

Fabric Color Analysis 2016-2024

REGAL
FABRICS

TRACKING THE TRENDS

For retailers, furniture companies, and jobbers, staying on top of color trends can make all the difference in product selection & customer satisfaction.

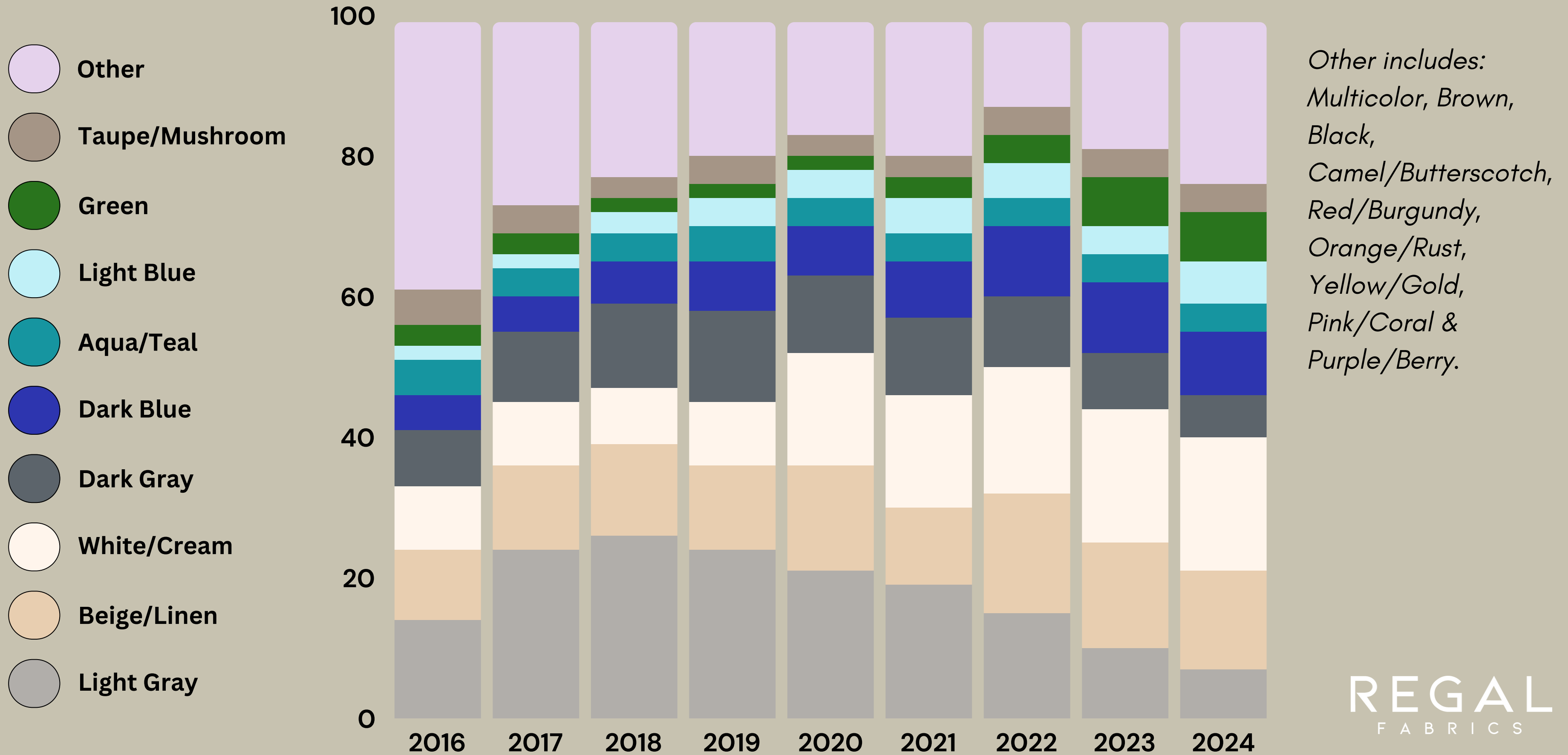
We did a deep dive into Regal's sales data to explore the **shifting popularity of textile colors over the last 8 years.**



REGAL
FABRICS

FABRIC COLOR TRENDS 2016-2024

As a percentage of total yards sold



NEUTRAL DOMINANCE

From 2016 to 2024, **neutral shades** like beige/linen and white/cream have remained top performers among our wide customer base.

