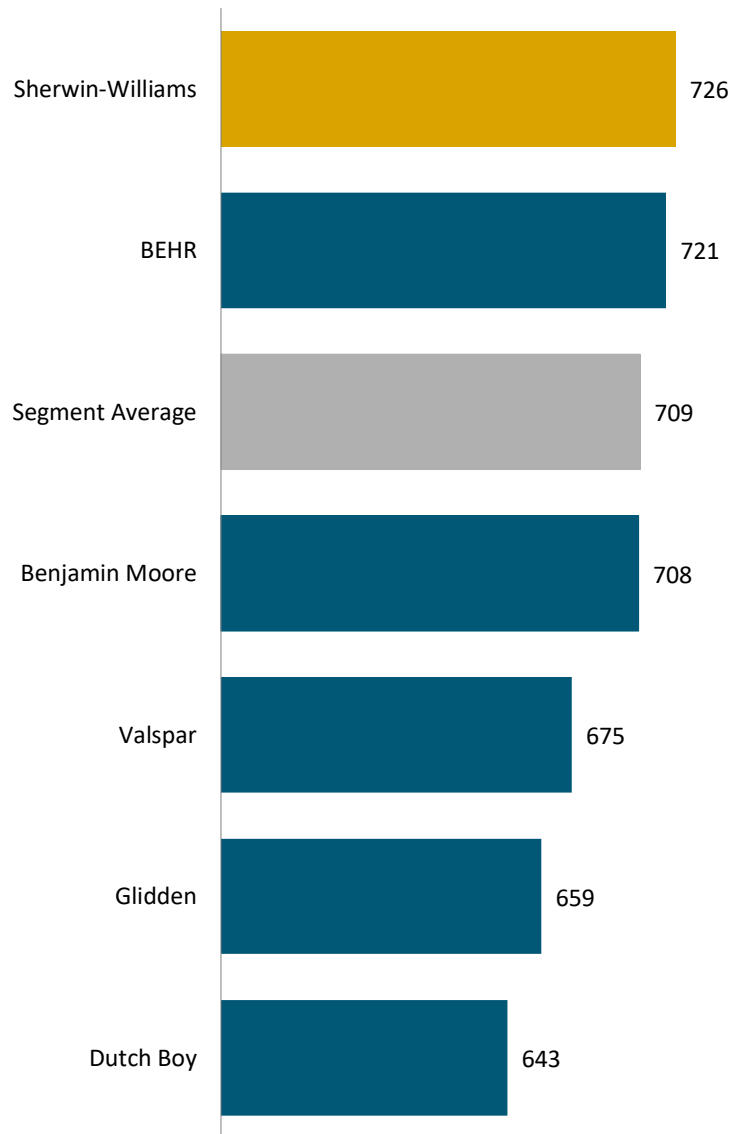
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J.D. Power 2025 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Exterior Paint



Source: J.D. Power 2025 U.S. Paint Satisfaction StudySM

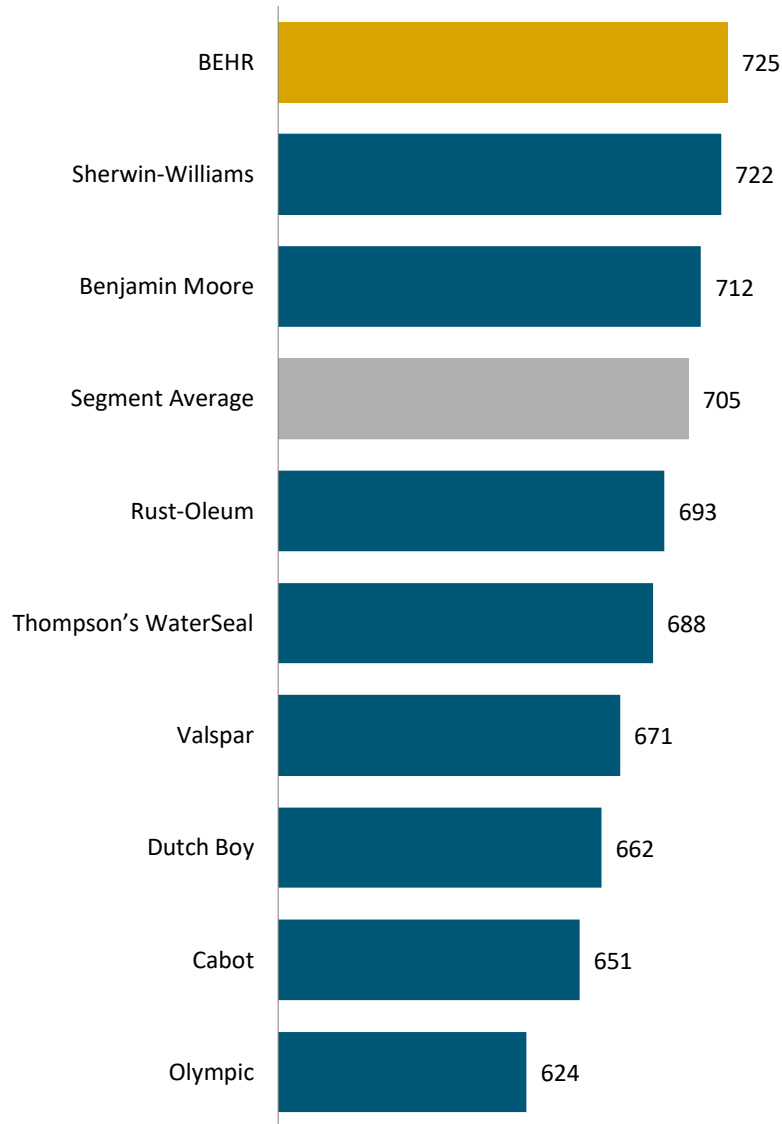
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J.D. Power 2025 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Exterior Stain



