Grow That Local

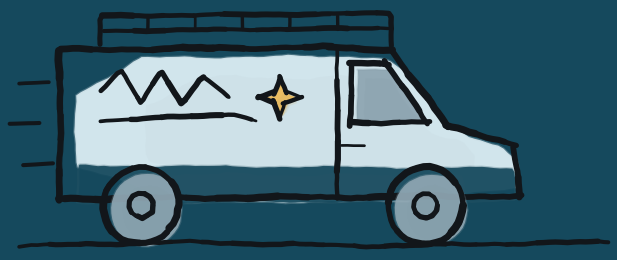
a free guide

Is painting growing? The 2026 numbers for painters

How many painting companies and painters the US has, why painting grew slower than most trades, where it shrank, and what that means for winning jobs against crews and solo painters.

For painting business owners planning ahead.

- 13 short sections in 6 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Painters hear "everyone with a brush is a painter now". Is that true? We went to the government's own counts to see.

We used three free public sources:

- **Census County Business Patterns** counts every painting business location with paid employees, and how many people work there, every year. The newest year is 2023 (Census Bureau, census.gov).
- **Census Nonemployer Statistics** counts businesses with no paid employees, mostly one-person firms. The newest year is 2024 (Census Bureau, census.gov).
- **Bureau of Labor Statistics Employment Projections** says how many painter jobs the government expects in 2035 (BLS, bls.gov).

We pulled the US, all 50 states and DC, and 10 Southeast metro areas. We also added our own Google search data to show demand.

The headline findings:

- The US had 38,280 painting businesses with paid employees in 2023, up 5% in five years. That's slower than all businesses (6%), and the slowest of the six home trades we studied.
- Over ten years, painting grew 22%, but it shrank in 2019 and 2020.
- Of the 47 states with at least 100 painting businesses in 2018, 16 had fewer in 2023.
- Three in four painting businesses with staff have fewer than 5 employees.
- About 31% of painters are self-employed, the highest share of the six trades.
- The government projects painter jobs will grow 3% from 2025 to 2035, about as fast as all jobs. That's a projection, not a fact.

The limits, in plain words:

- **Census counts lag.** The newest business counts are for 2023. Nothing here shows 2025 or 2026.
- **Two kinds of business.** County Business Patterns counts locations with paid employees. One-person painters are counted separately, and Census lumps them in with drywall, flooring and tile (section 7).
- **Painting is counted on its own** for businesses with staff, under industry code 238320, Painting and Wall Covering Contractors. It includes wallpaper hangers.
- **Small cities have small numbers.** Montgomery had 16 painting businesses with staff in 2023. One opening or closing moves the percentage a lot.
- **Projections are not facts.** We say "projected" every time.

Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

How big painting is

1 How many painting businesses and workers there are

The idea. In 2023, the US had 38,280 painting business locations with paid employees. Together they had 208,201 people on the payroll in March (Census County Business Patterns 2023, census.gov). That's about 11 for every 100,000 people.

Measure	2013	2018	2023
Painting businesses with paid employees	31,296	36,535	38,280
People on their payroll	166,035	194,842	208,201
Employees per business	5.3	5.3	5.4
People in the US per painting business	10,099	8,946	8,798

Source: Census County Business Patterns, 2013, 2018 and 2023; population from Census population estimates.

The last row barely moved from 2018 to 2023: one painting business for every 8,946 people, then one for every 8,798. The US population grew about as fast as painting companies did. And the typical company stayed small, about 5 employees.

Example (sample numbers). A made-up painter works a town of 35,000. At the national rate, that's about 4 painting businesses with staff. They count 6 in the map, plus a dozen solo painters on Facebook. The companies aren't the crowd. The solo painters are.

Do it in 24 hours

- [ ] Write down your town's population.
- [ ] Divide it by 8,798. That's how many painting businesses with staff an average US town that size has.
- [ ] Search "painters near me" on your phone and count the businesses you see.