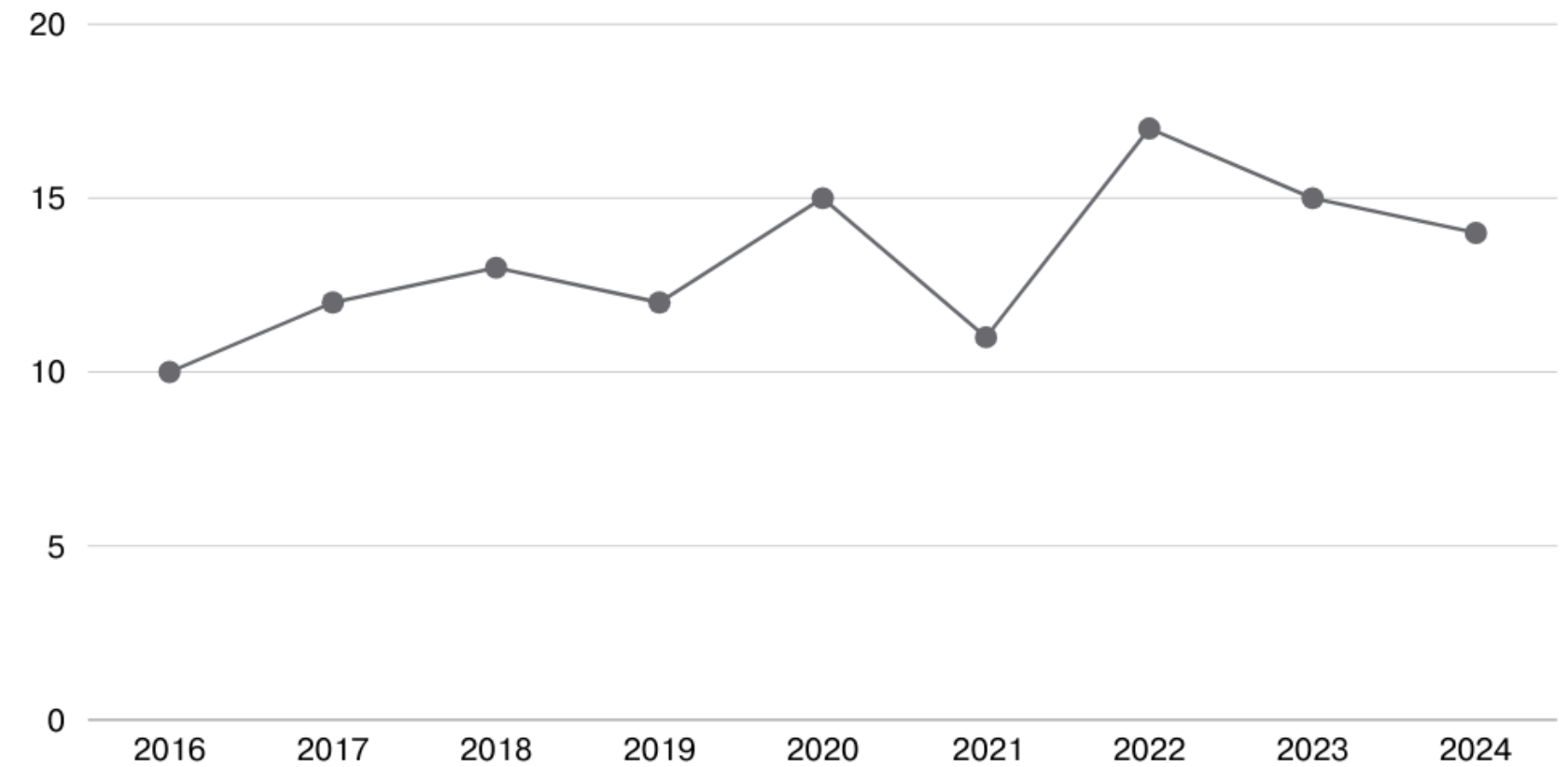
- **Beige/Linen** saw notable fluctuations, but continues to stay steady in popularity as **consumer color preferences trend warmer.**

This color appeals to those seeking a light, airy palette in their homes and commercial spaces.

- **White/Cream** made a dramatic leap between 2019 & 2020. Its timeless versatility continues to **drive its popularity even higher** through 2024.

