



Euromonitor
International

Global Market Overview of Cotton

November 2023

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INTRODUCTION

Scope

Key findings

Key trends impacting cotton market in 2023

GLOBAL SUPPLY OF COTTON

Cotton producers grapple with challenges amid global economic downturn

India and China lead global cotton supply, while Brazil achieves the highest growth rate

Indian cotton production grows historically , but near - term outlook casts a shadow

Impact of Uyghur Forced Labor Prevention Act raises concerns for Chinese cotton sector

Climate change factors contribute to decline in US cotton production

Global cotton prices are forecast to further decrease amid persistent downward pressures

Cotton prices to fall down to pre-pandemic levels in 2024

GLOBAL DEMAND FOR COTTON

Global demand for cotton is expected to increase over the next decade

Demand drivers for cotton across key buyer industries

GLOBAL DEMAND FOR COTTON

Apparel: Cotton's softness, comfort and recyclability to remain favoured in clothing

Made-up textile articles: Industry to record substantial growth in Southeast Asia

Furniture: Consumers seek value in refurbished and storage furniture

COUNTRY SNAPSHOTS

Top 10 country profile : India

Top 10 country profile : China

Top 10 country profile: US

Top 10 country profile : Brazil

Top 10 country profile : Pakistan

Top 10 country profile : Uzbekistan

Top 10 country profile : Turkey

Top 10 country profile : Argentina

Top 10 country profile : Greece

Top 10 country profile : Benin

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