

## **Key findings**

### **National Household Survey: Market for Textiles & Clothing 2010**

#### **Domestic Market for Textiles**

The market for textile and clothing's during 2009 is 26946 million metres and \$ 41.03 billion in value term. The share of man-made and blended/mixed textiles is 59.22% (15957 million metres), cotton textiles is 39.96 percent (10768 million metres), Pure silk textiles is 0.57% (154 million metres) and Woollen textiles is 0.25 % (67 million metres).

The sector wise analysis revealed that Millmade and Powerloom sector together has accounted 84.12 percent during 2009 as compared to 83.41 percent in 2008, while the knitted/ hosiery sector has a share of 11.70 percent and handloom sector is 4.18 percent in 2009.

#### **Per capita consumption**

The per capita consumption of textiles during 2009 is 23.04 metres as compared to 21.99 metres during 2008. The rate of growth is 4.77 percent. At the same time, an Indian spent Rs.1754.07 on the purchase of textiles and clothing during 2009 which is higher by Rs.144.53 compared to previous year.

#### **Domestic Market at Disaggregate Level**

The domestic market & household sector is broadly segregated into personal clothing & home textiles.

#### **Personal clothing items**

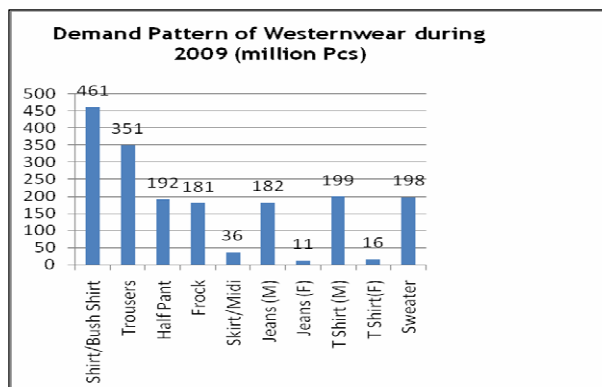
The aggregate market for personal clothing is 93.29 of the total purchase percent during 2009. The main contributors to the personal clothing market are

(a) **Western Wear**

(b) **Ethnic Wear**

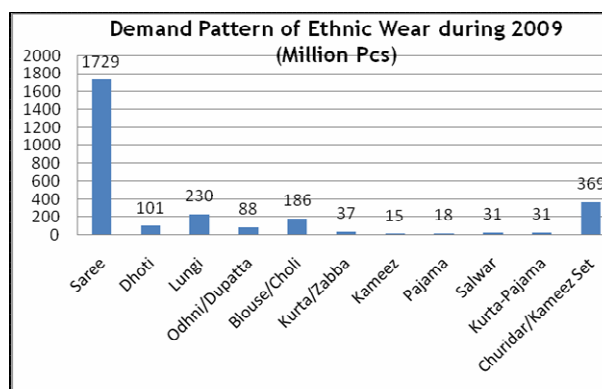
(c) **Intimate Wear**

(a) **Western Wear:** The market size of western wear like Shirt, Bush-shirt, Trousers, Half Pant, Jeans, T-Shirts. During 2009 is 1667 million pieces. The major contributor to the demand is shirts and bush-shirts with a market size of 461 million pieces followed by trousers with 351 million pieces.



On fibre composition, the demand for man-made fibre accounts to 54.41% whereas the demand for products with cotton fibre is 45.59%.

