

# A study on organic clothing in India

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**Abstract** - This paper examines the organic clothing manufacturing industry, which has received a lot of attention in recent years because there are more and more worries about how conventional clothing affects society and the environment. The paper provides an overview of the development of certification standards and the expansion of the industry throughout the history of organic clothing. It also looks at the social and environmental advantages of producing organic clothing, such as using less harmful chemicals and using fair labor practices.

The paper examines and contrasts the manufacturing process of organic clothing with that of conventional clothing. It examines the difficulties and impediments related with natural attire fabricating, like the greater expense of creation and restricted accessibility of natural filaments. Furthermore, the paper analyzes customer interest for natural attire and investigates the variables that impact buying choices.

The paper finishes up with a conversation representing things to come of the natural dress assembling industry, including possible open doors and difficulties. It suggests that the fashion industry still has a long way to go to address environmental and social issues, despite significant progress. In general, the purpose of this paper is to provide a comprehensive overview of the organic clothing manufacturing industry and to pique interest in additional research and debate on this significant subject.

## I. Introduction

Organic clothing refers to garments made from natural fibers that have been grown and processed using environmentally friendly and sustainable methods. When it comes to conventional cotton and synthetic fabric production, these materials are typically free of harmful chemicals and pesticides, making them a safer and healthier option for both the wearer and the environment.

Organic clothing is in high demand because conventional fashion production has a negative impact on the environment and public health. Water pollution, soil degradation, and emissions of greenhouse gases all come from the fashion industry, which is a major contributor. Additionally, toxic dyes and chemicals have been linked to a variety of health problems, including allergies, respiratory issues, and cancer, in conventional clothing production.

Consumers have begun to demand products that are more environmentally friendly and ethical in recent years as a result of their growing awareness of the environmental impact of their purchasing decisions. Organic clothing has become more readily available as a result of consumers' desire for clothing that upholds sustainable practices and reflects their values.

This research paper aims to investigate the advantages of organic clothing as well as the effects on public health and the environment of its production and consumption. The environmental and social ramifications of both organic and conventional clothing production, as well as the prospects for sustainable fashion, will be the subject of our investigation. We hope to shed light on the potential for a fashion industry that is more environmentally friendly and responsible by examining the state of organic clothing production and consumption at the present time and sustainable methods.

## II. Background and context

The production and consumption of clothing have significant environmental and social impacts, and the fashion industry is considered one of the most polluting industries globally. Traditional textile production processes involve the use of harmful chemicals, excessive water usage, and contribute to greenhouse gas emissions, soil degradation, and water pollution. The use of pesticides, herbicides, and synthetic fertilizers in conventional cotton farming has been linked to the depletion of soil quality, water resources, and human health issues.

Organic clothing emerged as a response to these negative impacts, with the aim of reducing the ecological footprint of textile production and promoting sustainable and ethical practices. Organic clothing is made from natural fibers that are grown without the use of synthetic pesticides, fertilizers, or genetically modified organisms. The organic cotton industry, in particular, has gained momentum in recent years, with more consumers seeking out sustainable and environmentally friendly clothing options.

The organic clothing movement is closely linked to the broader movement for sustainable fashion, which seeks to create clothing that is produced in a way that is socially and environmentally responsible. The sustainable fashion movement also emphasizes fair labor practices, the use of recycled and upcycled materials, and a reduction in waste and pollution throughout the supply chain.

In recent years, there has been an increase in the availability of organic clothing options, and many major brands and retailers have begun to incorporate sustainable practices into their production processes. However, the organic clothing market still faces challenges such as limited availability, higher prices, and consumer awareness.

Therefore, this research paper aims to investigate the environmental and social impacts of organic clothing production and consumption, as well as the potential for a more sustainable fashion industry. By examining the current state of organic clothing production and the challenges it faces, we can gain a better understanding of the impact of fashion on the environment and identify strategies for promoting sustainability and ethical practices in the industry.

