



## Global Textile and Apparel Business Dynamics

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### ABSTRACT

*This paper presents a brief profile of the U.S. marketplace with a focus on the Nonwovens industry. The production and consumption statistics and forecasts show the United States as the largest producer as well as consumer of Nonwovens. Latest data (year ending June 05) from OTEXA shows that the US is a net exporter of Nonwovens, exporting almost twice as much as importing. Trends analysis of the Nonwovens industry reveals the increased focus on waste elimination, energy conservation, and recycling. Polypropylene continues to be the most dominant fiber in the Nonwovens industry. Bicomponent and multicomponent fibers are however making inroads in the fiber market.*

*The global nonwovens production is forecasted to increase by 8.5% annually until 2006. One major problem, threatening to disrupt the global supply chain of the nonwovens industry is surging oil prices, which in turn makes it expensive to produce raw material. The industry may have to invest in R&D to evolve alternate sources for raw materials. The increase in oil prices is escalating the raw material prices and could possibly slow the nonwoven's growth rate.*

*Keywords: Nonwovens, Nonwoven, Textile Import Export, Textile Consumption Production, Supply chain, Nonwovens trading partners, Trends in nonwovens industry, US Marketplace, Nonwoven Products*

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### Overview of the US Market Place

The U.S. is by far the largest economy in the world. In 1998 it included more than 270 million consumers and 20 million businesses. U.S. consumers purchased more than \$5.5 trillion of goods and services annually, and businesses invested over a trillion dollars more for factories and equipment. In addition to spending by private households and businesses, government agencies at all levels (federal, state, and local) spend roughly an additional \$1.5 trillion a year<sup>1</sup>. Today the U.S. population is over 297,734,134 (Census

Bureau)<sup>2</sup>. The national average per capita income of US is \$37,500, second in the world, only to Luxemburg<sup>3</sup>. Luxemburg is however slightly smaller in area than the state of Rhode Island, with a population of 468,571<sup>4</sup>. The US GDP was \$11.6 trillion in 2004<sup>5</sup>. The United States produces over 80 percent of the goods and services purchased by its consumers<sup>1</sup>. This leaves almost 20 percent to be imported from other countries. Twenty percent of this is a substantial amount when considering such a huge economy. It is reason enough for exporters around the globe to focus on the US market.