



Global Wool Market

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

Disclaimer

This report was prepared by shev.io solely for information purposes. shev.io does not guarantee the accuracy and completeness of all information contained in the report, as the data in some sources may have been distorted inadvertently or deliberately. The information presented in this report must not be construed, directly or indirectly, as containing recommendations for further business action. All opinions and estimates contained in this report reflect the authors' judgement as at the date of publication and may be changed without notice.

shev.io accepts no liability for any loss or damage arising from any third party's use of the information contained in this report, including published opinions or conclusions, or for consequences caused by the incompleteness of the information presented. The information presented in this report is obtained from open sources. Additional information may be provided on request.

This document, or any part of it, may not be distributed without the written permission of shev.io, nor reproduced by any means.

Terms of use

This report is provided to the user under a **non-exclusive, non-transferable, limited licence** solely for internal use within the purposes for which the report was lawfully acquired.

The user **may not**, in whole or in part, transfer, sell, gift, publish or otherwise distribute the report to third parties, nor pass it to any other legal entities, partner organisations or external teams (including affiliated companies). It is prohibited to place the report (or fragments of it) in the public domain (websites, social networks, messengers, file-sharing services, open-link cloud storage) or to provide access through third-party services where this allows third parties to review the materials.

If the report is purchased by a **company**, its use is permitted **only by that company's employees** for internal tasks. Passing the report to contractors, consultants, freelancers, agencies and any external parties is prohibited.

All exclusive rights to the report — including its structure, texts, data selection, visualisations, tables, charts and design elements — belong to the rights holder (shev.io) or are used on lawful grounds. The user receives the right to use the report only within these terms.

Without shev.io's written consent it is prohibited to create derivative products based on the report, to use it as part of a commercially distributed product or service, or to remove or alter copyright notices.

The use of **short quotations** and fragments is permitted **only in internal documentation** (internal memos, reports, presentations, working correspondence), provided the meaning and context are preserved and the source is credited: *shev.io*. Any publication or use of the materials in places accessible to third parties is permitted only with shev.io's prior written consent.

Market at a glance

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	USD 10.6 bn
Forecast (2031)	USD 13.8 bn
CAGR (2021-2031)	4.5%
Study period	2021-2031
Largest region	Asia-Pacific · 47.2%
Fastest-growing region	Middle East and Africa · 5.6%
Market concentration	Low
Licence	Individual / Company

The global wool market generated USD XXX billion in 2025 and is forecast to reach USD XXX billion by 2031, expanding at a CAGR of XX%. Asia-Pacific accounted for XX% of market value, reflecting China's central role in early-stage processing and the region's expanding premium-apparel manufacturing base. Supply remains structurally constrained: global clean wool production was approximately XXX tonnes in 2023, while Australian shorn wool production is forecast at XXX kilograms greasy in 2026/27. Premiumisation, certified-fibre adoption, traceability requirements and growing demand for natural performance materials will support value growth despite competition from lower-cost synthetic fibres.

Table of contents

1 Introduction and Wool Market Definition

2 Research Methodology

- 2.1 Primary Research Programme
- 2.2 Market Sizing and Data Triangulation
- 2.3 Forecast Assumptions and Scenarios

3 Executive Summary

- 3.1 Market Size, Share and Growth Outlook
- 3.2 Key Strategic Takeaways

4 Global Wool Market Trends and Dynamics

- 4.1 Growth Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
- 4.4 Emerging Opportunities

5 Wool Market Size and Forecast by Micron Grade

- 5.1 Fine Wool, 24.5 Microns and Below
- 5.2 Medium Wool, 24.6-32.5 Microns
- 5.3 Coarse Wool, Above 32.5 Microns
- 5.4 Micron Price and Supply Comparison

6 Wool Market Size and Forecast by Fibre Origin

- 6.1 Virgin Wool
- 6.2 Recycled Wool

7 Wool Market Size and Forecast by Application

- 7.1 Apparel and Fashion
- 7.2 Interior Textiles and Floor Coverings
- 7.3 Technical and Industrial Textiles
- 7.4 Craft, Blankets and Other Uses

8 Wool Market Size and Forecast by Sales Channel

- 8.1 Direct Mill and Brand Contracts
- 8.2 Auction Systems
- 8.3 Traders, Brokers and Cooperatives