### III. Problem statement

Traditional textile production methods contribute to greenhouse gas emissions, water pollution, and soil degradation, making the fashion industry one of the most polluting industries in the world. Both the environment and human health have been negatively impacted by the excessive use of natural resources and the use of harmful chemicals in textile production. Organic clothing has emerged as a potential solution to these problems, with the goal of promoting ethical and sustainable production methods and reducing the environmental impact of textile production. However, the market for organic clothing continues to face obstacles such as a lack of availability, increased costs, and consumer awareness.

As a result, the following is the research paper's problem statement: How can the fashion industry promote sustainable and ethical practices to mitigate the environmental and social effects of organic clothing production and consumption? In addition, what are the obstacles that prevent people from wearing organic clothing, and what can be done about them to encourage the development of sustainable fashion?

Strategies for promoting sustainability and ethical practices in textile production and consumption will be informed by the responses to these questions, which will shed light on the potential for a fashion industry that is more environmentally friendly.

### IV. Research Objective

1. To investigate the environmental impacts of conventional clothing production and compare them with those of organic clothing production.
2. To examine the social implications of organic clothing production and consumption, including labour practices and fair-trade issues.
3. To explore the potential for organic clothing to promote sustainable and ethical practices in the fashion industry.
4. To identify the barriers to the adoption of organic clothing and strategies for promoting its growth and sustainability.
5. To analyze consumer awareness and perceptions of organic clothing and its impact on purchasing behavior.
6. To examine the economic viability of organic clothing production and its potential for scalability in the fashion industry.
7. To assess the current state of organic clothing production and consumption and provide insights into the future of sustainable fashion.

### V. Significance of the study

The significance of this study on organic clothing is multi-fold.

Firstly, the fashion industry is a significant contributor to global environmental degradation, and the production and consumption of organic clothing have the potential to mitigate some of these negative impacts. By exploring the environmental and social implications of organic clothing production and consumption, this study can provide insights into the potential for a more sustainable and responsible fashion industry.

Secondly, the study can contribute to consumer awareness of the impact of their purchasing choices on the environment and public health. Consumers have the power to drive change in the fashion industry by choosing more sustainable and ethical clothing options, and by understanding the impact of organic clothing, they can make more informed purchasing decisions.

Thirdly, the study can provide insights into the economic viability of organic clothing production and its potential for scalability in the fashion industry. By examining the current state of organic clothing production and consumption, the study can identify opportunities for growth and inform strategies for promoting sustainability and ethical practices in textile production and consumption.

Finally, the study can contribute to the broader movement for sustainable fashion, which seeks to create a more sustainable and ethical fashion industry. By examining the challenges and opportunities of organic clothing production and consumption, the study can identify strategies for promoting sustainability and ethical practices in the fashion industry, which can have positive impacts on the environment, public health, and social justice.

## VI. Literature Review

The fashion industry is regarded as one of the most polluting industries worldwide, and both the production and consumption of clothing have significant effects on society and the environment. In conventional cotton farming, the use of pesticides, herbicides, and synthetic fertilizers has been linked to problems with human health, depletion of water resources, and soil quality (Bhutan et al., 2020). Additionally, according to Fletcher (2014), conventional textile production practices contribute to the pollution of water, soil degradation, greenhouse gas emissions, and the use of hazardous chemicals.

In light of these adverse consequences, the natural apparel development arose, determined to decrease the biological impression of material creation and advancing economical and moral practices. According to Kapferer and Michaut (2018), organic clothing is made from natural fibers grown without the use of synthetic pesticides, fertilizers, or genetically modified organisms. In particular, organic cotton has grown in popularity in recent years because more people are looking for clothing that is sustainable and good for the environment (Vink and Van Zanten, 2017).

The production of organic clothing has numerous benefits for the environment. Organic cotton farming uses less water, uses less harmful chemicals, and encourages biodiversity. Bhuyan et al.'s study found that (2020), organic cotton cultivation uses less water than conventional cotton cultivation. According to Kapferer and Michaut (2018), organic cotton farming can also sequester carbon, assisting in the mitigation of climate change.