Source: J.D. Power 2025 U.S. Paint Satisfaction StudySM

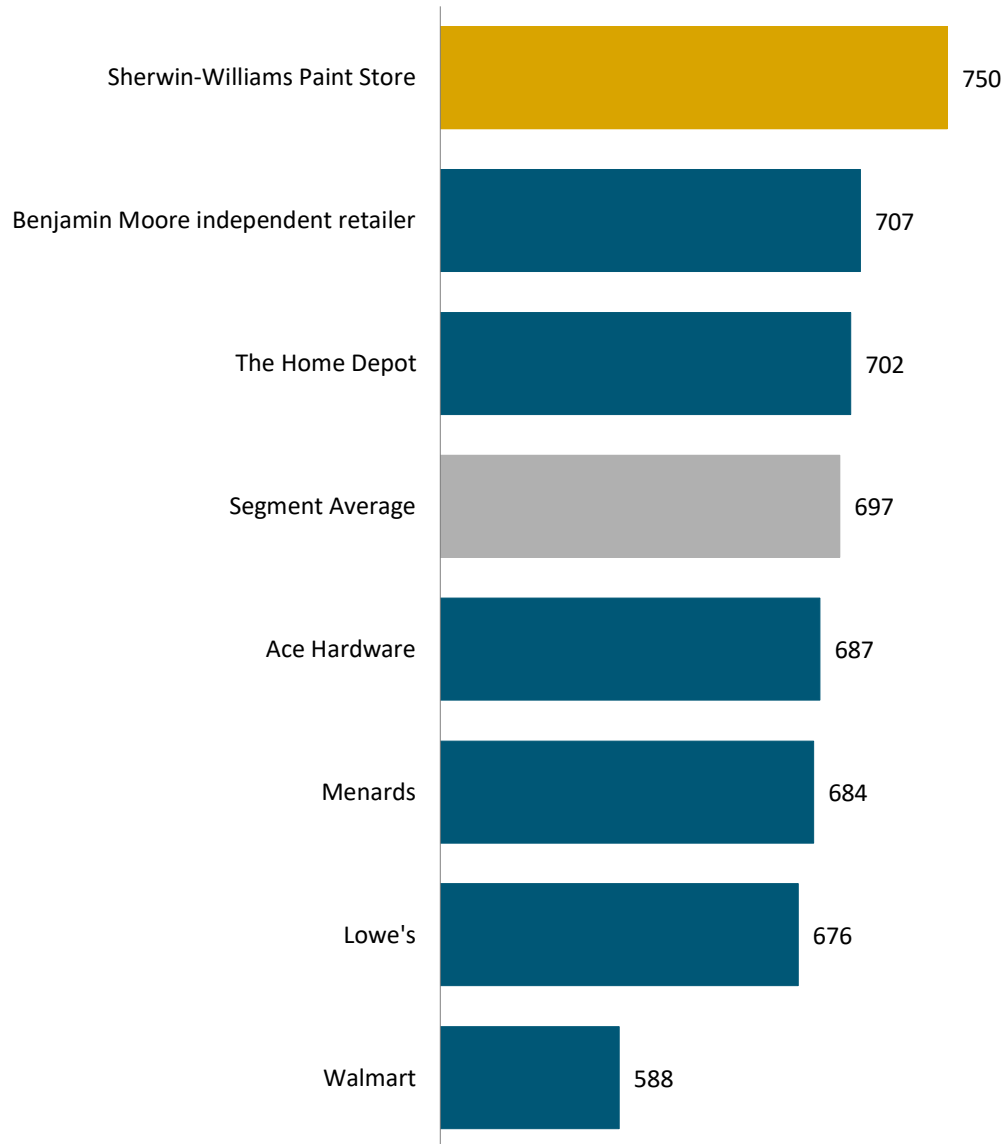
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J.D. Power 2025 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Paint Retailer



Source: J.D. Power 2025 U.S. Paint Satisfaction StudySM

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