2 Ten years of growth, year by year

The idea. Painting grew 22% from 2013 to 2023, ahead of all businesses (12%) (Census County Business Patterns, census.gov). But almost all of that growth came before 2018. Since then it's been nearly flat.

Year	Painting businesses	People on payroll
2013	31,296	166,035
2014	31,607	173,590
2015	31,943	183,566
2016	33,824	193,460
2017	35,535	187,185
2018	36,535	194,842
2019	36,214	198,567
2020	35,747	198,161
2021	37,210	190,949
2022	37,963	197,707
2023	38,280	208,201

Source: Census County Business Patterns, 2013 to 2023. Industry code 238320 means the same thing in every year shown.

From 2018 to 2023, painting businesses grew 5%. Roofing grew 26% in the same years. Fewer new painting companies are opening. That's good news for an established painter: the threat is less "new company in town" and more "solo painter with a low price".

Example (sample numbers). A made-up painter started in 2017 and expected the market to keep filling up. It mostly didn't: there are about 2,700 more painting businesses with staff across the US than in 2017. Their competition comes from solo painters and handymen who don't show up in this table.

Do it in 24 hours

- [ ] Find the year you started in the table. Note how many more painting businesses there are now.
- [ ] List who you lost your last five lost estimates to: a company, a solo painter or a handyman.
- [ ] Note the most common one. That's who your marketing has to answer.



Part 2

Where painting is growing

3 The fastest and slowest growing states

The idea. Painting grew fast in the Mountain West and Tennessee, and shrank in 16 states, from Maryland and New York to Mississippi and Oklahoma (Census County Business Patterns, 2018 and 2023, census.gov).

	State	Change, 2018 to 2023	Painting businesses, 2023
Fastest	Idaho	+30%	536
	South Dakota	+27%	128
	Montana	+25%	286
	Utah	+24%	645
	Tennessee	+19%	406
Slowest	Maryland	-10%	681
	Alaska	-7%	108
	New York	-6.5%	2,579
	Connecticut	-6%	418
	Mississippi	-6%	109

Source: Census County Business Patterns, 2018 and 2023. Only states with at least 100 painting businesses in 2018 are ranked (47 states).

In the six states around our metro areas: Tennessee +19%, Arkansas +12%, Kentucky +5%, Alabama +4%, Oklahoma -4% and Mississippi -6%. The US grew 5%.

Example (sample numbers). A made-up painter in Oklahoma sees their state at -4%. Fewer painting companies with staff than five years ago. They take it as a chance: fewer crews competing for the bigger exterior jobs, so they raise their focus on full-house exteriors.

Do it in 24 hours

- [ ] Find your state in the table, or in the full list in our data report.
- [ ] If your state shrank, look for the bigger jobs fewer crews can take on.
- [ ] If it grew fast, like Tennessee, plan for more names in the map next spring.

4 How crowded your state is

The idea. We counted painting businesses per 100,000 people, and Google searches per business, to see where demand is spread thinnest.

Most painting businesses with staff per 100,000 people: Idaho (27), Oregon (26), Montana (25), Vermont (24) and Washington (23). Fewest: Mississippi (3.7), West Virginia (3.8), Texas (4.8) and Louisiana (5.3). The US average is 11 (Census County Business Patterns 2023, census.gov and Census population estimates (census.gov)).

Now demand. Across the US, people make about 1,050,051 painting searches a month on the searches we track. That's about 27 a month for every painting business with staff. The South stands out: few painting companies with staff, and lots of searches for each one.

State	Painting searches a month per business
US	27.4
Tennessee	46.7
Mississippi	44.1
Arkansas	39.2
Alabama	39.1
Kentucky	36.3
Oklahoma	32.8

Source: GTL analysis of Google Ads search estimates, November 2022 to September 2026, divided by Census County Business Patterns 2023 painting businesses. Searches aren't jobs, and solo painters share them too.

