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## GINETEX Barometer 2024: Textile care habits in Europe

[GINETEX unveils the results of its 5th Barometer for Textile Care, carried out by IPSOS.](#) This new edition presents the latest teachings on European textile care habits. Seven European countries were surveyed: Spain, Germany, Italy, Sweden, the Czech Republic and the United Kingdom.

### TOWARDS A NEW CARE LABEL MODEL?

A key element in guiding consumers on how to care for their clothes, the care label is evolving to meet the changing expectations of Europeans. Between the need for simplification, the addition of new symbols

or the integration of digital tools, there are several potential levers to improve its effectiveness and legibility.

Across the seven countries surveyed, 75 % of people think it would be very useful for symbols to be accompanied by written instructions, a particularly strong demand in the UK (83%), Italy (83%) and Spain (82%). This need is even more pronounced when it comes to delicate fabrics, where over 80 % of Europeans would like to see the addition of further written information to help protect their clothes.

While consumers are seeking greater clarity and better understanding of the care label, reservations are stronger when it comes to

- 82% of European consumers consider care instructions to be important.
- 75% consider the addition of written explanations on the sewn label to be very useful, and 58% are not in favour of digitising it.
- 52% of Europeans buy second-hand clothes at least once every six months, with significant disparities between countries (62% in the UK compared to 46% in Germany), while 96% buy new clothes at least once every 6 months.
- Price remains the key factor for 62% of consumers (up 3 points compared with 2023), but product quality is also becoming increasingly important (55% in 2025 vs. 52% in 2023).
- 76% of consumers are interested in the composition of clothes, and 63% prefer environmentally-friendly care instructions.

its digitisation. Indeed, 58% of European consumers believe that transferring instructions to a digital label would have a negative impact on following care instructions, a reluctance that is even more pronounced in Italy (63%). This observation is all the more significant given that younger generations, who are more inclined to digital habits, are particularly critical of this development.

## IMPORTANCE OF PRESERVING CARE INSTRUCTIONS ON A PHYSICAL FORMAT

These results show that consumers strongly support a more legible and accessible sewn label, while emphasising the importance of

preserving a physical format, which is seen as an essential reference point when caring for clothes. Have a look at the IPSOS research results and the press release.

→ [Read the press release](https://www.ginetex.net) [www.ginetex.net](https://www.ginetex.net)

## Textile care – a key element in Eco-design

### TEXTILE CARE

**“Textile care must be considered from the very first design stage to ensure durability.”**

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clevercare.info

Compatible material choices



Accessories that withstand washing



Lab testing to ensure the product is “care-friendly”



Clear and accurate labelling, including care symbols and complementary advices



The goal: to combine esthetics, performance and longevity.

At GINETEX, along with our national committees, we support brands in integrating textile care into their CSR strategy – from the design to all the way to the point of sale.

A well-designed product is a product that lasts longer – and one that’s easier to repair and to recycle.

And you, as an apparel manufacturer – how do you integrate textile care into your design process? Let us know, we will be happy to publish your best-practice.

Often overlooked, textile care should be a cornerstone of eco-design. Why? Because poorly maintained garments wear out faster and become less durable.

From the very first design and planning stages, it’s possible and essential to anticipate care requirements:

→ [Give us your feedback](mailto:ginetex@ginetex.net) [ginetex@ginetex.net](mailto:ginetex@ginetex.net)

## Forever young – How to keep your clothes looking their best

### CLEVERCARE.INFO

GINETEX is regularly publishing news to educate consumers to adopt good textile care practices: Forever young, how to keep your clothes looking their best year after year.

Why? Because with the proper attention, you can extend the lifespan of your garments—and that means you can keep them longer and upcycle them more easily.

Have you made any resolutions for 2025? More exercise or more sleep or less sugar? One resolution worth considering is to take better care of your clothing!



Your actions will also have a positive impact on the planet: you’ll consume less water and less electricity while generating less waste. To learn a few simple, sustainable ways to prolong the lifespan of your wardrobe, read on our 5 tips!