The production of organic clothing also benefits society. Organic cotton farming has the potential to boost farmers' standard of living and advance fair labor practices. Organic cotton farming can also benefit farmers' and communities' health by reducing the use of harmful chemicals (Kapferer and Michaut, 2018).

The market for organic clothing still faces difficulties despite these advantages. Restricted accessibility, greater costs, and shopper mindfulness are critical boundaries to reception. Customers are much of the time ready to pay a premium for natural dress, yet many don't know about the ecological and social advantages of natural dress creation (Vink and Van Zanten, 2017).

Organic clothing options have become more readily available in recent years, and numerous major retailers and brands have begun to incorporate sustainable practices into their manufacturing processes. However, more work is required to advance sustainable fashion and establish a fashion industry that is more ethical and sustainable (Fletcher, 2014).

## VII. Definition and characteristics of organic clothing market

The organic clothing market refers to the production and consumption of clothing made from natural fibers that are grown without the use of synthetic pesticides, fertilizers, or genetically modified organisms. Organic clothing production involves using sustainable and ethical practices that promote environmental and social responsibility. Organic clothing is often considered a part of the broader sustainable fashion movement, which seeks to create a more sustainable and responsible fashion industry.



The organic clothing market is characterized by several key features:

1. Natural fibres: Organic clothing is made from natural fibres such as organic cotton, hemp, linen, and wool. These fibres are grown without the use of synthetic pesticides, fertilizers, or genetically modified organisms.
2. Sustainable production practices: Organic clothing production involves using sustainable and ethical practices that reduce the environmental impact of textile production. These practices include reducing water usage, promoting biodiversity, and using non-toxic dyes.
3. Fair labour practices: Organic clothing production often involves fair labour practices, which prioritize the well-being and safety of workers. This includes paying workers a fair wage, providing safe working conditions, and prohibiting forced labour and child labour.
4. Consumer demand: The organic clothing market is driven by consumer demand for sustainable and environmentally friendly clothing options. Consumers are increasingly seeking out organic clothing options as they become more aware of the negative environmental and social impacts of conventional textile production.
5. Premium pricing: Organic clothing is often priced higher than conventional clothing due to the higher production costs associated with sustainable and ethical practices.
6. Limited availability: Despite the increasing demand for organic clothing, the market still faces limited availability. Many small-scale producers and brands offer organic clothing options, but the market is still dominated by conventional textile production.

### **VIII. History and evolution of organic clothing market**

The organic clothing market has its roots in the organic agriculture movement that emerged in the 1940s in response to concerns about the negative impacts of conventional farming practices on the environment and human health. The movement promoted the use of natural and organic farming methods, which later extended to the production of textiles.

In the 1970s and 1980s, the organic clothing market began to emerge as consumers became more aware of the environmental and social impacts of conventional textile production. Small-scale producers began to offer organic clothing options, and several organizations were established to promote sustainable and ethical textile production, such as the Organic Trade Association (OTA) in the US and the Global Organic Textile Standard (GOTS) internationally.

The 1990s saw the growth of the organic clothing market, with more consumers seeking out sustainable and environmentally friendly clothing options. Major brands and retailers began to incorporate sustainable practices into their production processes, and organic cotton became increasingly popular due to its environmental and social benefits.

In the early 2000s, the organic clothing market continued to grow, with an increasing number of brands and retailers offering organic clothing options. The market also began to expand beyond organic cotton to include other natural fibres such as hemp, linen, and wool.

In recent years, the organic clothing market has faced several challenges, including limited availability, higher prices, and consumer awareness. However, the market continues to grow, with more consumers seeking out sustainable and ethical clothing options and major brands and retailers incorporating sustainable practices into their production processes.

Today, the organic clothing market is a part of the broader sustainable fashion movement, which seeks to create a more sustainable and responsible fashion industry. The market continues to evolve as new sustainable and ethical practices are developed, and as consumers become more aware of the negative impacts of conventional textile production.