The most searches per business are in Texas (67.6), Tennessee (46.7), Mississippi (44.1), Louisiana (42.6) and Georgia (40.8). The fewest are in Montana (8.8), Vermont (11.1) and Idaho (12.1).

Example (sample numbers). A made-up painting company in Mississippi has about 44 searches a month for every painting company with staff in the state, well above the US. Demand is there. Most of it goes to whoever answers first and looks professional, so they fix their phone and their website before buying any ads.

Do it in 24 hours

- [ ] Find your state in the table or the lists above.
- [ ] If it's above 27.4, make sure you answer every estimate request the same day.
- [ ] If it's below, put more into past customers, real estate agents and the paint store counter.

5 The 10 Southeast metro areas

The idea. Painting is the one trade where several of our metro areas lost businesses with staff. Lexington and Nashville grew. Memphis, Tulsa, Huntsville and Jackson shrank.

These are Census metro areas: the city plus the counties around it, using the same counties in both years.

Metro area	Painting businesses, 2018 to 2023	Change	People on payroll, 2023	Per 100,000 people	All businesses, change
Lexington	38 to 51	+34%	220	9.7	+8%
Nashville	128 to 151	+18%	934	7.1	+15%
Little Rock	55 to 61	+11%	472	8.0	+5%
Birmingham	76 to 82	+8%	332	6.9	+5%
Louisville	134 to 138	+3%	521	10.0	+4%
Montgomery	16 to 16	0%	94	4.1	+4%
Jackson, MS	31 to 29	-6%	86	4.8	+3%
Huntsville	26 to 24	-8%	103	4.5	+11%
Tulsa	107 to 97	-9%	603	9.3	+4%
Memphis	58 to 47	-19%	513	3.5	+2%

Source: Census County Business Patterns, 2018 and 2023, summed by county using the July 2023 Census metro area county lists. People on payroll is from the Census 2023 metro file. Per 100,000 people uses Census population estimates for 2023.

Memphis has the fewest painting companies with staff for its size, 3.5 per 100,000 people, after losing 11 in five years. Huntsville's economy grew 11% while its painting companies shrank. In both places, homeowners have fewer established crews to choose from.

Example (sample numbers). A made-up painting company in Huntsville sees the count of crews with staff drop from 26 to 24 while the area grows. New homes need paint and there are fewer companies to call. They build relationships with two home builders and three real estate agents.

Do it in 24 hours

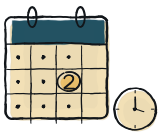
- [ ] Find your metro area in the table, or the nearest one.
- [ ] Compare its change with the "All businesses" column. If painting shrank while the area grew, there's room for you.
- [ ] Look up your own county in section 12 for an exact count.

or we can do it for you

Free sample: A preview of your new site

With your inside, outside and cabinet work on the first screen, so you can see how you'd stand out before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Solo painters and crews

6 Most painting companies are small

The idea. Of the 38,280 painting businesses with staff in 2023, 28,745 (75%) had fewer than 5 employees. Only 462 had 50 or more (Census County Business Patterns 2023, census.gov). Painting has the highest share of tiny companies of the six trades we studied.

Employees	Painting businesses, 2023	Share	Change since 2018
Fewer than 5	28,745	75%	+5%
5 to 9	5,240	14%	+4%
10 to 19	2,525	7%	+4%
20 to 49	1,307	3%	-3%
50 or more	462	1%	+6%

Source: Census County Business Patterns, 2018 and 2023. Size is by employees in March, before most exterior season hiring.

Every size grew slowly, and the 20 to 49 group shrank. Painting isn't being taken over by big firms or flooded by new ones. Most of your competitors look like you: an owner and a small crew.

Example (sample numbers). A made-up painting company with 7 painters bids against companies its own size every week. Since nobody's much bigger, the job goes to whoever shows the best prep and the clearest estimate. They add a page on how they prep, with photos of taped trim and patched walls.

