

### OBSERVATIONS:

Synthetic fiber consumption has been growing compared to cotton consumption in recent years. This could impact U.S. cotton producers and exports. It is important to predict cotton consumption trends in the future to identify if this trend will continue.

Developing countries hold the most potential for rising incomes in the future and hold some of the highest populations. The most potential for shifts in demand and consumption levels are likely to occur in developing countries as their incomes rise.

### QUESTION:

**Will consumer demand for cotton textiles shift as income changes in developing countries?  
If so, how?**

### WHY:

Knowledge of the demand characteristics of cotton textiles in China will aid the industry in planning for shifts in demand in other developing countries and to better understand potential impacts on cotton producers, users, and policymakers.

### HOW:

Cotton Inc. has provided data from a consumer survey done in China over textile consumption. The survey questions focused on in this paper will be concerning fabric composition, consumer consumption levels for cotton compared to synthetic (polyester) goods, and income.

### GOALS:

Analyze current trends in apparel consumption in China, trade-offs of fabric composition between cotton and synthetic fibers, and the impacts of changing income on cotton apparel consumption.