

---

# *Executive Summary*

---



## Executive Summary

### Introduction

The Indian Textiles and clothing industry plays a crucial role in the Indian economy, and contributes about 14% of industrial production and 4% of GDP of the country. The industry also creates an employment opportunities for about 45 million people and accounts 12% of the export of the country with a share of 6.16% in textiles and 4.31% in clothing in the global market during 2014. While export contributes significantly to the overall growth of the textile industries of the country, the domestic demand of textiles both in household sector also plays an equally important role. The increase in disposable income in the recent years accompanied by accelerated growth in Gross Domestic Product (GDP) of the country has further enhanced the contribution of the domestic demand for the overall growth of the

sector. Besides, the change in fashion trends and improved socio-economic conditions of Indians has also contributed in purchase decisions of consumers for textiles and clothing. One of the important factors for growing demand of textiles is population growth, which has increased to 1.25 billion in 2014.

The key driver to the overall growth in demand for textiles and clothing products is the Household sector. With a population of more than 1.25 Bn in 2014 and enhanced purchasing power accompanied with changing trend in fashion and preference pattern, the demand of textiles in the household sector is growing. The growing demand of the end use products is also creating a conducive market for textile industry to sell the product in domestic market.

However, there is a need to quantify the domestic demand of the textiles in the household sector in terms of product, fibre and area etc. for helping the industry to devise their business strategy. The available of data will also help in taking informed decision by the government for the development of the sector. The Market for Textiles & Clothing report creates a database on the household sector in the country.

<b>Year</b>	<b>Population</b>
2011	1.210
2012	1.226
2013	1.242
2014	1.257

## *Market for Textiles & Clothing (MTC)*

---

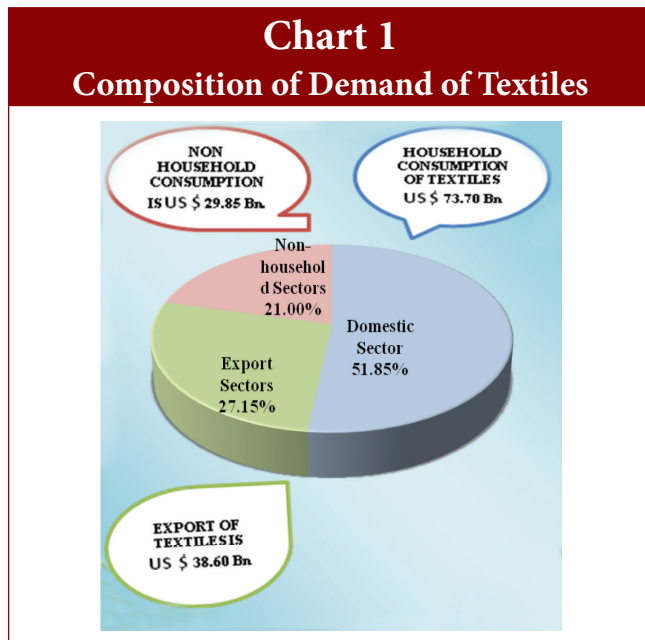
The Textiles Committee, a statutory organisation under the Ministry of Textiles, Government of India has been conducting a survey to quantify the domestic demand of textiles in the household sectors of the country since 1969. The demand of textiles is derived on the basis of textile purchase data collected bi-monthly from selected panel household across the country. The textile purchase data is recorded from 12430 sample households located in 329 panel centers (97 urban & 232 rural centers) spread across the country. The Market for Textiles and Clothing (MTC) survey provides a reliable and scientific basis for estimating and analyzing the consumption in the Household sector as well as for estimating the market size for important textile products. The data

base generated from the collected data is analyzed and the findings of the report is published in form of Annual Report titled “Market for Textiles and Clothing: National Household Survey”.

The latest annual report “*Market for Textiles and Clothing: National Household Survey 2015*” is prepared on the basis of bi-monthly textile purchase data for the calendar year 2014. The latest annual report has tried to captured the demand for most of the popular products purchased by the household sector during 2014. The estimation on demand pattern includes the per capita consumption of textiles, fibre and sector-wise demand, region-wise demand of textiles etc. for the reference and use of the industry and Government.

## *Analyses of Purchase of Textiles*

As per the study, the demand for textiles and clothing in household sector is \$73.70 Bn during 2014. During the period, the export of textiles of the country was accounted for \$38.60 Bn and demand of non-household was estimated to be \$29.25 Bn. While demand for household sector is derived on the basis of primary survey organised by Textiles Committee, demand for non-household sector is estimated by using different secondary sources.



The analysis of data has revealed that the domestic demand of the household sector has increased to \$ 73.70 Bn during 2014 as against \$63.51 Bn in 2012. The market size of the Textile and Clothing including exports has increased from \$121 Bn in 2012 to \$142 Bn in 2014 and the share of the household has declined from 52.33 percent to

**Table No.2**  
**Composition of Demand**

Sectors	(In Bn US \$)		Share %
	2012	2014	2014
Households	63.51	73.70	51.85
Exports	33.31	38.60	27.15
Non-household	24.54*	29.85*	21.00
Total (Market Size)	121.36	142.15	100

\*Residual estimate

51.85 percent during the same period. The decline in the share of the household sector in the overall demand may be attributed to the growth in non-household sector and export of T&C to the rest of the World. While the export of T & C has moved positively from US \$ 33.31 billion in 2012 to US\$ 38.60 billion in 2014. The demand of the non-household sector has increased from \$24.54 Bn in 2012 to \$29.85 Bn. However, the exact estimates on demand of non-household sector are not available. Hence, the method of residuals estimate used for the purpose of estimating the demand of non-household sector.





Export of textile in value term is US \$ 38.60 billion. (Compiled from WITS)



Non-Household Consumption is US \$ 29.85 billion (By residual estimate)

### Domestic Demand in Nutshell

Aggregate consumption of textile in 2014 is 36086mn metres as against 31636 mn metres in 2012 with a growth rate of 14.07percent.

Per capita consumption of overall textile in 2014 was 28.70 metres as against 25.93 metres in 2012.