→ [For more information](https://www.clevercare.info) [www.clevercare.info](https://www.clevercare.info)



# GINETEX supporting laboratories

Currently, 30 testing institutions worldwide, including those in Europe, America, Africa, Asia, have been designated as **GINETEX Supporting Laboratory** to engage in providing textile manufacturers with textile care labelling testing services under the ISO 3758 standard

A new logo has been designed by **GINETEX** to easily identify these testing and research institutions. Please refer to our list of supporting laboratories:

→ [List of laboratories www.ginetex.net](http://www.ginetex.net)



## KATRI – THE FIRST KOREAN GINETEX SUPPORTING TESTING LABORATORY.

Paris, Thursday March 6, **GINETEX** was pleased to welcome the Delegation of the Korean Testing & Research Institute **KATRI**, for the signature of the **GINETEX Supporting Testing House Agreement**.

The Korea Apparel Testing & Research Institute (**KATRI**), led by President Shin Dong-jun, was officially designated as **GINETEX** Supporting Testing House to engage in testing services under ISO 3758 (Textiles – Care labelling code using symbols) on finished textile products manufactured and commercialized by the textile manufacturers, and to provide them with testing results.

“With this designation as a **GINETEX** Supporting Testing House to engage in ISO 3758 testing supports, we aim to enhance the quality competitiveness of domestic textile

## TESTING INSTITUTIONS

and apparel products by providing accredited care label testing services. Moreover, we will continue working closely with **GINETEX** to promote the harmonization of care labelling symbols globally, indicates Dong-Joon Shin, President of **KATRI**.”

From the left to the right: François-Marie Grau, Honorary President of **GINETEX**. Pascale Florant, Secretary General of **GINETEX**. Dong-Joon Shin, President of Katri. Chang-Heon Moon and Ki-Hoon Kim, Team Leaders of Katri. Adam Mansell, **GINETEX** president was attending the meeting in visio.



# Textiles forum in Brussels

## BRUSSELS TEXTILES FORUM 2025

EURATEX organized the 2nd edition of its Textiles Forum in Brussels on 26 June. During the full day, invited to deliver their position and share their thoughts or actively participate at a round table, top EU officials from the commission, top executives and journalists discussed European policy on textiles and clothing.

The event was a great success as it gather 140 selected guests in both the textiles and clothing Brussels community.

- ➔ What is going to happen in the next five years?
- ➔ Which policies will be at the centre of the next institutional cycle?
- ➔ What can be done to support European SMEs and lower the legislative burden?

## GINETEX PARTNERS



→ [For more information www.euratex.eu](http://www.euratex.eu)

## A.I.S.E representing the detergents and maintenance products industry

On March 27, A.I.S.E., the association representing the detergents and maintenance products industry in Europe, released the findings of its research carried out in 23 countries with 4600 European citizens regarding consumers washing and cleaning habits at home as well as their perceptions of cleanliness and hygiene.

Of concern for GINETEX, regarding washing habits in terms of sustainability behaviours, the survey reveals opportunities for further improvements. When doing the laundry, fewer consumers are using low-temperature programmes compared to a decade ago,

and the average laundry wash temperature has increased slightly over the past decade. The research was carried out in 2024 and is co-sponsored by APPLiA, the European Home Appliance Manufacturers Association.

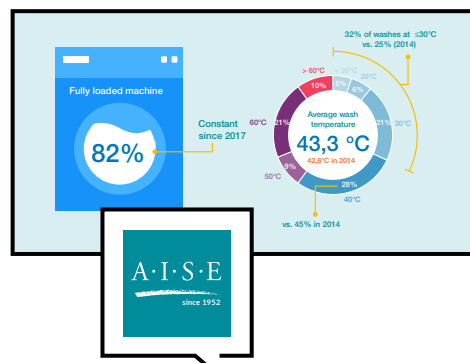
→ For more information [www.applia-europe](http://www.applia-europe).

A summary of the findings can be downloaded on [www.aise.eu](http://www.aise.eu), with the laundry-related findings available on pages 4 and 5.

→ For a detailed summary [www.aise.eu](http://www.aise.eu)

### GINETEX PARTNERS

The annual event of A.I.S.E. took place in Brussel on 25 June. GINETEX took part of this very nice and friendly event celebrating the summer with their team, their members and their partners.