Do it in 24 hours

- [ ] Find your row in the size table.
- [ ] Take three photos of your prep work on your next job.
- [ ] Put them on your website with one line each on what you did and why it matters.

7 One-person painters

The idea. Painting has more self-employed people than any of the other trades we studied. The BLS says about 31% of painters are self-employed (BLS Employment Projections 2025-35, bls.gov).

The Census doesn't count one-person painters alone. It puts them in a group with drywall, flooring, tile and finish carpentry. That group had 678,091 businesses with no paid employees in 2024, about the same as in 2022 (-0.3%) (Census Nonemployer Statistics 2022 and 2024, census.gov). In 2023, the group had 5.2 one-person businesses for every business with staff.

Painters are 30% of that group's businesses with staff. If they're the same share of the one-person businesses, there were about 200,000 one-person painting businesses in 2023 (GTL estimate). That's roughly five for every painting company with staff.

Example (sample numbers). A made-up painting company loses a living room job to a solo painter who quoted less. The next estimate, they show what the solo painter can't: insurance, a crew that finishes in two days instead of five, a written warranty and a touch-up kit left behind.

Do it in 24 hours

- [ ] Put your insurance and any lead-safe certification on your website and Google profile.
- [ ] Write down how long a typical room or house takes your crew, and say it on your estimates.
- [ ] Decide which small jobs you'll pass to a solo painter you trust, and ask them to send you the big ones.



Part 4

The next ten years

8 What the government projects for painters

The idea. The Bureau of Labor Statistics projects painter jobs will grow from 326,900 in 2025 to 336,700 in 2035. That's 3%, which the BLS calls "as fast as average": jobs overall are projected to grow 3.5% (BLS Employment Projections 2025-35, bls.gov). It expects about 24,900 openings a year, mostly to replace people who leave. The median painter earned $49,400 in 2025, per the same table.

The BLS says "the expected increase in new construction will continue to create a need for painters" (BLS Occupational Outlook Handbook, Painters, bls.gov).

These are projections, not facts. They count painter jobs in any business, including builders and property managers.

Example (sample numbers). A made-up painter wants to add a second crew. The projection says slow, steady growth and about 24,900 openings a year nationally. They plan to hire in February, before exterior season, and pair each new painter with their best lead.

Do it in 24 hours

- [ ] Add a "We're hiring" page to your website, with your pay range and season.
- [ ] Ask your best painter who they'd recommend.
- [ ] Write down how many painters you'll need for next spring's exterior work.

9 Demand: when and how much people search

The idea. Across the US, people make about 1,050,051 painting searches a month on the searches we track, like "house painters near me" and "cabinet painting". Painting is one of the steadier trades, with a swing of 1.31. Searches peak in September, October and April and are quietest in December, November and January.

We don't quote whether searches went up or down from one year to the next. Google's yearly totals fall for almost every trade. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers.

Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Our painter busy season calendar has your region and metro area.

Example (sample numbers). A made-up painter in Memphis has fewer competitors with staff than five years ago and steady searches. They fill the quiet winter with interior and cabinet work, and book spring exteriors in February.

Do it in 24 hours

- [ ] Circle your area's busiest and quietest search months.
- [ ] Plan an interior or cabinet offer for the quiet months.
- [ ] Compare with last year's invoices. Your own phone is the final word for your town.



Part 5

What it means for your business

10 Slow growth, many solo painters: what to change in your marketing

The idea. Painting isn't filling up with new companies. It's crowded with small crews and solo painters, and homeowners can't easily tell them apart. They pick the painter who looks careful and answers fast. Four things matter most.

- **Show your prep.** Photos of taping, patching and sanding explain your price better than any sentence.
- **Give the first screen three doors:** inside, outside, cabinets. People search for one job, not "painting".
- **Answer every estimate request the same day.** In the South especially, there are many searches for each company.
- **Keep reviews coming in winter.** Spring shoppers see a quiet profile otherwise.

