

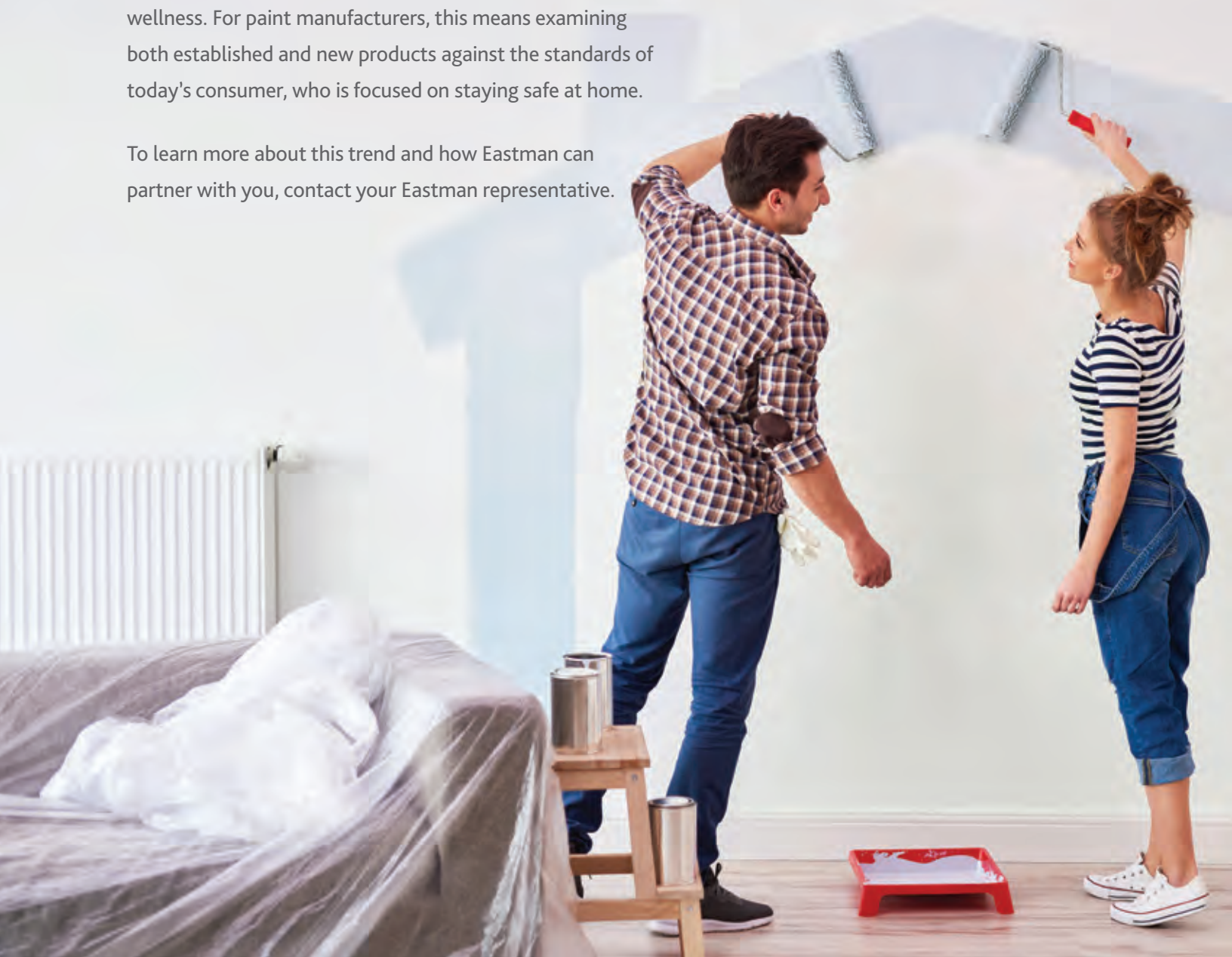
EASTMAN

HEALTHY HOMES

For many, the role of a home has changed. Social and economic factors have forced millions of people to adapt their spaces to accommodate more of their lives. The increase in time spent at home means the focus on indoor health and wellness has never been greater. This is creating new behaviors, needs, product solutions and business models around the world.

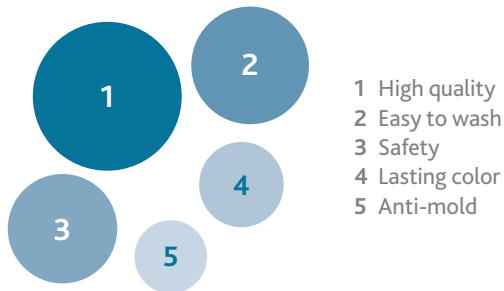
Brands that make products for indoor use must be able to connect their materials and ingredients to indoor health and wellness. For paint manufacturers, this means examining both established and new products against the standards of today's consumer, who is focused on staying safe at home.