9 Wool Market Regional and Country Analysis

- 9.1 Asia-Pacific
 - 9.1.1 China
 - 9.1.2 Australia
 - 9.1.3 India

9.1.4 Japan

9.2 Europe

9.2.1 Italy

9.2.2 Germany

9.2.3 United Kingdom

9.3 North America

9.3.1 United States

9.3.2 Canada

9.4 Latin America

9.4.1 Argentina

9.4.2 Uruguay

9.5 Middle East and Africa

9.5.1 South Africa

9.5.2 Turkey

10 Wool Market Competitive Landscape

10.1 Company Market Share

10.2 Competitive Strategies and Capacity

10.3 Company Profiles

10.3.1 Südwolle Group

10.3.2 Chargeurs PCC

10.3.3 Zhejiang Xinao Textiles Inc.

10.3.4 Jiangsu Sunshine Group

10.3.5 Nanshan Fashion

10.3.6 G. Modiano Limited

10.3.7 Reda S.p.A.

10.3.8 Marzotto Wool Manufacturing S.r.l.

10.3.9 Michell Wool Pty Ltd

10.3.10 Lempriere Wool Pty Ltd

11 Wool Market Forecast and Opportunities

11.1 Forecast Scenarios to 2031

11.2 Investment Priorities and Strategic Recommendations

List of tables

Table 1. Global Wool Market Snapshot, 2021, 2025 and 2031
Table 2. Base, Upside and Downside Forecast Scenarios
Table 3. Key Wool Market Indicators and Strategic Implications
Table 4. Global Greasy and Clean Wool Production, 2021-2026
Table 5. Wool Production by Country and Micron Category
Table 6. Raw and Semi-Processed Wool Trade by Origin and Destination
Table 7. Wool Price Benchmarks by Micron and Processing Form
Table 8. Driver Impact Matrix by Geography and Forecast Horizon
Table 9. Restraint Impact Matrix by Geography and Forecast Horizon
Table 10. Porter's Five Forces Assessment of the Wool Market
Table 11. Wool Market Value by Micron Grade, 2021-2031
Table 12. Clean Wool Volume by Micron Grade, 2021-2031
Table 13. Average Realised Price by Micron Grade
Table 14. Micron Grade by Principal Application and Producing Country
Table 15. Wool Market Value and Volume by Fibre Origin
Table 16. Wool Market Value by Application, 2021-2031
Table 17. Wool Volume by Application, 2021-2031
Table 18. Wool Market Value by Sales Channel
Table 19. Application Attractiveness by Growth, Margin and Supply Risk
Table 20. Asia-Pacific Wool Market by Country, 2021-2031
Table 21. European Wool Market by Country, 2021-2031
Table 22. North American Wool Market by Country, 2021-2031
Table 23. Latin American Wool Market by Country, 2021-2031
Table 24. Middle East and Africa Wool Market by Country, 2021-2031
Table 25. Regional Production, Processing, Imports and End-Use Scorecard
Table 26. Major Wool Standards and Certification Requirements
Table 27. Textile Regulations Affecting Wool by Jurisdiction
Table 28. Traceability Technology and Digital Product Passport Readiness
Table 29. Global Wool Market Share by Company, 2025
Table 30. Competitive Strategy, Capacity and Geographic Footprint Comparison
Table 31. Südwolle Group Company Profile
Table 32. Chargeurs PCC Company Profile
Table 33. Zhejiang Xinao Textiles Company Profile
Table 34. Jiangsu Sunshine Group Company Profile
Table 35. Nanshan Fashion Company Profile

