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8 Best Bath Towels of 2024

By [Deirdre Mundorf](#)



Reviewed by [Marlo Jappen Porto](#)

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Bath towels are an important part of your routine. Beyond feel, you'll also want to make sure that the towels you choose are appropriately sized to comfortably wrap around your body. Whether you're looking for a luxuriously plush towel or one that can get you dry quickly, this guide highlights the best bath towels you can buy – including our top pick, the Frontgate Resort Collection Bath Towel.

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Best Waffle: [Onsen Waffle Bath Towel Set »](#)[Jump to Review ↓](#)**Best Oversized:** [Cozy Earth Premium Plush Bath Sheets »](#)[Jump to Review ↓](#)**Best Organic:** [Coyuchi Temescal Organic Towels »](#)[Jump to Review ↓](#)**Best Plush:** [Boll & Branch Plush Bath Towel »](#)[Jump to Review ↓](#)**Best Overall****Frontgate Resort Collection Bath Towel »****PROS:**

- ✓ Comes in more than 25 color options

CONS:

- ✗ Not a quick-dry towel

[Buy From Frontgate](#)

- ✔ Personalization available
- ✔ Soft and plush feel

✘ Some customers find the towels to be too heavy

If you’re searching for plush bath towels that won’t break the bank, consider this option from Frontgate. A Frontgate Resort Collection Bath Towel is made from 100% long-staple Turkish cotton, a material known for its luxurious feel. The company’s Special Spinsoft weaving process is used to ensure that the cotton fibers are spun in a way that results in a thick and absorbent towel. With a weight of 700 grams per square meter (GSM), these may be an ideal choice for those who prefer the feel of a thicker and heavier towel. The GSM – a measurement of density – for towels usually ranges between 300 and 900. Towels that have a high GSM (620 to 900 GSM) are heavy and luxurious in feel.

Frontgate offers more than 25 color options, allowing customers to find the optimal match for their style and design preferences. Each towel measures 58 inches long and 30 inches wide, making these a bit bigger than some of the other standard-size towels on our list. If desired, you can customize the look of your towels by adding a monogram to the 5-inch border along the side. However, you’ll have to pay an additional \$25 for a monogram, which is more than half the cost of the towel without any personalizations.

Specs:

List Price:	\$44
Material:	Long-staple Turkish cotton
Size:	58 in. L x 30 in. W

[Buy From Frontgate »](#)

Best Budget

Target Threshold Performance Plus Bath Towel...



PROS:

- ✓ Reviewers describe it as super soft and highly absorbent
- ✓ Includes a hanging loop
- ✓ More than 20 colors and patterns available, including leopard and floral

CONS:

- ✗ Shorter length
- ✗ Prone to shedding

[Buy From Target](#)

The Target Threshold Performance Plus Bath Towel retails for just \$9, which is a fraction of the price of all the other towels that make our list. Despite its much lower cost, this towel has a lot to offer. Made of 100% cotton with a terry weave, this towel holds a Standard 100 by Oeko-Tex certification, meaning it's free of potentially dangerous chemicals.

The Threshold Performance Plus Bath Towel, which is sold at Target, comes in more than 20 colors and patterns. Find the right look for your space whether you’re looking for a solid bath towel or one with a trendy design like leopard print or floral. The fabric is treated to make it fade-resistant to help the towels maintain their colors and patterns even after multiple washings. If you’re looking for a longer towel, however, this might not be the best fit for you. At just 54 inches long, it’s one of the shortest options on our list and may not be large enough to comfortably wrap around bigger body types.

Specs:

List Price:	\$9
Material:	Cotton
Size:	54 in. L x 30 in. W

[Buy From Target »](#)

Best Quick-Dry

Luxome Plush Performance Towel Set »

**PROS:**

- ✓ Patented dual-loop construction to boost water absorption
- ✓ Quick-dry
- ✓ Stylish ribbed design

CONS:

- ✗ Only comes in sets
- ✗ Limited color options available

[Buy From Luxome](#)

The unique design of the Luxome Plush Performance Towel Set makes it a suitable option for those looking for quick-dry towels. Quick-dry towels are highly absorbent towels designed to be dry again within a few hours of using them. Luxome's proprietary dual-loop technology pairs an outer cotton loop with an inner microfiber loop. The water is absorbed by the inner microfiber loop (and evaporates quickly), which means that the cotton on the outside of the towel stays drier. Each of these loops is part of the ribbed design, which gives the Luxome towels a unique look that can add visual appeal to your bathroom.

