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World Water Day: While country grapples with dearth of water, survey reveals Indians are shower addict

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Racold, one of the leading manufacturers of water heating solutions in India, recently conducted a nationwide survey that revealed interesting insights on behavioral patterns of Indians.

The survey highlights that Indians are shower addicts and almost 88 percent of them don't like their shower time to be cut short by any interruption, which suggests a sense of exclusive privacy they demand during this period.

Around 50 percent of the shower-preferring Indians use bath time to think of various things about work and other activities – like going over their to-do list for the day, working through mental blocks, seeking solutions to problems related to work. The study further reveals that most Indians consider shower time as 'Me Time' and are firm believer of the fact that a hot shower translates into a productive and creative mind.


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