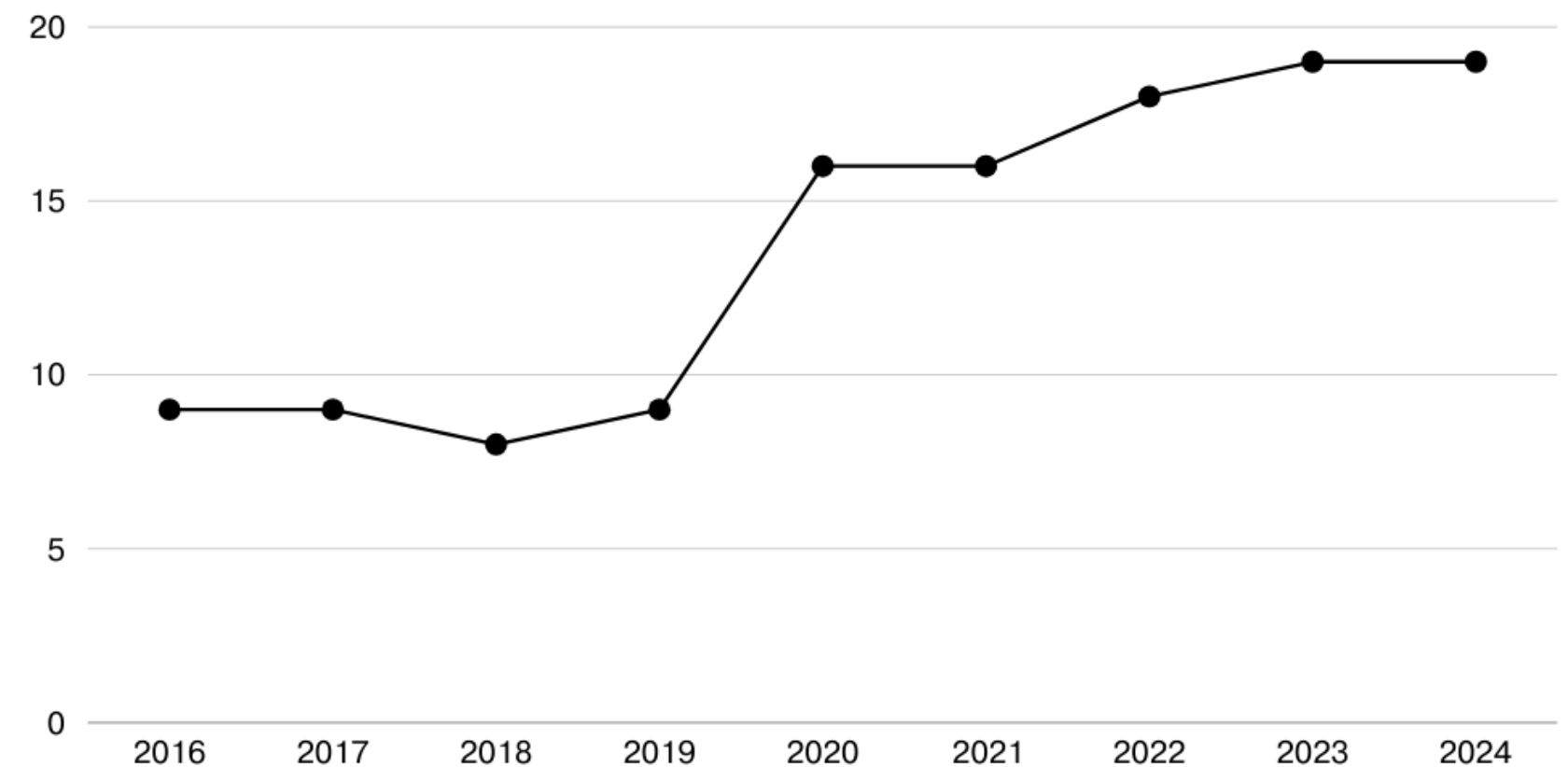
Beige/Linen Fabric Trends

As a percentage of total yards sold



White/Cream Fabric Trends

As a percentage of total yards sold



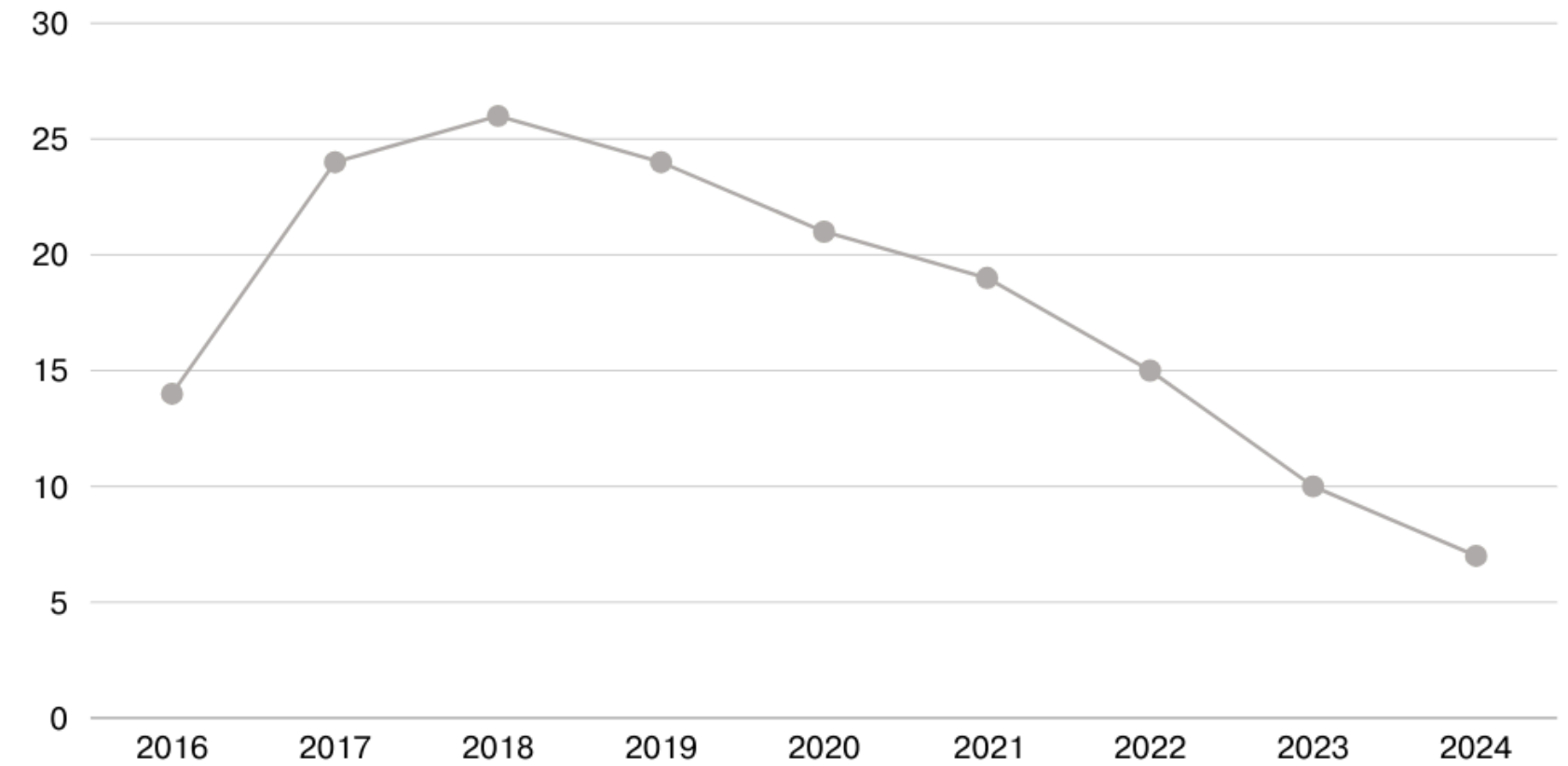
GRAY AREA

It appears we've **passed peak gray**, as both light & dark continue to wane in popularity.

- **Light Gray** consistently dominated the market in terms of yardage, peaking in 2018. Its influence **continues to decline as warmer neutrals gain popularity** in the market.
- **Dark gray** also maintained a solid position throughout the years, as its appeal comes from its ability to offer depth without overwhelming a space. However, the **trajectory trends downward past the peak popularity** years from 2017-2019.