Example (sample numbers). A made-up painting company in Nashville has 151 competitors with staff, up from 128, plus many solo painters. They add three job pages (interior, exterior, cabinets), a prep photo page and same-day estimate replies. Their estimate requests go up and more of them turn into jobs.

Do it in 24 hours

- [ ] Add three clear links to your home page: interior, exterior, cabinets.
- [ ] Upload five before-and-after photos to your Google profile, each with the room or neighborhood and the color name.
- [ ] Turn on missed-call text-back on your business phone.
- [ ] Text your last five customers asking for a review, if they've agreed to texts.

11 Growing or shrinking: two plans

The idea. Read your state and metro numbers from Part 2, then pick a plan.

If painting grew where you work (like Lexington, Nashville or Tennessee): new crews are coming. Get known at the paint store counter and with real estate agents before they do. Ask every happy customer to let you leave a yard sign for a week.

If painting shrank where you work (like Memphis, Tulsa, Huntsville or Jackson): fewer established crews, the same demand. Go after the jobs that need a real crew: full exteriors, new builds, HOA repaints, and listing prep for real estate agents. Build two or three builder and agent relationships.

Example (sample numbers). A made-up painting company in Tulsa sees painting companies drop from 107 to 97. They call five real estate agents and offer fast listing-prep quotes. Two agents start sending a house a month.

Do it in 24 hours

- [ ] Decide which plan fits your town, using sections 3 to 5.
- [ ] Visit your paint store counter and leave your card with the staff.
- [ ] Call one real estate agent or builder and offer fast quotes.

12 Check your own county

The idea. Our metro areas are wide. Your county may differ. The Census publishes the same count for every county, free, on data.census.gov (data.census.gov).

1. Open the County Business Patterns 2023 table on data.census.gov.
2. Under Geography, choose your county.
3. Under Industry, search "238320" (Painting and Wall Covering Contractors).
4. Read "Number of establishments". For an earlier year, change the table year to 2018 and repeat.

Counties with very few painting businesses may be left out of the table to protect privacy.

Example (sample numbers). A made-up painter finds 22 painting businesses with staff in their county and 3 in the growing county next door. They add that county to their service area and plan a postcard there for spring.

Do it in 24 hours

- [ ] Look up your county for 2023 and 2018.
- [ ] Do the same for the next county over.
- [ ] Add the less crowded county to your service area and website.

or we can do it for you

Free sample: A preview of your new site

With your prep photos, your three job doors and a same-day estimate form, ready before spring. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 6

How we did it

13 What we counted, and the limits

The idea. These are the facts behind every number in this report.

- **Businesses with staff:** Census County Business Patterns, 2012 to 2023, industry code 238320 (Painting and Wall Covering Contractors). A "business" is one location with paid employees. People on payroll are counted in the week of March 12.
- **Same code every year:** the Census code lists for 2012, 2017 and 2022 map 238320 one to one (Census NAICS concordances, census.gov), so 2013 and 2023 compare like for like.
- **Metro areas:** the counties in each Census metro area as of July 2023, used for every year. Since 2017, the Census leaves out county counts under 3 businesses, so our metro totals can run a few below the official metro figure.
- **One-person businesses:** Census Nonemployer Statistics, 2022 to 2024. The Census changed its method in 2018 and its cutoffs in 2022, so we only compare 2022 onward. Painters aren't counted alone there (section 7).
- **The outlook:** BLS Employment Projections 2025-35, for the occupation "Painters, construction and maintenance".
- **Demand:** GTL analysis of Google Ads search estimates, November 2022 to October 2026. Searches, not jobs.

Limits: the Census counts lag one to two years. Small metro numbers swing a lot. Projections can be wrong.

