Report on Progress

The Voluntary Sector Collaboration on Textiles

2025

LIFESTYLE AND DESIGN CLUSTER

Danish Board of Business Development

Co-funded by the European Union

Executive Summary

This executive summary presents the key findings from the 2025 Report on Progress under the Voluntary Sector Collaboration on Textiles. With five years remaining to meet the shared 2030 goals, the 2025 data offers a more complex picture than the previous year. In several areas, the 2025 data points to stronger implementation among the companies that continue to report, especially within circular design and recycled textile fibres. At the same time, the results clearly show that the composition of reporting signatories has changed significantly from 2024 to 2025, which must be kept in mind when interpreting year-on-year developments. In 2025, 29 of 35 signatories reported their data. This is a notable decrease from 42 reporting signatories in 2024. The decrease affects the comparability of aggregated results, particularly for revenue and resale, because a small number of signatories can have a substantial effect on the total figures. For this reason, the report distinguishes between the overall 2025 status and the development for signatories that have reported consistently across all four years from 2022 to 2025.

Circular Business Models

The goal is to ensure a growing share of total revenue in Denmark comes from circular business models such as resale, repair, rental, maintenance, redesign, repurpose and upcycling. In 2025 reported resale revenue corresponds to approximately 2% of total reported revenue. Compared with the 2024 report, where resale revenue amounted to 567 million DKK and approximately 8 % of total reported revenue, this represents a sharp decline. The development is primarily driven by a large decrease in resale revenue within the Recycling/Resale category, which has historically dominated resale revenue in the collaboration. This underlines that the aggregated resale result remains highly sensitive to the participation and reporting of dedicated resale actors and charity organisations. The qualitative responses suggest that repair is increasingly becoming embedded into operational workflows rather than standing alone as a communication or branding initiative.

Circular Design

Circular design remains the strongest qualitative progress area in 2025. A total of 68 per cent% of questionnaire respondents report working with circular design principles during product design or product development, compared with 63 per cent% in 2024. Small companies show the highest uptake at 85%, while medium-sized companies report 57 per cent% and large companies remain evenly split at 50%. For the 20 signatories that have reported consistently from 2022 to 2025, the share reporting circular design work decreased from 68% in 2024 to 58% in 2025. However, questionnaire responses suggest that this development may partly reflect a growing maturity and awareness among signatories regarding what actually constitutes circular design work. As a result, the 2025 reporting may represent a more conservative, but also more robust and methodologically aligned assessment of circular design implementation across the sector.

Recycled Textile Fibres

The 2030 goal is that 40% of textile content consists of recycled materials, with at least 10% coming from textile-to-textile (fibre-to-fibre) recycling.[1] The recycled textile fibres goal shows the clearest quantitative progress in 2025. Recycled fibres account for 4,43 million kg, corresponding to 12% of the total reported fibre use of 35,9 million kg (9% in 2024). This means the recycled fibre share has increased by three percentage points, while the absolute volume of recycled fibres has increased substantially. For the 20 signatories reporting consistently across 2022-2025, recycled fibre volumes increased from 2,27 million kg in

[1] Measured in weight e.g. the 10% fibre-to-fibre equals 40 grams per kilo (of the 400 grams recycled fibres per kilo) and 4% of the total

2024 to 3,90 million kg in 2025, corresponding to an increase of approximately 72%. The fibre-to-fibre share presents a more nuanced picture. In 2025, fibre-to-fibre recycled content amounted to 415.599 kg and represented 9% of all recycled fibres. This is below the 12% reported in 2024, but still close to the 2030 goal of 10% of recycled fibres. With the fibre-to-fibre share amounting to 328.539 kg in 2024, this corresponds to an increase of approximately 26% year-on-year. Although fibre-to-fibre recycling still represents a relatively small share of the total recycled fibre volume, the development indicates continued investments in more advanced recycling pathways and a gradual shift away from recycled content primarily based on bottle-to-textile recycling streams.

Acknowledgments

As the secretariat for The Voluntary Sector Collaboration on Textiles, the Lifestyle and Design Cluster would like to extend our sincere gratitude to all the Signatories and non-signatories, who have devoted considerable time and effort to gathering and submitting their data. We sincerely appreciate the dedication and hard work of collecting the data. Without these contributions, this important report would not have been possible.

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1.0 Introduction

Welcome to the 2025 Report on Progress for the Voluntary Sector Collaboration on Textiles (hereafter referred to as 'the Sector Collaboration'). This report synthesizes the data submitted by the undersigning companies (hereafter referred to as 'signatories'), all of which have committed to achieving ambitious circularity goals by 2030 within circular business models, circular design and recycled textile fibre (see below).

Circular Business Models

Aim/Ambition/Outcome: A larger part of the revenue from clothing and textile products sold in Denmark comes from circular business models such as resale, repair, rental, maintenance, redesign, repurpose and upcycling, resulting in textile products being kept in use for as long as possible.
Why? Extending the lifespan of textile products as high in the waste hierarchy as possible is the most effective intervention in terms of environmental impact savings, through displacing sales of new products and their associated primary production impacts. Extending the active life of 50% of clothing by nine months would reduce carbon and water footprints by 4-10 per cent each[1]. On top of this, re-commerce is growing faster than first-hand sales. With surplus value sitting idle in Danish wardrobes every year, due to clothing under-utilisation, there is a huge opportunity for brands, retailers and re-use organisations to profit from circular business models.
How? Signatories implement circular business models as appropriate to their product ranges, share learning, and scale activities to extend the lifetime of textile products in Denmark – decoupling business growth from environmental impact.

Sources:
1) WRAP
2) Ellen MacArthur Foundation.

Circular Design

Aim/Ambition/Outcome: Based on strategic design principles, clothes and textiles from Danish companies are designed to have more lives and to be part of optimal circular loops.
Why? Design will play a pivotal role in moving away from the traditional linear model to a circular one. We must use circular design principles to:
- extend the usable life of textile products
- design out waste from the system
- increase the demand for fibre-to-fibre recycled materials
- allow products to be recycled at end of life

This will allow maximum value to be extracted from textile products, whilst cutting carbon emissions and relieving the pressure on natural resources associated with the primary production of virgin materials. It will also help to divert textile waste and increase resource efficiency.
How? Signatories commit to agree to systems thinking and good practice design principles (including longevity, durability, repairability, upcyclability, recyclability, use of recycled content and minimizing waste) and implement them as appropriate to their business model and customer base, to lower the impacts of products placed on the Danish market.

Recycled Textile Fibres

Aim/Ambition/Outcome: By 2030, clothing and textile products from Danish companies will consist of at least 40 per cent recycled material, including at least 10 per cent recycled directly from textile fibres (for products placed on the Danish market).*
Why? Only 1 per cent of blend textiles are recycled into new textile fibres.[2] The raw material phase of a product's lifecycle generates the biggest environmental impacts, and pre- and post-consumer textile waste deriving from Danish consumption accounts for massive annual volumes of textile waste sent to foreign landfill and for incineration. There is therefore a necessity and an opportunity to increase the use of recycled fibres in new products, preferable from fibre-to-fibre recycling. Using recycled fibres shifts the environmental impacts away from the production of virgin raw materials and also diverts textile waste from incineration and foreign landfill. Increasing demand from retailers for recycled fibres will drive investment into the reuse and recycling sector to build and scale up the infrastructure and innovation needed to support fibre-to-fibre recycling, creating a new opportunity for the Danish economy.
How? Signatories will work together to set up partnerships to supply and use recycled fibres for new products, accelerating the commercialisation of fibre-to-fibre recycling.

* Measured in weight e.g. the 10% fibre-to-fibre equals 40 grams per kilo (of the 400 grams recycled fibres per kilo) and 4% of the total

You can read more about the goals in the Sector Collaboration action plan 2030 here.

Initiated in partnership with the Danish Ministry of Environment in August 2022, the Sector Collaboration represents a proactive effort to guide the Danish fashion and textile industry towards a circular economy, in anticipation of evolving European Union regulations, following the EU Textile Strategy[2] and its extensive framework of related directives and requirements. The purpose of the Sector Collaboration is twofold:

1. First, it revolves around collaboration and enables small, mid-sized and large companies to collaborate pre-competitively and share knowledge across the sector
2. Second, it helps prepare the sector for forthcoming legislative requirements and the practical data, documentation and operational changes that these requirements will entail.

The Sector Collaboration is open to all companies and organisations within the Danish fashion and textile sector, including textile producers, fashion companies, resale actors and service companies that facilitate circular activities. The collaboration covers a broad range of categories such as fashion, sport, interior, children's clothing, carpets and workwear. To become a signatory, aligning with the shared 2030-goals and commitment to the collaborative efforts required to achieve these objectives are key. The Sector Collaboration includes almost 40 signatories. As in previous years, the composition of reporting signatories has changed from year to year, and this affects the interpretation of aggregate results.

[2] "The EU's Strategy for Sustainable and Circular Textiles addresses the production and consumption of textiles, while recognising the importance of the textiles sector. It implements the commitments of the European Green Deal, the Circular Economy Action Plan and the European Industrial Strategy." taken from https://environment.ec.europa.eu/strategy/textiles-strategy_en (accessed 20 May 2026)

The Sector Collaboration activities are expected to be included in the forthcoming Danish National Action Plan for Textiles, which is anticipated to launch in the second half of 2026.

1.1 Commitment to Collaborative Reporting

The Sector Collaboration is voluntary yet binding. A key requirement for all signatories is to contribute to annual reporting against the three goals of the collaboration. Annual reporting is not only a monitoring exercise, but also an important learning process for companies as they prepare for more detailed sustainability, circularity and producer responsibility requirements included in forthcoming EU regulation (ecodesign, EPR etc.).