While Luxome offers only seven color options, which isn't as many as some other brands, most customers should still be able to find something they'll

like. However, since these towels are sold in sets, there’s no option to purchase a single towel. If desired, you can also purchase coordinating hand towels or bath sheets from Luxome in either a two-piece set or a six-piece set. (This option comes with two bath towels, two hand towels, and two washcloths.)

Specs:

List Price:	\$95 (set of 2)
Material:	Cotton, polyester, and polyamide (outer cotton loops with inner microfiber loops)
Size:	56 in. L x 30 in. W

[Buy From Luxome »](#)

Best Luxury

Matouk Milagro Bath Towel »



PROS:

- ✓ Made of long-staple, zero-twist yarn
- ✓ Available in 23 colors
- ✓ Option to add a monogram

CONS:

- ✗ Adding a monogram costs an additional \$25
- ✗ Some say it’s not the most fast-drying option

Buy From Matouk

The Matouk Milagro Bath Towel is made of long-staple cotton, a material that’s lauded for its luxuriously plush feel. Plus, professional reviewers say that this towel maintains its softness even after many washings.

Measuring 60 inches long and 30 inches wide, these towels are on the larger side. Customers can choose from a wide range of color options – more than 20 – to find a bath towel to match their design preferences. If desired, a monogram can be added to each towel for an additional \$25. Several coordinating towels are also available from Matouk, including bath sheets, hand towels, washcloths, and fingertip towels.

Specs:

List Price:	\$54
Material:	Long-staple cotton
Size:	60 in. L x 30 in. W

[Buy From Matouk »](#)

Best Waffle

Onsen Waffle Bath Towel Set »

**PROS:**

- ✓ Designed with absorbent honeycomb pockets
- ✓ Lightweight and easy-to-store
- ✓ Made of durable 100% Supima cotton

CONS:

- ✗ Pricey
- ✗ No option for monogramming

[Buy From Amazon](#)

The breathable waffle weave design of this set from Onsen helps ensure that it dries quickly after each use. The waffle weave design consists of numerous honeycomb pockets, which increase the surface area of the towel to allow for more airflow. Each time the towel is washed, the depth of the waffle weave increases, helping the towels to dry even faster.

Compared to heavier options, this set won't take up as much space in your linen closet or drawers. Notably, this set is made from 100% long-staple Supima cotton, a rare variety of American-grown cotton that's both soft and durable. There are nine different color options available.

Specs:

List Price:	\$50
Material:	Extra-long long-staple Supima cotton
Size:	57 in. L x 31 in. W

[Buy From Amazon »](#)

Best Oversized

Cozy Earth Premium Plush Bath Sheets »



PROS:

- ✓ Soft
- ✓ Generously sized
- ✓ Temperature-regulating fabric

CONS:

- ✗ Expensive
- ✗ Only available as a two-pack

[Buy From Cozy Earth](#)

If you prefer an oversized bath towel, then the Premium Plush Bath Sheets from Cozy Earth might just fit the bill. These bath sheets are 65 inches long and 40 inches wide. This makes them 5 or more inches longer and 10 or more inches wider than the standard-size bath towels on this list. Beyond their extra-large size, the viscose from bamboo and cotton construction gives these towels a plush feel.

Cozy Earth only sells its Premium Plush Bath Sheets as a set of two, so you cannot purchase a single item. At \$160 for the pair (which works out to \$80 per towel), they’re the most expensive option on our list. Choose from eight different color options to coordinate with the decor scheme of your bathroom. Each purchase is backed by Cozy Earth’s 100-day trial.

