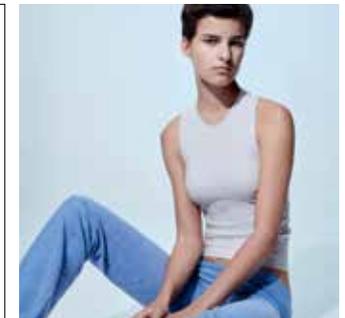
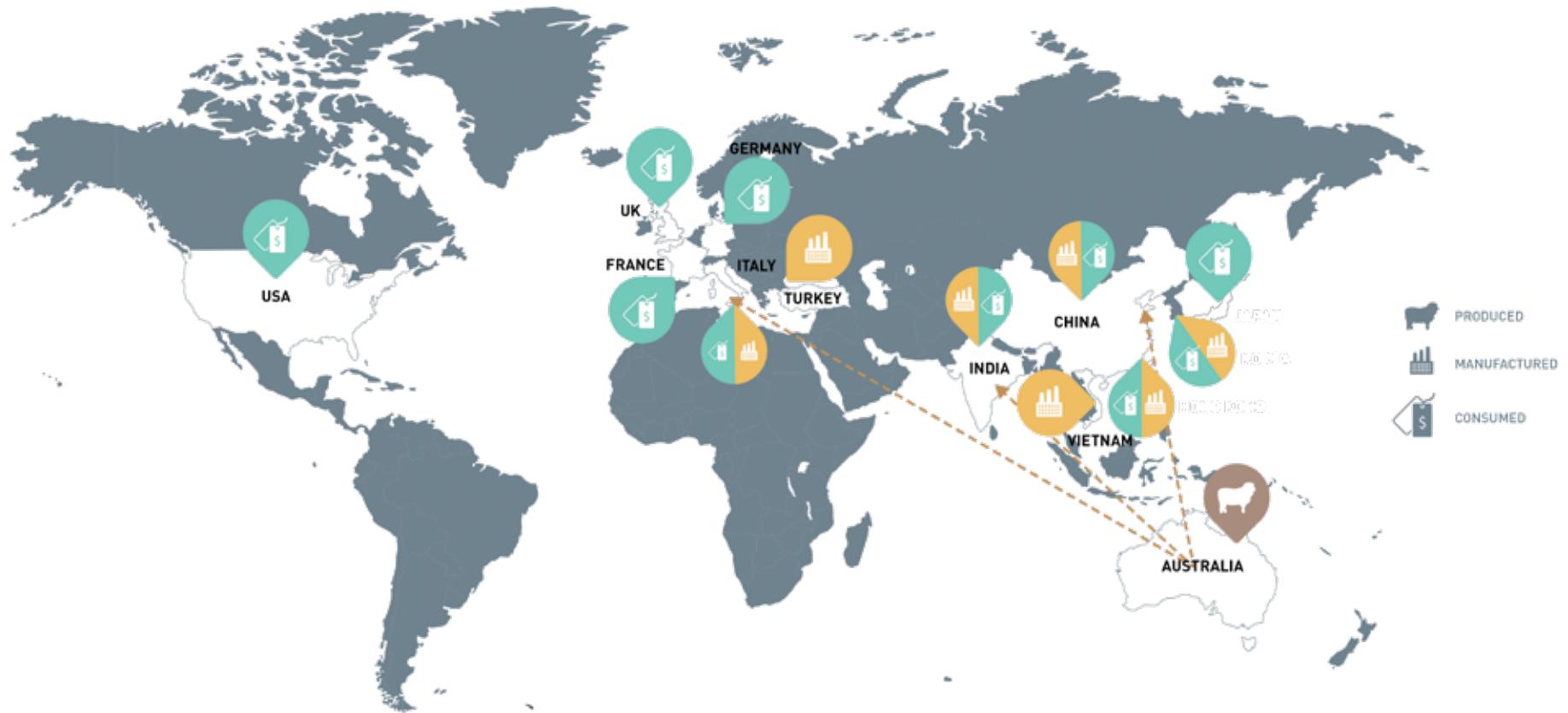


# THE WOOL MARKET



## The wool market



Australia produces more than 300 million kilograms of wool each year; about 20 per cent of global wool production. Australia is the world's leading producer and **exporter** of fine wool.

### Major markets

Australia sells wool to many countries around the world, including China, India and Italy.

Most wool is sent overseas as **raw (greasy)** wool. This greasy wool is processed overseas and made into a wide range of products, such as clothes, textiles and furnishings.

After processing, some of the products are **imported** back into Australia and sold to Australian consumers, but most products are sold to consumers in the Northern Hemisphere.

### Wool marketing

Wool is just one fibre that can be used to make clothes, textiles and furnishings. It has to compete with other fibres, such as cotton and synthetics.

Australia works hard to tell the world how good its wool is, through many advertising campaigns online and in magazines.

Famous fashion designers, celebrities and clothing retailers help promote Australian wool to the world. Some of these include Sportscraft, Country Road, Snowgum, EMU and RM Williams.

Check out Woolmark's latest marketing campaigns on YouTube and social media.



## Did you know?

- Australia produces about 90 per cent of the world's fine apparel wool.
- Most wool produced in Australia is sold by auction, where the highest bidder wins.
- China buys most of Australia's wool.

## FUN FACTS ABOUT WOOL



- Before a wool **auction**, a sample of each lot of wool is displayed with information about its quality to help buyers choose which lot they might buy.
- Processing is expensive and takes a lot of people and machines. Countries like China can process wool more cheaply than Australia.
- The Campaign for Wool is a special promotional campaign involving His Royal Highness The Prince of Wales, to promote wool around the world.



**THE CAMPAIGN FOR WOOL**  
Patron: HRH The Prince of Wales

## Glossary

**Auction** — a method of selling wool where buyers gather and bid for each sale lot. The bidder with the highest price wins the sale.

**Exporter** — a country that sells products or services to another country.

**Raw (greasy)** — wool straight from the sheep that has not been processed.

**Imported** — bought from other countries.

## More information

To find out more about wool markets and marketing, take a look at:

- [learnaboutwool.com](http://learnaboutwool.com)
- Beyond the Bale magazine: [beyondthebale.wool.com](http://beyondthebale.wool.com)
- [campaignforwool.com](http://campaignforwool.com)