"Reporting to the Sector Collaboration serves as an important pilot project for us. It helps us gradually build the processes and IT systems we will need to meet upcoming requirements related to traceability, fibre composition and the use of recycled fibres in connection with extended producer responsibility and ecodesign legislation." Jette Radich, Category Director, Textile, Group Vice President, Salling Group

2025 data shows that many companies continue to use certifications, transaction certificates, supplier documentation, internal product data and design guides as part of their work to build stronger data foundations. Recognising the challenges related to gathering the data for the annual reporting, signatories will only be excluded if they do not meet this requirement at the second reporting deadline, following their sign-up.

1.2 Report Overview

This document marks the third Report on Progress, focusing on the 2025 data for fashion and textile products placed on the Danish market, supplemented by comparative baseline data from 2022. Data from 2022, 2023 and 2024 are included for comparison across 20 signatories who remained the same and reported data in all four years. For revenue and resale, corrected historical figures are used where updates have been made following dialogue with signatories.

We are diligently working to refine our data collection and analysis methodologies. While we acknowledge the complexities involved in data collection, which may impact the data quality of this report, we are aware that the results are not yet perfect. However, we are collectively committed to refining our methodologies and enhancing the quality of data in future reports as we continue to develop our approach and capabilities in this challenging area.

The number of reporting signatories decreased from 42 in 2024 to 29 in 2025. This has a significant effect on aggregate results, particularly in categories where a few signatories account for a large share of total activity. The report therefore distinguishes between apparent market development, reporting-sample effects and developments among consistently reporting signatories.

Further information about the Sector Collaboration can be found here. Additionally, this link provides a list of the companies that have signed on to the collaboration, as well as details about the members of the steering committee. For more information about the data collection process, an overview of the Signatories That Reported Data and a glossary of used words and concepts, please refer to the technical notes at the end of this report.

2.0 The Circular Business Models Goal

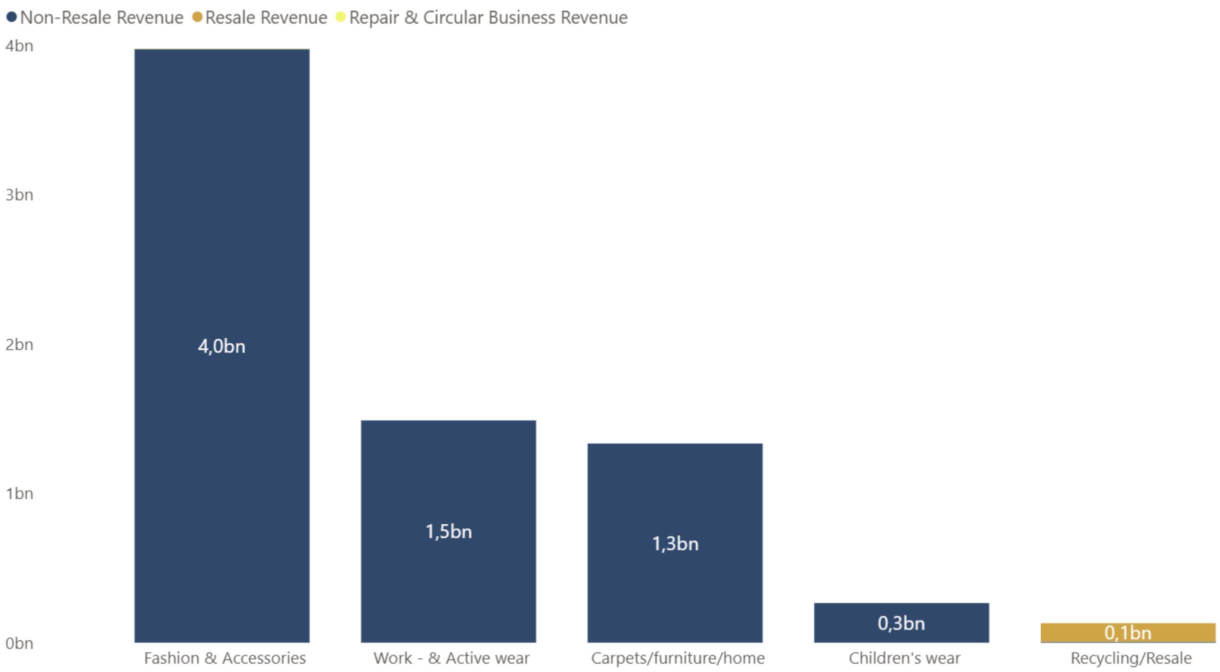
The goal regarding circular business models is as follows: *A larger part of the revenue from clothing and textile products sold in Denmark comes from circular business models such as resale, repair, rental, maintenance, redesign, repurpose and upcycling, resulting in textile products being kept in use for as long as possible.*[3]

The purpose of this goal is to ensure that a growing part of the sector's value creation is linked to business models that extend the active lifetime of textile products. These models are expected to support the decoupling of business development from virgin resource use by keeping products and materials in use and circulation for longer. As in previous years, the report uses both quantitative resale data and qualitative questionnaire responses to assess progress. In addition to revenue from resale, we have in this report asked the signatories to report qualitative data on repair and other circular business activities.

For more information about reported data around circular business models and various decisions made by the Secretariat in this regard, please refer to the technical notes at the end of this report.

2.1 Quantitative Data on Revenue and Circular Business Models per Category

Below the graph and table display data for 2025 on all the signatories' total revenue as well as their revenue from circular business models displayed per category.



[3] During the spring 2025 update of the Sector Collaboration Action Plan this goal was updated. It previously read "A larger part of the turnover in clothes in Denmark comes from resale, and clothes are kept in use for as long as possible."

Category	Total Revenue	Non-Resale Revenue	Resale Revenue	% Resale Revenue	Repair & Circular Business Revenue
Fashion & Accessories	3.976.033.490	3.976.030.478	3.012	0%	2.396.979
Work - & Active wear	1.488.545.680	1.488.545.680	0	0%	0
Carpets/furniture/home	1.333.817.269	1.333.817.269	0	0%	0
Children's wear	265.662.340	265.502.746	159.594	0%	0
Recycling/Resale	130.353.534	5.672.005	124.681.529	96%	0
Total	**7.194.412.313**	**7.069.568.178**	**124.844.135**	**2%**	**2.396.979**

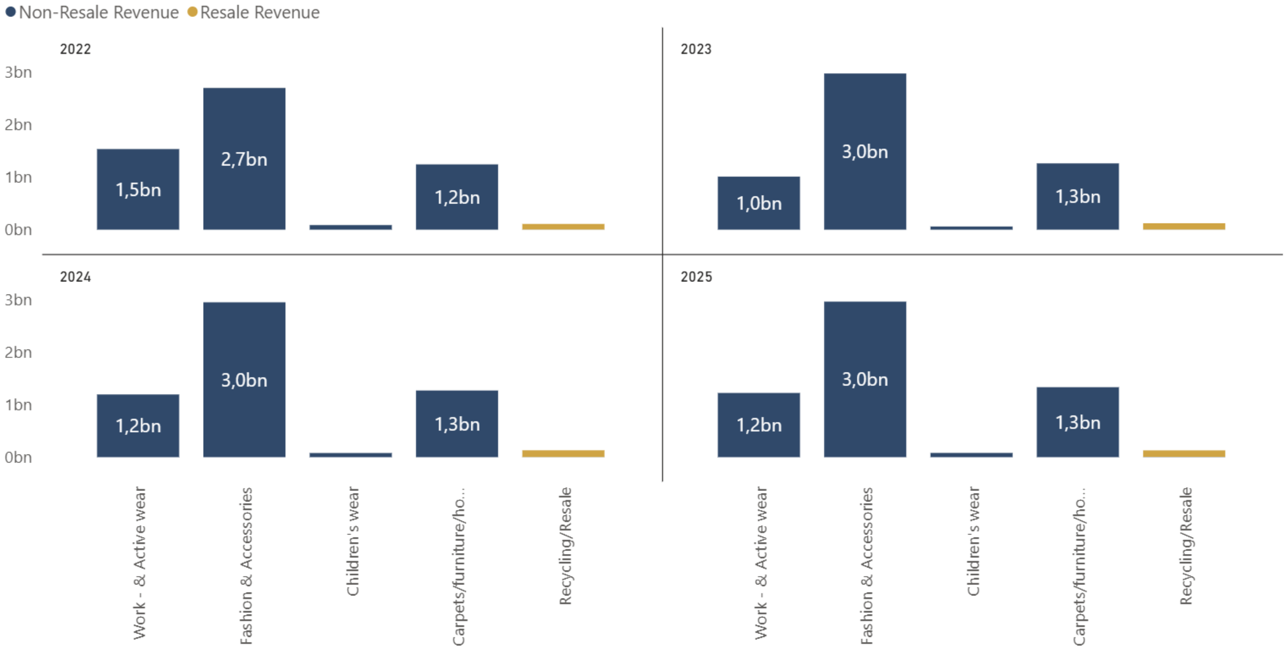
Key Observations:

Total revenue: 7,19 billion DKK

Total circular business revenue: 127 million DKK (approx. 2% of total revenue)

- Total reported revenue in 2025 was 7,.19 billion DKK, compared with 7,.26 billion DKK in the 2024 report. This is a minor decrease of approximately 0.9% at the aggregate level, but the comparison is affected by the lower number of reporting signatories in 2025.
- Total reported resale revenue decreased from 567 million DKK in 2024 to 124,8 million DKK in 2025. This corresponds to a decrease of approximately 78%. However, the development should be interpreted with caution, as the number of reporting signatories within the recycling/resale category decreased significantly from five signatories in 2024 to only two signatories in 2025, which substantially affects the comparability of the aggregated results.
- The vast majority of circular business revenue (127 mill DKK) comes from the "Recycling/Resale" category, indicating them having specialised resale business models. Circular business revenues in other categories (Fashion & Accessories, Work & Active Wear, Carpets/furniture/home, Children's wear) are currently minimal to non-existent. The 2,4 million DKK in repair & circular business revenue mainly comes from Fashion & Accessories.
- The difference between the total revenue and the resale revenue is called the non-resale revenue, which is the sales of products that are not according to the definition of resale created by the Sector Collaboration (see section 6.2). For NGO's, these could be products donated by brands and for Peer-to-Peer marketplaces it could be deadstock bought from brands (pre-consumer products).
- The Recycling/Resale category continues to dominate resale revenue. The category reports 96% resale revenue, while resale revenue in all other categories is minimal or zero.

