



PRESENTATION

Session: **Innovative Cotton Products**

Title: **Market opportunities for cotton nonwovens products**

Speaker: **Sara Curley**, Cotton Incorporated, Cary, North Carolina, USA

Presentations are available in the conference archive: <https://baumwollboerse.de/en/competencies/international-cotton-conference/speeches/>

Conference Organization

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MARKET OPPORTUNITIES FOR COTTON NONWOVENS PRODUCTS

Sara Curley

Marketing Assistant, Nonwovens Marketing



Cotton
Incorporated

OVERVIEW

1

Introduction

2

**The
Nonwovens
Market**

3

**Challenges
& Solutions**

4

**New Uses &
Innovation**

1 Introduction

COTTON INCORPORATED



**Global not-for-profit research
Neither manufacture nor sell**



**Cotton from seeds to
sustainability**



**400-500 Research projects
per year**

Cotton Incorporated



Apparel



Nonwovens



Home Goods

APPAREL

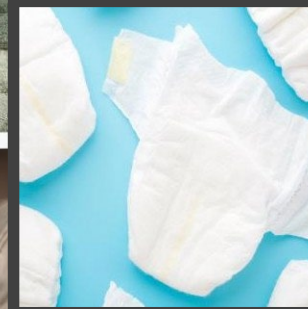


Nonwovens in the Market

HOME GOODS



NONWOVENS



MADE WITH COTTON

2

The Nonwovens Market

The Nonwovens Market is...

1 Fast Growing

2 Diverse

3 Global



Growth



\$56 B

= 13.4
tonnes

5.8%
Growth

2017-
2022

6.8%
Growth

2022-
2027



3

Challenges & Solutions



Challenges for Cotton in Nonwovens...