Table 36. G. Modiano Company Profile

Table 37. Reda Company Profile

Table 38. Marzotto Wool Manufacturing Company Profile

Table 39. Michell Wool Company Profile

Table 40. Lempriere Wool Company Profile

Table 41. Wool Market Forecast by Segment and Region, 2025-2031

Table 42. Priority Investment Opportunities by Time Horizon

Table 43. Strategic Recommendations for Growers, Processors and Brands

Table 44. Market value by year, USD bn

Table 45. Year-over-year value change

Table 46. Drivers — impact on forecast

Table 47. Restraints — impact on forecast

Table 48. Value by micron Grade, USD bn

Table 49. Value by fibre Origin, USD bn

Table 50. Value by application, USD bn

Table 51. Value by sales Channel, USD bn

Table 52. Market value by region, USD bn

Table 53. Market value by leading country, USD bn

Table 54. Leading companies

List of figures

- Figure 1. Global Wool Market Value, 2021-2031
- Figure 2. Global Clean Wool Supply and Market Value Index, 2021-2031
- Figure 3. Global Clean Wool Production by Major Producing Country
- Figure 4. Australian Wool Production and Eastern Market Indicator Trend
- Figure 5. CAGR Impact of Wool Market Drivers and Restraints
- Figure 6. Wool Competitive Position Versus Cotton, Polyester and Acrylic
- Figure 7. Wool Market Share by Micron Grade, 2025
- Figure 8. Micron-Grade Value Growth, 2021-2031
- Figure 9. Wool Market Share by Application, 2025
- Figure 10. Virgin and Recycled Wool Growth Comparison
- Figure 11. Global Wool Market Share by Region, 2025
- Figure 12. Regional Wool Market CAGR, 2025-2031
- Figure 13. Regional Wool Processing and Consumption Intensity
- Figure 14. Certified and Conventional Virgin Wool Supply Share
- Figure 15. Adoption of Major Wool Certification and Traceability Programmes
- Figure 16. Global Wool Market Company Share, 2025
- Figure 17. Competitor Positioning by Integration and Premium-Market Exposure
- Figure 18. Wool Market Opportunity Attractiveness by Segment
- Figure 19. Base, Upside and Downside Market Forecasts to 2031
- Figure 20. Value share by micron Grade, 2025
- Figure 21. Value share by application, 2025
- Figure 22. Growth rate by region, 2025-2031

Executive summary

The global wool market generated USD XXX billion in 2025 and is forecast to reach USD XXX billion by 2031, expanding at a CAGR of XX%. Asia-Pacific accounted for XX% of market value, reflecting China's central role in early-stage processing and the region's expanding premium-apparel manufacturing base. Supply remains structurally constrained: global clean wool production was approximately XXX tonnes in 2023, while Australian shorn wool production is forecast at XXX kilograms greasy in 2026/27. Premiumisation, certified-fibre adoption, traceability requirements and growing demand for natural performance materials will support value growth despite competition from lower-cost synthetic fibres.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global wool market reached USD XXX billion in 2025 and will advance to USD XXX billion by 2031.
- Global clean virgin wool production totalled approximately XXX tonnes in 2023, equivalent to XX% of global fibre production.
- World greasy wool production reached approximately XXX kilograms in 2022 from an estimated global flock of XXX sheep.
- Australia produced approximately XXX tonnes of clean wool in 2023, representing XX% of global clean output.
- Certified virgin wool represented XX% of greasy wool production in 2023, rising from XX% in 2022.
- Recycled wool accounted for approximately XX% of global wool fibre supply in 2023.
- Asia-Pacific captured XX% of global wool-market value in 2025, led by China's scouring, topmaking, spinning and fabric-production ecosystem.
- Fine wool of 24.5 microns or less represented XX% of market value in 2025, supported by luxury apparel, knitwear and next-to-skin performance products.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Wool Market Trends and Growth Drivers

The wool market is moving from a volume-led commodity structure toward a value system built around fibre specification, provenance and verified environmental attributes. Global clean-wool supply remains close to one million tonnes, leaving the fibre scarce relative to cotton and polyester and concentrating growth in applications able to sustain premium pricing.

Supply conditions in Australia, New Zealand, South Africa, Argentina and Uruguay interact with Chinese mill utilisation and European luxury demand to set the global price cycle. Fine-wool values are increasingly separated from broad-wool economics, while certification status and non-mulesed declarations create additional price ladders within identical micron categories.

Regulation and brand procurement are accelerating the integration of farm data with transaction and manufacturing records. The resulting market favours processors that can preserve fibre identity, document chain of custody and convert small, specified lots without sacrificing operating efficiency.