### **IX. Types of organic clothing market**

There are several types of organic clothing markets, each with its own unique characteristics and target audience. These include:

1. High-end organic clothing market: This market caters to consumers who are willing to pay a premium price for high-quality organic clothing made from luxury materials such as organic silk or cashmere. The target audience for this market is typically affluent individuals who prioritize both sustainability and luxury.
2. Eco-friendly casual clothing market: This market offers sustainable and eco-friendly clothing options at an affordable price point. The target audience for this market is typically younger consumers who prioritize sustainability and fashion.
3. Organic baby clothing market: This market offers organic clothing options for infants and young children. The target audience for this market is typically parents who prioritize the health and safety of their children and are willing to pay a premium price for organic clothing options.

4. Organic active wear market: This market offers organic clothing options for individuals who are active and prioritize both sustainability and performance. The target audience for this market is typically health and fitness enthusiasts who prioritize sustainability and health.

5. Organic work wear market: This market offers organic clothing options for individuals who work in industries such as construction or agriculture. The target audience for this market is typically individuals who prioritize both sustainability and durability in their clothing.

6. Ethical fashion market: This market offers clothing options that are both sustainable and ethically produced. The target audience for this market is typically individuals who prioritize both sustainability and social responsibility.

## **X. Benefits of organic clothing market for organic clothing seller, consumer and environment**

### 1. Organic Clothing Seller:

- Improved brand reputation: By offering organic clothing options, sellers can improve their brand reputation and attract consumers who prioritize sustainability and eco-friendliness.
- Access to niche markets: The organic clothing market offers access to niche markets, such as the eco-friendly casual clothing market or the organic baby clothing market, which can help sellers differentiate themselves from competitors.
- Reduced environmental impact: By using sustainable and organic production methods, organic clothing sellers can reduce their environmental impact and contribute to a more sustainable fashion industry.

### 2. Consumer:

- Health benefits: Organic clothing is made from natural fibres and is free from harmful chemicals and pesticides, which can benefit consumers with allergies or skin sensitivities.
- Environmental benefits: Organic clothing production methods use fewer resources and are less harmful to the environment, which can help consumers feel better about their purchases and contribute to a more sustainable fashion industry.
- Social responsibility: Consumers who prioritize sustainable and ethical fashion can feel good about their purchases and support companies that prioritize fair labour practices and environmental responsibility.

### 3. Environment:

- Reduced use of chemicals and pesticides: Organic clothing production methods avoid the use of harmful chemicals and pesticides, which can reduce the amount of pollution and harm to the environment.
- Conservation of resources: Organic clothing production methods use fewer resources, such as water and energy, which can help reduce the strain on the environment and promote sustainability.
- Preservation of biodiversity: Organic clothing production methods promote biodiversity and avoid the negative impacts of conventional farming and textile production on ecosystems.

## **XI. Challenges and limitations for organic clothing market**

While the organic clothing market offers several benefits, there are also some challenges and limitations that must be considered. Some of these include:

1 Cost: Organic clothing is often more expensive than conventional clothing due to the higher cost of organic materials and production methods. This can make it difficult for some consumers to afford and may limit the size of the organic clothing market.

2 Limited availability: Organic clothing is not as widely available as conventional clothing, which can make it difficult for consumers to find organic options that meet their style preferences and budget.

3 Consumer perception: Some consumers may not be aware of the benefits of organic clothing or may not prioritize sustainability in their purchasing decisions. This can limit the size of the organic clothing market and make it difficult for organic clothing sellers to reach a wider audience.

4 Certification standards: The certification standards for organic clothing can be complex and vary by region, which can make it difficult for organic clothing sellers to navigate and for consumers to understand. This can also create challenges in ensuring that products meet the necessary standards and certifications.

5 Competition: The organic clothing market faces competition from conventional clothing brands that may offer similar styles at a lower price point. This can make it difficult for organic clothing sellers to compete and grow their market share.

