Textile Exchange

Materials Benchmark Insights and Trends

©Textile Exchange

September 2025

About the Materials Benchmark

The Materials Benchmark is the largest peer-to-peer comparison initiative in the fashion, textile, and apparel industry.

Every year, it tracks the fibers and raw materials sourced by the reporting companies, as well as how companies are addressing areas like circularity, biodiversity, land, freshwater, and forests.

The Materials Benchmark is open to all companies that want to measure and report their fiber and raw material–related progress. However, it is important to note that the data in this fact sheet refers to companies that report into the Materials Benchmark only, which far outperform the industry as a whole in terms of their sustainability progress.

What companies does this data cover?

Since its launch in 2015, the Materials Benchmark has continued to grow.

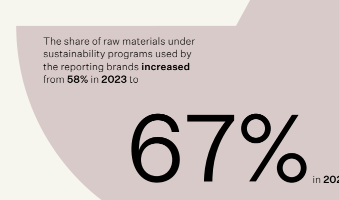
The number of reporting brands and retailers (including subsidiaries) increased from **57** in **2015** to a record

423 in **2025.**

Companies on almost every continent report into the Materials Benchmark. **59%** of the reporting companies are in Europe, **24%** in North America, **8%** in South America, **6%** in Asia, **2%** are in Oceania, and **<1%** in Africa. Reporting companies have headquarters in countries all around the world.

87%

of companies who reported via the Materials Benchmark have more than **250** employees. Around **13%** are medium, small, and micro-sized companies.



Materials sourced with sustainability in mind

Materials under sustainability programs are gaining popularity among reporting brands.

The share of raw materials under sustainability programs used by the reporting brands **increased** from **58%** in **2023** to

67% in **2024.**[1]

COTTON	POLYESTER	POLYAMIDE (NYLON)	VISCOSE	WOOL
The share of cotton under sustainability programs (farm and recycled) used by the reporting brands **increased** from **77%** in **2023** to 84% in **2024**. The most popular programs with sustainability attributes in 2024 were Better Cotton (**59%**), Organic (**12%**), Recycled (**7%**), and others (**6%**).[2]	The share of recycled polyester used by the reporting brands **increased** from **56%** in **2023** to 66% in **2024**.[3]	The share of recycled polyamide used by the reporting brands **increased** from **20%** in **2023** to 28% in **2024**.[4]	The share of recycled viscose used by the reporting brands **increased** from **<1%** in **2023** to 2% in **2024**.[5]	The share of wool covered by sustainability programs (farm or recycled) used by the reporting brands **increased** from **41%** in **2023** to 56% in **2024**. Of the wool used by reporting brands, **40%** was certified under the Responsible Wool Standard, and **14%** was recycled. **2%** of wool was covered under other sustainability programs.[6]

However, the share of recycled materials from textile-to-textile feedstocks remains very low.

3% of all fibers used by the brands and retailers were from textile-to-textile feedstocks from pre- and post-consumer textiles in **2024**.[7]

1 This data refers to the 205 brands (including subsidiaries) that reported the complete data for the key raw material fibers (cotton, polyester, nylon, viscose, and sheep wool) for both, 2023 and 2024. The share of raw materials under sustainability programs used in 2024 includes 20 different programs, including Better Cotton, recycled polyester, recycled polyamide, Responsible Wool Standard, and PEFC.

2 This data refers to the 340 brands (including subsidiaries) that reported complete cotton data (total and programs) for both, 2023 and 2024.

3 This data refers to the 311 brands (including subsidiaries) that reported complete polyester data (total and recycled) for both, 2023 and 2024.

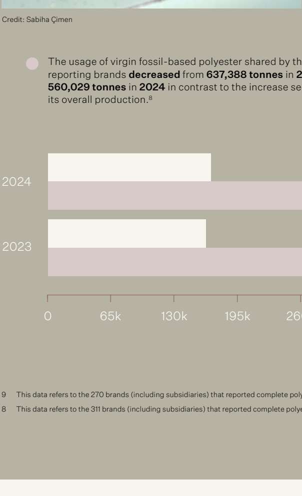
4 This data refers to the 270 brands (including subsidiaries) that reported complete polyamide data (total and recycled) for both, 2023 and 2024.

5 This data refers to the 252 brands (including subsidiaries) that reported complete viscose data (total and recycled) for both, 2023 and 2024.

6 This data refers to the 248 brands (including subsidiaries) that reported complete wool data (total and programs) for both, 2023 and 2024.

7 This data refers to the 205 brands (including subsidiaries) that reported the complete data for the primary raw material fibers (cotton, polyester, nylon, viscose, and sheep wool) for both, 2023 and 2024.

Volumes of raw materials used



Credit: Sabiha Çimen

Overall raw material usage by the reporting companies increased slightly.

The total fiber usage, as shared by the reporting brands, increased from around **2.2 million tonnes** in **2023** to

2.3

million tonnes in **2024.**[7]

However, the use of virgin fossil-based synthetic fibers decreased among reporting brands.

