



**LUCINTEL INSIGHT
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FIVE TRENDS SHAPING THE FUTURE OF THE MICROFIBER MARKET

The technologies in the microfiber market have undergone significant changes in recent years in the range from ultra-fine fibers to PVA-infused microfibers. The rising wave of polyester- and polyamide-based microfibers is creating significant potential in various household, commercial, industrial, shoe, automotive, clothing, and furniture industries. The major growth drivers for this market are an increasing demand for reliable and eco-friendly materials for cleaning in

households, hospitals, and other industries, along with growth in demand for eco-friendly synthetic leather.

The microfiber market is divided into several segments, such as polyester, polyamide, and others. Key players in the microfiber market include Toray Industries, Kuraray, Huafon Group, 3M, Freudenberg Group, Eastman, Kolon Group, Welcron, Asahi Kasei, and Seiren Group. These have been working on different strategies to drive sales using highly influential marketing approaches; however, as we examine the challenges and opportunities ahead in this market, companies can benefit from a strategy of developing PVA-infused microfiber fabric and eco-friendly microfibers, along with the key target market trends we have identified. Lucintel predicts the global microfiber market is expected to grow at a CAGR of approx. 2.5% between 2020 and 2025.

Lucintel identifies five trends set to influence the global microfiber market. Most of the industry players and experts agree that these five trends will accelerate developments in the microfiber industry in the near future. In terms of the widespread knowledge about the microfiber market already on the horizon, there is still a lack of unified perspective on the direction the industry is moving to proactively address developments. To help bring more clarity to this gap, our study aims to provide insights concerning the direction that changes are taking and how these changes will impact the microfiber market.

1. Introduction of PVA-Infused Microfiber Fabric

PVAmicro is an all-purpose cloth made from microfiber fabric impregnated with polyvinyl alcohol (PVA). The PVA treatment makes the cloth's inner structure smooth and provides better cleaning performance. PVA-infused microfiber fabric is safe for all surfaces; each cloth has synthetic chamois properties for streak-



free cleaning and absorbency. This combined knitted microfiber cloth with PVA provides several attractive benefits, for example, it is easy to rinse and it holds 40 times less particle residue after rinsing compared to ordinary knitted microfiber cloth.

2. Increasing Demand for Microfiber Synthetic Leather

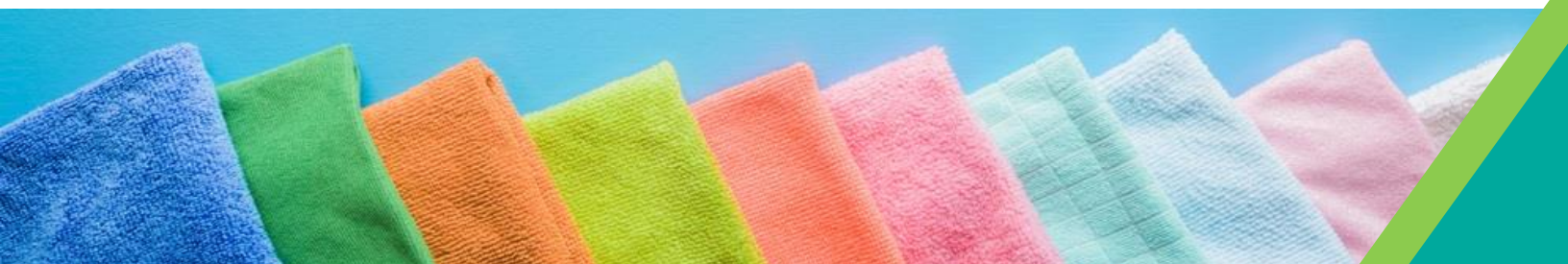
The demand for microfiber synthetic leather is growing, as its performance is better than genuine leather, and its surface effect can be achieved in line with real leather. Microfiber synthetic leather has better performance properties, such as tear resistance, abrasion resistance, cold resistance, imperviousness to acid, and alkali-resistance. Microfiber synthetic leather is lightweight and soft,



offers good breathability, is nice and smooth to the touch, and stays neat and free of wear marks. It is truly a green product of the 21st century in that it is very environmentally friendly. It is also cost-efficient, easy to cut, easy to clean, emits no odor, and has a high utilization rate. Microfiber synthetic leather finds use in shoes, furniture, bags, electronic cases, balls, automotive interiors, and gloves.

3. Development of Microfibers for Wetlaid Processing

A new microfiber type developed for wetlaid processing is perfectly suited for filtration and other technical applications. It is available in a cut length of 3 mm or more, and is a material which disperses homogeneously in water. Filtration media with a small and narrow pore size distribution can be utilized, as



the fiber has also a very narrow diameter distribution. The variation coefficient is clearly lower than 10%. This microfiber provides well-established options for filtration media developers to control filter key parameters such as efficiency, pressure drop, mechanical strength, thermal stability and much more.

