

# **Fashion Waste Traceability Market Forecasts to 2032 – Global Analysis By Product Type (Apparel, Accessories, Footwear, and Other Product Types), Material Type, Technology, Waste Type, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Fashion Waste Traceability Market is accounted for \$300.00 million in 2025 and is expected to reach \$1074.95 million by 2032 growing at a CAGR of 20.0% during the forecast period. Fashion Waste Traceability is the practice of monitoring and recording textile and garment waste throughout the fashion supply chain. It leverages tools such as blockchain, RFID, and digital systems to trace waste origins, streamline disposal, and encourage recycling. By fostering transparency, accountability, and sustainable practices, fashion waste traceability enables brands, authorities, and consumers to minimize environmental harm while advancing circular economy goals in the global fashion sector.

Market Dynamics:

Driver:

Rise of the circular economy

Sustainability is reshaping the fashion industry, with circular economy principles gaining traction. Brands are increasingly shifting toward systems that emphasize recycling, reuse, and responsible sourcing. Traceability of fashion waste is becoming essential to support these efforts by mapping material journeys from origin to disposal. This visibility enables companies to streamline operations, minimize waste, and improve resource efficiency. Rising consumer awareness and evolving regulations are accelerating this

transition. As circularity becomes a core business strategy, traceability tools are emerging as critical enablers.

Restraint:

Complex and opaque supply chains

Fashion supply chains are notoriously fragmented, spanning multiple geographies and involving countless intermediaries. This complexity makes it challenging to track waste streams and material usage accurately. Many stakeholders lack digital systems or standardized protocols, resulting in inconsistent data and limited transparency. These gaps hinder the deployment of effective traceability solutions. Smaller brands, in particular, face financial and technical barriers to adoption. Overall, the lack of integration and visibility across the value chain slows progress in waste traceability.

Opportunity:

Enhanced brand reputation and consumer trust

Modern consumers are increasingly drawn to brands that demonstrate environmental responsibility. By implementing waste traceability, fashion companies can showcase their commitment to ethical practices and transparency. Clear reporting on recycling and disposal builds consumer confidence and sets brands apart. Those that lead in traceable sustainability often benefit from stronger customer relationships and positive public perception. This reputational edge can drive sales and long-term brand value. As ESG performance becomes a key differentiator, traceability offers a strategic advantage.

Threat:

Greenwashing and Misleading Claims

As sustainability becomes a marketing tool, some brands may exaggerate or misrepresent their traceability efforts. Greenwashing undermines consumer trust and distorts market competition. Without standardized verification, false claims about recycled content or waste reduction can proliferate. Regulatory bodies are beginning to crack down on deceptive sustainability messaging, increasing legal and reputational risks. The lack of third-party audits or certification frameworks exacerbates the problem. This threat could erode confidence in traceability solutions.

## Covid-19 Impact

The pandemic exposed vulnerabilities in fashion's waste management systems, as supply chains were disrupted and excess inventory surged. Lockdowns and factory closures made it difficult to monitor and manage waste flows. Despite these setbacks, the crisis accelerated digital transformation and heightened awareness of sustainability. Many brands began investing in traceability to build resilience and meet shifting consumer expectations. Post-pandemic strategies now prioritize transparency and operational agility.

The cottonsegment is expected to be the largest during the forecast period

The cottonsegment is expected to account for the largest market share during the forecast period, due to its widespread use and significant ecological footprint. Technologies such as blockchain, fiber fingerprinting, and DNA-based tagging are helping track cotton through the supply chain. There's growing interest in verified sustainable cotton and transparent sourcing. Recent developments include stricter regulations, digital mapping tools, and partnerships between fashion brands and tech companies to ensure traceability, minimize waste, and support circular fashion initiatives across global markets.

The retailerssegment is expected to have the highest CAGR during the forecast period

Over the forecast period, the retailerssegment is predicted to witness the highest growth rate, driven by growing consumer expectations for ethical sourcing and transparency. Tools like RFID, blockchain, and cloud-based systems allow for seamless tracking across supply chains. Trends such as resale platforms and circular fashion initiatives are gaining momentum. Recent innovations include integrating traceability into brand operations, meeting ESG standards, and collaborating with tech providers to monitor environmental impact, reduce textile waste, and foster greater accountability throughout the retail landscape.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by growing environmental concerns, a booming textile industry, and tighter sustainability regulations. Technologies such as AI, RFID, and blockchain are streamlining waste tracking and supply chain transparency. Circular fashion, digital

product IDs, and ethical sourcing are emerging as key trends. Recent progress includes increased funding for traceability startups, government-led green initiatives, and strategic partnerships between global fashion brands and regional manufacturers to curb textile waste.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increased consumer interest in ethical fashion, strong regulatory support, and a shift toward sustainable practices. Technologies like AI, blockchain, and RFID are helping brands track textile waste and improve supply chain visibility. Popular trends include circular fashion, resale platforms, and digital product passports. Recent advancements feature eco-conscious material adoption, brand-led sustainability initiatives, and strategic partnerships focused on reducing waste and enhancing traceability throughout the fashion industry.

#### Key players in the market

Some of the key players profiled in the Fashion Waste Traceability Market include Fashion for Good, Green Story, TraceX Technologies, Bext360, Circular.Fashion, TrusTrace, TextileGenesis, IBM, Everledger, Retraced, Provenance, Waste2Wear, EON Group, ReBlend, and Higg Co.

#### Key Developments:

In June 2025, Fashion for Good and Arvind Limited announced the launch of Future Forward Factories, an ambitious initiative with two interconnected components: developing a comprehensive blueprint for sustainable textile manufacturing and constructing a groundbreaking physical facility that brings these innovations to life.

In May 2025, FinanzInformatik (FI) and IBM have extended their successful collaboration with the signing of a new contract. To further improve the already strong position of its banking customers in the digital world, FinanzInformatik relies on the latest IBM technologies for the continued modernization of its software and hardware infrastructure.

#### Product Types Covered:

Apparel

Accessories

Footwear

Other Product Types

#### Material Types Covered:

Cotton

Polyester

Wool

Nylon

Blended Fibers

#### Technologies Covered:

Digital platforms

Blockchain

RFID and QR codes

Internet of Things (IoT)

Artificial Intelligence (AI) and Machine Learning

#### Waste Types Covered:

Pre-consumer waste

Post-consumer waste

Industrial textile waste

Organic

Distribution Channels Covered:

Online

Offline

End Users Covered:

Textile Manufacturers

Retailers

Recyclers

Consumers

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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