## EURATEX General Assembly

EURATEX held its annual Board / Director General meeting followed by its General Assembly in Brussels on Friday June 26. It was a key moment for members to meet.

The day brought together EURATEX members and partners to reflect on the current state of the textile and apparel industry and chart the course ahead. Essential discussions were held on trade, the challenging economic landscape, and the growing impact of e-commerce on the sector.



### GINETEX PARTNERS

These conversations were open, constructive, and future-focused. EURATEX is more united than ever with members bringing forward ideas and solutions to strengthen the industry and respond to today's challenges.

The General Assembly marked the conclusion of inspiring days of meetings and exchanges. EURATEX thanks all its members and partners for their continued engagement and commitment.

## Legal update



### EUROPE REGULATION ON ECODESIGN 2025

On 16 April 2025, the European Commission adopted the 2025–2030 work plan for the Regulation on Ecodesign for Sustainable Products (ESPR) and the Energy Labelling Framework Regulation (ELFR). A detailed mid-term review is foreseen after three years (in 2028).

### LEGAL UPDATE

This new work plan outlines the product groups that will be subject to specific technical requirements over the next five years in terms of environmental sustainability, circularity and energy performance. Where ap-

plicable, these products will also be covered by energy labelling requirements. The overall objective is to promote more sustainable, circular, repairable, and energy-efficient production and consumption across the EU.

The textile sector – particularly clothing – has been identified by the Commission as a priority due to its high potential to contribute to the circular economy: longer product lifetimes, greater material efficiency, and reduced impact on water, waste, climate, and energy. In the coming years – especially by 2027 for textiles – targeted requirements will be introduced to improve durability, repairability, recyclability, and environmental transparency. Other priority sectors include steel, aluminium, furniture, tyres, and mattresses.

NEXT STEPS

Technical specifications will be adopted via delegated acts for individual products or groups, based on preparatory studies and ongoing engagement with industry stakeholders. The Commission will pay particular

attention to SME needs, ensuring tailored support where necessary.

→ [For more information ginetex@ginetex.net](mailto:ginetex@ginetex.net)



FRANCE  
ADOPTION OF THE PFAS LAW

On February 20, 2025, the National Assembly definitively adopted a law aimed at protecting the population from the risks associated with per- and polyfluoroalkyl substances (PFAS).

PHASED BANS

- > From January 1, 2026, it will be prohibited to manufacture, import, export, and market PFAS products like clothing, footwear, and waterproofing agents.
- > However, this ban does not apply to personal protective equipment.

> In January 2030, the ban will extend to all textiles containing PFAS, except those for essential uses, related to national sovereignty with no alternative, or technical textiles for industrial use.

IMPORTANT POINTS  
TO NOTE

- > The law does not define what is considered “clothing and footwear textiles.”
- > No PFAS limits set by law.
- > Implementing decrees may be issued at a later date to clarify the terms of this law.

IN SUMMARY

This law marks an important step in the fight against PFAS pollution, by providing for gradual bans of these substances in various textile products. However, clarifications will be necessary, particularly regarding the definition of the products concerned and the tolerance thresholds.

→ [For more information ginetex@ginetex.net](mailto:ginetex@ginetex.net)

GINETEX Governing Body spring meeting in Naples

On Friday 11, hosted by Confindustria Moda, our Italian national committee, GINETEX was glad to welcome all its national committee representatives at its spring Governing Body Meeting in Naples.

The meeting is always a fantastic opportunity to connect and share market issues, projects, and best practices on textile care labelling,” says M. Adam Mansell, President of GINETEX. Among other topics, an update on the revision of the EU Textile Labelling Regulation (TLR) was discussed.

GINETEX INTERN

The national committees had also the privilege of previewing the results of the IPSOS barometer survey, which gives a valuable insight on consumer expectations regarding textile labelling. Since then, the survey has been published by GINETEX.

**PRESIDENT**  
Adam Mansell, UK

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If you wish to stay tuned with textile care labelling topics and news, connect to the [GINETEX LinkedIn page](#)