Below chart and table show the developments from 2022-2025 for the 20 signatories that have reported consistently for all four years:



Year	2022		2023		2024		2025	
Category	Non-Resale	Resale	Non-Resale	Resale	Non-Resale	Resale	Non-Resale	Resale
Work - & Active wear	1.535.934.711	0	1.011.724.568	0	1.195.475.969	0	1.223.675.066	0
Fashion & Accessories	2.699.848.891	497.544	2.975.699.348	2.363	2.951.250.088	4.575	2.964.644.335	3.012
Children's wear	87.262.165	0	60.448.357	0	79.533.816	54.729	81.384.174	64.072
Carpets/furniture/home	1.243.535.606	0	1.263.466.351	0	1.270.380.210	0	1.333.817.269	0
Recycling/Resale	2.828.187	106.478.367	2.901.767	119.830.603	3.020.575	128.868.194	5.286.127	124.681.529
Total	**5.569.409.560**	**106.975.910**	**5.314.240.391**	**119.832.966**	**5.499.660.658**	**128.927.498**	**5.608.806.971**	**124.748.613**

2022	2023	2024	2025
1,88%	2,21%	2,29%	2,18%

Key Observations:

2022: Resale revenue is ~107 million DKK (1,88% of total revenue)
2023: Resale revenue is ~120 million DKK (2,21% of total revenue)
2024: Resale revenue is ~129 million DKK (2,29% of total revenue)
2025: Resale revenue is ~125 million DKK (2,18% of total revenue)

- Among the 20 signatories reporting consistently across all four years, resale revenue has remained relatively stable between 2022 and 2025, fluctuating between approximately 107 million DKK and 129 million DKK.
- The resale share increased gradually from 1,88% in 2022 to 2,29% in 2024, before decreasing slightly to 2,18% in 2025. Overall, the results suggest that resale activities among consistent reporters have remained stable rather than showing the sharp decline visible in the aggregate 2025 data.
- Compared to the aggregate market figures, the like for like data presents a more robust and comparable picture of development over time, reducing the influence from changing signatory composition and the exit of several large resale actors from the reporting sample.
- The relatively stable resale levels indicate that circular business models continue to represent a

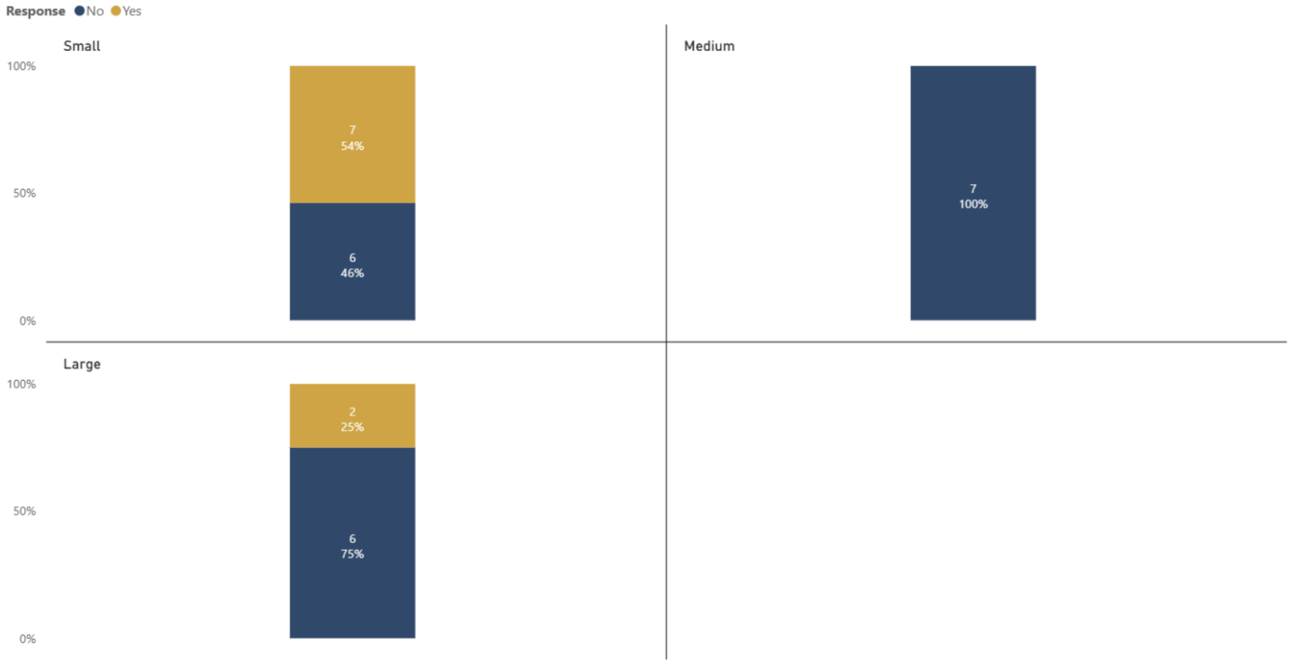
small but persistent share of revenue among the companies that have worked consistently with reporting since the Sector Collaboration’s beginning.

- At the same time, the figures confirm that circular business models outside dedicated resale actors still remain at an early stage and have not yet reached a scale where they significantly influence overall revenue structures across the sector.

2.2 Questionnaire on Circular Business Models

The following section presents the qualitative data related to the circular business models.

Question 1: Do you sell textile products through a circular business model? (yes/no).

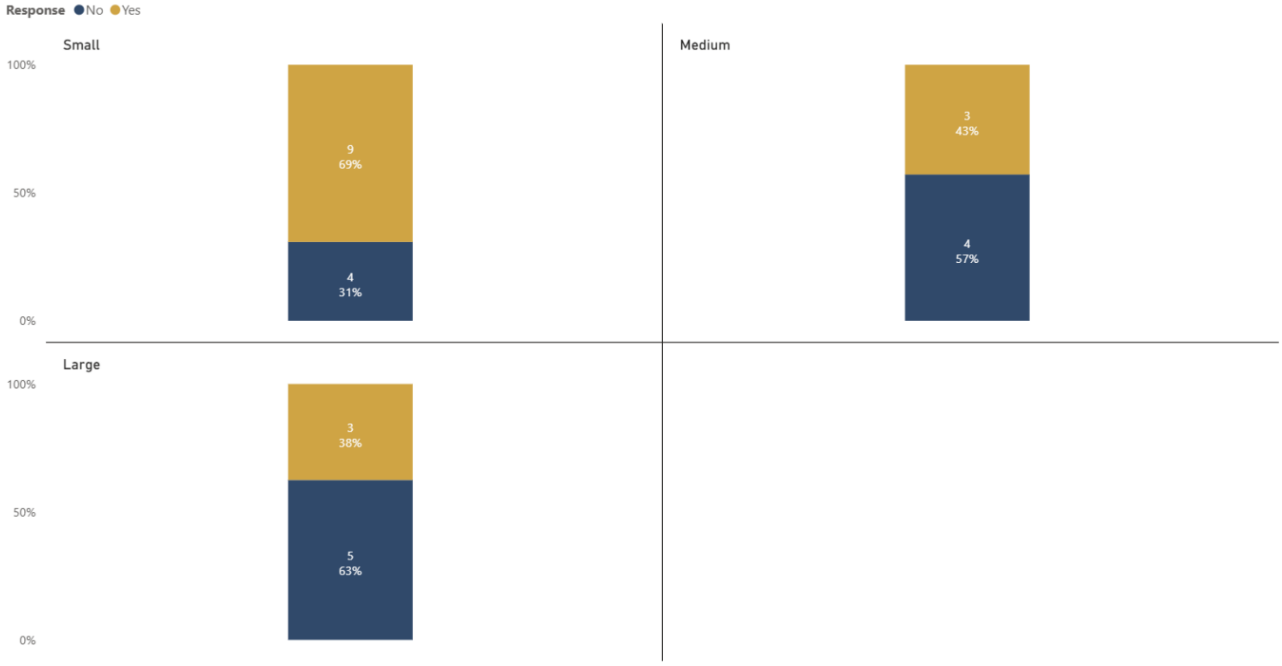


Company Size	No	Yes
Small	46%	54%
Medium	100%	
Large	75%	25%
Total	**68%**	**32%**

Key Observations:

- In 2025, 32% of respondents answered yes. This is somewhat lower than the 40% reported in 2024.
- The small company segment shows the highest share of yes responses at 54%. Medium-sized companies reported no yes responses, while large companies reported 25% yes.
- The qualitative responses indicate that the most common circular business models are resale, repair, take-back, secondhand platforms, redesign and upcycling. Several companies describe these models as operational, but often still at limited scale.