Urban area contributed 37.44 percent of total demand with the consumption of 13509 mn metres in 2014 and as against 11,863mn metres in 2012.

Rural area contributed 62.56 percent of total demand with the consumption of 22,577 mn metres in 2014 as against 19,773mn metres in 2012.

The demand of manmade fibre is 20162mn metres during 2014 is highest among all other fibres, as compared to 18,034mn metres in 2012 with a growth of 11.8 percent.

The demand of cotton fibre is 15521mn metres in 2014 as against 13,289mn metres in 2012 with a growth of 16.80 percent.

The demand of woollen fibre is 142mn metres in 2014 as against 92mn metres in 2012.

The demand of pure silk is 261mn metres in 2014 as against 221mn metres in 2012.

East region are the highest contributors of total textile purchased with share of 29.47 percent each of total purchased. The North ,West and South regions have a share of 26.50 percent, 22.38 percent and 21.65 percent respectively.

Per capita consumption of male is 22.29 metres in 2014, as against 21.44 metres in 2012.

Per capita consumption of female is 35.64 metres in 2014 and was 30.42 metres in 2012.

In the total demand of textile, mill made or power loom sector has contributed 83.37percent with the demand of 30085mn metres in 2014.

The sectors, Knitted/Hosiery and Handloom have contributed 11.97 percent and 4.66 percent respectively.

In the different varieties, garment in piece length, readymade garments and knitted varieties have contributed 39.69 percent, 30.95 percent and 11.97 percent respectively and piece length, woven household have contributed 9.97 percent, 7.44 percent respectively.

## *Aggregate & Per Capita Demand of Textiles*

The aggregate purchase of textiles is 36086 million metres in 2014 as compared to 31636 million metres in 2012 and have experienced a positive growth rate of 14.07 percent. In value terms, the aggregate purchase of textiles is Rs.4363466 million in 2014 while in 2012 it was Rs.3493287 million. The aggregate value of the textiles purchased by the urban households has recorded a growth of 18.59 percent in 2014. On the other hand, growth in demand of textiles in

against the previous year.

Similarly, the per capita purchase of textile in terms of quantity has increased from 28.70 metres in 2014 as against 25.93 metres in year 2012. Hence the per capita purchase has experienced a positive growth of 10.68 percent during the period. The purchase trend indicates that an average person's consumption of textile has increased by 2.77 metres in 2014 as compared to the previous year.

**Table No.3**  
**Aggregate & Per capita Demand of Textiles**

Year	Aggregate Consumption		Per Capita demand	
	Q (Billion metres)	V (Billion Rupees)	Q (metres)	V (Rupees)
2012	31.64	3493.29	25.93	2862.87
2014	36.09	4363.47	28.70	3470.77

the rural area is 30.78 percent during this period. It indicates that the rural population is purchasing more textile and textile articles as compared to the urban population during the reference period.

The per capita purchase of textile during the period is estimated to be Rs. 3470.77 in 2014 as against Rs. 2862.87 in 2012. The per capita value of the textiles purchased during 2014 has recorded a growth of 12.08 percent in the Urban area over the year 2012. On the other hand, from per capita purchase in the rural area has increased 28.50 percent in 2014 as

**Table No.4**  
**Percentage growth of Textiles in 2014**

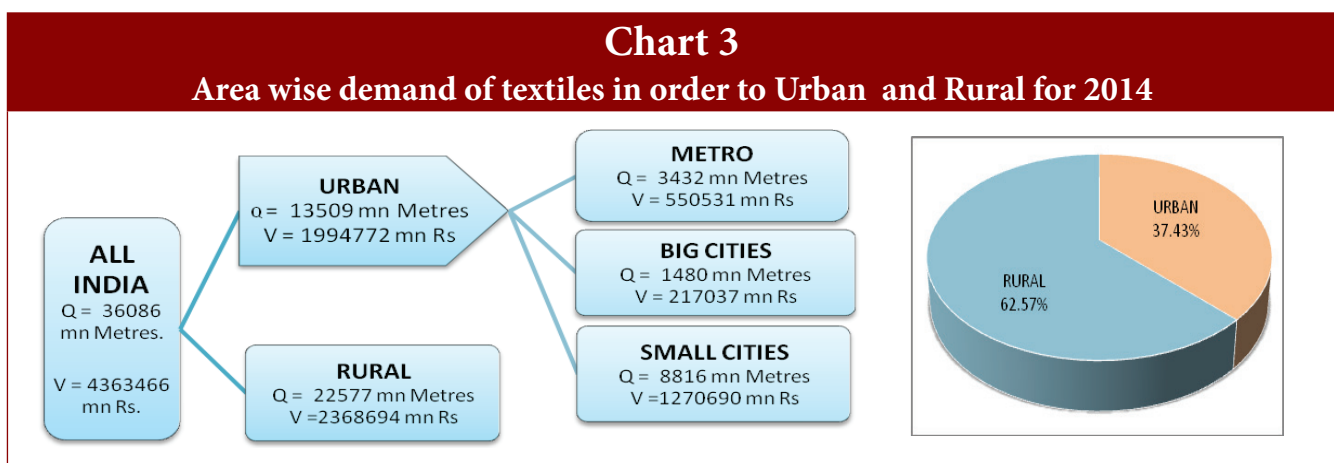
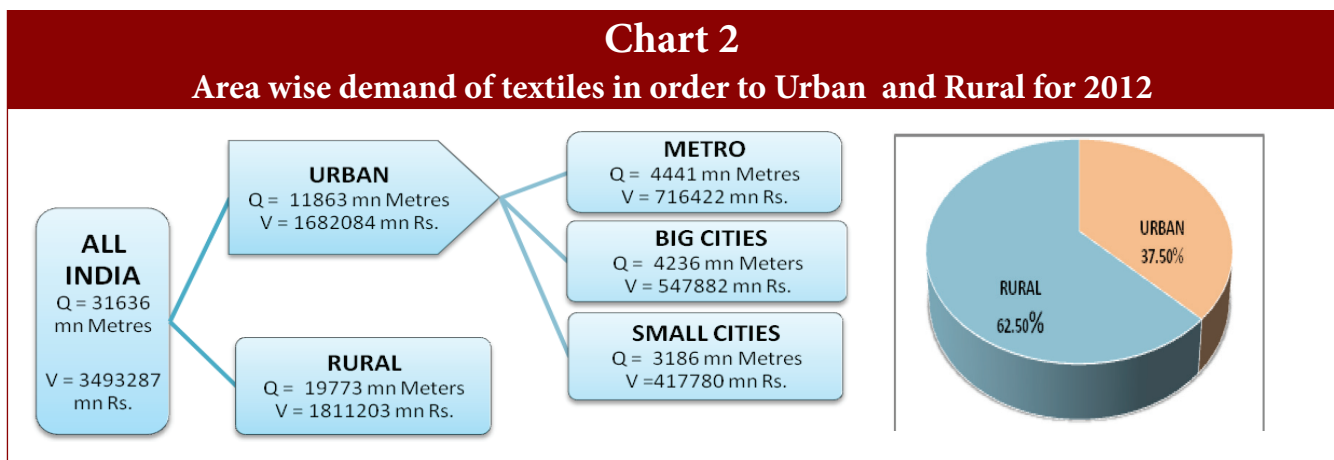
	Quantity	Value
Difference	2.77 (Metres)	607.90 (Rupees)
Growth Percentage	10.68 (percent)	21.23 (percent)