COST

- Cost of materials
- Global shortage (?)
- Disposable products



CONSUMER MISCONCEPTIONS

- Sustainability
- Fiber Content
- Ingredient Transparency



TECHNICAL FUNCTIONALITY

- Manufacturing processes
- Natural properties
- Competitive fibers

Challenge: Cost

CHALLENGES

Cost comparison

**Global shortage
(?)**

**Disposable
products**



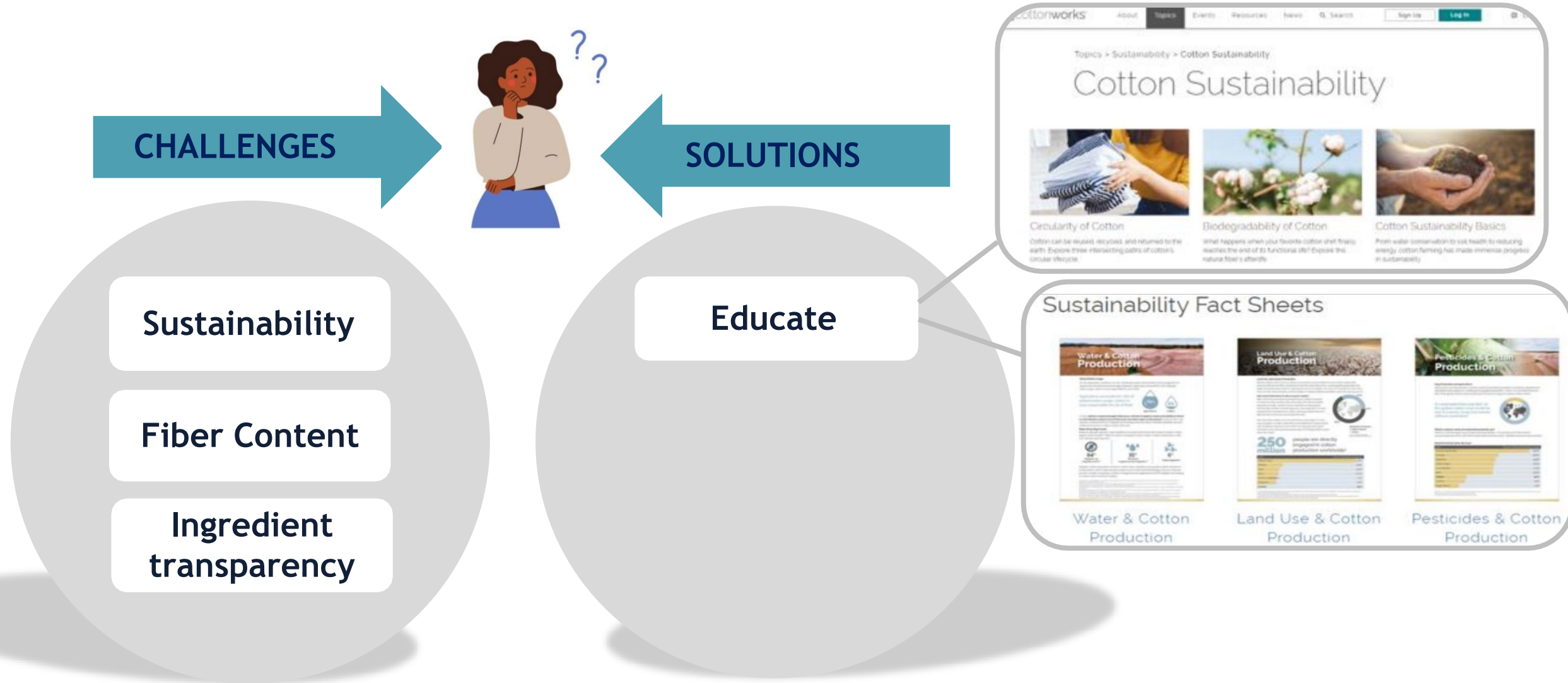
SOLUTIONS

**Natural,
premium fiber**

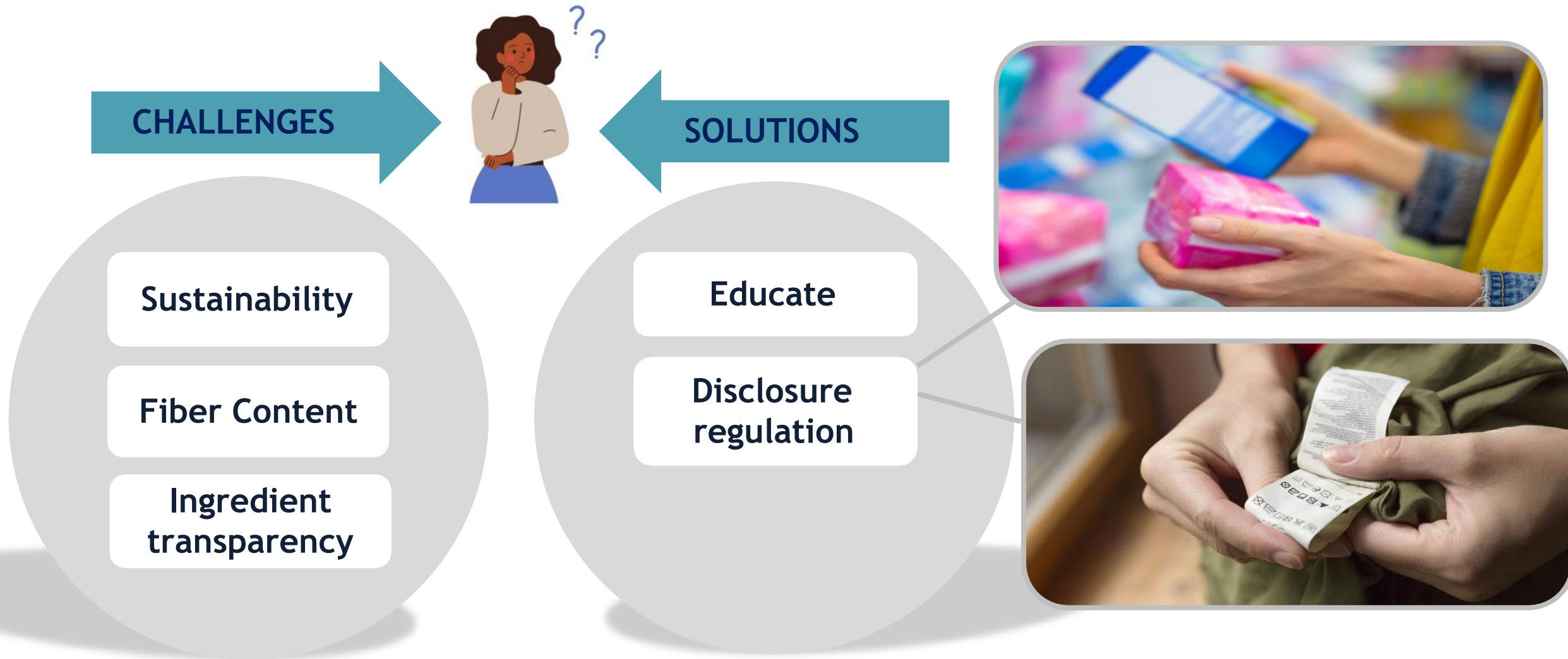