Growth drivers

Premium Natural-Fibre Apparel

Luxury houses, premium knitwear labels and tailoring mills are increasing their use of fine and superfine wool because handle, drape, moisture management and thermal regulation provide clear product differentiation. The effect is strongest in high-income consumer markets and premium Asian retail, where value growth materially exceeds fibre-volume growth.

Certified and Traceable Wool

Responsible Wool Standard, SustainaWOOL, ZQ, NATIVA and Sustainable Cape Wool Standard programmes are moving traceability from a niche premium into mainstream sourcing specifications. Brands are using verified farm origin, animal-welfare controls and chain-of-custody data to support environmental claims and prepare for product-passport obligations.

Merino Performance Wear

Fine Merino is gaining applications in base layers, socks, running apparel, cycling, travel clothing and hybrid technical garments. Fibre blends and lightweight constructions are widening seasonal use, allowing wool suppliers to participate in performance categories historically dominated by polyester and polyamide.

Asian Luxury Demand

Premium consumption in China, Japan, South Korea and India is expanding demand for superfine fabrics, knitwear and branded natural-fibre products. Regional processing depth shortens development cycles and supports differentiated products tailored to local climatic and styling requirements.

Wool in Built Environments

Wool insulation, acoustic panels, underlays and engineered interior materials benefit from fire resistance, moisture buffering and indoor-air-quality positioning. Commercialisation of lower-value coarse fibre in construction creates an alternative demand pool for producing regions exposed to weak carpet-wool prices.

Circular Wool Systems

Mechanical fibre recovery and design-for-disassembly programmes are increasing the addressable supply of recycled wool. European textile collection and producer-responsibility rules strengthen feedstock availability, while brands use recycled content to reduce reliance on virgin material and meet circularity targets.

Restraints

Shrinking Wool Supply

Competition from sheep meat, cropping and alternative land uses continues to constrain wool-focused flock rebuilding in major producer countries. Drought, elevated farm inputs and shearing-labour shortages further limit clip volumes, reducing utilisation across scouring and topmaking assets.

Synthetic-Fibre Price Competition

Polyester and acrylic offer lower, more stable unit costs and dominate mass-market apparel, carpets and blankets. Wool therefore competes most effectively where natural provenance, comfort, durability and technical performance justify a premium.

Commodity and Currency Volatility

Auction-price movements, Chinese mill purchasing cycles and fluctuations in the Australian dollar, renminbi and US dollar complicate inventory and margin management. Smaller processors and independent brands face the greatest working-capital pressure when demand turns abruptly.

Compliance and Traceability Costs

Farm audits, chain-of-custody segregation, transaction certification and digital data integration add cost across fragmented supply networks. The burden is highest for smaller growers and processors supplying multiple standards in relatively small production lots.

Weak Conventional End Markets

Structural casualisation has reduced demand for traditional business suiting, while broadloom carpet continues to lose share to resilient flooring and lower-cost synthetic products. Suppliers concentrated in conventional worsted suiting or undifferentiated coarse wool face slower growth than performance, luxury and engineered-material specialists.

Wool Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Premium Natural-Fibre Apparel	XXX	XXX	XXX
Certified and Traceable Wool	XXX	XXX	XXX
Merino Performance Wear	XXX	XXX	XXX
Asian Luxury Demand	XXX	XXX	XXX
Wool in Built Environments	XXX	XXX	XXX
Circular Wool Systems	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Shrinking Wool Supply	XXX	XXX	XXX
Synthetic-Fibre Price Competition	XXX	XXX	XXX
Commodity and Currency Volatility	XXX	XXX	XXX
Compliance and Traceability Costs	XXX	XXX	XXX
Weak Conventional End Markets	XXX	XXX	XXX

