

Fashion

CIRCKLO

SUSTAINABILITY

STATISTICS

COMPENDIUM



Fashion

**As of 2018, the
global fashion
industry was
worth \$2.5trillion
and employs 75
million people**

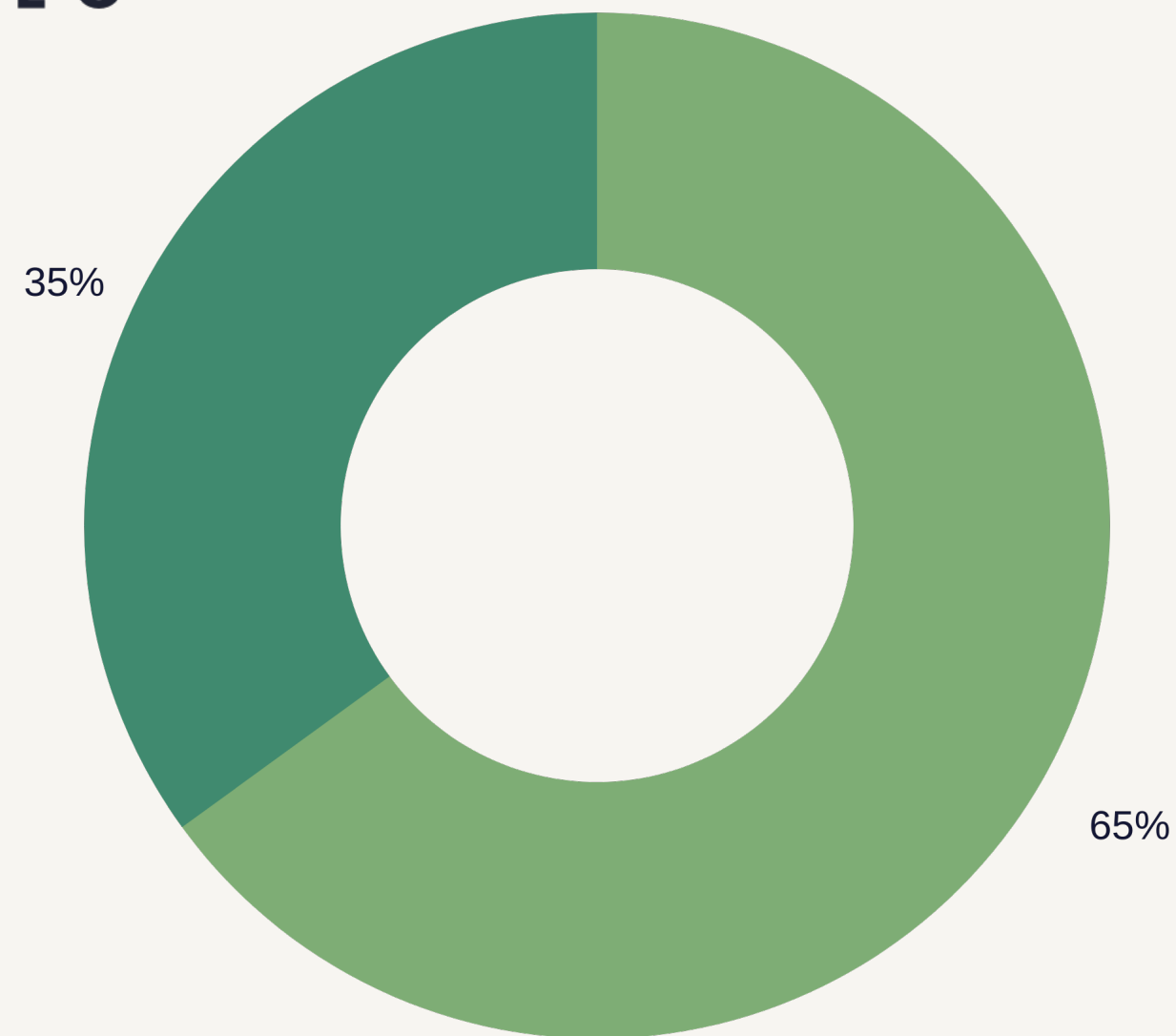


**Across the full
lifecycle of clothing
globally, the fashion
industry has an annual
carbon footprint of
3.3bn tonnes of CO₂**



Textile production produces **1.2 billion tons of CO2 per year**. That's more than flights and maritime shipping combined.