**No global
shortage**

**Sustainable
solutions**

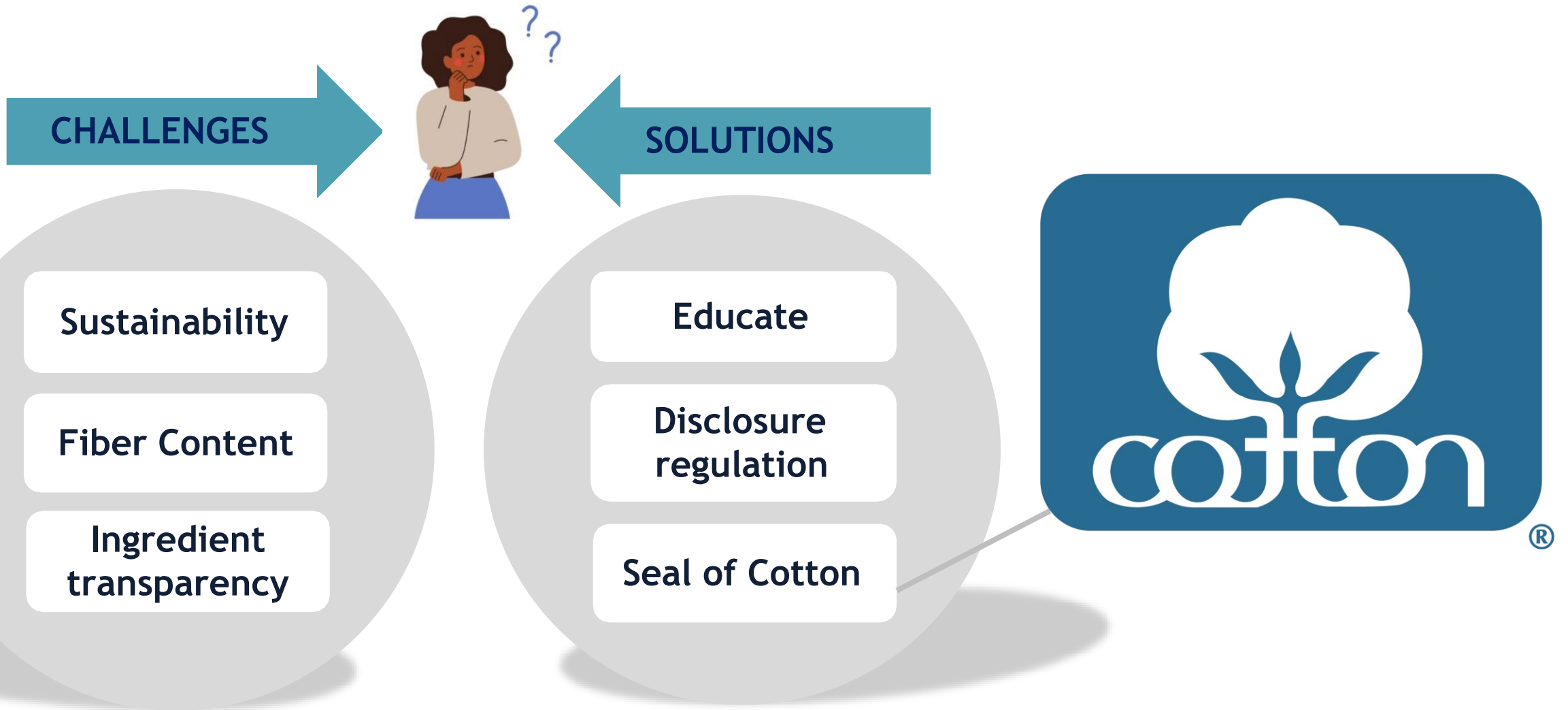
Challenge: Consumer Misconceptions



Challenge: Consumer Misconceptions



Challenge: Consumer Misconceptions



Challenge: Technical Functionality



CHALLENGES

**Manufacturing
processes**

**Natural
properties**

**Competitive
fibers**



SOLUTIONS

**Updated
engineering**

**Natural
properties**

!
**Sustainable
messaging**



Why Cotton in Nonwovens?