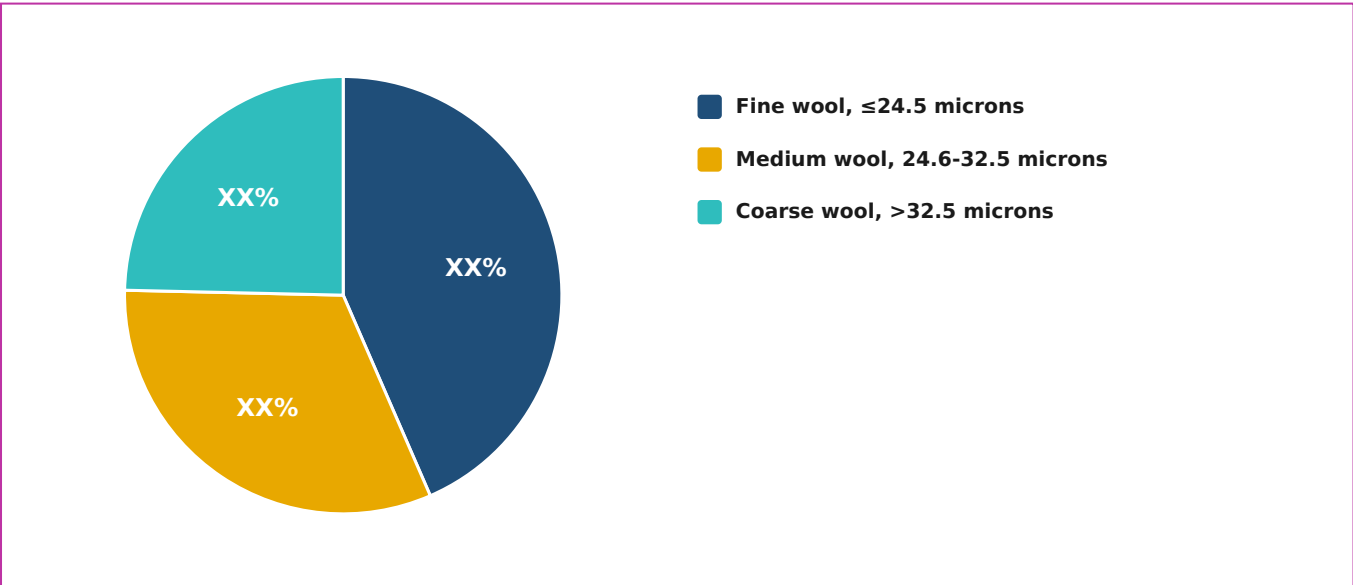
Source: XXX

Wool Market Segmentation by Micron, Origin, Application and Sales Channel

By Micron Grade

Fine and superfine wool command the highest value per kilogram and benefit from luxury tailoring, knitwear and next-to-skin performance applications. Medium wool retains a broad base in apparel, blankets and interior textiles. Coarse wool will post the fastest volume recovery where insulation, acoustic panels and engineered products create alternatives to conventional carpet demand.

Value share by micron Grade, 2025



Source: XXX

Value by micron Grade, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Fine wool, ≤24.5 microns	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Medium wool, 24.6-32.5 microns	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Coarse wool, >32.5 microns	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Fibre Origin

Virgin wool remains essential where staple length, strength, colour and handle determine premium-product performance. Recycled wool is expanding from traditional woollen systems into branded knitwear, woven fabrics and blends as textile collection improves. Investment in sorting, colour separation and fibre identification will raise the addressable value of post-industrial and post-consumer material.

