

Know the facts:

Global demand for Aussie cotton

1.) AUSSIE COTTON QUALITY



- **91.4%** of Australia's cotton crop in 2017 **met or exceeded the base grade.**
- **40.7%** was graded as **premium or high quality** (above base grade), attracting a higher price on the world market.

2.) AUSTRALIA'S PLACE IN THE WORLD COTTON MARKET

- Australia was the **third largest exporter** in the world in 2016-17 (behind the USA and India).
- **99%** of Australia's **raw cotton is exported** to countries including: China, Bangladesh, Vietnam, India and Indonesia.



3.) AUSSIE BRANDS USING AUSSIE COTTON



- Bell & Barnett
- Bonds
- Country Road
- Cue
- Just Jeans
- Katies
- Kmart
- Rivers
- Sportscraft
- Target

4.) INTERNATIONAL BRANDS USING AUSSIE COTTON

- 7-ELEVEN
- Hugo Boss
- H&M
- Liberty Art Fabrics
- NEUW denim



COMPILED BY COTTON AUSTRALIA

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