Question 2: Do you work with initiatives, which encourage or facilitate lifetime extension of the product? (yes/no).



Company Size	No	Yes
Small	31%	69%
Medium	57%	43%
Large	63%	38%
Total	**46%**	**54%**

Key Observations:

- In 2025, 54% of respondents answered yes, compared with 63% in 2024.
- Similar to 2024 small companies again show the highest engagement at 69% (75% in 2024). Medium-sized companies report 43% (58% in 2024) and large companies 38% (38% in 2024).
- The qualitative responses show that repair, maintenance guidance, guarantees, care tools and consumer guidance remain the most common lifetime extension activities.
- The qualitative responses also suggest that repair is increasingly becoming embedded into operational workflows rather than standing alone as a communication or branding initiative.

3.0 The Circular Design Goal

The goal regarding circular design is as follows: *Based on strategic design principles, clothing and textile products from Danish companies are designed to have more lives and to be part of optimal circular loops.*[4]

Design plays a critical role in transitioning from the traditional linear model to a circular one. By employing circular design principles, we aim to extend the usable life of textile products, enable their recycling at the end of life, eliminate waste from the production system, and enhance the demand for

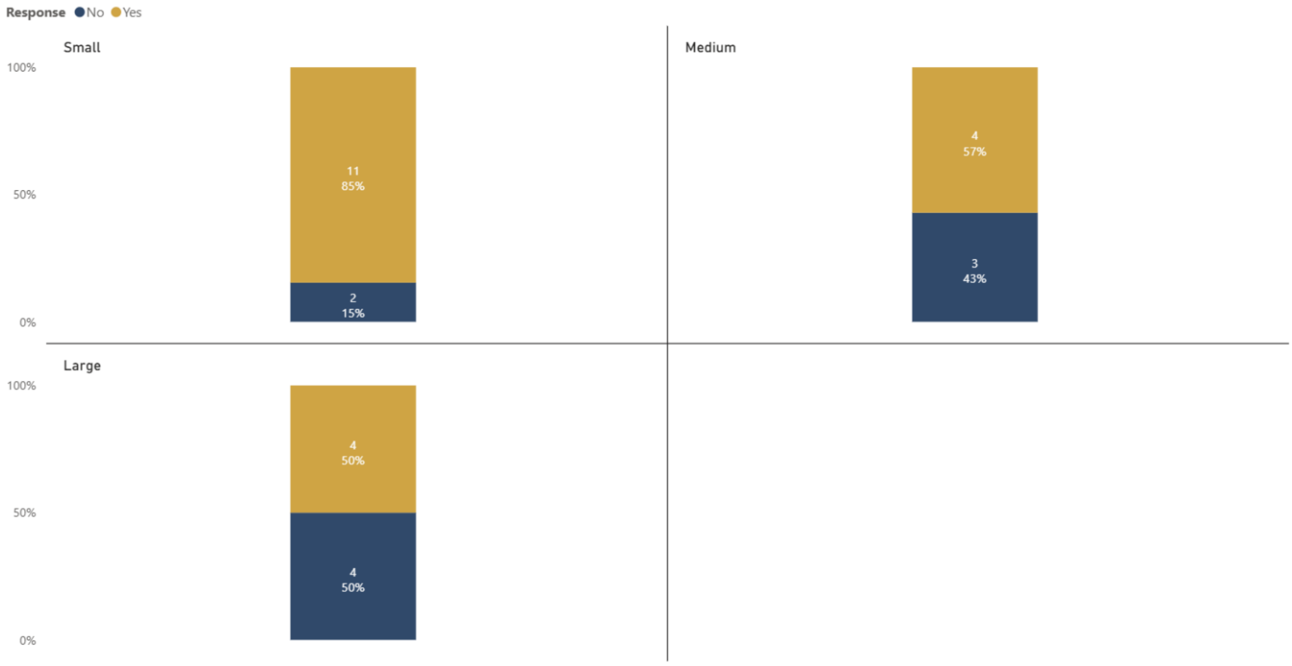
[4] During the spring 2025 update of the Sector Collaboration Action Plan this goal was updated. It previously read "Create a design guide template that needs to be adopted by and adapted to the individual signatory company for clothes and textiles from Danish companies to be designed to have more lives and to be part of optimal circular loops."

recycled materials. These measures are expected to maximise the value extracted from clothing and textile products, significantly reduce carbon emissions, and alleviate the pressure on natural resources incurred by the production of virgin materials.

Signatories commit to adopting and implementing good practice design principles that include durability, reusability, recyclability, the use of recycled content, and minimising waste. These principles are to be applied in a manner that is congruent with each company's business model and customer base, thereby minimising their environmental impact.

For this goal no quantitative data exists. The signatories were only asked to enter qualitative data by completing a questionnaire. As a new feature in this year's data collection, we asked more specific follow-up questions when respondents confirmed to work with circular design principles. This included whether signatories are working with the Strategic Product Guide or other tools. The Strategic Product Guide is a practical and accessible circular design tool that companies can easily adapt and apply within their own organisation, regardless of product category.

Question 1: Do you work with circular design principles during your product design / product development? (yes/no)



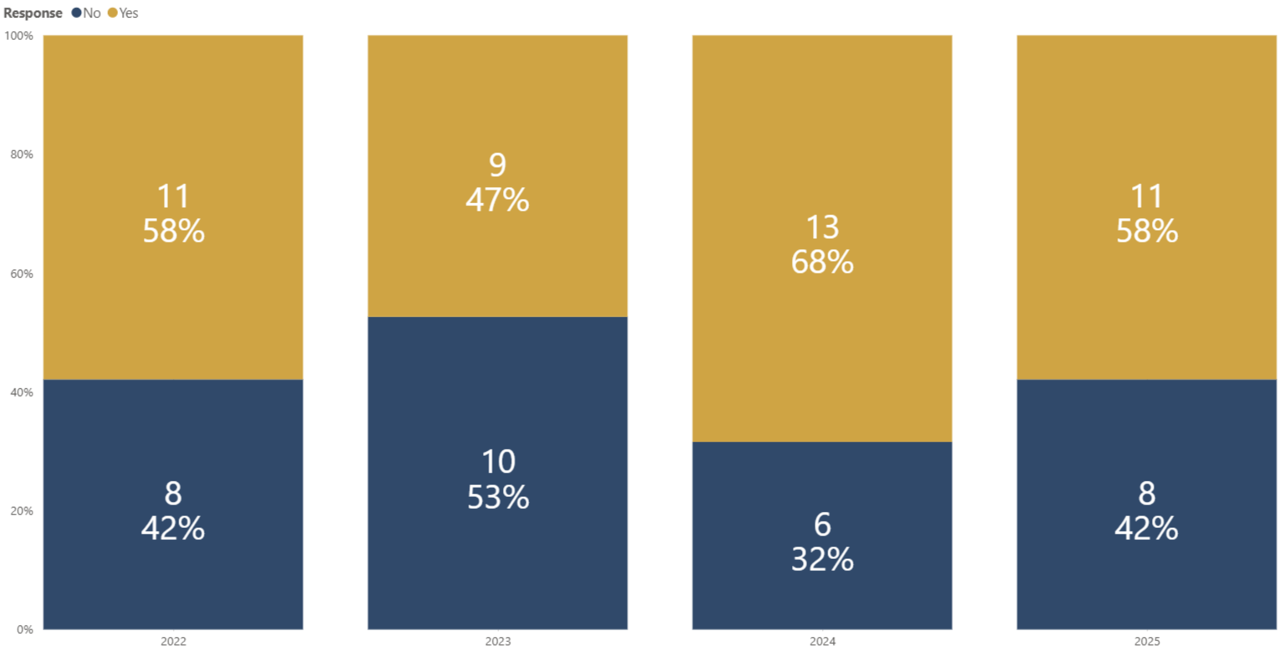
Company Size	No	Yes
Small	15%	85%
Medium	43%	57%
Large	50%	50%
Total	**32%**	**68%**

Key Observations:

- In 2025, 68% of respondents answered yes to working with circular design principles. This is a five percentage point increase from 63% in 2024. The result suggests that circular design has become a more established part of product development among reporting signatories, even though the level of formalisation still varies.

- Small companies show the strongest adoption, with 85% reporting that they work with circular design principles (65% in 2024).
- Medium-sized companies report 57% yes (67% in 2024), while large companies remain evenly split at 50% yes and 50% no (same as in 2024).
- The 2025 result strengthens the conclusion from 2024 that circular design is one of the areas with the broadest engagement across the collaboration.
- At the same time, the qualitative responses show that companies interpret circular design differently and often rely on their own internal design strategies, workmanship guides, eco-design guides or product development principles.

Below chart shows the developments from 2022-2025 for the 20 signatories that have reported consistently for all four years:



For the 20 signatories reporting consistently across all four years, the development is less linear than the overall 2025 result suggests. The share of yes responses increased from 47% in 2023 to 68% in 2024, but decreased to 58% in 2025. This underlines the importance of distinguishing between aggregate annual results and like-for-like developments among the same companies.

Follow-Up Question 2a: If yes, how do you work with circular design principles?

The 2025 questionnaire responses show several recurring practices in how signatories work with circular design principles:

- **Material choices:** Use of mono-materials, recycled fibres, certified fibres, reduced use of elastane and lower-impact fibre choices such as Tencel.
- **Durability and repairability:** Design for long-lasting garments, fewer accessories and trims, stronger construction, repair integration and guarantees.
- **Internal tools:** Internal circular design guides, workmanship guides, eco-design approaches, product guides and supplier requirements.
- **Data and assessment:** Some signatories refer to LCA, Carbonfact, product data systems or internal product documentation as tools supporting design decisions.