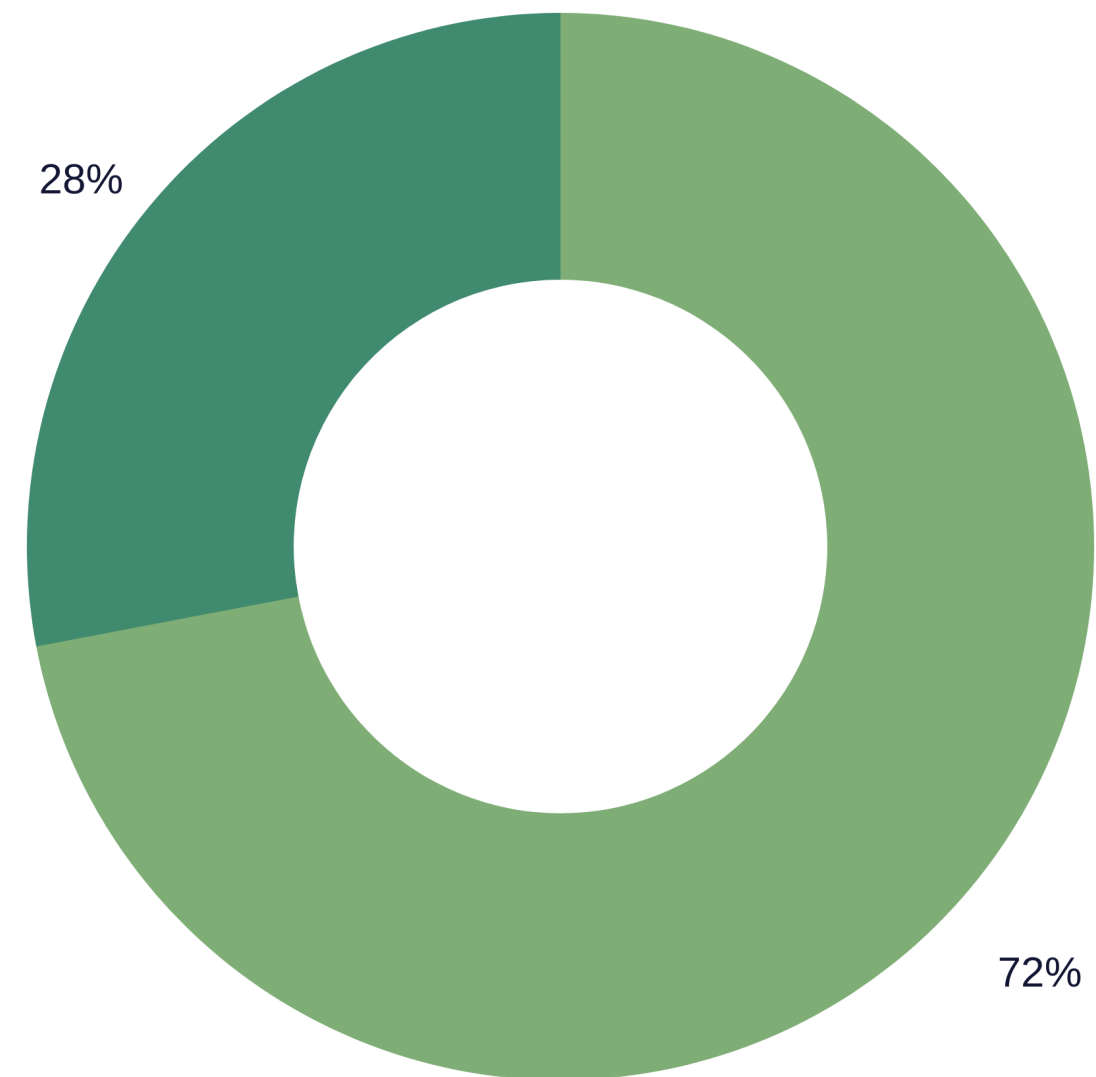
35%

The amount of additional land that will be used for fibre production in the fashion industry by 2030.