Example (sample numbers). A made-up local reporter quotes: "Painting businesses with paid employees in the US grew 5% from 2018 to 2023, slower than businesses overall, according to Census County Business Patterns, as analyzed by Grow That Local."

Do it in 24 hours

- [ ] If you quote a figure, name the Census or BLS source and the year.
- [ ] If you're an owner, check your county (section 12). Your own count beats ours for your town.



Your first 24 hours, in one list

If you do these today, you'll know who you're up against and what to do about it:

- [ ] Divide your town's population by 8,798 and compare with the painters you see in the map (section 1).
- [ ] Find your state and metro area in sections 3 to 5.
- [ ] Look up your county on data.census.gov (section 12).
- [ ] Add inside, outside and cabinet links to your home page (section 10).
- [ ] Take three prep photos on your next job and put them on your site (section 6).



Where to go next

For the whole job of getting more painting calls, read The Painter Marketing Playbook. To see when your town searches for a painter, read When Your Town Searches for a Painter. To see what it takes to beat the painters around you on reviews, read How many reviews a painter needs to win.

To see how painting compares with 24 other local trades, read Which Local Trades Are Growing: 2026.



If you'd rather hand it off

Grow That Local does this work for painters every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. US Census Bureau, County Business Patterns, 2013 to 2023, industry 238320 Painting and Wall Covering Contractors, for the US, every state and the counties of 10 metro areas: census.gov (data files: census.gov). (sections 1 to 6, 10 to 13)
2. US Census Bureau, County Business Patterns, all industries and industry 238160 Roofing Contractors, same years, for the comparisons. (sections 2, 5)
3. US Census Bureau, Nonemployer Statistics, 2022 to 2024, industry group 2383 (building finishing contractors): census.gov (section 7)
4. US Bureau of Labor Statistics, Employment Projections 2025-35, occupational projections and worker characteristics, Painters, construction and maintenance (47-2141), and the five other occupations compared: bls.gov (sections 7, 8)
5. US Bureau of Labor Statistics, Occupational Outlook Handbook, Painters, Construction and Maintenance: bls.gov (section 8)
6. US Census Bureau, population estimates for 2013, 2018 and 2023 (states, counties and the US): census.gov (sections 1, 4, 5)
7. US Census Bureau, metro area county lists, July 2023: census.gov (section 5)
8. US Census Bureau, NAICS concordances 2022 to 2017 and 2017 to 2012: census.gov (section 13)
9. GTL analysis of Google Ads search estimates, November 2022 to October 2026: 25 painting searches, for the US and every state. (sections 4, 9)

Tools cited (not statistics), checked on 2026-11-13:

- data.census.gov, County Business Patterns 2023 table: data.census.gov (section 12)

GTL estimates

These are our own judgment, not measured facts:

1. About 200,000 one-person painting businesses in 2023 (section 7). Reasoning: Census counts painters in a group of 669,136 one-person businesses in 2023; painters are 29.9% of that group's businesses with staff, and we assumed the same share holds for one-person firms.
2. Painting's main competition is solo painters and handymen, not new companies (sections 2, 7, 10). Reasoning: painting companies with staff grew only 5% from 2018 to 2023, while 31% of painters are self-employed and the one-person group is about five times the size of the companies.
3. Where painting companies shrank while the area grew, homeowners have fewer established crews to choose from (sections 5, 11). Reasoning: in Huntsville and Memphis the count of painting companies fell while businesses overall grew, and searches for painters stay steady across the year.
4. Homeowners pick the painter who looks careful and answers fast (section 10). Reasoning: with most competitors the same small size, prep photos, clear estimates and a quick reply are what a homeowner can compare.

5. Real estate agents, builders and paint store staff send repeat work (sections 5, 11). Reasoning: they see homes that need paint before the owner searches, and they need painters they can count on.
6. Winter interior and cabinet work fills the slow months (section 9). Reasoning: exterior work depends on weather, and painting searches are lowest from November to January.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local