

to obtain credit; as a result, they have not yet entered DIY territory

Convenience paints (“2-in-1”/“Primer and Paint in One,” etc.) continue to perform well for the architectural segment, although sales have slowed somewhat as it has become increasingly clear that many of these products still require a primer when painting over certain background colors, and a second coat of topcoat, depending upon the color. Nonetheless, consumers

are increasingly concerned about the demands on their time, and are looking for time-saving DIY products perceived to address that need. PRO painters, however, still prefer primer + topcoat systems, and are unlikely to embrace the “paint plus primer in one” concept between now and 2023, if ever.

Because the architectural coatings segment is so intimately related to construction, it is positive news that construction in the United States