To learn more about this trend and how Eastman can partner with you, contact your Eastman representative.



SAFE SANCTUARY

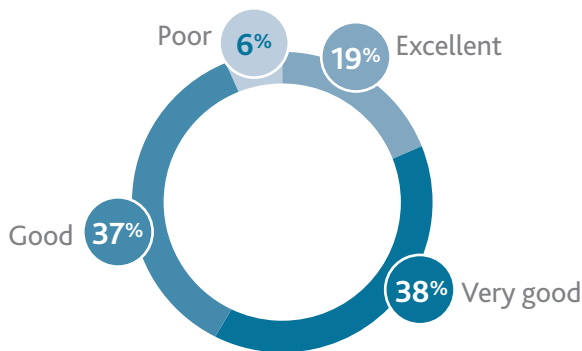
Top five most important interior paint attributes to Brazilian consumers



More than 8 in 10 Brazilian consumers (86%) say they plan on investing in higher-quality interior paint compared to their last interior paint purchase. The paint attributes that increase consumers' willingness to pay are those that show advanced performance and safety features. Brazilian consumers are seeking high-quality interior paints that are safe for them and their families. They also are interested in paints that are easy to wash and will not fade over time. Opportunities exist for paint brands who can effectively offer safety and performance attributes while making them clear and understandable to discerning consumers.

AIR CARE

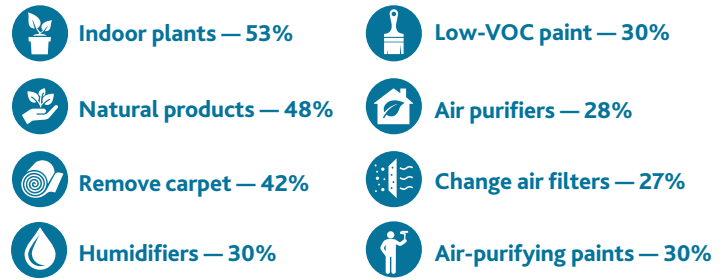
Brazilian consumer ratings of the air quality in their homes



Lockdowns and the growing home economy have forced consumers to be more mindful of the quality of air in their homes. In fact, only about half of consumers around the world rate the quality of air within their homes as excellent or very good. These consumers recognize several culprits behind indoor air quality issues, including pest control products (55%), cleaning products (54%), carpet (37%), paint (35%) and air fresheners (35%). Concerns over indoor air quality create opportunities for paint formulators to reimagine how their products can reduce emissions and/or take an active role in making indoor air cleaner and safer for building occupants.

HEALTHY HOMES

Actions Brazilian consumers have taken to improve indoor air quality in their homes



Nearly all Brazilian consumers (93%) have taken action in the last year to improve the quality of air in their homes. This includes simple changes like adding more plants, buying an air purifier or changing air filters and larger efforts such as using low-VOC and air-purifying paints or removing carpet. Consumers are actively trying to create a safer indoor environment for themselves and their families. As paint formulators look to address today's consumer expectations, investing in material and technology solutions that can maintain or improve indoor air quality in commercial and residential spaces is critical.

POST-PANDEMIC

Impact of COVID-19 on Brazilian consumers' interior paint purchases

	Brazil	SEC A	SEC B	SEC C
Right paint is key to a healthy home	83%	87%	82%	80%
More interested in antibacterial paint	81%	85%	81%	78%
More interested in air-purifying paint	84%	86%	85%	79%

In the Brazilian paint market, offering low-emissive paint is no longer enough to satisfy consumers' indoor air quality concerns in the post-pandemic world. More than 8 in 10 Brazilian consumers (83%) see the right paint as being a critical component to a safe and healthy home. Consumer interest in paint that can purify the air and offer resistance to germs and bacteria has been on the rise since the start of the COVID-19 pandemic. Paint formulators around the world are responding by offering paint solutions that are not only safer but can take an active role in creating a safer indoor space for their customers.

To learn more about Eastman's product portfolio for architectural paints or to discuss the wellness-related trends impacting the coatings industry, Contact your Eastman representative.

ABOUT THE RESEARCH

Eastman 2022 Architectural Interior Paint Study was conducted among 6,000 men and women ages 20–60 in Brazil, China, Indonesia, Philippines, Thailand, Vietnam, France, Italy, Sweden and the U.K.