52%

Of consumers want the fashion industry to become more sustainable.



28%

Would stop buying from a company if they found out it wasn't committed to the cause.



By 2030 global apparel consumption is projected to rise by 63%, from 62 million tons today to 102 million tons—equivalent to more than **500 billion additional t-shirts.**

Synthetic fibres in the environment

The plastic most commonly used in textiles is polyethylene terephthalate (PET) or polyester.

Approximately 70% of synthetic fibres are made from polyester and it is now used in around 60% of our garments. This quantity has doubled since 2000, according to the London Textile Forum.

The vast majority of synthetic fibres come from virgin plastics. One problem preventing greater uptake of recycled polyester is that low oil prices make new virgin plastics cheaper than recycled PET.

Petroleum based synthetic fibres like polyester have less impact on water and land than cotton, but they emit more greenhouse gasses per kilogram.

According to one academic analysis, a polyester shirt has more than double the carbon footprint of a cotton shirt (5.5 kg CO₂e vs. 2.1 kg CO₂e).

As much as 20% to 35% of all primary source microplastics in the marine environment are from synthetic clothing, according to academic estimates.

A single 6kg domestic wash has the potential to release as many as 700,000 fibres.



15.2% of textiles were recycled in 2017 in the US.

Globally, less than one per cent of materials used to produce clothing is recycled into new clothing, representing a loss of more than \$100 billion worth of materials each year.



45% of consumers say it's difficult to know which fashion brands are committed to sustainability.

And only 23% of consumers believe they have a good understanding of what a brand means when they claim to be sustainable.



17% of young people said they wouldn't wear an outfit again if it had been on Instagram.



32% of consumers would pay more for a product from a brand that they believe is committed to sustainability.

43% of consumers want brands to be more aggressive about showing sustainable products on-site to further personalize their shopping experience.



Within a few decades,
more than half of all salaried
workers will be displaced by
automation techniques and
advanced technologies in
the fashion industry.



148 million tons

The projected amount of fashion waste generated annually by 2030.

Three fifths of all clothing items will end up in an incinerator within a year of being produced.

\$500 billion

The value lost every
year due to clothing
underutilization.

The average consumer
buys **60% more** garments
compared to 15 years ago.
Yet, each clothing item is
now kept half as long.

The fashion industry uses more than 98 million tons of non-renewable resources annually, including oil to produce synthetic fibers, fertilizers for cotton plantations, and chemicals for producing, dyeing, and finishing fibers and fabrics.

