



# Distressing Facts about COTTON Consumption



Source: International Cotton Advisory Committee (Accessed on 3rd August 2023)

Unit: mn tons



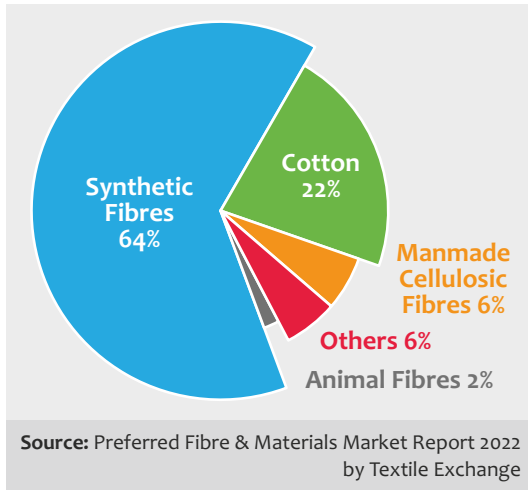
**Cotton production in the world peaked in 2011 and is on the downhill ever since.** Between 2011 and 2022, the world population increased by 1 billion. This means the per capita use of cotton in the world has fallen considerably in the last decade.

The world cotton production in the year 2022/23 is same as in the year 2005/06. There is regress instead of progress.

Over the past decades, global demand for textile fibres has grown strongly, driven by population and income growth; however, most of this demand has been met by synthetic fibres.

- Article titled "Cotton production: global and local trends"  
Farmer's Weekly dated 17<sup>th</sup> Jan 2023

## Distribution of Textile Fibres Production Worldwide in 2021



The share of cotton in the world fibre market is only **22%**. The rest **78%** is non-cotton fibres, mainly synthetic.

Cotton share in world fibre market was **~80%** in 1960s. (Link: <https://www.cottoninc.com/about-cotton/history/company-timeline/>)

### **The future looks bleak.**

*In general, strong competition from synthetic fibres, notably polyester, is anticipated to continue to adversely affect cotton demand growth over the projection period (2023-2031).*

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If you thought the world had turned to natural fibres, think again. Reality is starkly different. Do a reality check.

Open your wardrobe and count how many cotton dresses you have. Even the dresses you thought were of cotton could as well be polyester!



The pillows that you use while sleeping are primarily stuffed with polyesters, made from fossil fuel. People have forgotten cotton pillows.



Most of the threads used for sewing garments today are based on synthetic materials, such as polyester or nylon, which have replaced the cotton.





India is the world's largest producer of cotton. Falling consumption directly impacts our farmers. Suicides by cotton farmers stir up the soul of the elite social media users. Falling consumption of cotton does not. Strange indeed.

Remember, if cotton farmers are suffering losses, the prime cause is this: The people have stopped patronizing cotton.

In August 2021, the General Assembly of the United Nations recognized the unique importance of cotton by proclaiming 7 October of each year World Cotton Day. This has not led to tangible improvements on the consumption front.



**Those who do not use cotton, can't cry about the plight of cotton farmers or the handloom weavers. Fake tears may get attention and achieve self-gratification. But will never address the underlying cause (poor consumption of cotton).**

**Going natural, going green etcetera should not be empty rhetoric.**

**We hope this piece will shake up people and make them move towards cotton.**