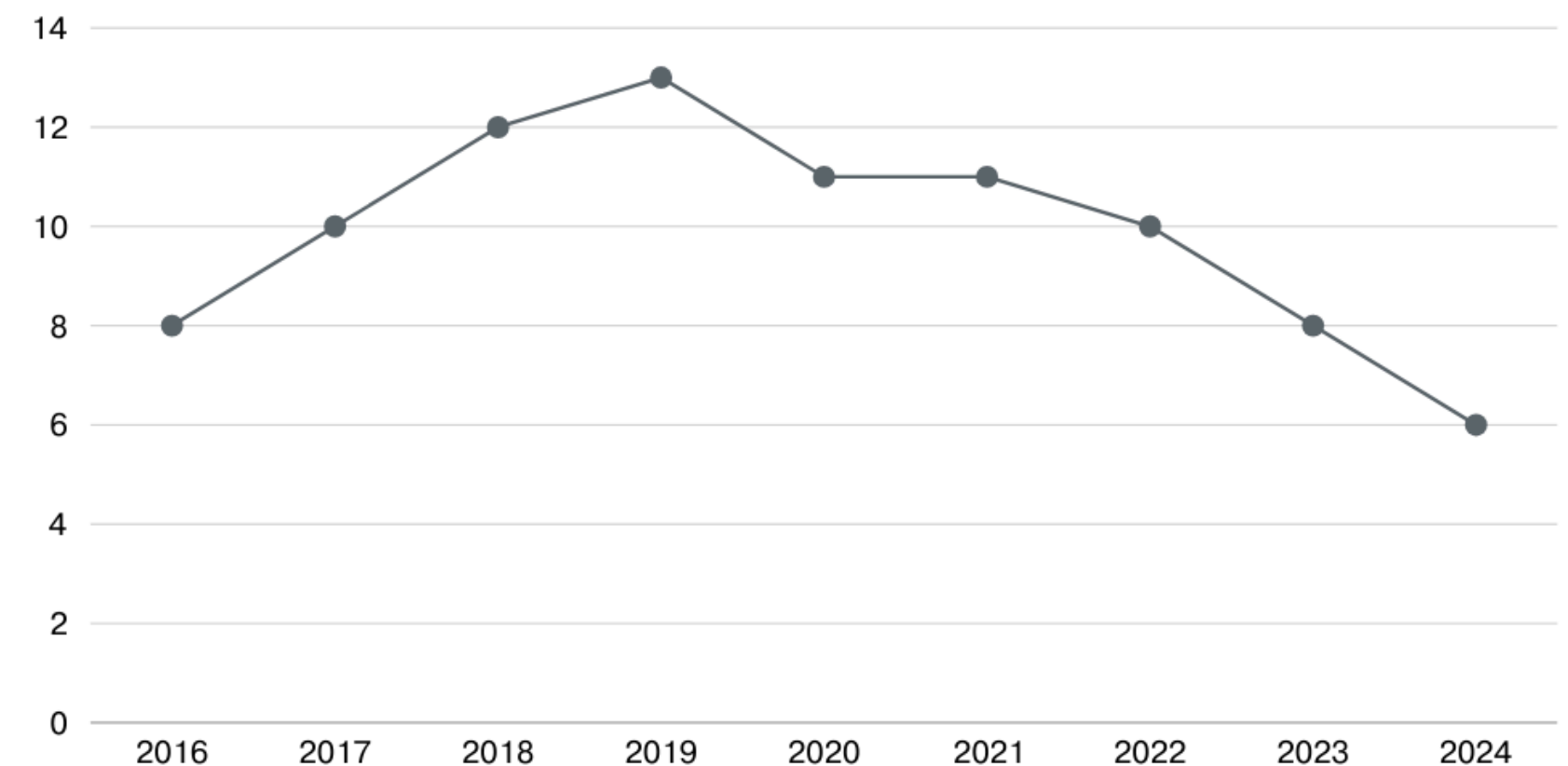
● Light Gray Fabric Trends

As a percentage of total yards sold



● Dark Gray Fabric Trends

As a percentage of total yards sold



THE RISE OF BLUE

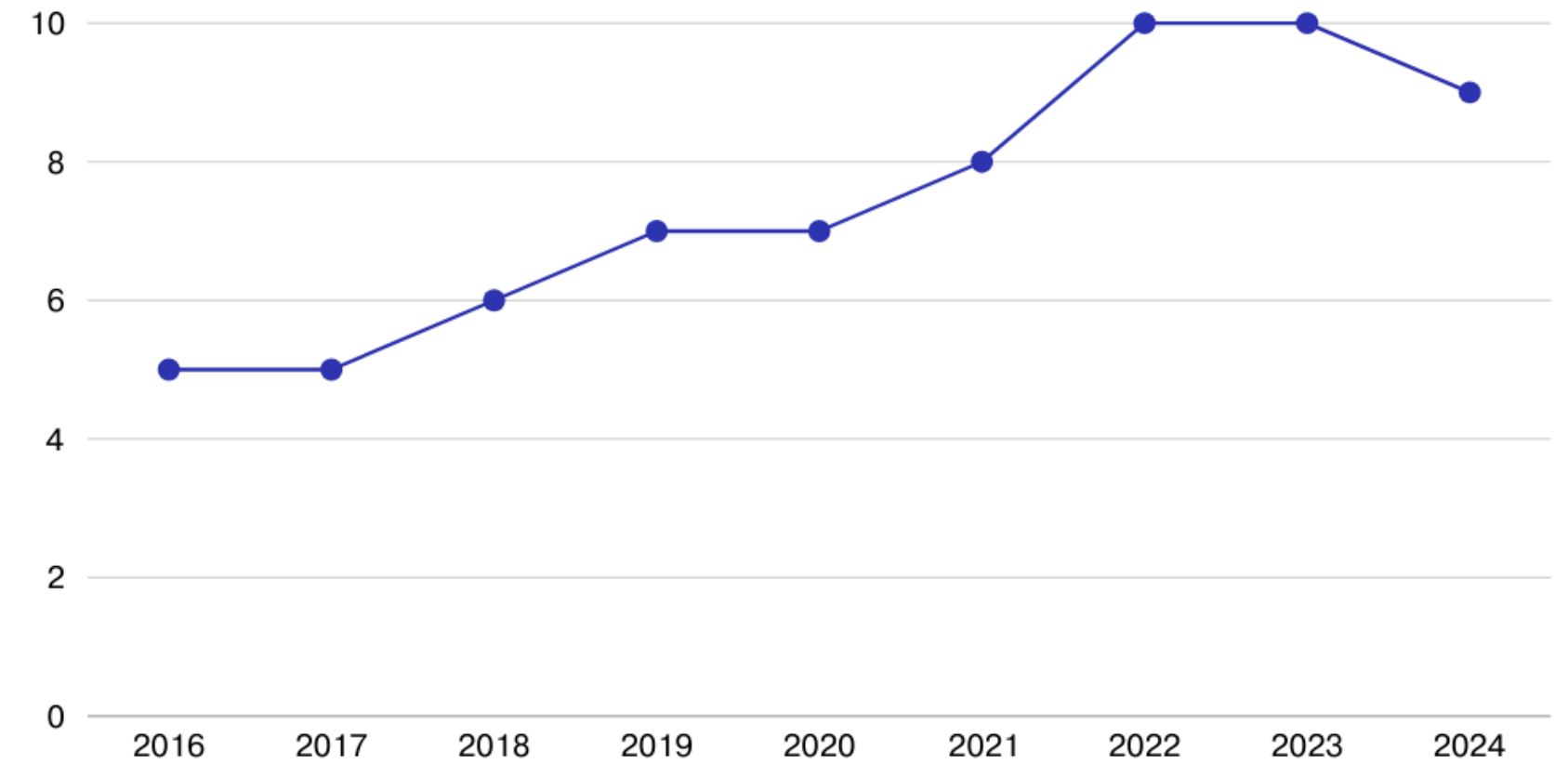
While neutral tones dominate, dark blue & light blue have **steadily gained traction.**