The responses suggest that circular design is becoming embedded in product development, but not yet in a harmonised way. Only a few companies explicitly refer to using the Strategic Product Guide developed through the Sector Collaboration, while many use internal frameworks. This does not necessarily weaken the result, but it does point to a need for further alignment if the collaboration is to build a common language, common benchmarks and stronger comparability across companies.

4.0 The Recycled Textile Fibres Goal

The goal regarding recycled textile fibres is as follows: *By 2030, clothing and textile products from Danish companies will consist of at least 40 per cent recycled material, including at least 10 per cent recycled directly from textile fibres (for products placed on the Danish market)*.[5] [6]

4.1 Rationale for Increased Use of Recycled Fibres

Increasing the use of recycled fibres remains a central part of reducing the sector's dependence on virgin raw materials. The 2025 results show substantial progress in the total recycled fibre share, but also confirm the continued challenge of scaling fibre-to-fibre recycling. Recycled content from non-textile sources, especially polyester based on PET bottles, continues to dominate total recycled volumes.

Total weight (kg) and split (%) of fibres

Fiber	Weight (kg)	Weight (kg) %
Virgin	31.463.081	88%
Recycled	4.433.781	12%
Total	**35.896.862**	**100%**

Key Observations:

Total fibre weight: ~35,9 million kg

Virgin fibres continue to dominate strongly at 88% (~31,5 million kg, up from 30 million kg/91% in 2024)

Recycled fibres constitute 12% (~4,4 million kg, up from 2,8 million kg/9% in 2024)

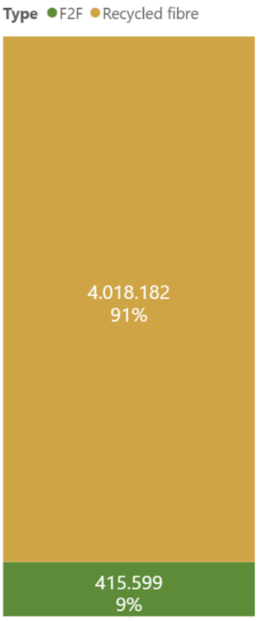
[5] During the spring 2025 update of the Sector Collaboration Action Plan this goal was updated. It previously read "By 2030, all clothing and textiles from Danish companies will consist of at least 40 per cent recycled material, including at least 10 per cent recycled directly from textile fibres."

[6] Measured in weight e.g. the 10% fibre-to-fibre equals 40 grams per kilo (of the 400 grams recycled fibres per kilo) and 4% of the total

- Compared with the 2024 report, where recycled fibres accounted for 9% of total fibre use, the 2025 result represents an increase of three percentage points.
- In absolute terms, recycled fibre volume increased from approximately 2,85 million kg in 2024 to 4,43 million kg in 2025, an increase of approximately 55%.

Overall, substantial progress is still needed to achieve the ambitious circular fibre targets by 2030, but the 2025 data indicates several encouraging developments and clear signs of positive momentum across the sector.

Weight (kg) and split (%) of Recycled fibres and F2F

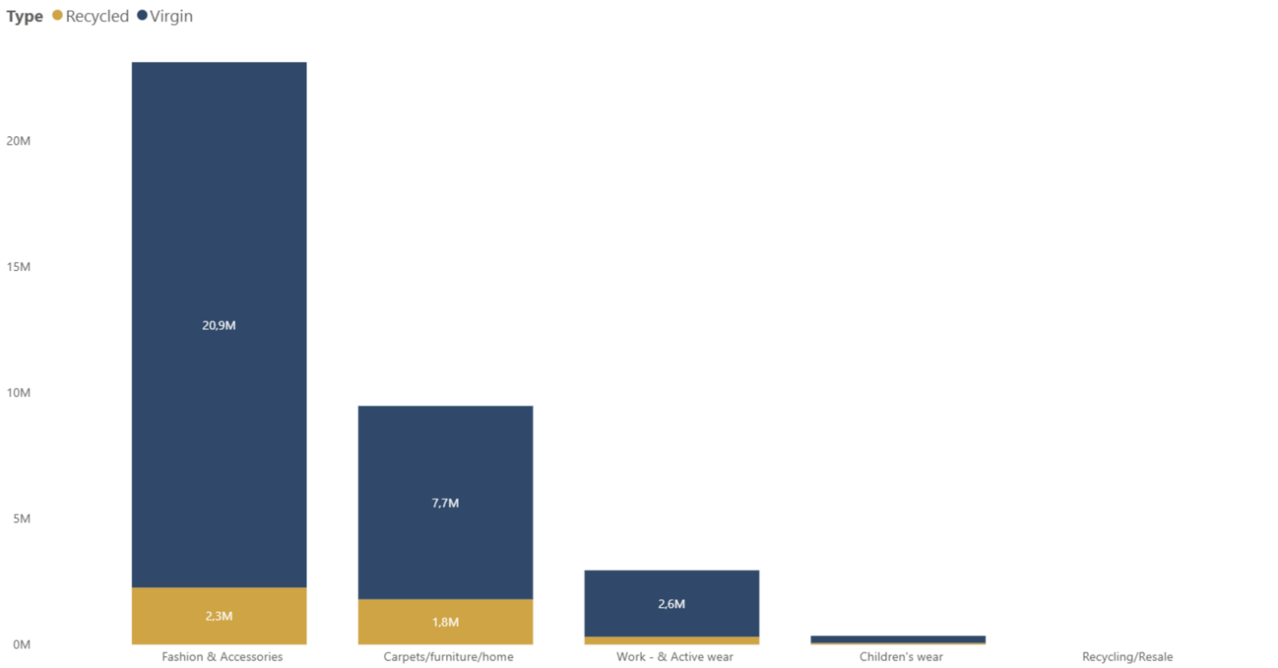


Type	Weight (kg)	Weight (kg) %
Recycled fibre	4.018.182	91%
F2F	415.599	9%
Total	**4.433.781**	**100%**

Key Observations:
Total recycled fibre: 4.433.781 kg (100%)
General recycled fibres: 4.018.182 kg (91% of recycled fibre)
Fibre-to-fibre (F2F): 415.599 kg (9% of recycled fibre)

- In 2024 the weight of fibre-to-fibre was 328.539 kg and in 2025 it was 415.599 kg which represents an absolute increase of 87.060 kg (26%)
- The goal states that at least 10% of recycled fibres should originate from fibre-to-fibre recycling. With fibre-to-fibre fibres accounting for 9% in 2025, the sector continues to be somewhat aligned with the 2030 target level.

Weight (kg) of virgin and recycled fibres by category



Category	Recycled KG	Recycled %	Virgin KG	Virgin %	Total KG	Total %
Fashion & Accessories	2.263.086	10%	20.862.324	90%	**23.125.410**	**100%**
Carpets/furniture/home	1.796.809	19%	7.679.074	81%	**9.475.883**	**100%**
Work - & Active wear	310.995	11%	2.637.829	89%	**2.948.825**	**100%**
Children's wear	62.891	18%	283.853	82%	**346.744**	**100%**
Recycling/Resale						
Total	**4.433.781**	**12%**	**31.463.081**	**88%**	**35.896.862**	**100%**

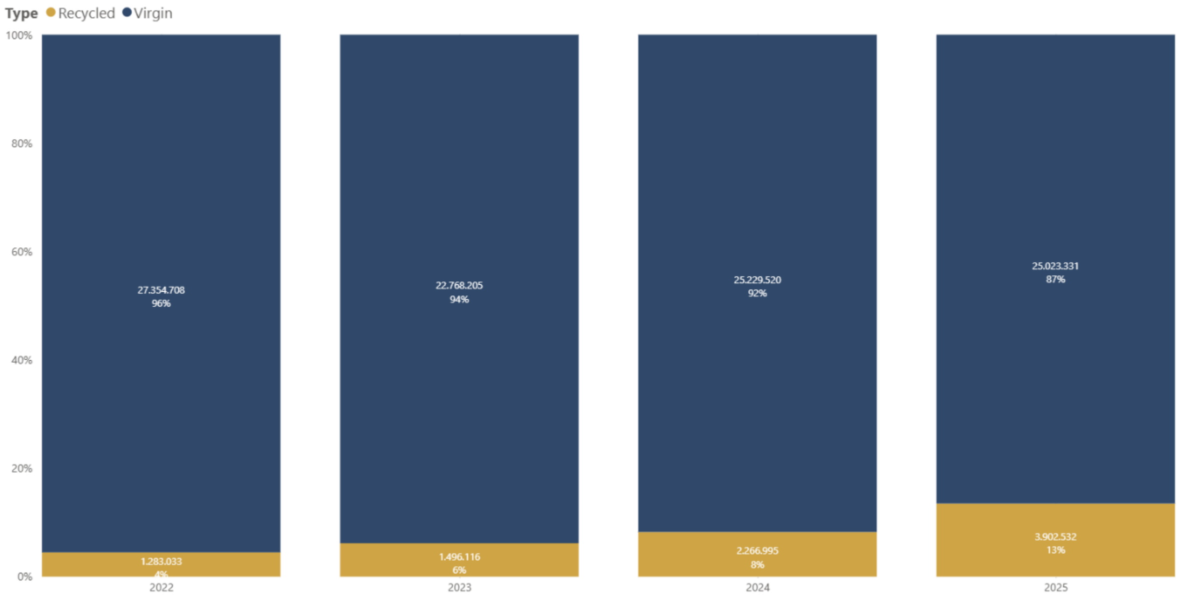
Key Observations:

- The Fashion & Accessories category accounts for the largest total fibre volume at 23,1 million kg and includes 2,26 million kg recycled fibres, corresponding to 10%.
- Carpets/furniture/home has the highest recycled share among the main categories at 19%, corresponding to 1,8 million kg recycled fibres.
- Children's wear reports a recycled share of 18%, though from a much smaller total volume.
- Work & Active wear reports 11% recycled fibres.
- The results show that recycled fibre uptake is not limited to one product category, but the scale and fibre types differ considerably.
- All categories are currently below the overall 2030 recycled fibre goal of 40%. At the same time, current expectations to the forthcoming ecodesign regulation indicate significantly lower minimum requirements for recycled content than the current ambitions of the Sector Collaboration.[7] This may give rise to discussions about whether future updates to the recycling

[7] 3rd Milestone Report (https://susproc.jrc.ec.europa.eu/product-bureau/product-groups/467/project-plan, accessed on 20 May 2026)

target are needed to ensure that the ambitions remain both ambitious and realistically achievable within the technological and market conditions facing the sector. The 40% was set due to previous expectations to what the ecodesign regulation would entail.

