

OEKO-TEX® Conducts One-of-a-Kind Consumer Textile Sustainability Study

More than 11,000 consumers around the world voiced opinions about clothing and home textiles

The OEKO-TEX® Association, in commemoration of its 25th Anniversary, commissioned a global research study to assess consumer attitudes about textile sustainability. The results of this one-of-a-kind research project are being released this week. Entitled “The Key to Confidence: Consumers and Textile Sustainability—Attitudes, Changing Behaviors, and Outlooks”, the massive study of more than 11,000 clothing and home textile consumers around the world examined topics ranging from concerns about climate change to harmful substances in textiles. The findings from the study were released to OEKO-TEX® Institute clients through a series of webinars and will be shared with the textile, home fashions, and apparel industry via speaking engagements at upcoming industry events, webinars, and other communiques.

“The OEKO-TEX® portfolio of testing, certification, and label products has increased substantially since we first entered the market in 1992,” says Anna Czerwinska, Head of Marketing and Communication at OEKO-TEX®. “The world’s issues and consumer attitudes have changed just as significantly. As long-time leaders in textile sustainability, we felt that this unique global study to quantify consumer attitudes about textile sustainability was a fitting tribute to our past twenty-five years as well as a worthy undertaking to prepare us to succeed in the next.”

OEKO-TEX® engaged renowned consumer products researcher, Ellen Karp and her company, Anerca International, to conduct the pioneering project. Karp works on sustainability and other branding issues with a wide array of the world’s best-known apparel, personal care, and luxury brands. The Key to Confidence project was about a year in the making and was fielded in June. The more than 11,000 clothing and home textile consumers in the study completed an online survey with a full spectrum of questions designed to gauge their attitudes about sustainability, harmful substances, environmental responsibility, and the social welfare of textile workers.

“The quantitative findings derived through The Key to Confidence study should serve as a call to action for the textile industry,” says Karp. “Consumers are fast learning that their textile buying decisions impact not only their families but also their communities and beyond. Brands, retailers, and manufacturers need to be ready for this awakening. It is definitely coming.”

To learn more about “The Key to Confidence: Consumers and Textile Sustainability—Attitudes, Changing Behaviors, and Outlooks”, please contact Anna Czerwinska at a.czerwinska@oeko-tex.com or Trish Martin at t.martin@oeko-tex.com.

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OEKO-TEX®
CONFIDENCE IN TEXTILES

Press information | 25.10.2017 | 2251-EN

Read more about the OEKO-TEX® portfolio of testing, certification, and label products at:
www.OEKO-TEX.com

About OEKO-TEX®

With 25 years of experience, OEKO-TEX® leads the world in empowering and enabling consumers and companies to protect our planet by making responsible decisions. OEKO-TEX® provides standardised solutions which optimise customers' manufacturing processes and help deliver high quality, more sustainable products. All of the products within the OEKO-TEX® portfolio are used to strengthen our customers' systems, processes or products and, ultimately, they help create more sustainable companies. To date, 10,000 manufacturers, brands, and retailers in almost 100 countries are working with OEKO-TEX® to ensure that their products are tested for potentially harmful substances and millions of consumers around the world look for OEKO-TEX® labels before making buying decisions. OEKO-TEX® certified products and suppliers can be located in the OEKO-TEX® Online Buying Guide at www.oeko-tex.com/products. Connect with OEKO-TEX® on Facebook, on LinkedIn, and on Twitter.