



PARALLELS

COLOR & DESIGN TRENDS 2026



PARALLELS

PARALLELS, PPG's 2026 color theme, was born from an undeniable truth: while notable global forces and experiences touch everyone, our emotional and aesthetic responses are strikingly diverse.

Informed by international and cross-industry collaboration, the forecast revealed a surprising alignment on key influences — geopolitical instability, climate urgency and social shifts—and a compelling divergence in how they shaped design across cultures and continents. Parallels perfectly captures this duality, reflecting both shared realities and distinct creative expressions.



INTRODUCING 2026 COLOR OF THE YEAR SECRET SAFARI

Secret Safari is a midtone yellow-green with subtle lime undertones. With a lush botanical aesthetic that strikes a balance of earthy elegance and vitality, it brings a modern edge to industrial, architectural and consumer product applications.

This versatile, nuanced shade responds beautifully to changing light. In natural daylight, it evokes a sense of tranquility, while in shadowed or low-light settings, it reveals a rich, layered depth that adds dimension and interest.

With an intriguing organic, mineral quality, Secret Safari embodies both resilience and freshness, making it an ideal choice for designs that feel contemporary, grounded and steeped in quiet luxury.

As botanical statement colors continue to trend, Secret Safari sets the tone for more expressive finishes in 2026 and beyond.

A new adventure awaits.

*Secret Safari is also known as CH2 0813 Vert Capulin or Tikkurila L391 Chameleon in certain European countries



AUTHENTIC

ENDURING VALUES

Earthy tones and natural textures that evoke simplicity, comfort and familiarity. Grounded and nostalgic, this palette features warm, brown and burnt colors that feel luxurious and rich for timeless designs.

AUTHENTIC COLOR PALETTE

GINGER SPICE
PPG1070-6



CARROT CAKE
PPG1198-5



LAZY SUMMER
PPG1068-4



COCOLOC
PPG1079-5



SECRET SAFARI - COTY*
PPG1110-4



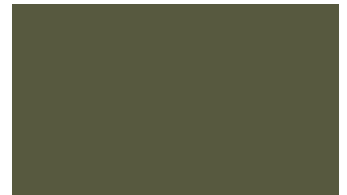
GRAY MARBLE
PPG1002-4



CRUSHED SILK
PPG1024-3



PINETOP
PPG1125-7



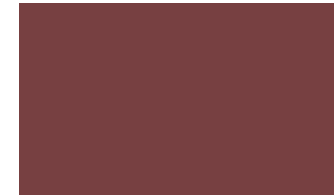
UNDERCOVER
PPG0998-7



PURPLE BASIL
PPG1046-7



BORDEAUX
PPG1055-7



OLD SILK
PPG0993-6



*COTY: Color of the Year



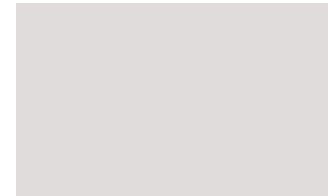
VISIONARY

SANCTUARY AND OPTIMISM

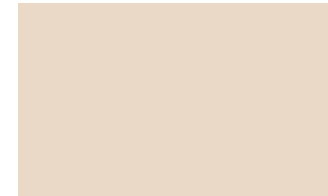
A bold palette of shimmering neutrals, metallics and mineral tones designed for forward-thinking spaces. Light hues contrast with deep, immersive darks to create intrigue and dimension, evoking a sleek, futuristic aesthetic.

VISIONARY COLOR PALETTE

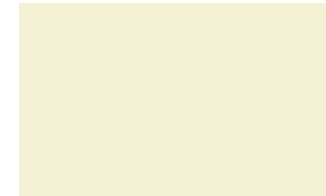
FALL CHILL
PPG1003-1



SANDPIPER
PPG1077-2



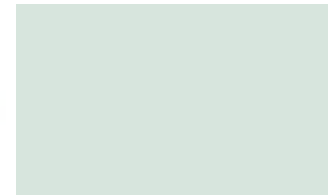
OYSTER CRACKER
PPG1108-1



WHITE SAGE
PPG1125-2



CACTUS BLOSSOM
PPG1138-1



SECRET SAFARI - COTY*
PPG1110-4



SYMMETRY
PPG1037-4



OBSIDIAN
PPG1035-7



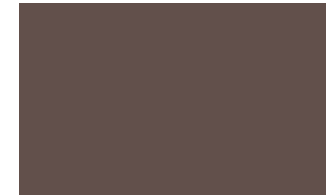
ADMIRALTY
PPG1042-7



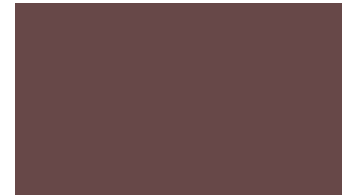
GRAY FLANNEL
PPG1013-6



CHOCOLATE PRETZEL
PPG1017-7



CHOCOLATE ECLAIR
PPG1054-7



*COTY: Color of the Year

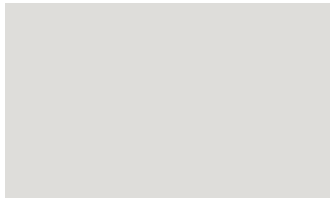


EXPRESSIVE

CREATIVITY WITHOUT LIMITS

Vibrant hues and dynamic combinations that celebrate originality and personal style. This whimsical, uplifting collection features harmonious translucent and bioluminescent shades for subtle to dramatic shifts suited for playful designs inspired by fantasy and imagination.

