## Sharadha towel survey: Color rules

### Micro Cotton manufacturer polls Millennials, Generation Xers, and Baby Boomers

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New York – A recent U.S. nationwide consumer survey conducted by Sharadha Terry Products Ltd., manufacturer of **Micro Cotton** bath linens, polled Millennials, Generation Xers, and Baby Boomers about what they look for in a towel.

When required to rank various towel attributes in order of importance, the majority of survey participants (31%) selected color as number one. Color was also named as the easiest-to-find bath linen feature, followed by trusted retailer name and cotton technology brand.



Charter Club Classic Towels come in an eye-popping range of color.

But when survey participants were asked to rank the most important bath linen features on a 4-point evaluation scale (from "very important" to "not important"), they chose softness, absorbency, thickness, and color, respectively.

Additional findings included:

**Average price paid for bath linens in past 12 months (price range: $1 - $80):**

1 bath towel: $13.11 1

hand towel: $7.51 1

washcloth: $4.89

**Top three features for Baby Boomers:**

- Absorbency
- Softness
- Thickness

**Top three features for Millennials:**

- Absorbency
- Thickness
- Color

**Top three features for Generation-X:**

- Softness
- Absorbency
- Thickness

The survey polled 900 individuals composed of 300 people from each of three different age generations (Millennials, Generation Xers, and Baby Boomers) who had purchased towels in the last 12 months. Of these respondents, 71% were female, and 84% had also shopped for bedding within the last year.

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