## Area-wise Demand of Textiles

In urban area the aggregate consumption of textiles is 13509 million metres in 2014 as against 11863 million metres in 2012, which accounts for 37.44 percent of the total demand of textiles. The aggregate consumption in rural area is estimated at 22577 Million. Metres in 2014 as against 19773 Million metres in 2012, which accounts for 62.57 percent of the total consumption.

Similarly the per capita purchase of textile in urban area is 33.58 metres in 2014 as compared

to 31.20 metres in 2012. In rural area, the per capita consumption is 26.41 metres in 2014 and 23.54 metres in 2012. The aggregate consumption of textiles in Metro, Big cities, Small cities are 3432 million metres, 1480 million metres, 8816 million metres respectively in 2014. The per capita consumption of textiles in Metro, Big cities, Small cities are 36.78 metres, 32.97 metres and 33.38 metres respectively. Hence, the purchase of the textiles in metro cities is highest among all segment of consumers in the country.





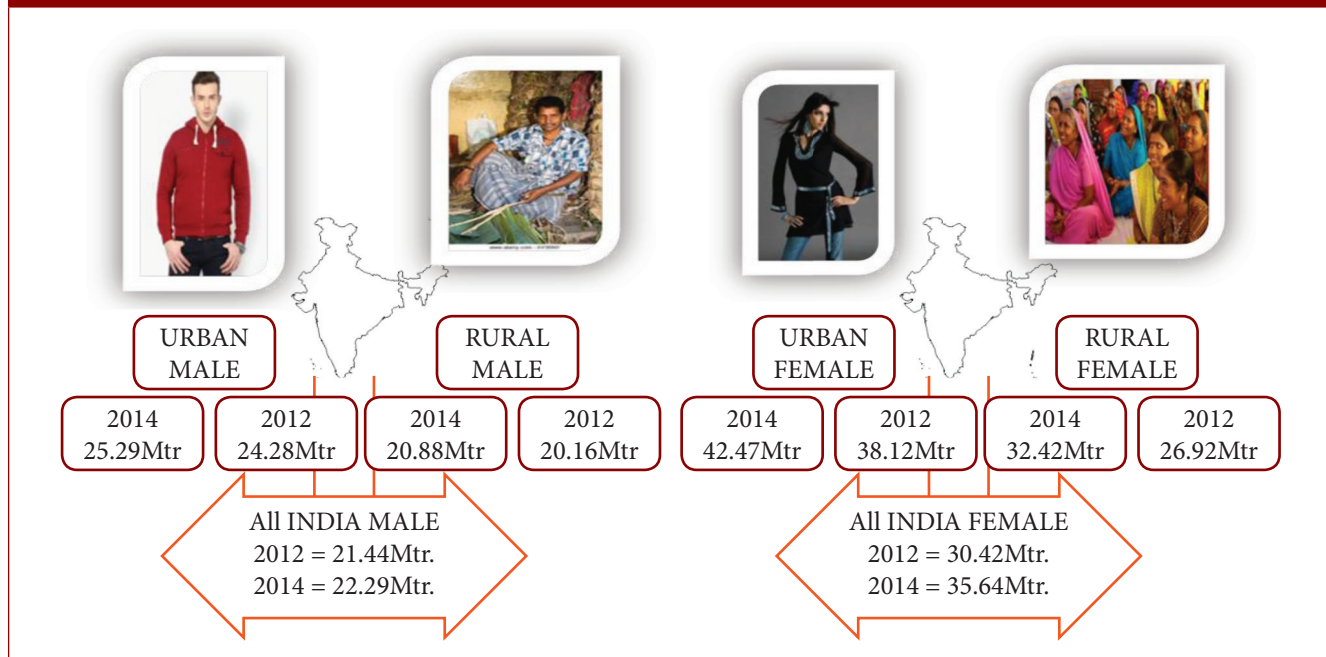
## Gender wise Demand of Textiles

The per capita purchase of all textiles by male is estimated at 22.29 metres in 2014 as against 21.44 metres in 2012, hence recorded a positive growth of 3.96 percent during 2014. It indicates that an average Indian male has increased his textile purchase by 0.85 metres in 2014 as compared to previous year. In value terms, the per capita purchases of male have increased to Rs 3089.00 in 2014 as against Rs. 2344.59 in 2012, a positive growth of 31.75 percent. Hence, an average Indian male is reportedly spending Rs.744.41 more for purchase of textiles in 2014 than the previous year.

On the other hand, the per capita purchase of textiles

by female is estimated at 35.64 metres in 2014 as compared to 30.42 metres in 2012, thus increased by of 5.22 metres with a growth of 17.16 percent. In value terms, the per capita purchases have increased to Rs 3882.15 in 2014 as against Rs. 3381.17 in 2012, with a positive growth of 14.82 percent. It means, an average Indian female is reportedly spending Rs.500.98 more for purchases of textiles in 2014 compared to previous year. The per capita purchases of male in value terms have recorded a growth of 31.75 percent in 2014 compared to the year 2012 whereas the same for the female the growth is only 14.82 percent, clearly indicate that there is a tendency of male to opt for more value added and branded products in their wardrobe.