Specs:

List Price:	\$160 (set of 2)
Material:	Viscose from bamboo and cotton
Size:	65 in. L x 40 in. W

[Buy From Cozy Earth »](#)

Best Organic

Coyuchi Temescal Organic Towels »

**PROS:**

- ✓ Global Organic Textile Standard (GOTS) certified
- ✓ Plush and absorbent
- ✓ Unique textured look

CONS:

- ✗ Expensive
- ✗ Relatively small

[Buy From Coyuchi](#)

Those who prefer organic textiles should consider the Coyuchi Temescal Organic Towels. The long-staple Turkish cotton used to make this towel is GOTS-certified, which means that it meets strict requirements for both environmental safety and human safety throughout the supply chain.

During the production process, the cotton fibers are spun into a lightweight yarn. This yarn is then woven to create the towels and is designed in a way that leaves narrow grooves to help the towels dry more quickly. These grooves give each towel a ribbed appearance, which can add some texture and appeal to your bathroom space.

Customers can choose from six different colors, including Alpine White, Seal, Deep Ocean, Shadow, and Terra. The final option is a natural beige color that isn't dyed. Each towel is 54 inches long and 28 inches wide. These measurements are toward the lower end of the range for standard-size towels, so some users might find that these bath towels are a little smaller than they prefer.

Specs:

List Price:

\$78

Material:

Organic long-staple Turkish cotton

Size:

54 in. L x 28 in. W

[Buy From Coyuchi »](#)

Best Plush

Boll & Branch Plush Bath Towel »



PROS:

- ✓ Made using GOTS-certified cotton
- ✓ Soft and plush feel
- ✓ Durable

CONS:

- ✗ Only five color options available
- ✗ Not lightweight

[Buy From Boll & Branch](#)

The Boll & Branch Plush Bath Towel is made using 100% long-staple organic cotton. The high-quality yarn spun from the cotton is then woven to create terry loops. The special design of these towels makes them soft and supple while also ensuring that they do a good job absorbing water to help you dry off quickly after a bath or shower. In addition to being GOTS-certified, the organic cotton material is also Standard 100 by Oeko-Tex certified.

At 58 inches long and 30 inches wide, this towel provides ample coverage for most users. While some manufacturers may offer bath towels in more than 20 color choices, there are only five options for this product: White, Pewter, Stone, Shore, and Mineral.

Specs:

List Price: \$49

Material: Organic long-staple cotton

Size: 58 in. L x 30 in. W

[Buy From Boll & Branch »](#)

The Bottom Line

The best bath towel for you will vary based on your budget, your preferred color and design preferences, whether you're looking for a lightweight and quick-dry towel or one that's heavier and plushier, and more. Bath towels aren't a one-size-fits-all purchase. That said, we chose the Frontgate Resort Collection Bath Towel as our top pick because we think that it could work for most people. It's soft and plush and comes in more than 25 colors. It's also a bit larger than the other towels on our list, meaning it can comfortably wrap around bigger bodies.

Things To Consider When Buying Bath Towels

Materials: Before purchasing a bath towel, it's essential to consider the materials used to make it. Cotton is soft and absorbent, which is why the majority of the towels you'll find will be made of this material. However, it's important to note that not all cotton towels are the same. There are different types of cotton that will impact the look, feel, and absorbency of each towel.

Samantha Odo, marketing manager of a real estate company in Toronto, Canada, called Precondo, highlights Egyptian and Turkish cotton towels as two quality options to consider. She shares that they "are known for their superior softness, absorbency, and durability." While these materials are likely to be more expensive, the long-staple fibers that give the towels their luxuriously soft feel might be worth the investment.

Supima cotton towels are another soft and absorbent option. Unlike towels made from Egyptian or Turkish cotton, Supima cotton is sourced in the United States.

Bamboo towels are another choice. They retain the naturally antibacterial properties of bamboo. Bamboo is also sustainable, making these towels an environmentally friendly option. However, they can be expensive and aren't as highly absorbent as cotton options.

Dimensions: Don't forget to pay attention to the size of the different bath towels you're thinking about purchasing. You want to opt for a towel that'll be appropriately sized to wrap around your body and allow you to dry off after bathing. Most standard bath towels are between 52 and 58 inches long and about 27 to 30 inches wide. As

you can see, there's some variation even within "standard." While a towel with a length of 58 inches may be long enough for you to use comfortably, one that is only 52 inches long may be too short for many adults.

