

# KITCHEN CABINET TRENDS



**SHERWIN-WILLIAMS**

[wood.sherwin-williams.com](http://wood.sherwin-williams.com)

# COLOR INFLUENCES CONSUMER PURCHASING DECISIONS MORE THAN ANY OTHER FACTOR.

The Sherwin-Williams Global Color & Design Center (GCDC) is dedicated to uncovering trends and consumer preferences at local, regional and global levels. The GCDC gives kitchen cabinet manufacturers a competitive edge by elevating their finish offerings for greater market appeal.

Experts at the GCDC are immersed in the product development process, which includes identifying emerging color and style trends in the kitchen cabinet and other industrial wood segments — to help ensure your palette is attractive to your specific target market.



# KITCHEN CABINET TRENDS

Consumers can draw interior and exterior design inspiration from anywhere. Social media, retail displays, architecture and lifestyle preferences can all stimulate a need for change in the home — one that suits a consumer's individual style and reflects current trends. From earthy grains to simplistic lines, there's a finish to fit every design preference.

## ORGANIC DESIGN



Today's consumer seeks to create a calming refuge in their home — a place where they can escape the commotion of everyday life. We've seen a shift to simpler, more organic home design that reflects elements of nature, evoking calmness and serenity. "Barely there" wood finishes highlight the natural beauty of wood.

## LESS IS MORE



Minimalistic and streamlined, Scandinavian-inspired designs bring subtle lightness and composure into the home. These neutral finishes serve as a great backdrop for airy whites or pops of color. The use of mixed natural materials, including wood, stone and metals is on the rise as consumers focus on bringing simplicity into their spaces.

## HIGHLIGHTING THE GRAIN



There's beauty in Earth's raw and blemished textures — a departure from manufactured perfection. Wire-brushed and cerused finishes amplify the imperfections of wood grain — highlighting its biological splendor and emphasizing the wood grain's individuality. Pops of pearlescence pair with natural wood grain to reflect the Earth's rustic and industrial landscape.

## MATTE FINISHES



The contrast between matte and higher gloss finishes helps bounce light around the room. Experimenting with soft touch finishes, burnishing, oil-rubbing and charring delivers a uniform color effect that creates a unique look.



# HERE ARE THE TRENDS

SHERWIN-WILLIAMS COLOR EXPERTS ARE SEEING:



## BROWNS

Nostalgic browns are grounding and add a touch of understated luxury.



## ORGANIC

Organic finishes contribute to a sense of calm and authenticity, perfectly magnifying nature's imperfections.



## TEXTURE

Textured finishes that are distressed, cerused or charred create a one-of-a-kind look and add a unique sense of flair.



## BLEACHED AND BLONDE

While shades of gray are still very prevalent, warmer blonde finishes are becoming more widespread thanks to Scandinavian inspiration.



# KITCHEN CABINET STAIN TRENDS



SB034 Natural Grain



SB007 Nature



SB036 Antique Barrel



SB009 Warm Gray



SB005 Winter Sky



SB035 Sweet Honey



SB014 Chocolate Brownie



SB001 Graystone



SB016 Black Forest



SB039 Soft Sand



SB002 Charcoal



SB024 Golden Sunshine



SB028 Warm Tan



SB050 Tea with Milk



SB004 Warm Toffee



SB038 Perfect Brown

Due to the printing process, colors shown approximate the actual stain colors as closely as possible.

# KITCHEN CABINET PAINT TRENDS



SW7005 Pure White



SW7008 Alabaster



SW6119 Antique White



SW7036 Accessible Beige



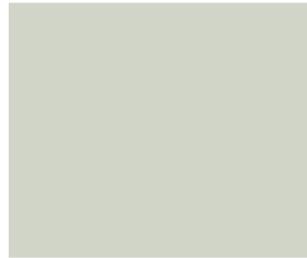
SW7016 Mindful Gray



SW7015 Repose Gray



SW6204 Sea Salt



SW7057 Silver Strand



SW7017 Dorian Gray



SW9130 Evergreen Fog



SW7734 Olive Grove



SW6187 Rosemary

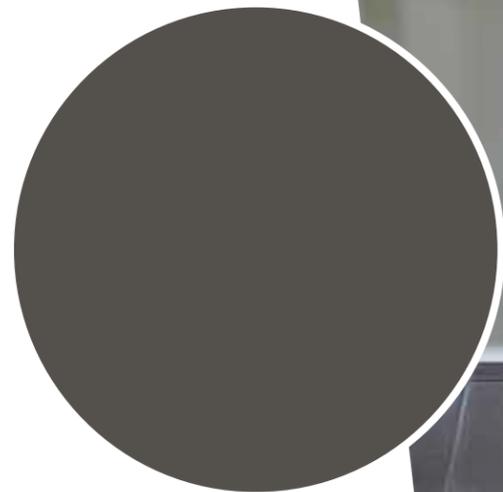


SW7605 Gale Force



SW7048 Urbane Bronze

**SW7048  
URBANE BRONZE**



Due to the printing process, colors shown approximate the actual paint colors as closely as possible.

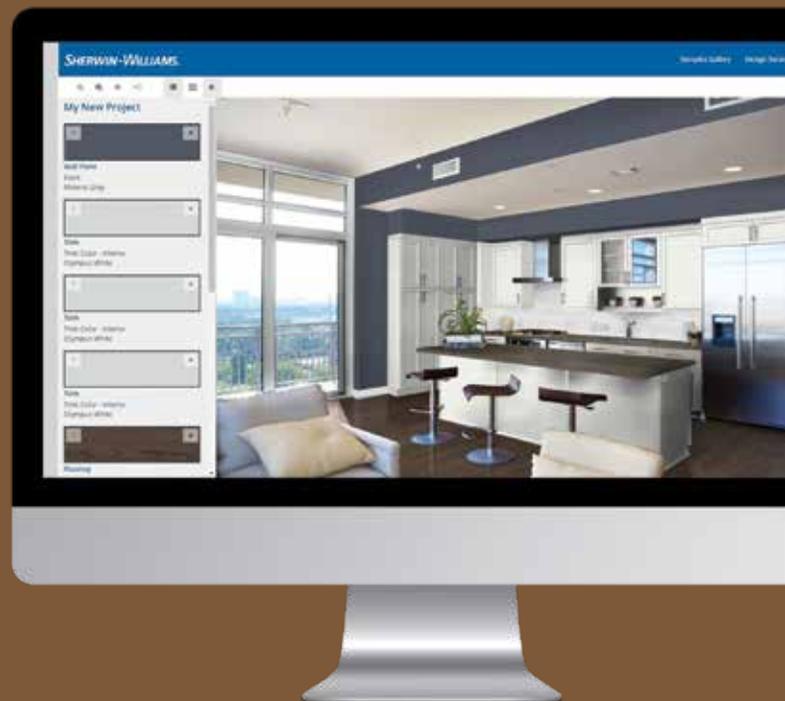


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## GET CONSUMERS TO YOUR PRODUCTS FASTER

The Color Express™ Color Visualizer allows you to give consumers peace of mind while putting your brand and products in the forefront. Customized with your logo, the visualizer serves as an extension of your website, promoting your brand in a tool that allows consumers to virtually apply your products to their home or one like it. Leverage this tool to drive your core color strategy or expand to offer the entire spectrum of Sherwin-Williams colors.

Visit [wood.sherwin-williams.com/colorvisualizer](http://wood.sherwin-williams.com/colorvisualizer) to learn more.



Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For the kitchen cabinet market, our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies and industry-leading support. For a better finish, ask Sherwin-Williams.