(b) **Ethnic Wear:** The total market size of ethnic wear during 2009 is 2808 million pieces. The major contributors to the demand pattern of the ethnic wear are saree, dhoti, lungi, kameez etc. The demand for saree during 2009 is 1729 million pieces followed by Salwar-kameez with 230 million

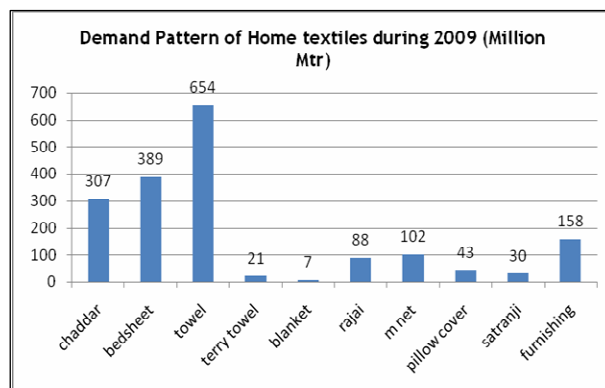


pieces and lungi 230 million pieces. The contribution of man-made fibre to the total demand of ethnic wear is 66.49 percent, where as for cotton it is 33.51 percent.

(c) **Intimate Wear:** The aggregate market for the intimate wear during 2009 is 1998 million pieces. On this segment, the demand for vest is highest with 788 million pieces followed by brief 525 million pieces, petticoat 425 million pieces, panties 158 million pieces and brassieres 102 million pieces.

On fibre composition, cotton fibre has complete domination in this segment with share of 91.44 percent; whereas the share of manmade fibre is 8.56 percent.

**Home Textiles:** The aggregate market for home textiles is 1799 million metres, with market share of 6.71 percent during 2009. The demand pattern is driven by products like towel with 654 million meters followed by bedsheet 389 million meters, chaddar 307 million meters and furnishing 158 million meters.



On fibre composition of the product, cotton has a complete domination with a share of 90.22 percent. The contribution of man-made fibre is 9.39 percent. The woolen fibre contribution is 0.39 percent.

**Table No.1**

**Area & Fibrewise purchase of textiles during 2009 (Value in Billion \$)**

Fibre	Area					
	Urban		Rural		All India	
	2008	2009	2008	2009	2008	2009
Cotton	5.90	6.39	7.09	7.33	12.99	13.72
Pure Silk	1.41	1.51	0.43	0.60	1.84	2.11
Woollen	0.32	0.33	0.36	0.37	0.68	0.70
Man-Made Fibres & Blended/Mixed	7.90	9.07	13.73	15.43	21.63	24.50
All Textiles	15.53	17.30	21.61	23.73	37.14	41.03

**Table No. 2**  
**Area & Fibrewise purchase of textiles during 2009 (Million Metres)**

Fibre	Area					
	Urban		Rural		All India	
	2008	2009	2008	2009	2008	2009
Cotton	3836	4071	6630	6697	10466	10768
Pure Silk	115	120	25	34	140	154
Woollen	32	33	33	34	65	67
MM Fibres & Blended/Mixed	4494	4953	10205	11004	14699	15957
All Textiles	8477	9177	16893	17769	25370	26946

**Table No.3**  
**The Market Size of Important Varieties**

G: Garment in million pieces

Name of the Varieties	Year		Remarks
	2009	2008	
Shirt	461	443	Increased by 4%
Trousers	351	323	Increased by 9%
T-Shirt (M)	199	181	Increased by 10%
T-Shirt(F)	16	16	Constant
Chaddar	137	146	Decreased by 6%
Bed Sheet	173	173	Constant
Jeans(M)	182	177	Increased by 3%
Salwar Kameez	369	356	Increased by 4%
Towel	436	453	Decreased by 4%
Saree	1729	1596	Increased by 8%
Terry Towel	14	14	Constant
Jeans(F)	11	8	Increased by 38%

The study analysed the domestic demand pattern of textiles & creates an useful data base for policy makers, researcher, trade & industry. The report provides a large volume of time series and cross – sectional data on the domestic demand for textiles in the household sector for Market for Textiles & Clothing. Per capita consumption trends, preferences on the basis of varieties, fibre preferences, preference on the basis of sex and income. The publication is a priced publication, the price of the said publication is fixed at Rs.990/- . Individuals interested to purchase the report may contact,

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