Below chart and table show the developments from 2022-2025 for the 20 signatories that have reported consistently for all four years:



Year	2022		2023		2024		2025	
Type	KG	%	KG	%	KG	%	KG	%
Virgin	27.354.708	96%	22.768.205	94%	25.229.520	92%	25.023.331	87%
Recycled	1.283.033	4%	1.496.116	6%	2.266.995	8%	3.902.532	13%
Total	**28.637.740**	**100%**	**24.264.322**	**100%**	**27.496.515**	**100%**	**28.925.863**	**100%**

Key Observations:

2022: 4% recycled (~1,28 million kg)

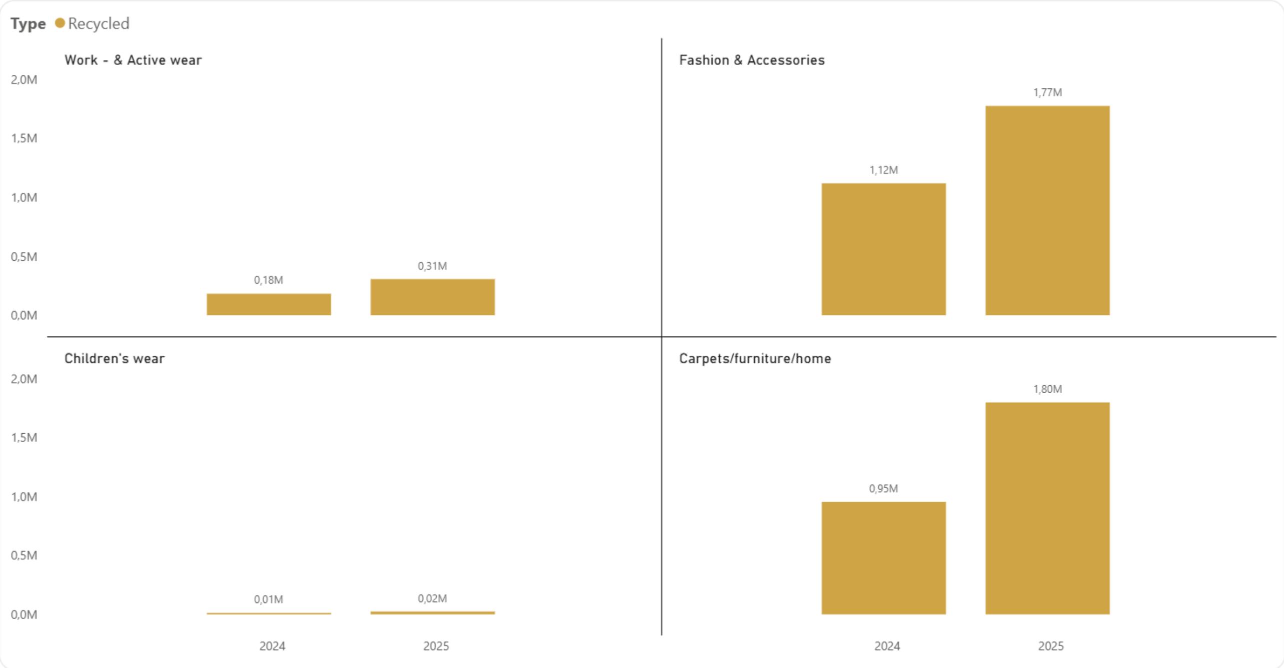
2023: 6% recycled (~1,5 million kg)

2024: 8% recycled (~2,27 million kg)

2025: 13% recycled (~3,9 million kg)

- Among the 20 signatories reporting consistently from 2022 to 2025, recycled fibre volumes increased from 1,28 million kg in 2022 to 3,90 million kg in 2025, which is a 205% increase.
- From 2024 to 2025, recycled fibre volumes increased from 2,27 million kg to 3,9 million kg, corresponding to an increase of approximately 72%.
- Total fibre volume among consistent reporters increased by approximately 5% from 2024 to 2025, while virgin fibre volume decreased slightly. This indicates that the recycled fibre increase is not solely driven by higher total reported volume.

Below chart and table show the developments from 2024-2025 for the 20 signatories for recyled fibres only.



Category	2024	2025	Growth (%)
Fashion & Accessories	1.118.795	1.774.947	58,65 %
Carpets / Furniture / Home	953.330	1.796.809	88,48 %
Work- & Active Wear	182.632	306.999	68,10 %
Children's Wear	12.237	23.776	94,29 %
Total	**2.266.995**	**3.902.532**	**72,14 %**

Key observations

- The total volume increases from 2,27 million in 2024 to 3,90 million in 2025, which corresponds to an overall growth of approximately 72%.
- All categories show growth from 2024 to 2025.
- Fashion & Accessories is the largest category, with a total value of 2,89 million, accounting for nearly half of the total.
- Carpets/furniture/home shows the largest absolute increase, growing from 953.330 to 1.796.809, almost doubling in size.

- Work & Active wear grows from 182.632 to 306.999, indicating positive development, though the category still represents a relatively small share of the total.
- Children's wear remains the smallest category but also shows strong growth, nearly doubling from 2024 to 2025.

The table demonstrates a clear positive development from 2024 to 2025, with substantial growth across all categories. Fashion & Accessories and Carpets/furniture/home are the main contributors to this increase. At the same time, the trend suggests growing engagement and expanding activities/reporting among the signatories.

4.2 Questionnaire on Recycled Textile Fibres

The questionnaire responses provide further insight into how signatories document recycled materials and whether they engage in development projects. The responses show extensive reliance on certifications and supplier documentation, especially GRS, RCS, transaction certificates, scope certificates and supplier certifications. Several companies also mention trademarks, internal PLM or ERP systems and chain-of-custody documentation.

Key observations

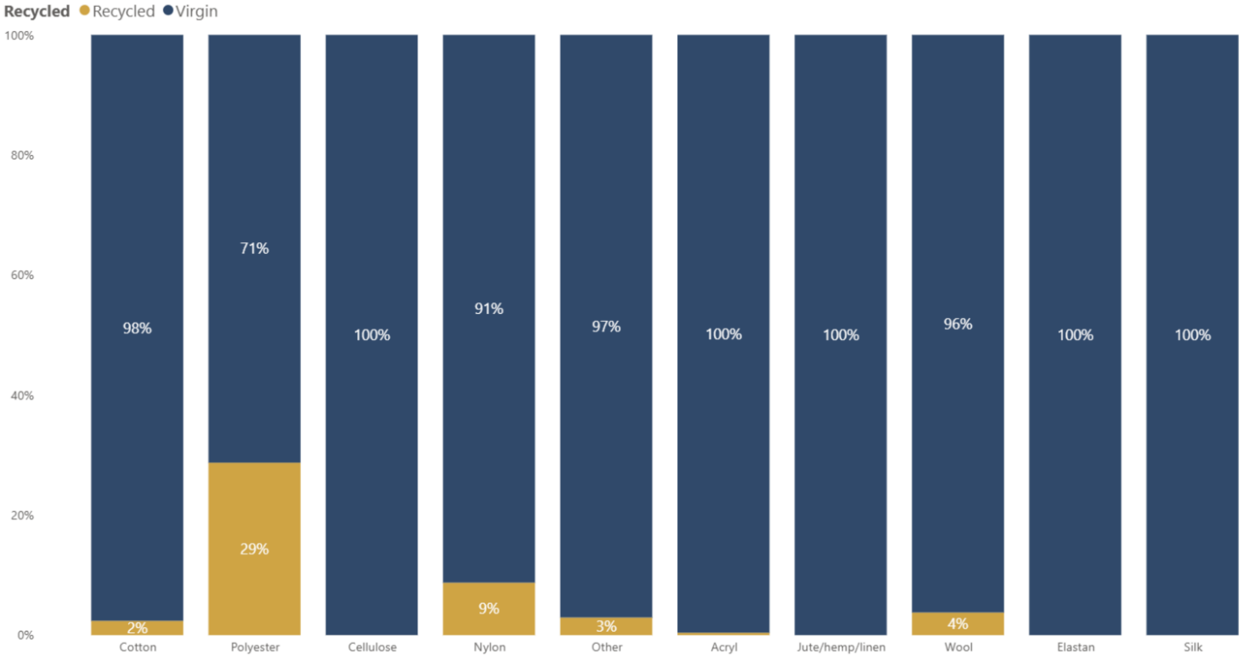
- 9 out of 27 respondents report being engaged in innovation or development projects related to recycled materials. This suggests continued willingness to invest and experiment across the sector despite current technological and economic barriers.
- GRS and RCS are the most frequently mentioned documentation frameworks, while several companies also mention OEKO-TEX, GOTS, RWS, EU Ecolabel, Cradle to Cradle and supplier-specific certificates.
- The qualitative answers suggest that recycled fibre use is increasingly linked to certification and documentation practices, which may help companies prepare for future reporting and producer responsibility requirements.
- At the same time, the responses also show variation in documentation maturity and terminology, indicating a continued need for shared guidance, approach and common language.