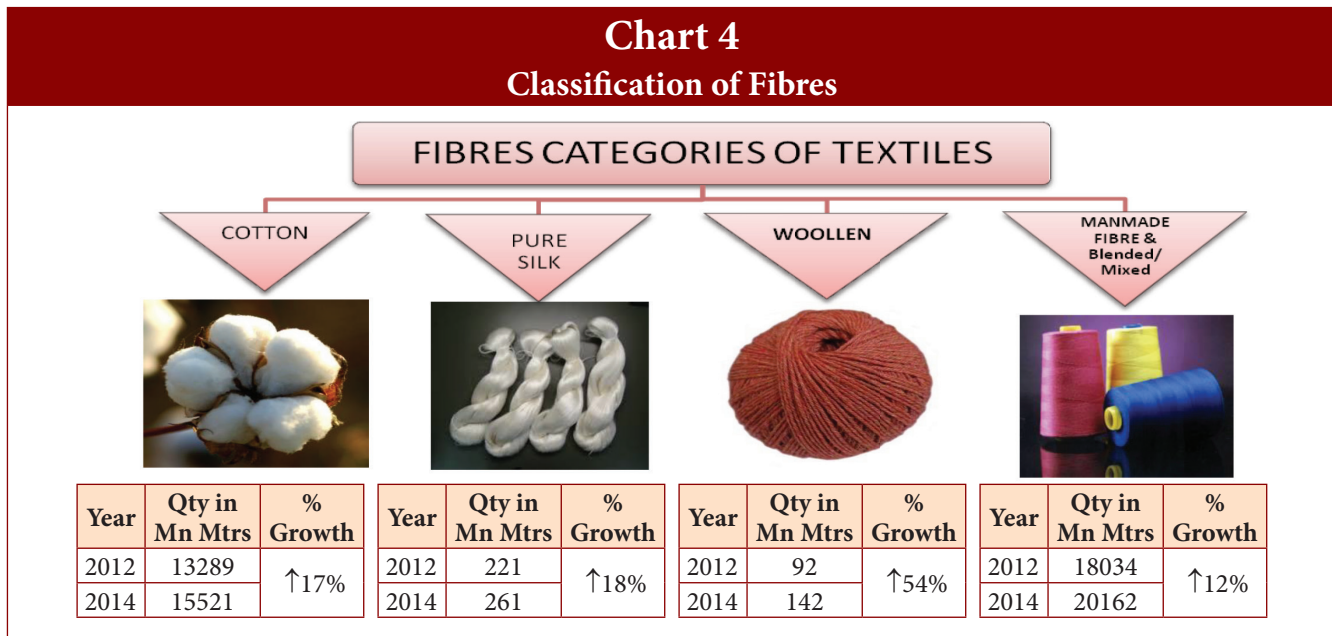
**Chart 3.1**  
**Demand of Textiles**



## *Fibre wise Demand of Textiles*

**F**ibre is the basic raw material used for manufacturing different textiles items. The broad process in making of fabric involves conversion of raw fibre into yarn and then yarn to fabrics.

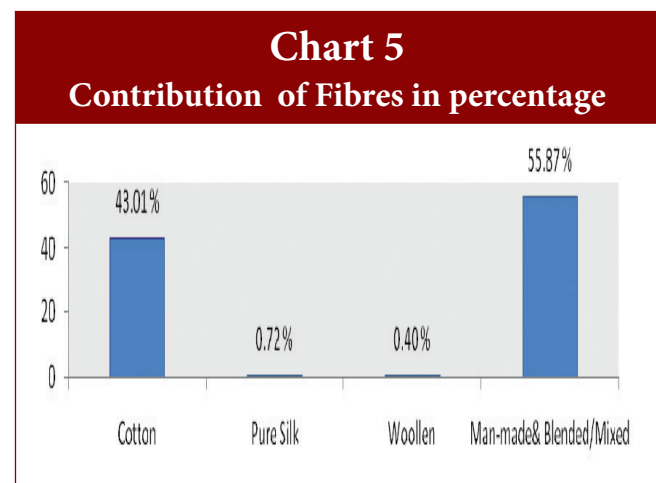
consumption of 36086 million metres (Per Capita 28.70 metres) of textiles in the year 2014, Manmade and Blended/Mixed textiles together have the largest share of 55.87 percent followed by Cotton textiles with 43.01 percent, pure Silk textiles with



The aggregate purchase of cotton fibre based product is 15521 million metres in 2014 as compared to 13289 million metres in 2012. The aggregate consumption of manmade fibre is 20162 million metres in 2014 as against 18034 million metres in 2012. Similarly, the demand for pure silk and woolen fibre based product is 261 and 142 million metres respectively in 2014 as against 221 and 92 million metres in 2012, showing a positive growth of 18 percent and 54 percent respectively.

The survey reveals that out of the total aggregate

0.72 percent and woolen textiles with 0.40 percent.