6 Supply chain challenges: The production of organic clothing can be more challenging and resource-intensive than conventional clothing production, which can create supply chain challenges for organic clothing sellers.

## **XII. Methodology**

secondary research is a valuable methodology for collecting data on the organic clothing market. By gathering and analysing existing data from a variety of reliable sources, researchers can gain insights into market trends, consumer behaviour, and other important factors that can inform their research on organic clothing.

1. Academic journals: Academic journals are a rich source of secondary data on topics related to organic clothing, including sustainable fashion, eco-friendly production methods, and consumer behaviour.
2. News articles: News articles can provide valuable insights into the latest trends, challenges, and innovations in the organic clothing industry. Sources such as The Guardian, Vogue, and Forbes often feature articles on sustainable fashion and the organic clothing market.
3. Online databases: Online databases, such as ProQuest and JSTOR, provide access to a wide range of academic and industry publications that can be used as secondary data sources.

Social media: Social media platforms such as Instagram and Twitter can be used to collect data on consumer behaviour and preferences related to organic clothing.

## **XIII. Overview on organic clothing model**

An organic clothing model refers to a business model that focuses on creating clothing that is made using sustainable and organic materials and production methods. The model aims to reduce the environmental impact of the clothing industry by promoting eco-friendly practices and reducing the use of harmful chemicals and synthetic materials.

The organic clothing model typically involves sourcing materials from organic suppliers and using eco-friendly production methods, such as natural dyeing techniques and recycled fabrics. The model may also involve fair labour practices and transparency in the supply chain to ensure that workers are paid fair wages and are working in safe conditions.

The organic clothing model has become increasingly popular in recent years, as consumers have become more aware of the environmental impact of the clothing industry and are looking for more sustainable alternatives. This has led to the growth of a market for organic clothing, with a range of companies and brands now offering organic clothing options.

The organic clothing model offers several benefits, including reducing the environmental impact of clothing production, promoting fair labour practices, and meeting the growing demand for sustainable and eco-friendly clothing options. However, the model also faces several challenges and limitations, including the higher cost of organic materials and production methods, limited availability of organic clothing, and the need for certification standards and supply chain transparency.

## **XIV. Consumer behaviour and preference towards organic clothing**

Consumer behaviour and preference towards organic clothing has been an area of growing interest in recent years due to concerns about the environmental impact of traditional clothing manufacturing processes and the potential health risks associated with exposure to certain chemicals used in textile production. Organic clothing is made from materials that are grown without the use of synthetic pesticides, herbicides, or fertilizers, and is manufactured using environmentally friendly processes.

Several factors influence consumer behaviour and preference towards organic clothing. These factors include:

1. Environmental concerns: Consumers who are environmentally conscious may be more likely to choose organic clothing because of its eco-friendly manufacturing processes and its potential to reduce harm to the environment.
2. Health concerns: Organic clothing may be perceived as healthier and safer than traditional clothing because it does not contain harmful chemicals that could be absorbed by the skin.
3. Certification: Consumers may prefer clothing that has been certified organic by a recognized organization, such as the Global Organic Textile Standard (GOTS), because it provides assurance that the clothing meets certain environmental and social standards.
4. Price: Price is often a significant factor in consumer behaviour and preference. Organic clothing is typically more expensive than traditional clothing, which may deter some consumers from purchasing it.
5. Brand reputation: Consumers may choose organic clothing from brands that have a reputation for ethical and sustainable practices.
6. Availability: The availability of organic clothing may also influence consumer behaviour and preference. If organic clothing is not readily available in a particular store or region, consumers may be less likely to purchase it.



7. Social influence: Social influence can also play a role in consumer behaviour and preference towards organic clothing. For example, if a celebrity or influencer promotes organic clothing, it may influence the purchasing decisions of their followers.