4.3 Data by Fibre Type

In the following sections, we will delve deeper into the distribution of different fibre types used by the signatories and explore how various recycled methods are employed across these categories. This detailed examination aims to provide a clearer understanding of the material composition and recycling practices within the industry.

The below diagramme and table show the split between virgin and recycled fibres by fibre type.

Split (%) of Virgin and Recycled fibres by fibre type

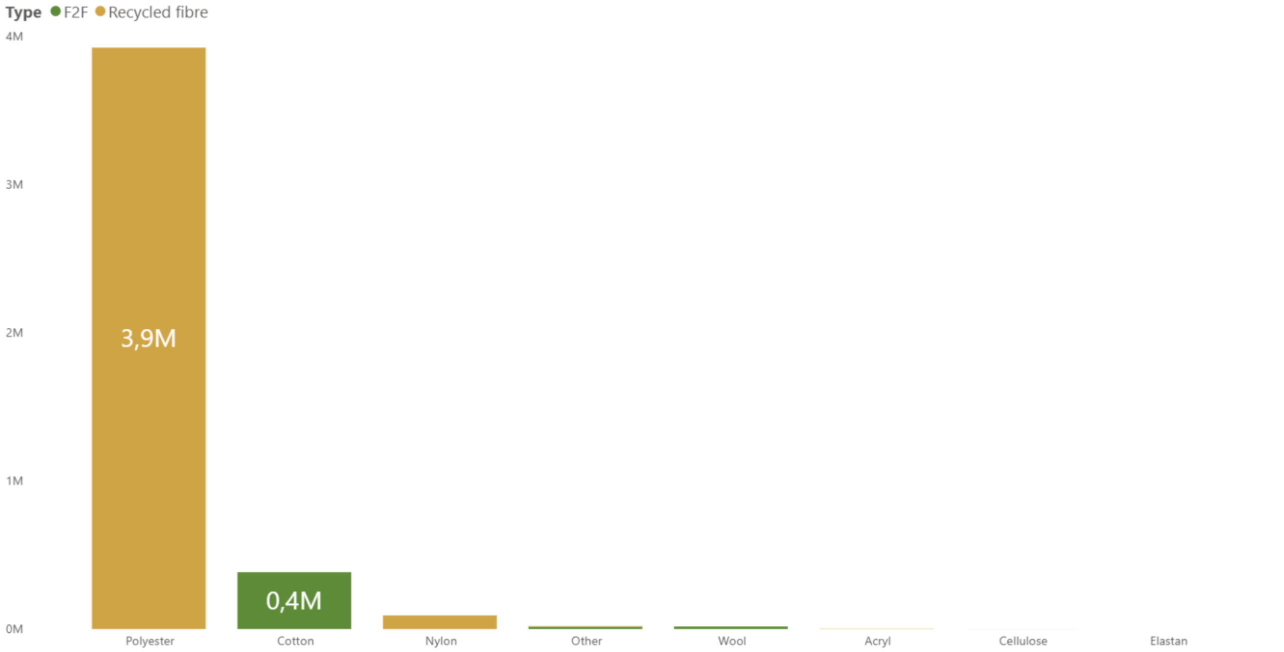


Fabric	Recycled KG	Recycled %	Virgin KG	Virgin %	Total KG	Total %
Cotton	383.112	2%	15.647.391	98%	**16.030.504**	**100%**
Polyester	3.920.064	29%	9.727.591	71%	**13.647.655**	**100%**
Cellulose	246	0%	2.718.642	100%	**2.718.888**	**100%**
Nylon	91.801	9%	958.292	91%	**1.050.094**	**100%**
Other	19.487	3%	642.775	97%	**662.262**	**100%**
Acryl	2.129	0%	520.486	100%	**522.615**	**100%**
Jute/hemp/linen			481.584	100%	**481.584**	**100%**
Wool	16.934	4%	431.545	96%	**448.479**	**100%**
Elastan	8	0%	327.334	100%	**327.342**	**100%**
Silk			7.440	100%	**7.440**	**100%**
Total	**4.433.781**	**12%**	**31.463.081**	**88%**	**35.896.862**	**100%**

Key Observations:

- Polyester accounts for by far the largest volume of recycled fibres with 3,92 million kg, corresponding to 29% of all polyester reported.
- Cotton accounts for 383.112 kg recycled fibres, corresponding to 2% of reported cotton. Cotton remains the main fibre type where fibre-to-fibre integration is visible at meaningful scale.
- Nylon reports 91.801 kg recycled fibres, corresponding to 9% of nylon.
- Wool reports 16.934 kg recycled fibres, corresponding to 4% of wool.
- Cellulose, acrylic and elastane show very low recycled volumes, while jute/hemp/linen and silk show no recycled content in the reported 2025 data.

Weight (kg) of recycled fibres by fibre type



	F2F		Recycled fibre		Total	
Fabric	KG	%	KG	%	KG	%
Polyester			3.920.064	100%	**3.920.064**	**100%**
Cotton	383.112	100%			**383.112**	**100%**
Nylon			91.801	100%	**91.801**	**100%**
Other	15.308	79%	4.179	21%	**19.487**	**100%**
Wool	16.934	100%			**16.934**	**100%**
Acryl			2.129	100%	**2.129**	**100%**
Cellulose	246	100%			**246**	**100%**
Elastan			8	100%	**8**	**100%**
Jute/hemp/linen						
Silk						
Total	**415.599**	**9%**	**4.018.182**	**91%**	**4.433.781**	**100%**

Key Observations:

- All reported recycled polyester is categorised as recycled fibre rather than fibre-to-fibre. This confirms that recycled polyester volumes continue to be driven by non-textile feedstock.
- All reported recycled cotton is fibre-to-fibre, amounting to 383.112 kg.
- Wool, cellulose and part of the “other” category also contribute to fibre-to-fibre volumes, but at much lower scale.
- The data confirms that the main strategic challenge is no longer only whether companies use recycled content, but whether recycled content can increasingly come from textile-to-textile sources.

5.0 Outlook

The 2025 results show that the Sector Collaboration continues to generate valuable insight into the circular transition of the Danish fashion and textile sector. While progress remains uneven across the three goals, the data indicates particularly strong momentum within recycled textile fibres, continued broad engagement with circular design principles and more gradual development within circular business models. At the same time, the results underline how important reporting continuity and data quality are for interpreting year-on-year developments.

The clearest positive development in 2025 is the substantial increase in recycled fibre use. Both the aggregate 2025 data and the like-for-like data for consistent reporters show strong growth in recycled content, including continued increases in fibre-to-fibre recycling. This suggests that recycled materials are increasingly becoming integrated into sourcing practices, supplier dialogue and product portfolios across the sector. At the same time, the data also indicates a growing maturity around documentation, certification and traceability systems related to recycled materials.

Circular design remains one of the areas with the broadest organisational engagement across the collaboration. The high share of companies reporting work with circular design principles, combined with the extensive use of internal design guides, product development frameworks and material strategies, suggests that circular design is increasingly becoming embedded into operational product development processes. At the same time, differences in interpretation and implementation indicate a continued need for shared methodologies, common terminology and further operational alignment across the sector.

Circular business models remain the most difficult goal both to measure robustly and to scale commercially across the sector. The sharp decrease in aggregate resale revenue from 2024 to 2025 primarily reflects changes in the reporting sample and the reduced participation of specialised resale actors rather than a sudden decline in sector engagement. The like-for-like data instead suggests relatively stable resale activity among consistent reporters. At the same time, the qualitative responses show growing activity related to repair, maintenance, take-back and lifetime extension initiatives. However, most of these activities still appear to operate at relatively limited commercial scale outside dedicated resale businesses.

Looking ahead, the collaboration should prioritise three areas. First, reporting continuity should be strengthened to improve comparability and reduce volatility in aggregate results. Second, the collaboration should continue supporting signatories in scaling the use of recycled textile fibres, particularly fibre-to-fibre solutions and related traceability systems. Third, further work is needed to operationalise circular design and circular business models in a more harmonised and commercially scalable way across the sector. Products designed for durability, repairability and recyclability are more likely to succeed in resale, repair, take-back and other circular systems.

6.0 Technical Notes

6.1 Data Collection

The data collected is national for textile products gathered and entered by the signatories. The Sector Collaboration is an initiative initiated by the Danish Ministry of the Environment in 2022, and as such, data collection is currently confined to the Danish market. The signatories report data for a full calendar year, as companies have different financial years. The ambition is to have a yearly report showing the progress for the total Sector Collaboration. Data is reported in Q1 from the previous calendar year.

How the Data is Collected

In our efforts to streamline data collection for the Sector Collaboration, we have partnered with Valcon, a consulting firm, working with IT solutions for collecting and analysing data. The developed app for collecting the data has been instrumental in facilitating an efficient and secure method for our signatories to submit their data. By using this app, signatories can easily input their information, which is crucial for our ongoing analysis and reporting. The signatories enter their data into a Power Pages application to which they have individual access via unique passwords. The data is collected in the app and stored in Dataverse. You can read more about the security of the app here. Access to the aggregated data for reporting purposes is restricted to key personnel at Lifestyle and Design Cluster.