## *Region wise Demand of Textiles*

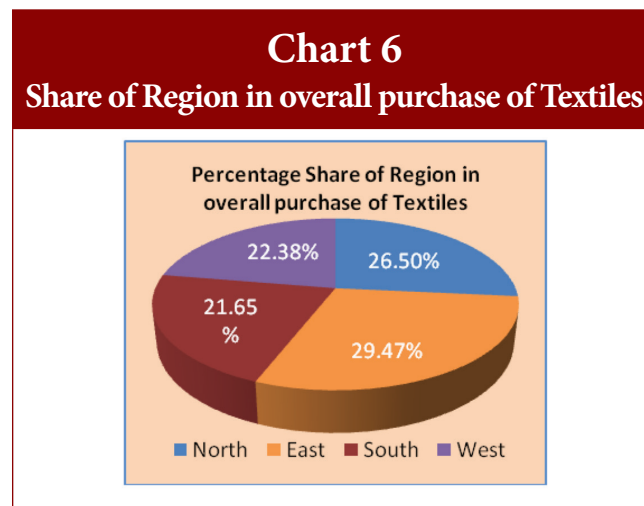
In order to ensure a better estimation of the data with accuracy, the country has been segregated into four divisions i.e. North, East, West and South region. The states included in different regions are as follows:

The region wise estimates indicate that the North region has recorded the highest

<b>Table No.5</b>				
<b>5 Aggregate demand in 2014</b>				
Region	Quantity (Mn.Mtr)	Value in (Mn.Rs.)	Rank (Quantity)	Rank (Value)
East	10635	1196778	1	2
West	8076	1010914	3	3
North	9564	1197732	2	1
South	7811	958042	4	4

Region	States
North	Jammu & Kashmir, Himachal Pradesh, Haryana, Rajasthan, Uttar Pradesh, Punjab, Delhi, Uttarakhand & Chandigarh
South	Andhra Pradesh, Tamil Nadu, Karnataka, Telangana, Kerala, Pondicherry, etc.
West	Gujarat, Maharashtra, Goa, Madhya Pradesh, Chhattisgarh
East	Bihar, West Bengal, Odisha, Assam, Sikkim, Meghalaya, Arunachal Pradesh, Nagaland, Tripura, Mizoram & Jharkhand

purchase of textiles with Rs.1197732 million followed by the Eastern region with Rs.1196778 million. The contribution of Western region, is Rs.1010914 million and South region is Rs.958042 million. However, in terms of quantity, the East region has contributed highest with 10635 million metres of purchase followed by 9564 million metres by North, 8076 million metres by West and 7811 million metres by South region. The highest



purchase of textiles in quantity terms is recorded in East region, but it ranked second in value terms. Similarly, the North region ranked first in case of value but stood second in case of quantity. But the estimated average price of the textiles shows that the household in the Northern region purchases the textiles higher valued products amongst the four regions with an average price per metre of Rs.125.23 followed by West region with Rs.125.18 and South with Rs.122.65 and East with Rs.112.57.

## *Region Wise Per Capita Demand*

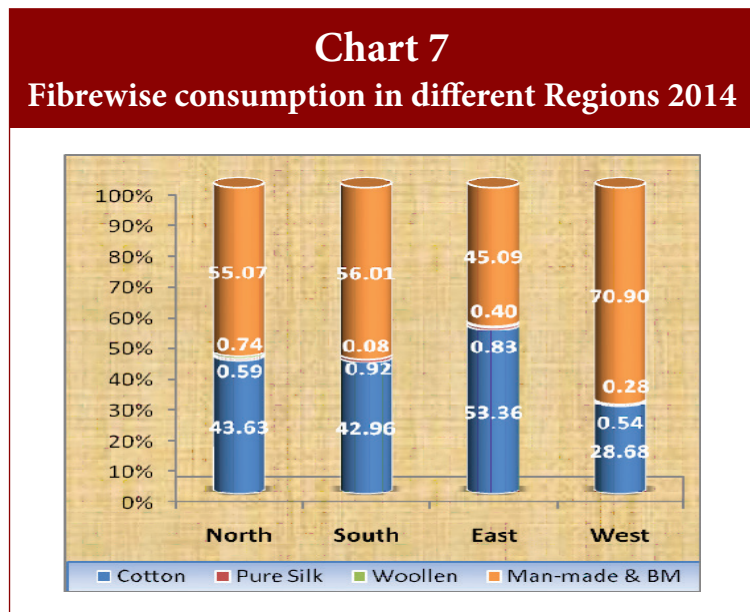
In term of per capita purchase of textiles in 2014, the East region recorded the highest with 33.05 metres, followed by 30.34 metres in the South, 29.06 metres in the West and 25.48 metres in the North region.

However, the per capita purchase in value terms is highest in South region with Rs.3691.13 followed by the Eastern region with Rs.3689.41 and Western region with Rs.3607.85 and North region by Rs.3164.89.

Table No.6				
Per Capita demand in 2014				
Region	Quantity (Mtr)	Value in (Rs.)	Rank (Quantity)	Rank (Value)
East	33.05	3689.41	1	2
West	29.06	3607.85	3	3
North	25.48	3164.89	4	4
South	30.34	3691.13	2	1

## *Region wise preference of Fibre*

Manmade and blended/mixed Fibre is the most preferred fibre in all regions. However, the intensity of the preference pattern varies from region to region. The West region with 70.30 percent purchase of manmade fibre based products stood on the top followed by 56.01 in South and 55.07 in North and 45.09 in East. Cotton is most preferred in East region with 53.36 Percent followed by 43.63 in North and 42.96 in South Region. Cotton is least preferred in West region among all four regions (28.68 percent).



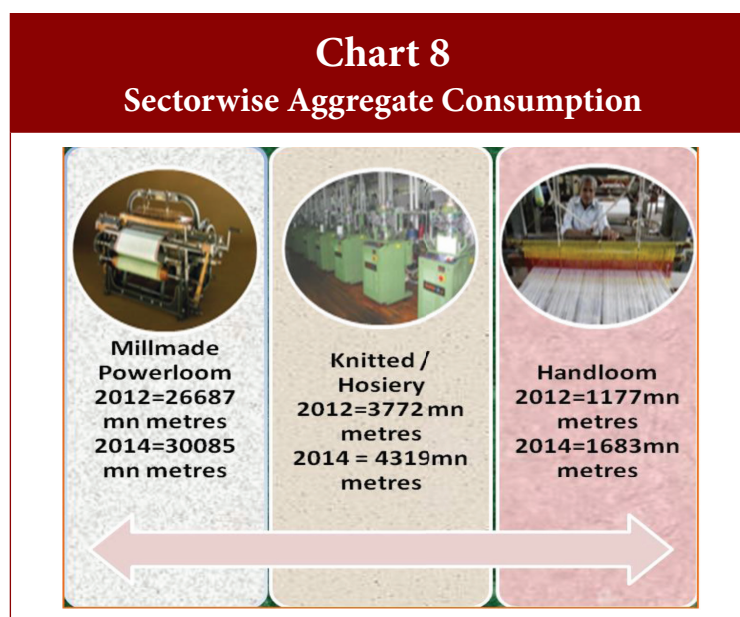
## Demand of Textiles by Sector of Manufacturing

Of the total purchase of 36086 million metres in the country, 30085 million metres (83.37 %) are originated from mill made/power loom sector in 2014 compared to 26687 million metres in 2012 (84.36%). Similarly, 4319 million metres (11.97%) of textiles originated from Knitted / Hosiery sector as against 3772 (11.92) million metres in 2012.