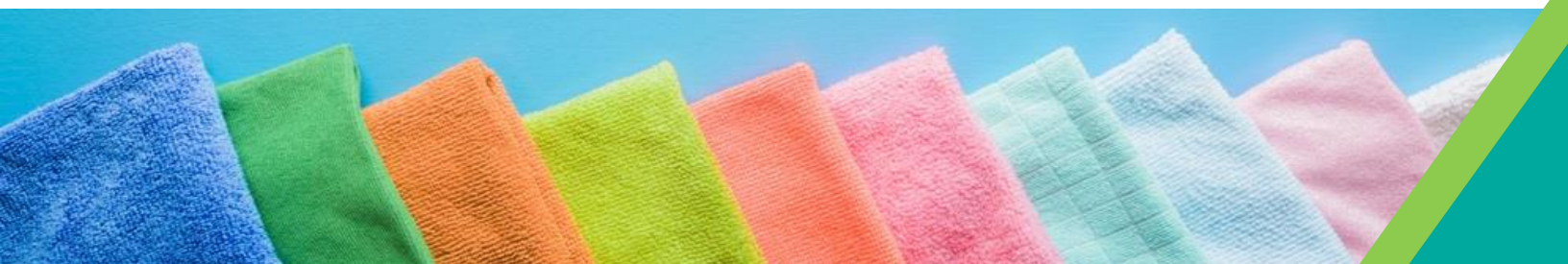
4. Polyamide- and Polyester-Based Microfibers

These microfibers are continuous filament fibers, a combination of two types of fiber, polyester and polyamide (a nylon byproduct). The interlocking composition of the two fibers makes such microfiber types unique and excellent at picking up dirt. The polyester and polyamide fibers are woven together to form a pie-shaped pattern. When a microfiber towel is used, the two fibers separate due to the differences in surface tension, creating small sharp edges, gullies, and grooves that are ideal for cleaning, moisture capillary action, and retention of particles. Microfiber towels for cleaning and car care come in a range of blends of polyester and polyamide.



5. Use of Microsuede

Microsuede is a type of microfiber. Microsuede is a humanmade polyester fabric, made up of millions of very fine microfibers. It is cheaper than genuine suede and is more resistant to wear and stains. Microsuede has the same feel as genuine suede leather but none of leather's drawbacks. It comes in a wide range of colors and can be printed with various patterns.



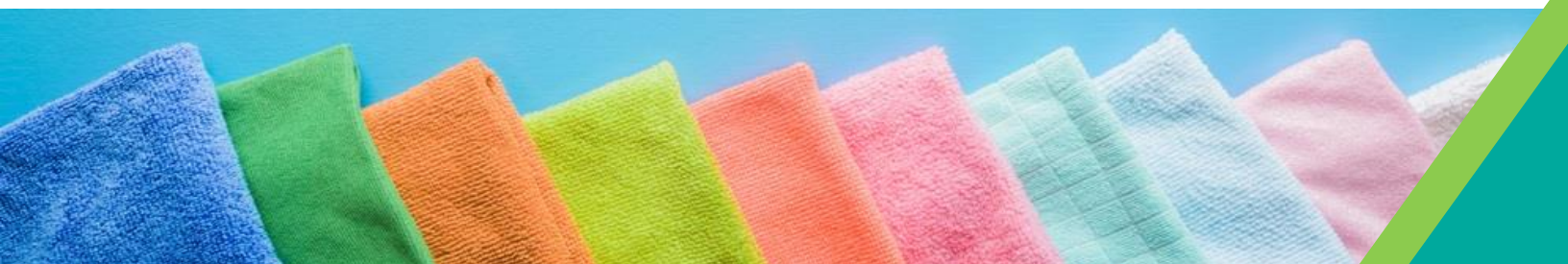
Strategic Considerations for Key Players in the Microfiber Market

The microfiber industry is dynamic and ever-changing. Successful industry players are necessarily masters of innovation, change, and adaptation. To retain this status, they need to be attentive to current trends. We believe there will be promising opportunities for microfibers in the household, commercial, industrial, automotive etc. industries, and for synthetic leather for the shoe, furniture, and automotive industries. As per Lucintel's latest market research report (Source: <https://www.lucintel.com/opportunities-in-the-microfibercolonopt-growth-trends,-forecast-and-competitive-analysis.aspx>), the [microfiber market](#) is expected to grow with a CAGR of approx. 2.5% between 2020 and 2025. This market is primarily driven by the increasing demand for reliable and eco-friendly materials for cleaning in households, hospitals, and other industries, along with growth in demand for environmentally friendly synthetic leather.



Note: Actual Data for all years is available in Lucintel's Market Report.

Whether you are new to the microfiber market or an experienced player, it is important to understand the trends that impact the development process, as these trends as listed above will lead players to create long-term strategy formulation that will allow them to remain competitive and successful in the long run. For example, to capture growth, some of the strategic considerations for players in the microfiber market are as follows:



- Microfiber market players can increase their capabilities to develop PVA-infused microfiber.
- Players can focus on environmentally friendly microfibers, which are expected to lead future trends.
- Investment to increase competencies in the development of microfiber synthetic leather with enhanced performance properties
- Research and development activities for development of low-cost microfibers

Note: In order to gain better understanding, and learn more about the scope, benefits, and companies researched, as well as other details in the microfiber market report from Lucintel, click on <https://www.lucintel.com/opportunities-in-the-microfibercolonopt-growth-trends,-forecast-and-competitive-analysis.aspx>. This comprehensive report provides you in-depth analysis on market trends and forecast, segment analysis, regional analysis, competitive benchmarking, and company profiling of key players. In addition, we also offer **strategic growth consulting** to meet your customized needs. We have worked with many PE firms and corporate customers in the process of their market entry and M & A initiatives.



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Industries Served



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