Value by fibre Origin, USD bn

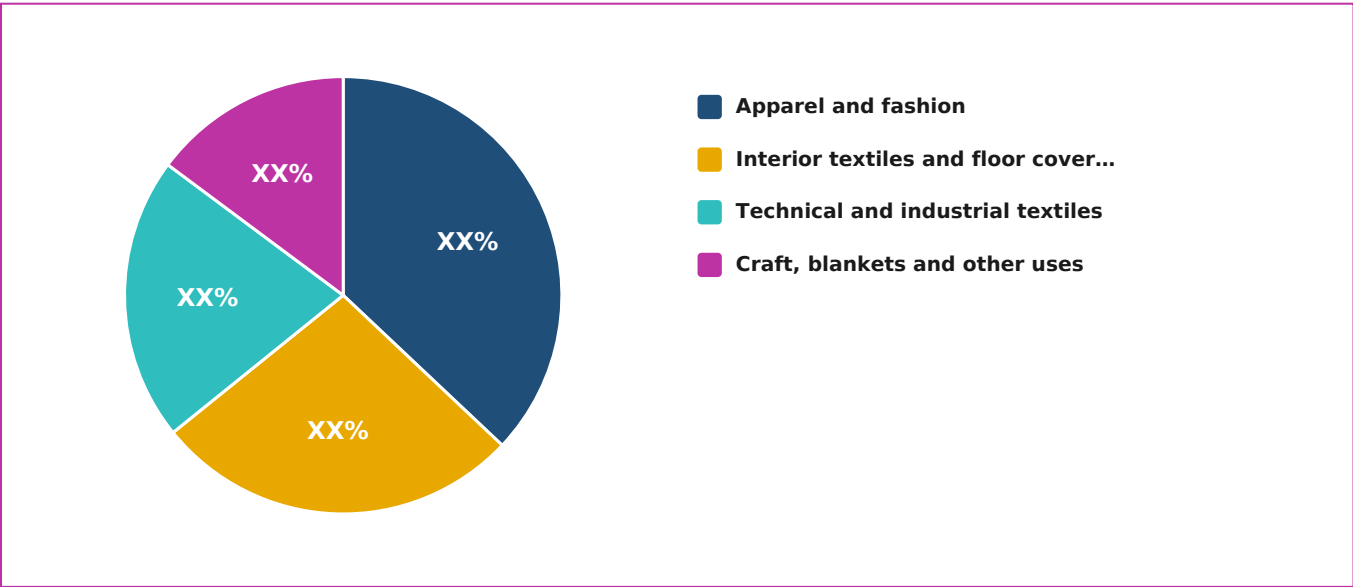
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Virgin wool	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Recycled wool	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Apparel leads because fine wool achieves premium pricing in suits, knitwear, coats, base layers and socks. Interior textiles remain a major outlet for medium and coarse wool, although carpet demand is shifting toward premium natural, contract and hospitality niches. Technical and industrial applications will grow fastest as wool enters insulation, filtration, protective products and acoustic systems.

Value share by application, 2025



Source: XXX

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Apparel and fashion	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Interior textiles and floor coverings	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Technical and industrial textiles	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Craft, blankets and other uses	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Channel

Direct contracts lead in value because premium buyers increasingly specify micron, tensile performance, mulesing status, farm origin and certification before production. Auctions remain central to transparent price discovery, particularly in Australia. Traders and brokers retain an important aggregation, financing and risk-management role across fragmented producing regions.

Value by sales Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Direct mill and brand contracts	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Auction systems	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Traders, brokers and cooperatives	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

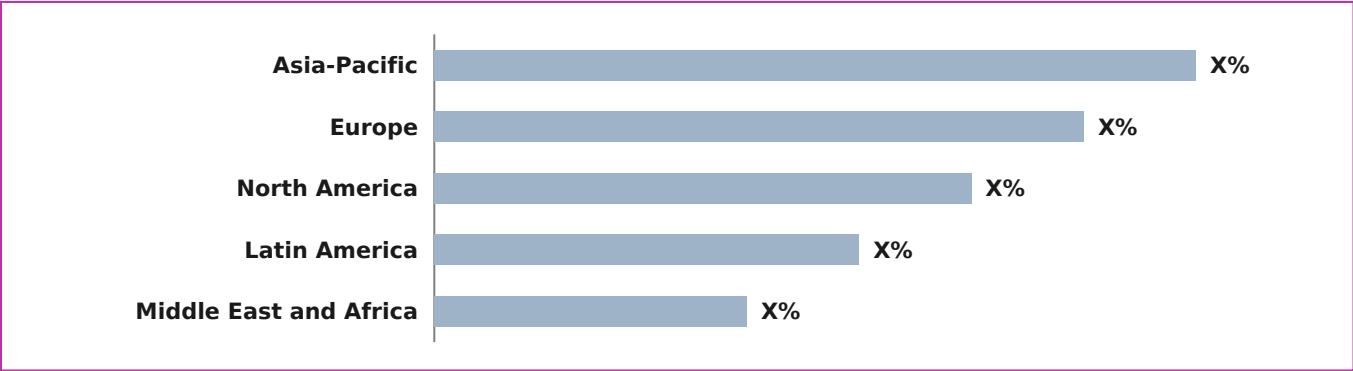
Wool Market Regional Analysis and Country Outlook

Asia-Pacific generated XX% of global market value in 2025 and remains the industry's processing centre of gravity. China combines large domestic wool production with dominant imported-wool scouring, topmaking, spinning and fabric capacity, while Japan and South Korea support high-value worsted and knitwear demand. India is the region's principal expansion market as export-oriented mills add premium spinning and garment capability and domestic brands broaden their natural-fibre ranges.

