

RECENT TRENDS IN COTTON UTILIZATION ON THE TEXTILE MARKET

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Abstract

Cotton has historically enjoyed a privileged relationship with apparel consumers who tend to trust it as a natural and safe choice in sensitive applications such as babywear and next-to-skin clothing. For consumers, cotton has historically been “associated with both physical and psychological comfort and seen as youthful, honest, pure and dependable” (Byrne, Caton et al. 1998). Consumers’ favorable view of cotton use in their textile and apparel products has historically been unmatched by synthetic competitors. Recently, however, cotton’s share of the world textile market has steadily declined in favor of synthetic fibers. In the late 1990s to early 2000s, polyester surpassed cotton as the lead textile fiber on the global market. This presentation discusses recent trends and potential opportunities relevant to cotton fiber utilization in the global apparel market. It provides a statistical review of major U.S. apparel market segments and discusses the primary factors affecting cotton competitiveness. Further detailed reports relevant to these factors can be found in (Krifa 2017, Krifa and Stewart Stevens 2016).

References

Byrne, M. S., S. T. Caton and W. Pelton (1998). Perceptions of fibre types: a cross-cultural study into the effects of textile education. *Journal of Consumer Studies & Home Economics*, 22(4): 209-214.

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