

The design impact means consumers want certain colours to coordinate with their bathrooms. The majority of the demand is for plain towels, and over the last three years (1988, 1989, 1992), pastel colours have been the most popular.

Movement towards coordinated design means consumers are buying sets of towels rather than individual towels, and the packs contain a variety of sizes, including a number of hand and medium sized towels.

This has had the effect of reducing the average size of towels.

This sector also has import penetration of over 60 per cent, a process which has accelerated over the last two years and has had the effect of reducing the price per unit slightly as the imports unit cost is lower than products made in the U.K.

The beach towel market in the U.K. was valued at C\$24.5 million in 1991. This is one sector in the towel market which does demand bright patterns.

C. PROMOTIONAL ACTIVITIES

The towel and table linen market is not promoted heavily. It has one of the lowest advertising to sales ratios in the household textiles market. Over the last year (1992), manufacturers have improved their packaging and merchandising.

The market includes bath and hand towels, kitchen towels, kitchen towels, face cloths, table linen and napkins.

Analysts predict moderate growth in the household textiles sector, which is highly fragmented except for the towelling market. Marginal growth is forecast for the 1993-97 period.

A list of trade shows was unavailable at this printing.

D. SOURCES OF SUPPLY AND CHANNELS OF DISTRIBUTION

1. Computers in Textiles: A Buyer's Guide to European Products and Services
Textile Institute
10 Blackfriars St.
Manchester M3 5DR, England

No recent edition.

2. Textile Institute
International Headquarters
10 Blackfriars St.