Europe accounted for XX% of market value, supported by Italian luxury fabrics, German and Central European yarn production, UK heritage brands and a mature recycled-wool cluster centred on Prato. Ecodesign, extended producer responsibility, separate textile collection and the future Digital Product Passport will accelerate demand for traceable and recyclable wool inputs. European growth will be value-led, with certified fine wool, recycled blends and luxury fabrics offsetting subdued conventional suiting volumes.

Middle East and Africa will record the fastest regional CAGR at XX%. South Africa's established fine-wool export system, Turkey's integrated textile industry and expanding processing in Egypt create a strong supply-and-conversion platform. North America will grow through outdoor apparel, socks, home textiles and insulation, while Latin America will remain strategically important as Argentina and Uruguay expand certified, non-mulesed and regenerative wool programmes.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Wool Market Competitive Landscape and Company Share

The global wool market is fragmented at farm and trading level, with the ten largest commercial groups accounting for XX% of 2025 market value. Competitive influence is greater in topmaking, worsted yarn and premium fabric than in greasy-wool production. Südwolle Group, Chargeurs PCC, Zhejiang Xinao Textiles, Jiangsu Sunshine, Nanshan Fashion, Reda and Marzotto compete through scale, product consistency, technical development and access to premium apparel customers.

Vertical integration and secured fibre access are increasingly important. Leading processors combine grower relationships, scouring or topmaking, spinning, dyeing and fabric capability with certification and traceability platforms. The 2025 agreement bringing most Schneider wool activities into G. Modiano strengthened Europe's fine-wool trading and topmaking position, while brand-to-grower contracts are reducing reliance on anonymous spot sourcing.

Investment is shifting toward digital identity, non-mulesed and regenerative programmes, recycled content, lower-impact finishing and application development. Companies that can translate farm-level environmental data into auditable product claims are gaining preferred-supplier status with luxury, outdoor and premium-fashion customers.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Südwolle Group	XXX	XXX	XXX	XXX
Chargeurs PCC	XXX	XXX	XXX	XXX
Zhejiang Xinao Textiles Inc.	XXX	XXX	XXX	XXX
Jiangsu Sunshine Group	XXX	XXX	XXX	XXX
Nanshan Fashion	XXX	XXX	XXX	XXX
G. Modiano Limited	XXX	XXX	XXX	XXX
Reda S.p.A.	XXX	XXX	XXX	XXX
Marzotto Wool Manufacturing S.r.l.	XXX	XXX	XXX	XXX
Michell Wool Pty Ltd	XXX	XXX	XXX	XXX
Lempriere Wool Pty Ltd	XXX	XXX	XXX	XXX

Source: XXX

Wool Market Forecast, Investment Priorities and Opportunities

Global wool-market value will increase from USD XXX billion in 2025 to USD XXX billion in 2031. Fibre availability will remain tight, making price, grade mix and certified-content premiums more important contributors to growth than aggregate virgin-wool volume. Fine apparel wool, recycled wool and technical applications will outperform conventional carpet and formalwear categories.

The central forecast assumes gradual consumer recovery, stable Chinese processing dominance, moderate flock contraction in Australia and New Zealand, and continuing adoption of traceability standards. A stronger luxury and outdoor-apparel cycle would lift the 2031 market above USD XXX billion, while persistent Chinese demand weakness and aggressive synthetic-fibre discounting would hold the market near USD XXX billion.

Winning strategies will combine secured fibre supply, verifiable provenance, efficient small-lot processing and development partnerships with brands. Suppliers serving activewear, luxury knitwear, circular yarns, insulation and acoustic products will capture the strongest growth and defend margins most effectively.

Opportunities

- Fine-Merino activewear and year-round next-to-skin apparel
- Wool-based thermal and acoustic building insulation
- Digitally traceable fibre linked to product passports
- Recycled-wool yarns and closed-loop brand programmes
- Direct grower-to-brand supply contracts
- Processing investment in India, Vietnam, Turkey and North Africa
- Low-chlorine and plasma-based shrink-resist technologies

This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.