1

Consumers love cotton

2

Environmentally friendly

3

Performance fiber



Benefits of Cotton



Naturally Skin-Safe



Strong Fiber



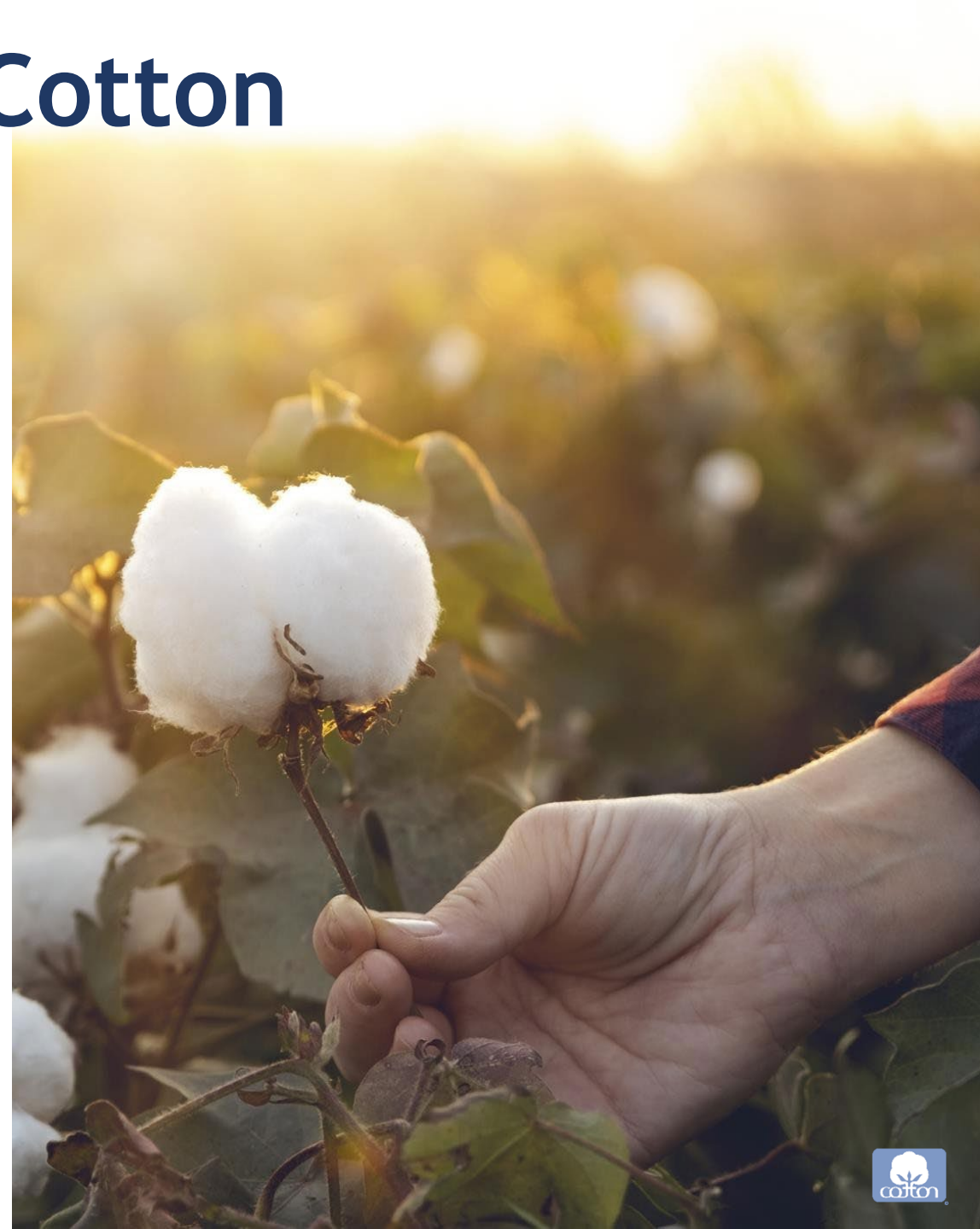
Absorbent



Biodegradable:

95%+in 28 days in compost environment & sewer and septic systems

Source: Case Study ASTM D6400 (2010), cottonworks.com/biodegradability



The Power of the Seal



95%

Helps to
identify
cotton
products



87%

Makes buying
decisions easier



Helps inform
buying decisions



86%

Makes shopping
experience easier



83%

GLOBAL



4

New Uses & Innovation



Innovative Cotton Solutions



Source: Images used with permission from Callaly, www.callal.ly



Reusable Products

Single-Use Plastic Alternative



VS



Source: Image used with permission from DAME., wearedame.co





Thank You



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