Your body size and preferences can help guide your search. If you have a larger body type or prefer greater coverage, then a bath sheet might be a better option to consider. With a length between 60 and 70 inches and a width between 35 and 40 inches, bath sheets are notably larger than standard-size bath towels.

Weight: Odo of Precondo recommends paying attention to the weight of the towels. She explains that "Heavier towels often indicate better absorbency and durability." The weight of towels, along with other fabrics, is measured in grams per square meter (GSM). Towels with a lower GSM will weigh less, while those with a higher GSM will be heavier.

Most towels you'll find will have a GSM somewhere between 300 and 900. This is a rather large range, and there can be a significant difference between a 300-GSM towel and a 900-GSM towel. If you prefer a dense and absorbent towel, go for a plush, heavier option with a higher GSM. However, there may be times when one with a lower GSM is a better solution, particularly if you live in a humid climate and want a towel that will dry quickly. In these instances, something with a waffle weave might be a good option.

Colors and Designs: While your primary goal in searching for a bath towel may be to find one made from a soft and absorbent material, you shouldn't overlook aesthetics as you search. After all, the towels you choose will be hanging in the bathroom, making them a prominent element of the overall look and feel of the space.

Look for bath towels that will coordinate with the color scheme and design elements in your bathroom. While many bath towels are available in a wide range of colors, others may only offer a handful of options that might not match your space. You might also wish to look for towels with patterns, such as floral or checkered designs, or ones with embroidery (or even the option to add custom monograms).

Certifications: When shopping for new bath towels, you might want to prioritize those with Standard 100 by Oeko-Tex certifications. Textiles with this label have passed testing to confirm that they're free of toxic chemicals. Prioritizing your health

and that of others in your household is important, especially for products that are going to be directly touching your body and face.

If you're looking for bath towels made from organic materials, then look for those with a Global Organic Textile Standard (GOTS) label. For any product to receive GOTS certification, it must be tested to confirm that at least 70% of its fibers are organic. Companies go through a rigorous process to receive this certification.

Care: The care instructions for different bath towels can vary. It's always a good idea to assess the manufacturer's instructions for washing the towels before making a purchase. Confirm that the recommendations are compatible with your preferred laundering techniques and that caring for your new towels will not be overly complicated.

James King, operations manager for DeluxeMaid, a housecleaning service in Indianapolis, Indiana, shares a few general tips for washing bath towels. He recommends separating "your towels by color to avoid any color mixing in the wash." When setting the washer, King says it's best to "Use the hottest water suitable for the fabric [and to] use a mild [detergent](#)." Additionally, he cautions against using fabric softeners with bath towels because "they can mess with absorbency."

How We Chose the Best Bath Towels

To choose the best bath towels, we conducted extensive research and closely compared recommendations from professional reviewers. Additionally, we looked at product ratings and feedback from everyday customers and tried to include a range of products to match various budgets and different size and material preferences. We also reached out to Samantha Odo, marketing manager of [Precondo](#), a real estate company in Toronto, Canada, and James King, operations manager of [DeluxeMaid](#), a housecleaning service in Indianapolis, Indiana, for their advice on selecting and caring for the best bath towels.

WHY SHOULD YOU TRUST US?

The 360 Reviews team works diligently to research and fact-check all articles before they're shared with readers. [Deirdre Mundorf](#), the author of this piece, has nearly five

years of experience writing about home-related topics. In addition to vetting bath towels for 360 Reviews, she has written about the best [washing machines](#), [carpet cleaners](#), [steam mops](#), and more. Her work has also been featured on several other websites, including Bob Vila, Discover Magazine, and House Digest.

FAQ

- How often should you wash bath towels?**

+
- How often should you replace bath towels?**

+
- What kind of bath towel is most absorbent?**

+

About Our Team



Deirdre Mundorf

Contributor



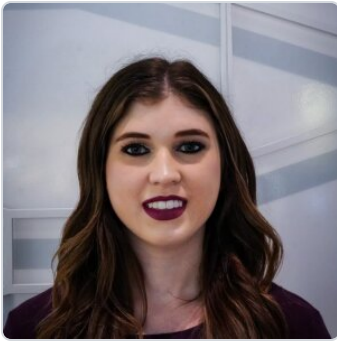
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