Painting & Wall Covering Contractors

Description: Brief Excerpt from Industry Overview Chapter:

Companies in this industry paint interiors and exteriors of buildings and other structures and apply coverings to interior walls of residential and commercial buildings. No major companies dominate the industry.

The US painting and wall covering contractors industry includes about 31,000 establishments (single-location firms and units of multi-location firms) with combined annual revenue of about $21 billion.

Competitive Landscape

Building construction, renovation, and maintenance drive demand. The profitability of individual companies depends on efficiency of operations. Large companies can have advantages in efficiency by working multiple projects concurrently. Small companies can compete effectively by specializing in unusual or difficult applications and providing superior customer service. The US industry is fragmented. Nearly all painting and wall covering contractors have fewer than 50 employees.

Products, Operations & Technology

Job-specific metrics are number of rooms or square footage; for example, a seven-room or 2,000-square-foot home. A common annual metric is total number of workweeks deployed on jobs. Major services are painting the interiors and exteriors of buildings or structures such as bridges and ships, along with installing or removing wallpaper or other wall coverings. Other services include wall surface preparation and repair.

Painters use brushes, rollers, and/or sprayers to apply a base coat of primer and usually two coats of paint. Skilled contractors achieve special finishes by hand or by using paint with texture-creating ingredients like sand. Paperhangers apply sizing to walls and measure and cut wallpaper into long strips.


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