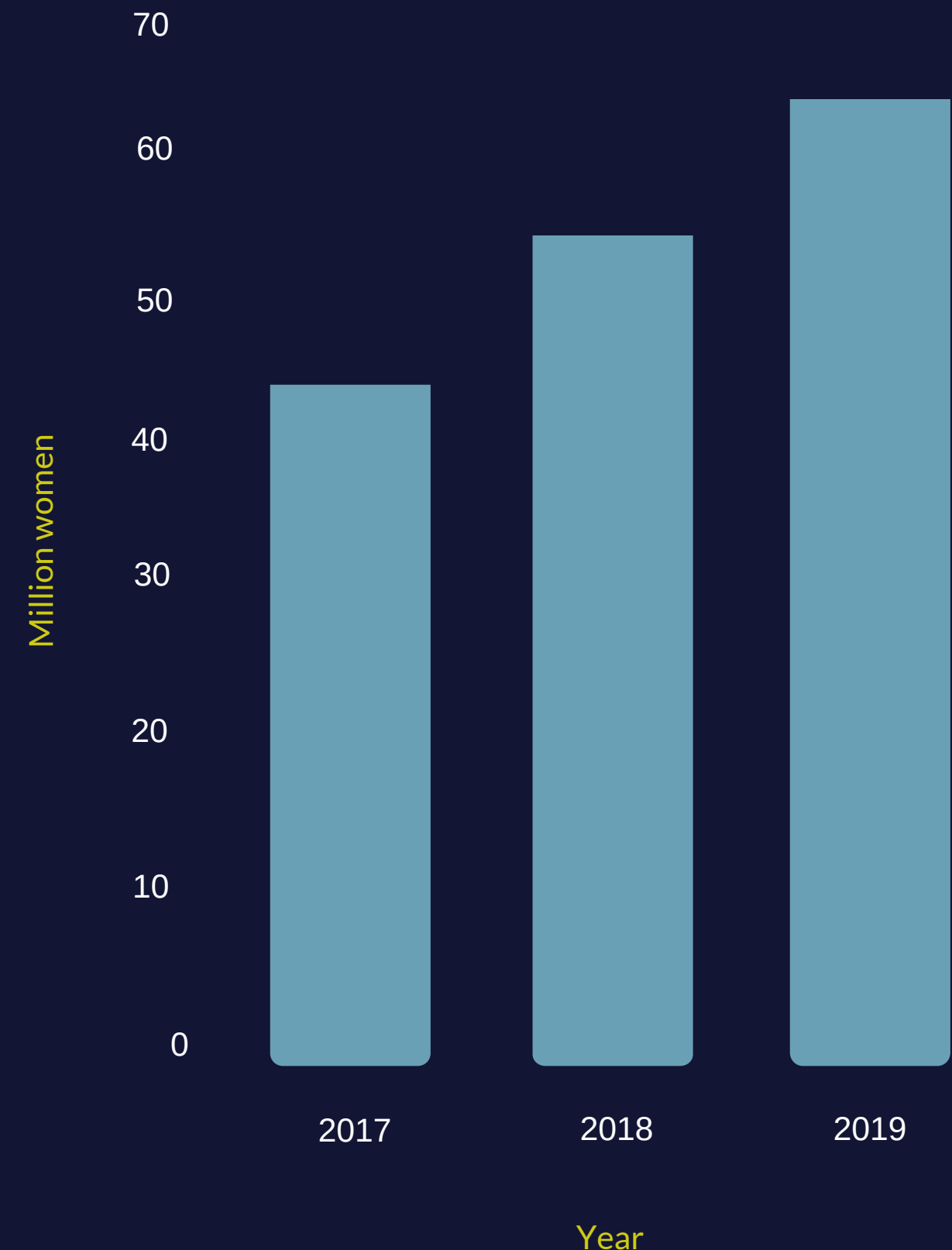


About 2,000 different chemicals are used in textile processing. Yet only 16 are approved by the Environmental Protection Agency.



44 million women globally purchased secondhand fashion products in 2017, increasing to 56m in 2018 and 62m in 2019.

The resale market is expected to be larger than the fast fashion market by 2029 - \$44bn vs \$43bn respectively.





The average American throws
away around **81 pounds** of
clothing every year.

10,000-20,000 litres of water is used to produce every kilo of cotton. That's enough cotton for one shirt and one pair of jeans.

Cotton represents up to 7% of all jobs in some low-income countries.



The online fashion retail industry is predicted to grow to \$872bn by 2023.

30-40% of all fashion items purchased online are returned.



26 % of business owners surveyed believe that “low consumer willingness to pay a premium for sustainable products” was the greatest barrier for them to become more sustainable.

But **60% of millennials** say they want to shop more sustainably.



£800m

The amount spent by UK women on single-wear holiday clothes.

On average a piece of clothing is worn just seven times.