EXPRESSIVE COLOR PALETTE

SHINING SCALE PPG0996-1	BOUDOIR BLUE PPG1244-4	IDYLLIC ISLE PPG1235-4	JAMAICAN SEA PPG1236-6
			
BLEACHED SPRUCE PPG1223-4	LIVELY LAUGH PPG1218-3	SECRET SAFARI - COTY* PPG1110-4	LAVENDER HAZE PPG1175-3
			
WET CORAL PPG1189-6	HEART'S AFIRE PPG13-14	SULTAN SAND PPG1068-3	PHANTOM HUE PPG1004-6
			

*COTY: Color of the Year

PPG GLOBAL COLOR FORECASTING

PPG stands out for its fact-based, cross-industry approach to color forecasting. Each year PPG brings together dozens of stylists from across global regions and industries — including automotive, aerospace, architecture, consumer electronics and industrial sectors — for an immersive color trend workshop that spans days.

During this collaborative event, experts analyze industry research, cultural influences and emerging global trends that shape the direction of color around the world.

The result is a comprehensive and authoritative color forecast, including the defining color of the year, that is trusted by leading manufacturers in consumer electronics, office furniture, kitchenware, cabinetry, transportation, architectural products and more.

But PPG's color leadership goes beyond forecasting. With advanced tinting technology and comprehensive technologies, PPG brings these colors to life for customers, translating them into powder, liquid or waterborne solutions for their specific product application and performance needs.

This unique combination of in-depth research, global collaboration and comprehensive range of technologies ensures that PPG will continue to be a leading voice in shaping the future of color.



11

countries



35

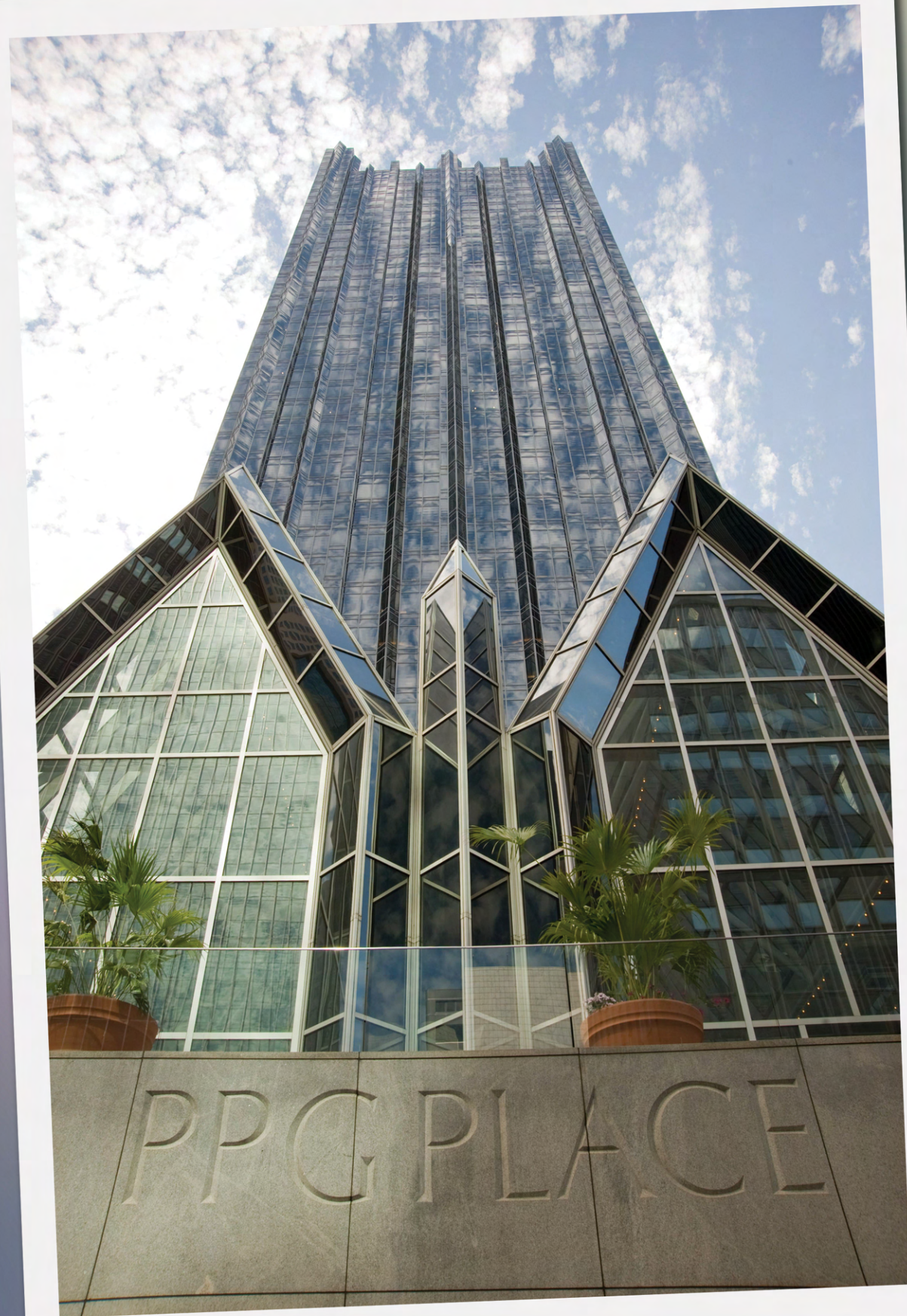
stylists



8

major business
segments





PPG GLOBAL DESIGN AND COLOR SERVICES

With 142 years of leadership in industrial coatings, PPG sets the standard for durability, efficiency and sustainability. But performance is only part of the story; we know that color drives success.

As a trusted authority in color, PPG turns color insights into competitive strengths. We develop custom shades that elevate products, anticipate color trends that keep our customers ahead of the curve and deliver precision color matching, batch after batch.

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