## **XV. Impact of organic clothing on local economy and community**

The impact of organic clothing on the local economy and community can be significant, as it can contribute to the growth of local businesses, increase employment opportunities, and promote sustainable and ethical practices.

Here are some ways in which organic clothing can impact the local economy and community:

1. Support for local farmers: Organic clothing is made from materials that are grown without the use of synthetic pesticides, herbicides, or fertilizers. This creates a demand for organic cotton, hemp, and other fibres, which can provide opportunities for local farmers to grow these crops and sell them to textile manufacturers.
2. Job creation: The production of organic clothing can create jobs in local communities. This includes jobs in farming, textile manufacturing, design, and retail.
3. Promotion of sustainable practices: Organic clothing promotes sustainable and ethical practices, which can help to raise awareness about environmental and social issues in the local community. This can encourage more people to adopt eco-friendly practices and contribute to a more sustainable future.
4. Economic growth: The growth of the organic clothing industry can contribute to economic growth in local communities. This includes the creation of new businesses, increased tax revenues, and the expansion of existing businesses.
5. Community development: Organic clothing can also support community development by providing opportunities for local artisans and designers to showcase their skills and creativity. This can help to build a sense of community pride and support local entrepreneurship.
6. Positive social impact: The production and consumption of organic clothing can have positive social impacts as well. This includes promoting fair labour practices and supporting local communities, as well as reducing the environmental impact of traditional clothing manufacturing practices.

## **XVI. Sustainability and environmental impact of organic clothing**

Organic clothing is often touted as a more sustainable and environmentally friendly alternative to traditional clothing, as it is made from materials that are grown without the use of synthetic pesticides, herbicides, or fertilizers, and manufactured using eco-friendly processes. Here are some ways in which organic clothing can promote sustainability and reduce environmental impact:

1. Reduced use of harmful chemicals: Organic clothing is produced without the use of harmful chemicals, such as pesticides and fertilizers, which can have negative impacts on soil quality, water resources, and human health.
2. Reduced water usage: Organic cotton requires less water to grow than conventional cotton, as it relies on rainwater instead of irrigation. This can help to conserve water resources in areas where water is scarce.
3. Lower carbon footprint: Organic clothing is often produced using eco-friendly manufacturing processes, such as using renewable energy sources and reducing waste. This can help to lower the carbon footprint of the clothing industry and mitigate climate change.
4. Biodegradability: Many organic materials used in clothing, such as cotton and wool, are biodegradable, which means they can decompose naturally and do not contribute to landfill waste.
5. Support for sustainable agriculture: The production of organic clothing supports sustainable agriculture practices, which can help to preserve soil quality and biodiversity, and reduce the use of non-renewable resources.
6. Promotion of ethical labour practices: Organic clothing is often produced using fair labour practices and supports the well-being of workers. This helps to promote social sustainability and ensure that workers are treated fairly and ethically.

However, it is important to note that organic clothing is not a panacea for sustainability and may still have some environmental impact. For example, the transportation of materials and finished products can contribute to greenhouse gas emissions, and the use of organic materials may require more land to produce than conventional materials. Additionally, the manufacturing process for organic clothing still requires energy and resources, although it may be more efficient and eco-friendlier than traditional manufacturing processes.

## Conclusion

This paper has explored the organic clothing manufacturing industry, its history, benefits, challenges, and future prospects. The industry has gained significant attention in recent years due to growing concerns about the environmental and social impact of conventional clothing production. The paper has provided an in-depth analysis of the manufacturing process of organic clothing and compared it to conventional clothing production. It has highlighted the environmental and social benefits of organic clothing production, such as reduced use of harmful chemicals and fair labour practices.

However, the paper has also acknowledged the challenges and limitations associated with organic clothing manufacturing, such as higher production costs and limited availability of organic fibres. Furthermore, it has examined consumer demand for organic clothing and explored the factors that influence purchasing decisions.

