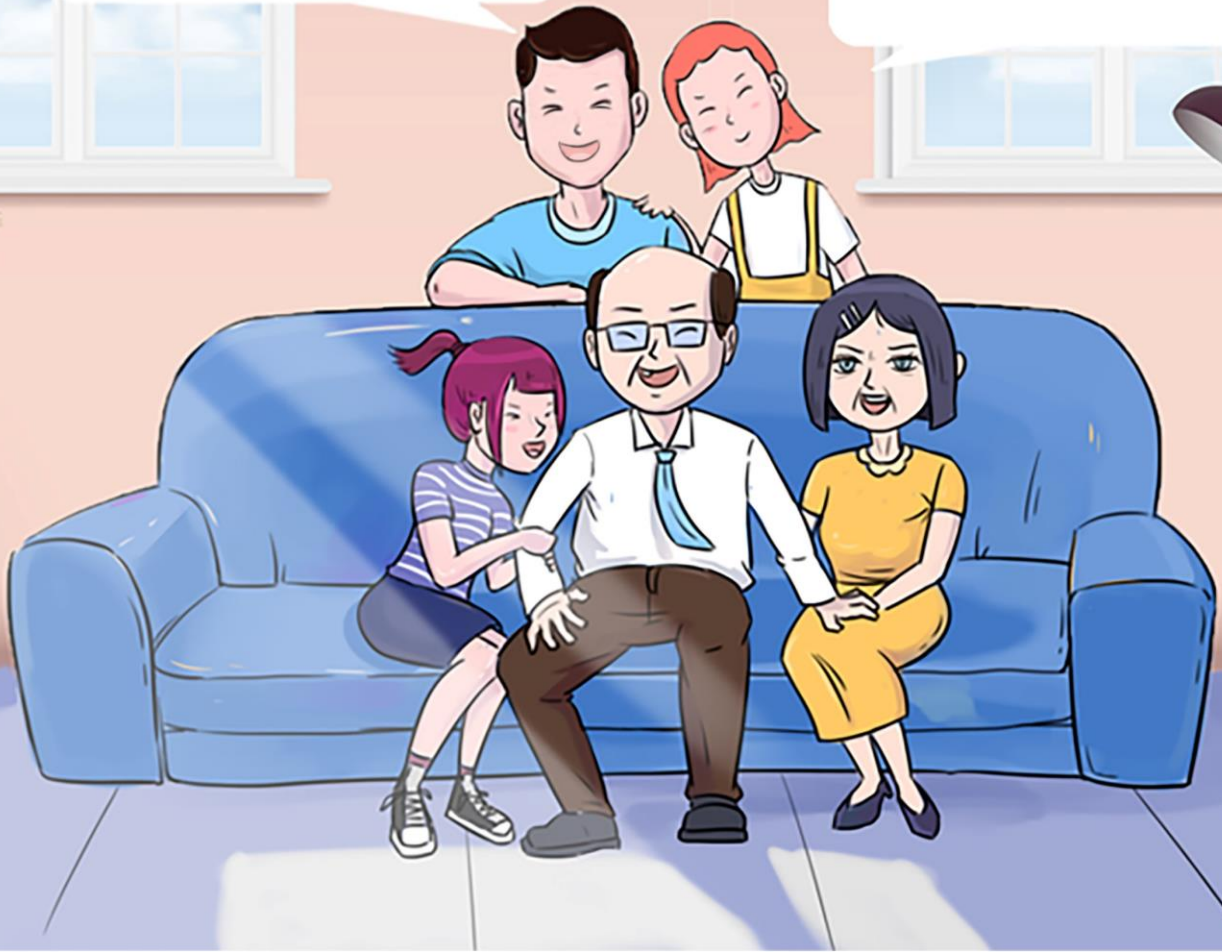


一起来~茄子~

我爱我家~



Home, The Safe Haven

Indoor air quality is becoming a hot topic in China. Consumers view VOCs as negatively impacting their health and the environment, resulting in a demand for low emission paint solutions. However, Chinese consumers struggle with picking the safest paint for their home.

Not only do paint brands have an opportunity to help solve indoor air quality concerns by offering low emissive paint solutions, they have a chance to simplify the shopping experience by educating consumers on paint safety and leveraging green labels. Brands who can effectively educate consumers on these issues may be able to drive long term consumer loyalty.

EASTMAN

Purchasing Priorities

Most Important Factors in Chinese Consumers' Interior Paint Purchase Decisions



Primary

Safety
Green Labels
Quality
No/low VOCs
No/low Odor



Secondary

Washability
Anti-Mildew
Recommendations
Brand
Color



Other

One Coat Cover
Warranty
Price
Tool Preference

Safety, green certifications, quality, no or low VOCs and no or low odor are the most important factors to Chinese consumers when purchasing interior paint. Compared to consumers in the Americas and Europe, Chinese consumers put a higher emphasis on VOCs, odor, and green labels in their purchase decisions. Still, only 3 in 10 Chinese consumers say it is very easy for them to determine whether or not a paint will be safe for their home, creating an opportunity for paint brands to better educate Chinese consumers about how their products will meet their safety needs to help instill confidence in their purchases.

Safety Summary

Chinese Consumers' Definition of Volatile Organic Compounds



Health hazards
49%



Gasses/fumes
5%



Air pollution
7%



Chemicals
3%



Emits odor
5%



Don't know
16%

VOC labeling is a key component of safety, and Chinese consumers are most likely to view VOCs as harmful to their health. Close to 1 in 2 Chinese consumers (49%) define VOCs as health hazards – about double the percentage that define them as health hazards in the Americas (31%) and Europe (24%). With 1 in 5 Chinese consumers saying safety claims are the first thing they look at to narrow down their interior paint purchases, VOC labeling and education is a must for any paint brand hoping to capture consumers' attention.

Vicious VOCs

Consumer Perceptions of Volatile Organic Compounds in Interior Paint

Smelly paint releases VOCs



68% 49% 49%

VOCs are harmful to health



65% 58% 50%

Avoid buying paint without VOC labels



57% 43% 39%

● China ● Americas ● Europe

With concerns over indoor air quality so high in China, it is not surprising that Chinese consumers are most likely to associate VOCs with paint odor, health hazards, and avoid purchasing interior paint without VOC labeling compared to consumers in the Americas and Europe. Paint brands have an opportunity to become a credible source on indoor air quality in China, which could help drive consumer loyalty. In fact, about 3 in 5 Chinese consumers (62%) say they would be more loyal to a brand educating them on their marketing claims around low VOCs, low odor, etc.

Green Guarantee

Chinese Consumers Saying Green Labels from the Following are Very Trustworthy



72% Chinese or foreign government



60% Third party organizations



57% Paint brands

7 in 10 Chinese consumers say the presence of one or more green labels on a container of interior paint would be influential in their purchase decision, about 20 percentage points higher than their counterparts in the Americas (55%) or Europe (48%). In fact, about 3 in 5 Chinese consumers say green labels from governments, third parties, and paint brands are very trustworthy. To learn more about how Eastman's coalescent solutions can help your brand offer the low emissive paint consumers are looking for and help you comply with local and foreign green certifications, please contact your Eastman account representative.

About The Research

*Eastman 2018 Interior Paint Global Consumer Insights Study was conducted among 5,000 men and women ages 20-60 in the U.S., China, Mexico, France, & Turkey.