It has been clarified that textile companies typically store data in one of the following five IT systems (however, data storage also takes place in Excel, in internal documents or order confirmations): TRIM-IT, SPY System, Aspect 4 Textile, Delogue or Pebblestone. The systems are used to process data about the companies' products and typically not for data about sales.

The Power Pages app is set up in a way that makes it possible for signatories to download templates to help prepare the data. For example, the fibre categories extract data from their own systems and then copy this into the respective columns. Therefore, the signatories cannot extract data directly from their IT systems. The level of existing data varies from signatories. Some, including smaller, signatories that already work with sustainability have collected/aggregated data, which they have used for climate calculations or had to provide data for the French or Dutch extended user responsible systems. Some signatories have data at the product level (SKU) while more recent signatories primarily operating on the Danish market must gather, clean and report data for the first time.

In the app we are asking for both qualitative and quantitative data related to the three goals within the Sector Collaboration. In the qualitative reporting (Questionnaire), signatories must select "Yes" or "No" and type text answers directly in the app. In the quantitative reporting, signatories have been asked to enter data manually.

Who Reported Data

The data are collected from signatories who have completed the necessary and relevant questionnaires and inputs into the app. The report shows the summary for each of the goals in an anonymised setup. The data for calendar year 2022 was obtained from 36 signatories, for calendar year 2023 we obtained data from 39 signatories, for 2024 from 42 signatories and for 2025 from 29 signatories. The recent drop from 2024 to 2025 is mainly due to a decrease in signatories from 46 in 2024 to 35 in 2025 (which again is mainly due to a shift in Lifestyle and Design Cluster's membership structure).

The signatories can be divided into five categories related to their product profile and into three different company sizes. The company size is related to the number of employees registered in the Danish company register (CVR). Some signatories cover several categories, but since their data is aggregated for the whole company rather than for each of their brands, we have chosen the category based on their main business.

Year/Category	Small	Medium	Large	Grand Total
2022	**22**	**9**	**5**	**36**
Carpets/furniture/home		2	1	3
Children's wear	4	1		5
Fashion & Accessories	14	2	2	18
Recycling/Resale	1	2	1	4
Work - & Active wear	3	2	1	6
2023	**22**	**10**	**7**	**39**
Carpets/furniture/home		2	1	3
Children's wear	6	1		7
Fashion & Accessories	11	3	4	18
Recycling/Resale	2	2	1	5
Work - & Active wear	3	2	1	6
2024	**20**	**13**	**9**	**42**
Carpets/furniture/home		2	1	3
Children's wear	5	1		6
Fashion & Accessories	10	5	5	20
Recycling/Resale	2	2	1	5
Work - & Active wear	3	3	2	8
2025	**14**	**7**	**8**	**29**
Carpets/furniture/home		1	1	2
Children's wear	4	1		5
Fashion & Accessories	6	3	4	13
Recycling/Resale	1		1	2
Work - & Active wear	3	2	2	7

Throughout this report, we compare data from 2025 to the period 2022-2024. And for this comparison we have segmented the 20 signatories who have reported consistently during all four years, since the Sector Collaboration's start.

2022-2025	Small	Medium	Large	Grand Total
Carpets/furniture/home		1	1	2
Children's wear	1	1		2
Fashion & Accessories	6	2	2	10
Recycling/Resale			1	1
Work - & Active wear	2	2	1	5
Grand Total	9	6	5	20

Not all signatories have entered data for all three goals as it may not be relevant to their type of business or because they were not able to collect the data for this report. For example, Peer-To-Peer marketplaces who do not produce textile products have not reported data for recycled textile fibres.

Data Reported on the Three Goals

Data Reported on Circular Business Models

The signatories were asked to report three sets of data: a) Total revenue for the Danish market in DKK b) total revenue of resale on the Danish market in DKK c) total revenue from repair services and other circular business models. Even though the Signatory does not have any resale or repair they still had to report on their total revenue in order for us to calculate the share of sale from circular business models for the category they belong to.

This report shows data on revenue, not on pieces nor on weight. The reason is that only some signatories managed to extract data on pieces and weight. We focused on making it mandatory for all signatories to report data on their revenue on the Danish market, even though it is sensitive for many companies to inform about this.

Data Reported on Circular Design

For this goal, no quantitative data has been collected. Instead, signatories were asked to provide qualitative data by completing a questionnaire consisting of three overall yes/no questions, two of which included follow-up questions.

In this year's data collection, respondents who answered "yes" to working with circular design principles were asked more specifically whether they work with the design guide developed by the Sector Collaboration (Strategic Product Guide), and if not, which tools or methods they use instead.

The Strategic Product Guide was developed as part of a process initiated within the Sector Collaboration. It was designed as a practical and accessible tool that companies can easily adapt and apply within their own organization, regardless of product category.

Data Reported on Fibres

The aim is to have signatories report on the total amount of recycled fibres compared to virgin fibres used to produce clothing and textile products. Signatories have reported data for products traded over a period of 12 months = a calendar year. The finished products must have been sold in Denmark. The amount per fibre is entered in kilograms per fibre type. Each signatory has been asked to report both the virgin fibres, the recycled fibres and the recycled F2F (fibre-to-fibre). For each type of recycled fibre, they were asked to indicate the verification measure used (A, B or C). Signatories are expected to have documentation validating that their products include recycled content. Signatories are, however, not required to submit this documentation as part of their reporting. Only third-party certified recycled material is accepted. Each signatory is responsible for ensuring that any reported recycled material is third-party certified. The Sector Collaboration allows for three types of verification measures that can document the recycled material. When conducting the reporting, signatories are asked to indicate which verification measure is used to ensure the authenticity of the recycled material.

6.2 Word and Concept Clarification

This section provides clarification of key terms and concepts used throughout this report. The definitions presented here are derived from both relevant external sources and directly formulated by the signatories, developed collaboratively within working groups. These terms are specifically relevant to the goals we are pursuing within the Sector Collaboration.

Fibre types

Defined by Textile Exchange (2022) and REGULATION (EU) No 1007/2011. This lists 48 fibres but reporting on the 48 fibre types on the regulation's list will be very resource intensive. Therefore, it has been decided that the list includes the nine fibres that make up 95,68% of the world's textiles:

- Polyester (54%) // Synthetic fibre
- Cotton (22%) // Natural fibre
- Jute/hemp/linen (6%) // Natural fibre
- Cellulose (5,11%) // Man-made fibre
- Nylon (polyamide) (5%) // Synthetic fibre
- Acrylic (1,5%) // Synthetic fibre
- Elastane (1%) // Synthetic fibre
- Wool (0,92%) // Natural fibre
- Silk (0,15%) // Natural fibre
- Other (4,32%)

Peer-To-Peer Marketplaces

A physical or online service for citizens/consumers to sell and buy items to/from other citizens/ consumers. Peer-To-Peer marketplaces are also asked to report their total revenue. In this case, it means their GMV (Gross Merchandise Value) incl. fees and shipping. This is the amount that consumers pay among themselves, including fees and shipping.

Recycled Material

The definition of recycled material in the Sector Collaboration follows the ISO standard 14021:2017 for Environmental Labels and Declaration: "proportion, by mass, of recycled material in products. Only pre-consumer and post-consumer materials shall be considered as recycled content."[8] This definition includes pre- and post-consumer recycled materials, and both recycled materials from textiles and other waste sources. This can include but is not limited to:

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[8] www.iso.org

- Recycled PET from plastic
- Recycled Nylon from fishing nets
- Recycled Cotton from industry off-cuts
- Recycled Wool from post-consumer goods

Pre-consumer materials include items returned tried on but unused by consumers to the retailer. It also includes all items (for example trims, yarn, belt, buttons, pieces of fabrics/off-cuts) used in the textile value chain. The Textile Exchange certifications, the Recycled Claim Standard (RCS) and the Global Recycled Standard (GRS), follow the above ISO definition. Since these certifications are specifically developed for the textile industry, the Sector Collaboration will primarily refer to the RCS and the GRS as third-party verification measures for recycled content.

Additional certifications may be included going forward if they are aligned with the ISO definition. Definitions and documentation requirements will follow EU requirements and standards and may be adjusted going forward.

Resale

Within the framework of the Sector Collaboration's efforts to promote circular business models, the working group has established a formal definition of resale. This term is defined as products that were previously possessed, either owned or leased/rented, by a consumer. These are categorized as post-consumer products. Importantly, this definition explicitly excludes new products, deadstock, returns, claims, 2nd sorting products, and re-designed products. This clarification ensures a precise understanding and implementation of resale practices, focusing solely on genuinely used items, thereby supporting our objectives of reducing resource consumption and extending product lifecycles.

Retail

Sales direct to consumers (B2C = Business to consumer). To sell goods to the public, usually in small amounts, for their own use. Retail price: The price that customers pay for goods in stores.

Revenue

Defined as: "money generated from normal business operations, calculated as the average sales price times the number of units sold. It is the top line (or gross income) figure from which costs are subtracted to determine net income"[9]

SKU number

Stock Keeping Unit.

Textile product

A product with more than 80% textile content. See REGULATION (EU) No 1007/2011.

Wholesale

Sales to retailers (B2B = Business to business). The activity of selling goods, usually in large amounts, to businesses which then sell them to the public. Wholes price: The price at which goods are sold to shops by the people who produce them, rather than the price that customers usually pay in the shop.

[9] Investopedia