The usage of virgin fossil-based polyester shared by the reporting brands **decreased** from **637,388 tonnes** in **2023** to **560,029 tonnes** in **2024** in contrast to the increase seen in its overall production.[8]

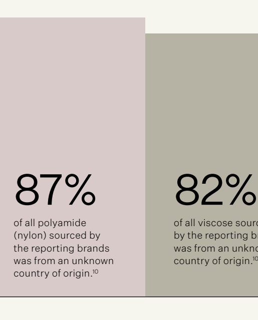
The usage of virgin fossil-based polyamide (nylon) reported by the brands **increased slightly** from **165,412 tonnes** in **2023** to **167,867 tonnes** in **2024**.[9]

9 This data refers to the 270 brands (including subsidiaries) that reported complete polyamide data (total, recycled, fossil) for both, 2023 and 2024.

8 This data refers to the 311 brands (including subsidiaries) that reported complete polyester data (total and recycled) for both, 2023 and 2024.

Traceability of materials to country of origin

Brands and retailers still struggle to identify the country of origin of their raw materials.



Credit: Tristan McKenzie

76%	73%	82%	87%	82%
of all cotton sourced by the reporting brands was from an unknown country of origin.[10]	of all wool sourced by the reporting brands was from an unknown country of origin.[10]	of all polyester sourced by the reporting brands was from an unknown country of origin.[10]	of all polyamide (nylon) sourced by the reporting brands was from an unknown country of origin.[10]	of all viscose sourced by the reporting brands was from an unknown country of origin.[10]

10 Country of origin refers to the raw material production country of origin. This refers to the farming, forestry, extraction, or collection and sorting of secondary raw materials. For more information, please see Textile Exchange's Supply Chain Taxonomy (Tier 4 Extraction, Production, Collection).

Progress on material commitments

The reporting companies are making progress towards their commitments, but not fast enough.

Textile Exchange has called on the industry to achieve ambitious industry targets for cotton and polyester through its 2025 Sustainable Cotton Challenge and the 2025 Recycled Polyester Challenge, developed with the UNFCCC.

While the reporting companies made progress, the industry is not moving fast enough to meet these targets. Some companies have also dropped out as signatories of the challenges now that the target year is around the corner.

The Deforestation-Free Call to Action for Leather was launched as a new challenge in 2023, and new industry commitments beyond 2025 are in development. For more details, visit the Textile Exchange Challenges dashboard.

2025 Sustainable Cotton Challenge

The number of signatories was

138

in **2025**.[11]

30

signatories (**22%**) used 100% sustainable cotton in **2024.**

2025 Recycled Polyester Challenge

The number of signatories was

116

in **2025**.[11]

9

signatories (**8%**) used 100% recycled polyester in **2024**.

Credit: ruslansyah77 / Shutterstock

The Deforestation-Free Call to Action for Leather

The number of signatories was

21

in **2024**.

76%

of the signatories reported that their deforestation- and conversion-free bovine leather sourcing policy was developed, their commitments were published, and they have initiated mapping their supply chains.

11 This includes brands, retailers, suppliers, and manufacturers.

Climate and nature initiatives

Reporting brands are starting to implement their climate and nature strategies.

The share of brands investing in raw materials sustainability beyond the cost of sourcing more sustainable materials decreased from **56%** in **2023** to 46% in **2024**.[14]

The share of brands with formal climate targets increased from **85%** in **2023** to 88% in **2024**.[12]

The share of brands with SMART targets for nature increased slightly from **21.5%** in **2023** to 22.3% in **2024**.[13]

The share of brands that implemented measures to reduce impacts on climate and nature during raw materials production increased from from **77%** in **2023** to 81% in **2024**.[16]

The share of brands with sourcing restrictions due to climate and nature–related risks increased from **73%** in **2023** to 78% in **2024**.[15]

The share of brands that implemented measures to restore and/or regenerate nature increased slightly from **61%** in **2023** to 62% in **2024**.[17]

For more details on climate, water, and biodiversity impacts, visit the Textile Exchange Climate+ dashboard.

12 This data refers to the 206 brands (including subsidiaries) that answered this question for both, 2023 and 2024.

13 This data refers to the 206 brands (including subsidiaries) that answered this question for both, 2023 and 2024.

14 This data refers to the 316 brands (including subsidiaries) that answered this question for both, 2023 and 2024.

15 This data refers to the 316 brands (including subsidiaries) that answered this question for both, 2023 and 2024.

16 This data refers to the 316 brands (including subsidiaries) that answered this question for both, 2023 and 2024.

17 This data refers to the 316 brands (including subsidiaries) that answered this question for both, 2023 and 2024.

About Textile Exchange

Textile Exchange is a global non-profit driving beneficial outcomes for climate and nature across the fashion, textile, and apparel industry, right from the start of the supply chain.

To learn more, visit textileexchange.org.