- **Dark Blue** has enjoyed a steady rise starting in 2019, reflecting a growing preference for bolder, richer tones in interior design.

- **Light Blue** is also enjoying gains in popularity. It continues to attract attention as a calming, tranquil choice for textiles.

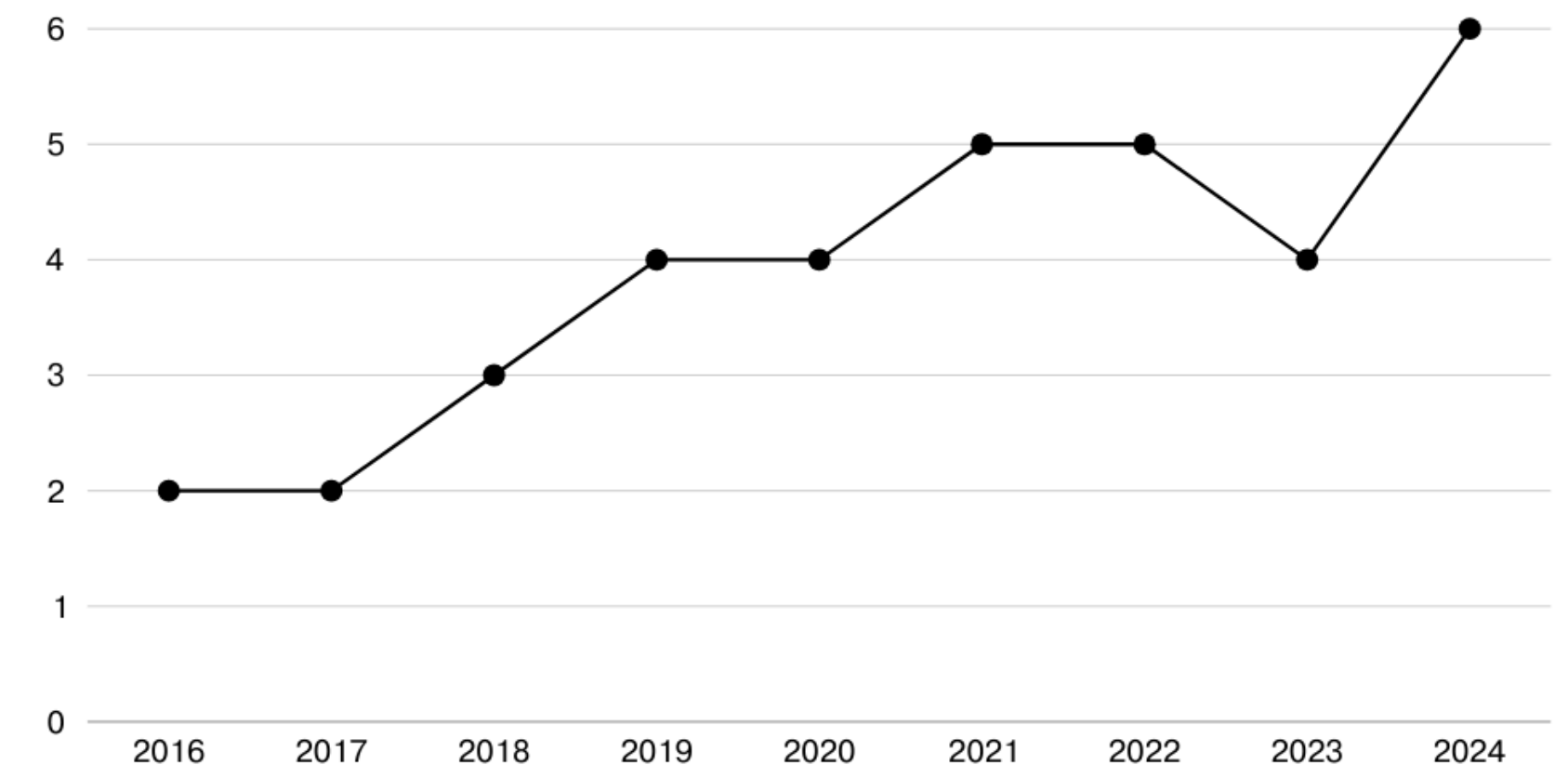
