

Rayon Fibers Market Forecasts to 2032 – Global Analysis By Type (Viscose Rayon, Modal Rayon, Lyocell Rayon, Bamboo Rayon and Other Types), Production Process, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Rayon Fibers Market is accounted for \$21.2 billion in 2025 and is expected to reach \$34.7 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Rayon fibers are a type of semi-synthetic fiber made from natural cellulose, usually derived from wood pulp or cotton linters. They are produced through a chemical process that transforms the cellulose into a soluble compound, which is then extruded into fibers and solidified. Rayon is often used as a fabric due to its softness, drape, and versatility, resembling natural fibers like silk, cotton, or linen. It is breathable, absorbent, and can be dyed easily, making it popular in clothing, upholstery, and industrial applications.

Market Dynamics:

Driver:

Growing demand from the textile industry

The growing demand for rayon fibers in the textile industry is driven by their affordability, versatility, and ability to mimic the qualities of natural fibers like silk and cotton. Rayon offers a soft, breathable, and comfortable fabric, making it popular in clothing such as dresses, shirts, and activewear. Its ability to be easily dyed and blended with other fibers adds to its appeal. As consumer preferences shift toward sustainable and cost-effective materials, the rayon fibers market continues to expand, supporting the textile

industry's growth.

Restraint:

Data regarding the degradation of some forms of rayon

The negative effect of data regarding the degradation of some forms of rayon in the market is creating concerns about its long-term environmental impact. As reports highlight that certain rayon types decompose slowly and release harmful substances, consumer confidence in rayon as a sustainable material may decline. This could lead to reduced demand and increased pressure on manufacturers to develop more eco-friendly alternatives, potentially slowing market growth.

Opportunity:

Increasing consumer awareness of sustainable materials

Increasing consumer awareness of sustainable materials is driving growth in the Market. As eco-consciousness rises, consumers are demanding fibers produced with minimal environmental impact. This shift is pushing manufacturers to adopt more sustainable practices, such as using eco-friendly wood pulp and reducing water and chemical usage. With the growing preference for sustainable alternatives, the market for rayon fibers is poised for significant expansion, aligning with global sustainability trends.

Threat:

Environmental concerns related to production

Environmental concerns related to the production of rayon fibers are negatively impacting the market. The manufacturing process often involves toxic chemicals and significant water usage, leading to pollution and ecosystem damage. As awareness grows, consumers and regulatory bodies are demanding more sustainable practices. This heightened scrutiny may increase production costs and regulatory compliance, potentially slowing market growth and forcing companies to invest in cleaner technologies.

Covid-19 Impact:

The COVID-19 pandemic had a significant impact on the market, disrupting supply

chains and reducing production capacity. Lockdowns and labor shortages led to delays in manufacturing and distribution, while decreased consumer demand for non-essential goods affected sales. Additionally, economic uncertainty caused by the pandemic led to a shift in consumer priorities, slowing the adoption of sustainable materials. However, the market is gradually recovering as global conditions improve.

The viscose rayon segment is expected to be the largest during the forecast period

The viscose rayon segment is expected to account for the largest market share during the forecast period. Derived from natural cellulose, it is widely used in textiles, apparel, and home furnishings. Viscose offers a soft, breathable, and absorbent quality, making it highly sought after in fashion and fabric production. As demand for sustainable and eco-friendly materials grows, viscose rayon continues to gain popularity due to its renewable source and biodegradable properties.

The fashion and apparel segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the fashion and apparel segment is predicted to witness the highest growth rate. Its versatility makes it suitable for a wide range of garments, including dresses, blouses, and suits. Rayon's ability to mimic the appearance and texture of natural fibers like silk, coupled with its affordability, has made it a popular choice among designers and consumers. As sustainability becomes a priority, eco-friendly rayon options are also gaining momentum in the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share driven by increasing demand for eco-friendly and sustainable textiles. Rayon is widely used in apparel, home textiles, and industrial applications. The shift towards sustainable fashion and biodegradable fibers has fueled the adoption of rayon as a preferred alternative to synthetic fibers. Key factors influencing the market include innovations in production processes, rising consumer awareness, and growing applications across various industries, positioning rayon as a significant player in the region's textile sector.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest

CAGR. Consumers and businesses are increasingly seeking eco-friendly textiles. Rayon, being derived from renewable cellulose sources, meets this demand, positioning itself as a climate-friendly material in the textile industry. Moreover, rapid growth in the textile sectors of countries like India, China, and Bangladesh has heightened the demand for rayon fibers. Investments and favorable government policies in these regions further bolster market growth.

Key players in the market

Some of the key players in Rayon Fibers Market include Lenzing AG, Aditya Birla Group, Reliance Industries, Cigna Group, Toray Industries, Inc., Asahi Kasei Corporation, Eastman Chemical Company, Mitsubishi Chemical Corporation, Fulida Group, Indian Rayon, Aoyang Technology, Sinopec Limited, Grasim Industries Limited, Kelheim Fibres GmbH and Silver Hawk.

Key Developments:

In October 2024, Asahi Kasei signed a memorandum of understanding (MOU) with Aquafil S.p.A., an Italian manufacturer of polyamide 6 (PA6). The two companies agreed to develop a novel material for 3D printing (3DP) applications utilizing Aquafil's ECONYL® Polymer chemically recycled PA6 and Asahi Kasei's cellulose nanofiber (CNF), with the support of ITOCHU Corporation, which has made a capital investment in Aquafil.

In September 2024, Toray Industries, Inc., announced that the APURE Shuttle has won a Design Concept 2024 category prize in the Red Dot Design Award program (see note 1). The company, subsidiary Toray Industries Europe GmbH, Rhein-Main-Verkehrsverbund, or RMV, (note 2), and neomind GmbH (note 3) developed this approach to revolutionizing public transport with innovative technology, sustainability and user-oriented design.

Types Covered:

Viscose Rayon

Modal Rayon

Lyocell Rayon

Bamboo Rayon

Other Types

Production Processes Covered:

Wet Spinning

Dry Spinning

Cuprammonium Spinning

Applications Covered:

Fashion and Apparel

Home Textiles

Wound Care

Filters and Insulation

Other Applications

End Users Covered:

Textiles

Medical

Nonwoven Fabrics

Automotive

Industrial

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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