The handloom sector contributed 4.66% to the total demand of textiles. The aggregate demand for handloom textiles is 1683 million metres in 2014 as compared to 1177 million metres (3.72%) in 2012. The consumption of handloom textiles has increased by 25.27 percentage as compared to the previous year.

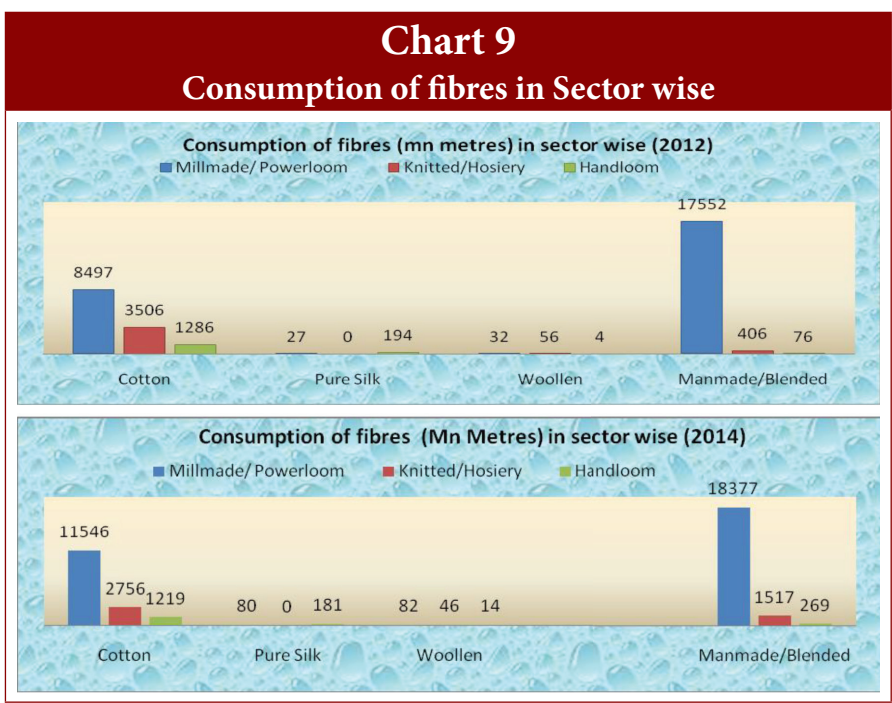
At all India level, the aggregate consumption of cotton textiles manufactured in mill made / power loom sector is 11546 million metres in 2014 as against 8497 million metres in 2012, whereas the aggregate consumption of pure silk textiles manufactured in the sector is 80 million metres in 2014 as compared to 27 million metres in 2012.

The aggregate consumption of Woolen textiles manufactured in mill made / power loom sector is 82 million metres in 2014 as compared to 32 million metres in 2012. The aggregate consumption of Manmade/Blended textiles manufactured in the Sector is 18377 million metres in 2014 in comparison to 17552 million metres in 2012.



The aggregate consumption of cotton textiles manufactured in knitted / hosiery sector is 2756 million metres in 2014 and 3506 million metres in 2012 whereas the aggregate consumption of Woollen textiles manufactured in the sector is 46 million metres in 2014 as compared to 56 million metres in 2012. The Manmade/Blended textiles contributed 1517 million metres in 2014 as compared to 406 million metres in 2012.

The aggregate consumption of cotton textiles manufactured in Handloom sector is 1219 million metres in 2014 in comparison to 1286 million metres in 2012 whereas the aggregate consumption of pure silk textiles manufactured in the sector is 181 million metres in 2014 as compared to 194 million metres in 2012. The aggregate consumption of Woolen textiles manufactured in this sector is 14

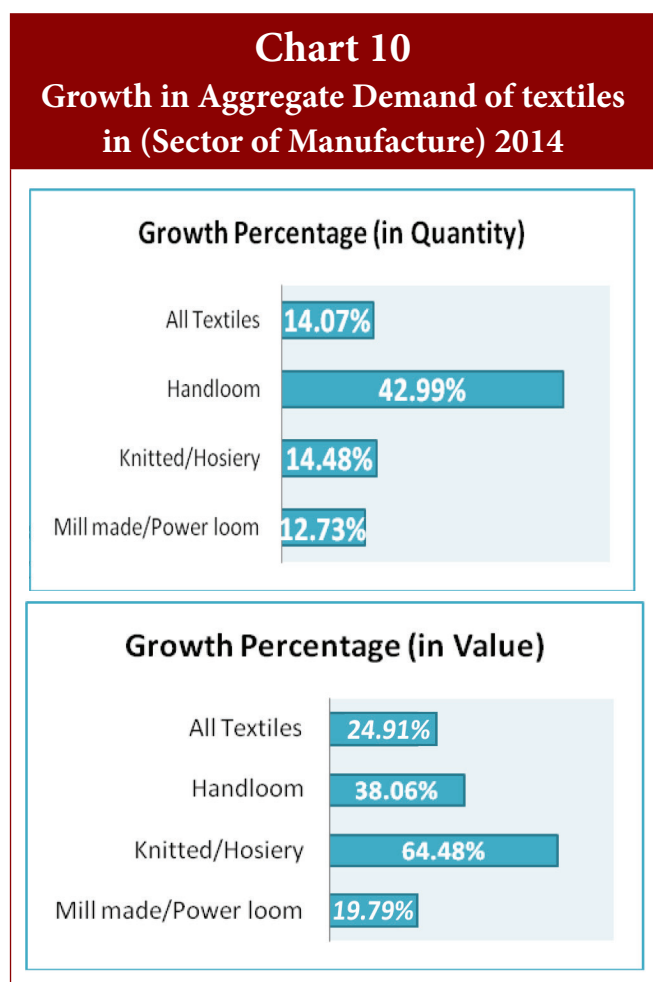


year 2012, the maximum growth is recorded in handloom textiles with 42.99 percent, which shows that there is a growing inclination towards Handloom textiles in the country. Though the growth in aggregate quantity of knitted/hosiery textiles has grown only by 14.48 percent, the growth of knitted/hosiery textiles in value terms has grown significantly with 64.48 percent, which indicates that more value added knitted/hosiery textiles are consumed in the country.

million metres in 2014 as compared to 4 million metres in 2012. The aggregate consumption of Manmade/Blended textiles manufactured in this sector is 269 million metres in 2014 as compared to 76 million metres in 2012.