Dark Blue Fabric Trends

As a percentage of total yards sold



Light Blue Fabric Trends

As a percentage of total yards sold



POPS OF COLOR

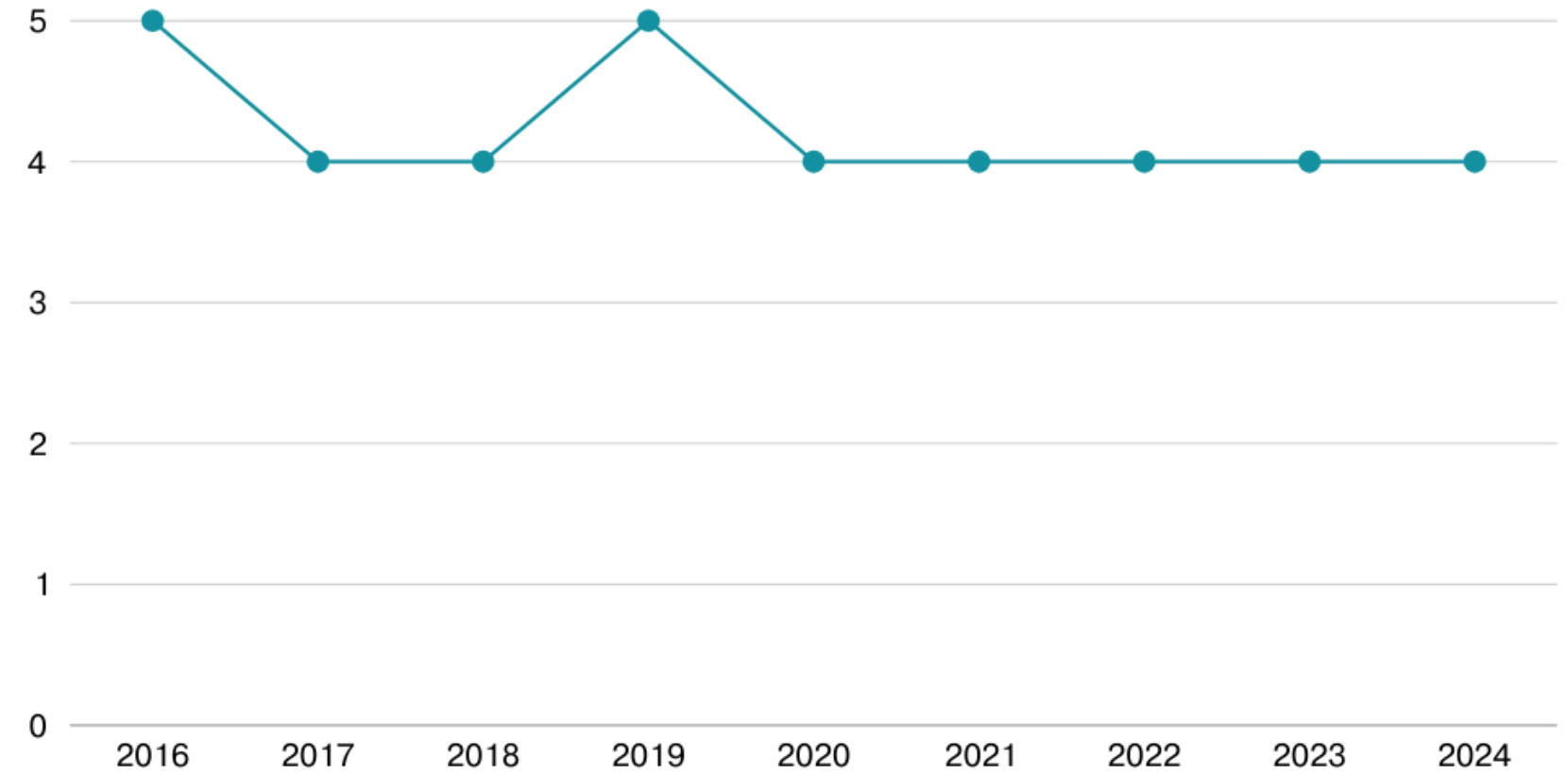
Though not as dominant as grays & blues, Aqua/Teal and Green have **maintained their places** as popular accent colors.

