



## **Too Many Colors? December 2025**

By Linda Rink, President, RINK Consulting

January is always my "Trends" issue for the upcoming year, and I've always included the Pantone Color of the Year. But this month, I've decided to focus on color trends exclusively, because I'm struck by the number of "Color of the Year" announcements from paint (and other) companies.

Is it good to have all these competing colors? Well, I'm not an interior design expert, so all I can say is that it certainly gives consumers choices.

*Just for fun, I've compiled a selected list of Colors of the Year. It's interesting to think about how they might reflect today's zeitgeist.*

First, [Pantone's 2026 Color of the Year](#) is "**Cloud Dancer**" – a "billowy white imbued with serenity." Basically a blank slate, a fresh start.

Paint color authorities are also leaning towards calming, earthy, and nature-inspired tones. (Sorry I can't reproduce these hues in this newsletter; click on the links to see them.)

- Sherwin-Williams: "**Universal Khaki**" an "easy-going" beige-khaki hybrid.
- Behr: "**Hidden Gem**," a "smoky jade with an air of mystery and sophistication."
- Valspar: "**Warm Eucalyptus**," "naturally restorative and serene."
- Glidden: "**Warm Mahogany**," "a rich, grounded red."
- Dutch Boy: "**Melodious Ivory**," a soft, creamy beige with "a nostalgic, elevated vibe."
- Krylon: "**Coffee Bean**" "create[s] a sense of calm and a lovely connection to nature."
- Benjamin Moore: "**Silhouette AF-655**," a rich blend of espresso and charcoal.
- C2 Paint: "**Epernay**," a sophisticated soft ochre that "conveys warmth and comfort."

Just to add to the fun, IKEA also has a color of the year. "**Rebel Pink**" is "full of energy and sparks joy" – a complete turnaround from the neutrals above.

I hope you've enjoyed this quick dip into next year's home decor colors. Next month we return to our regularly scheduled 2026 Trends newsletter with business and other trends.

***Need help with your market research needs? Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).***