The aggregate consumption of cotton textiles manufactured in Handloom sector is 1219 million metres in 2014 in comparison to 1286 million metres in 2012 whereas the aggregate consumption of pure silk textiles manufactured in the sector is 181 million metres in 2014 as compared to 194 million metres in 2012. The aggregate consumption of Woollen textiles manufactured in this sector is 14 million metres in 2014 as compared to 4 million metres in 2012. The aggregate consumption of Manmade/Blended textiles manufactured in this sector is 269 million metres in 2014 as compared to 76 million metres in 2012.

The aggregate purchases of textiles has recorded a growth of 14.07 percent in 2014 in quantity over the



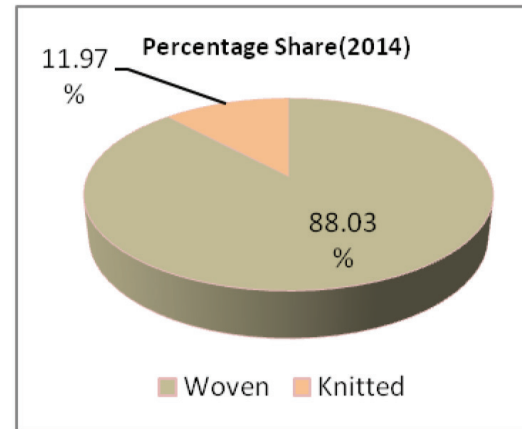
## Demand of Textiles by Variety

The textile items consumed in the household sector are broadly categorized as Woven and Knitted textiles. Out of 36086 million metres purchased by households in 2014, 88.03 percent belongs to woven textiles and 11.97 percent knitted textiles. The woven varieties have been further classified and analyzed in four categories such as (a) Woven Textiles in Piece Length, (b) Woven Garments in Piece Length, (c) Woven Readymade Garments, (d) Woven Household Variety.

The garments in piece length accounts for 45.08 percent of the woven textiles during 2014 followed by woven readymade garments with 35.15 percent. The corresponding figures for 2012 are 45.47 percent and 26.54 percent respectively for garments in piece length and woven readymade garments. The textiles in piece length has a share of 11.32 percent as against 20.07 percent in 2012 and woven household varieties with a share of 8.44 percent against 7.91 percent in 2012. The trend indicates that the demand for textiles in piece length is declining as more and more households are preferring to purchase readymade garments than purchasing cut pieces.

Though the aggregate purchases in quantity has recorded a growth of 14.07 percent in 2014, some of the varieties like woven readymade garments has

**Chart 11**  
**Share of Varieties**



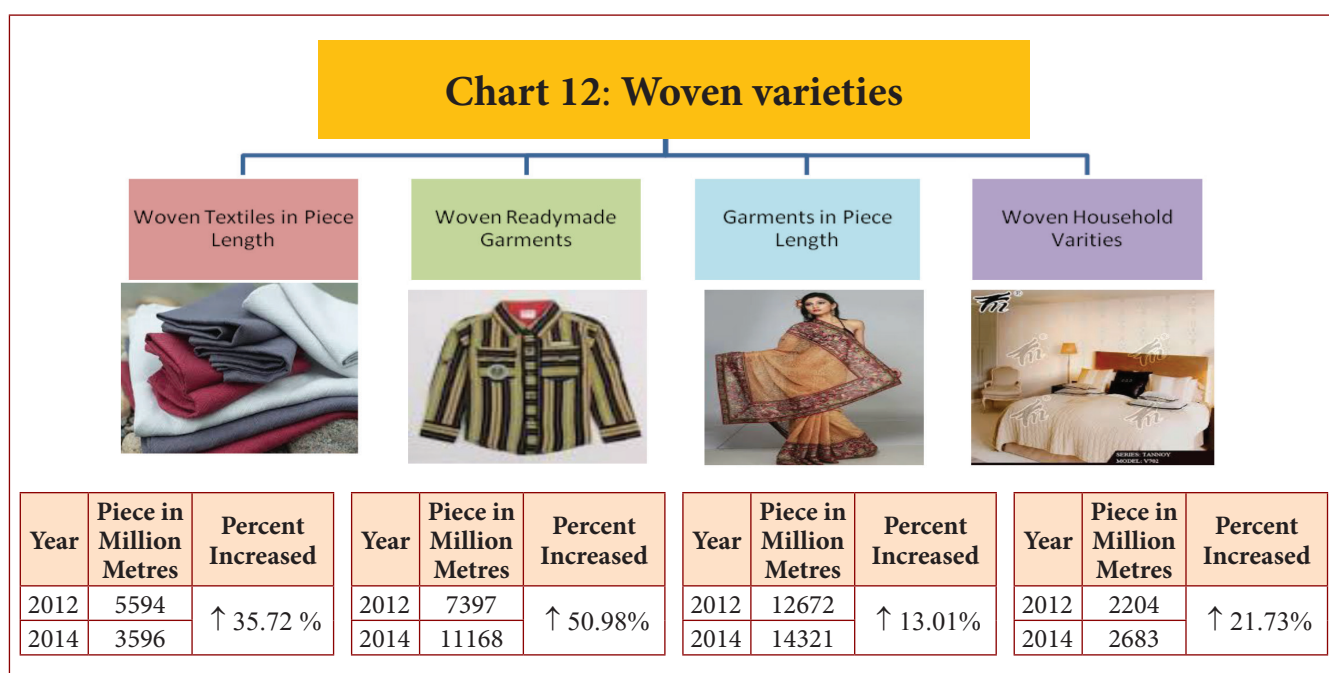
outperformed the overall growth percentage. The highest growth in demand is recorded in woven readymade garments. The woven garment has experienced a 50.98 percent growth as compared to previous year. At the same time, the textiles in piece length has recorded a negative growth of 35.71 percent. This indicates that the consumers preference to woven readymade garments is increasing at the cost of woven textiles in piece lengths, as the consumers are substituting the form of by later. In value terms, the knitted varieties have experienced the highest growth with 58.48 percent followed by 48.49 percent by woven readymade garments.