- **Aqua/Teal** has fluctuated a bit but mostly **remained steady** to slightly declined.

- **Green** made **huge strides** from 2020 to 2024 thanks to the popularity of biophilic design and the refreshing touch it adds to a neutral or earthy palette.

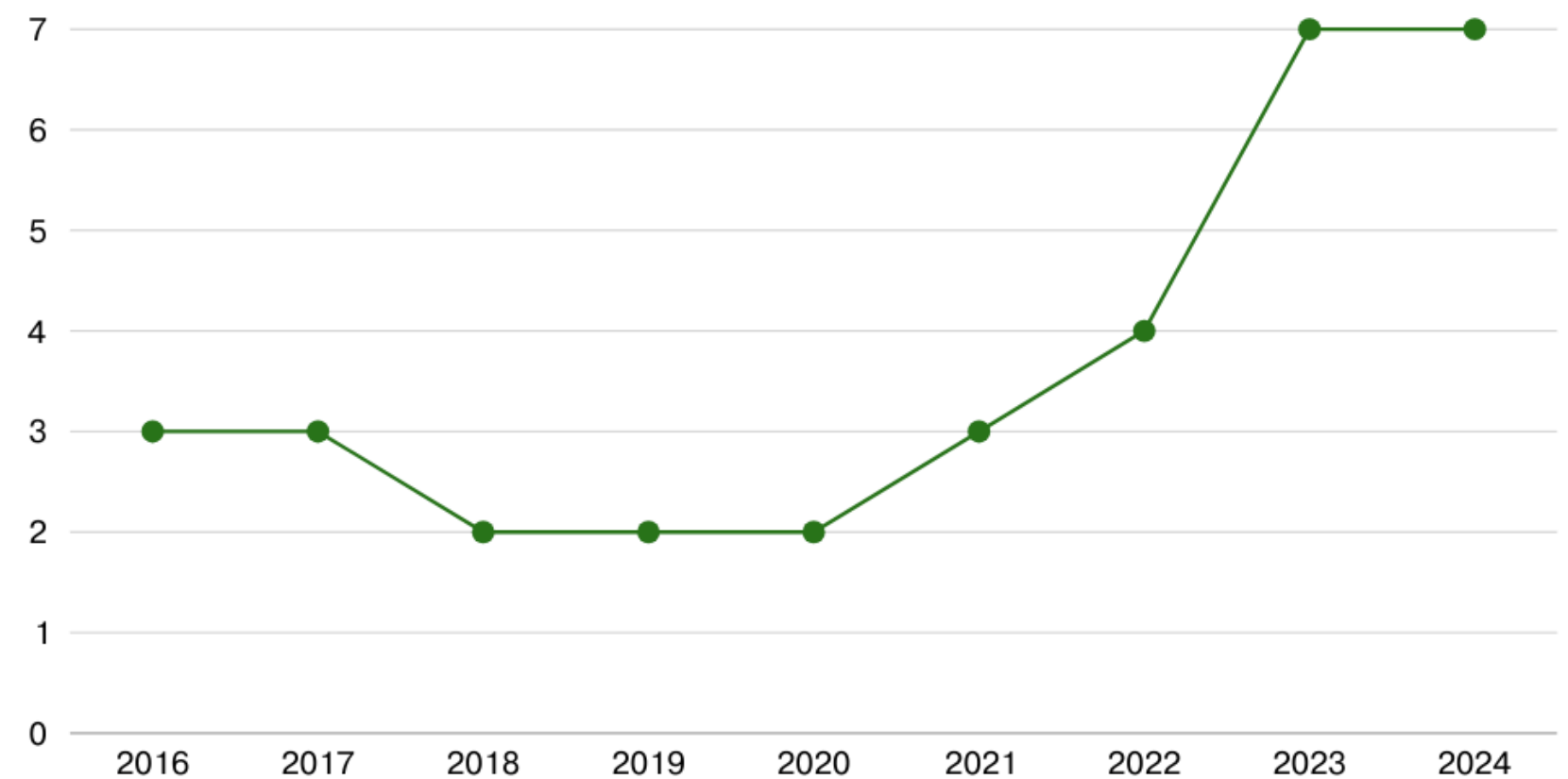
● Aqua/Teal Fabric Trends

As a percentage of total yards sold



● Green Fabric Trends

As a percentage of total yards sold





LOOKING AHEAD

As we move into 2025, it's clear white, cream, linen, & beige neutrals will continue to dominate, but there's increasing room for color to shine as our analysis shows ongoing strong customer **preference for blues & greens.**

We also anticipate **shades of brown & warmer neutrals** to climb higher in the charts this year.