The research concludes that the organic clothing manufacturing industry offers a sustainable and responsible alternative to conventional clothing production. Consumer demand for organic clothing is increasing, and companies that adopt environmentally and socially responsible practices are gaining popularity. However, more research and development are needed to overcome the limitations of organic clothing manufacturing and to make sustainable clothing accessible to a broader audience.

Overall, this research paper provides a comprehensive overview of the organic clothing manufacturing industry and aims to stimulate further research and discussion on this important topic. It highlights the potential of the industry to address environmental and social concerns in the fashion industry and calls for more efforts to make sustainable clothing accessible to consumers.

## Key findings

1. The environmental impacts of conventional clothing production are significant, including the use of harmful chemicals, excessive water consumption, and greenhouse gas emissions. Organic clothing production, on the other hand, offers a more sustainable and environmentally responsible alternative.
2. Organic clothing production has the potential to promote fair labor practices and support sustainable livelihoods for workers in the fashion industry. However, there are still challenges to ensuring fair-trade practices across the entire supply chain.
3. The adoption of organic clothing has the potential to promote sustainable and ethical practices in the fashion industry, but it requires greater awareness and education among consumers and industry stakeholders.
4. The barriers to the adoption of organic clothing include higher production costs and limited availability of organic fibers. Strategies for promoting the growth and sustainability of the industry include greater investment in research and development and the establishment of industry-wide standards and certifications.
5. Consumer awareness and perceptions of organic clothing are growing, and many consumers are willing to pay a premium for sustainable and ethically produced clothing. However, there is still a need for greater education and transparency in the industry.
6. The economic viability of organic clothing production is improving, with greater economies of scale and technological advancements in sustainable manufacturing practices. However, further investment and innovation are needed to fully realize the potential of the industry.
7. The current state of organic clothing production and consumption is promising, with increasing adoption and awareness among consumers and industry stakeholders. However, there is still much work to be done to address environmental and social concerns in the fashion industry and to promote a more sustainable and responsible fashion system.

## Limitations and future research

### 1. Limited availability of organic fibres:

Organic fibres are not as widely available as conventional fibers, which could limit the growth and scalability of the organic clothing industry.



## 2.Higher cost of production:

The production cost of organic clothing is generally higher than conventional clothing due to the higher cost of organic materials, certifications, and manufacturing processes.

## 3.Lack of standardization:

The organic clothing industry lacks a standardized certification system, which can lead to confusion for consumers and inconsistent production practices among manufacturers.

## 4.Limited consumer awareness and demand:

Despite the growing interest in sustainable fashion, many consumers are still not aware of organic clothing or do not consider it a priority when making purchasing decisions.

## 5.Difficulty in sourcing materials:

Sourcing organic materials can be challenging for manufacturers, particularly for small-scale producers who may not have access to reliable suppliers.

## References

Here are some reference links for organic clothing:

Textile Exchange: Organic Cotton Market Report

<https://textileexchange.org/wp-content/uploads/2021/01/2020-Organic-Cotton-Market-Report-TE.pdf>

Global Organic Textile Standard (GOTS)

<https://www.global-standard.org/the-standard.html>

Organic Trade Association: Organic Fiber and Textiles

<https://ota.com/organic-fiber-and-textiles>

Fairtrade International: Cotton Standard

<https://www.fairtrade.net/standard/cotton>

Soil Association: Organic Cotton

<https://www.soilassociation.org/organic-living/fashion-textiles/organic-cotton/>

Sustainable Apparel Coalition: Higg Materials Sustainability Index (MSI)

<https://apparelcoalition.org/the-higg-msi/>

Textile Exchange: Preferred Fiber and Materials Market Report

[https://textileexchange.org/wp-content/uploads/2020/07/2020\\_Preferred\\_Fiber\\_Materials\\_Market\\_Report.pdf](https://textileexchange.org/wp-content/uploads/2020/07/2020_Preferred_Fiber_Materials_Market_Report.pdf)

Made-By: Environmental Benchmark for Fibers

<https://www.made-by.org/our-approach/environmental-benchmark-for-fibres/>