## *Demand of Woven Varieties*

The aggregate purchase of woven varies i.e. woven textile in piece length, garment in piece length, readymade Garments and Woven household varieties is given below.

The study indicates that the aggregate purchase of “woven textiles in piece length” is 3596 million metres, which is 11.32 percent of the total all India textiles purchases during 2014 as against 5594 million metres in 2012. Further, this segment of the woven textiles has been experiencing a negative growth during the past few years due to change in preference pattern of the consumer. The year 2014 is also not an exception to the trend. During the year, the demand for the woven textiles in piece length has declined by 35.727 as compared

to previous year. On the other hand, the aggregate purchase of “Woven Readymade Garments” is increased from 7397 million metres in 2012 to 11168 million metres in 2014. With percentage share of 35.16 in the total purchases. The aggregate purchase of “Garment in piece length” during 2014 is 14321 million metres as compared to 12672 million metres in 2012, which is 45.08 percent of the total all India household textiles purchases. The aggregate purchase of “Woven household Varieties” during 2014 at the all India level is 2683 million metres. As compared to 2012 the purchases of home textiles were 2204 million metres. The share of the household varieties is 8.44 percent among the total demand of woven textiles.





## *Demand of Knitted varieties*

---



The aggregate purchases of knitted varieties during 2014 are 4319 million metres, which is 11.97 percent of the total domestic demand. It may be noted that most of the products in knitted variety belongs to readymade garments and intimate wears only. The aggregate purchases of knitted varieties in urban area is 1516 million metres in 2014 and 1148 million metres in 2012. In rural area, the aggregate purchases of knitted varieties is 2803 million metres in 2014 as compared to 2621 million metres in 2012.

## *Demand of Major Varieties*

---

**T**he report has estimated the domestic demand of most of the varieties of the Textiles & Clothing product purchased by the households during the reference period. However, there are some varieties which are highly demanded in the household sectors and the list of such varieties are also experiencing change due to change in preference pattern. For presenting the demand estimates in a more user-friendly manner on the basis of the varieties, the demand is further segregated into (i) personal clothing and (ii) home textiles.

Among the personal clothing's, the products like

shirt, trousers, frock, skirt midi, jeans (male and female), sweater, saree, kurta pyjam, constitutes the major varieties in the reference period. Similarly, the inner wear products like Banian, underwear, briefs, petticoat, panties, brassiere, are also a major chunk of demand in the personal clothing categories. The report indicates that the market size of personal clothing items is 33404 million metres during 2014 as against 29432 million metres in 2012. Hence, the personal clothing varieties has experienced a growth of 13.50 percent during the reference period as against previous year. The domestic demand of some the varieties are given below:

**Table No.7****Demand of some Major Varieties from Personal Clothing & Home Textiles:**

Sr. No.	Product	Trends in purchase in million Pcs			
		2010	2011	2012	2014
	Personal Clothing				
1	Shirt	477	514	546	988
2	Trousers	367	397	421	697
3	Frock	188	200	215	205
4	Skirt/Midi	33	34	35	30
5	Jeans(Male)	219	237	249	837
6	Jeans(Female)	11	13	13	96
7	T-shirt(Male)	230	249	265	403
8	T-shirt(female)	12	12	12	38
9	Sweater (Male)	218	217	235	128
10	Saree	1798	1918	2029	2162
11	Dhoti(male)	96	101	109	115
12	Lungi	244	245	263	201
13	Odhani/Dupatta	98	103	109	130
14	Blouse/Choli	167	174	176	142
15	Kameez (F)	15	17	17	58
16	Pyjama (M)	13	14	14	21
17	Kurta- Pyjama set	18	21	21	43
18	Salwar Kameez Female	380	406	433	556
19	Banian/Vest	826	874	919	631
20	Underwear/Brief	581	610	648	744
21	Panties (F)	176	187	193	247
22	Petticoat	466	500	528	207
23	Brassier	112	118	118	85
	Home Textile Items				
24	Chaddar	153	159	166	80
25	Bed sheet	195	207	218	270
26	Towel	465	495	524	310
27	Terry Towel	17	18	18	15
28	Blanket	1	1	1	52
29	Mosquito net	16	13	15	15
30	Pillow cover/Cushion cover	86	94	96	129
31	Furnishing Material	161	172	186	16

In the home textiles segments, the major contributor to the domestic demand are chaddar, bedsheets, towel and terry towels. In addition, the products like mosquito net, pillow cover or cushion cover,

furnishing materials, blankets are equally important products in this segment. The aggregate demand of these products is about 866 million pieces during 2014.

## *Fibre wise share of Varieties in total purchase*

The fibre wise analysis of purchase of major textile items for 2014 reveals that the manmade fibre has contributed more than Cotton fibre, in case of Western wear and Ethnic wear category. That is, a total of 578 million pieces of shirts under the western wear category are purchased in 2014 out of 988 million pieces shirts (59 percent of total purchased) are of manmade fibre. Manmade fabric is preferred by consumers

in Western wears and Ethnic wears may be due to its attractive appeal in terms of finishing and low prices.

Similarly in ethnic wear, out of the 2162 million pieces of sarees, 1658 million pieces are made-up of manmade fibres. While in the purchase of intimate wear and home textiles cotton fibre has been preferred over others.

