



Market Report

A Snapshot of your Marketing Sector

Sustainable Fashion and Textiles

This pack has been designed to provide information on setting up a business in the **Sustainable Fashion and Textiles** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2026**.

What do I need to know about the Sustainable Fashion and Textiles market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The UK green fashion market recorded a **revenue of \$185.2 million in 2025**, representing a compound annual growth rate (**CAGR**) of **12.9% between 2020 and 2025**. In 2025, the UK held a share of 1.3% in the European green fashion market. The market growth was driven by rising concerns about climate change, and textile waste encouraged consumers to shift toward brands offering organic materials, recycled fabrics, low-impact dyes, and transparent supply chains. Additionally, the rising population of younger people, in particular, including millennials and Gen Z, demonstrated a stronger willingness to pay a premium for sustainable apparel aligned with their values. (GlobalData, *Green Fashion in the UK*, Feb 2026, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ Even though shoppers have proven less willing than hoped to pay extra for planet-friendly products, making the business case for sustainability less obvious to executives among other competing priorities, the mounting cost of climate change, and government action to combat it, mean sustainability must remain at the top of the agenda. Those who choose to approach sustainability with a long-term mindset even while battling short-term problems will be rewarded with more efficient business operations and a competitive advantage. (McKinsey's [The State of Fashion 2025 Report](#))
- ◆ As of 2024, **Millennials** and **Generation X** made up the biggest share of sustainable apparel consumers in the UK. They each accounted for just under a quarter of the market. (Statista, *Market Insights - Estimated market share of sustainable apparel in the United Kingdom in 2024, by age*, May 2025).
- ◆ The national organisation for this industry is [Textiles Scotland](#). Other industry bodies include [UKFT - \(The UK Fashion and Textile Association\)](#), [the TSA \(Textile Services Association\)](#), [Zero Waste Scotland](#), the [Textile Recycling Association](#), and [Love Your Clothes](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **GlobalData Industry Profile Green Fashion in the UK, Feb 2026.** The United Kingdom green fashion market grew by 4.7% in 2025 to reach a value of \$185.2 million. In 2030, the United Kingdom green fashion market is forecast to have a value of \$262.6 million, an increase of 41.8% since 2025.

The UK green fashion market is shifting from niche “eco” collections to system-wide change driven by regulation, resale growth, and fibre innovation. Brands increasingly design for durability and traceability, then back those claims with clearer labelling and third-party certification as scrutiny of greenwashing rises. Circular business models scale quickly, resale platforms such as Vinted and Depop remain mainstream, while brands expand take-back and repair to keep products in use for longer. Retailers also invest in next-generation materials and recycling to reduce dependence on virgin polyester. Partnerships that convert textile waste into new fibers and the rollout of recycled synthetics illustrate this push. Rental growth in occasional wear and premium segments, supported by partnerships between fashion labels and UK rental specialists. Supply chains become more local and transparent as companies shorten lead times and cut transport emissions, with some brands increasing UK or near-shore production for small batch runs. Consumers reinforce these shifts, as they compare impact claims, seek lower-impact fibres such as organic cotton and recycled polyester, and accept pre-owned as a default choice during the cost-of-living squeeze.

There are also a number of online resources you may find helpful:

- ◆ **The Circular Fashion Innovation Network (CFIN) Interim Report: Accelerating the UK Towards a Circular Fashion Ecosystem (2025)** (<https://instituteofpositivefashion.com/resources/7186/CFIN-Report-2025-Accelerating-the-UK-Towards-a-Circular-Fashion-Ecosystem>) highlights key insights and next steps in the UK's journey towards a circular fashion ecosystem by 2032.
- ◆ **UKFT Responsible UK Fashion and Textile Supply Chains** (March 2025) report ([UKFT launches the Responsible UK Supply Chains Report](#)). The report aims to strengthen social and ethical compliance practices within UK fashion and textile manufacturing to boost domestic production.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2022 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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