

KEY INSIGHTS

BIOTEXFUTURE⁷
TRANSITION LAB



Insight Session No. 05 Comparing markets: Communication on Twitter

University of Potsdam
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Research Questions



1

What does the communication about **home textiles**, **automotive textiles** and **geotextiles** look like on Twitter?

2

Who are **relevant actors** in these markets?

- Communication creates **awareness** which is fundamental for the transition to a bioeconomy
- The global textile **market is expanding**, and the fashion industry accounts for the largest sector. Yet, other markets contribute to the growth of the global textile industry
- Exploring other markets offers a **holistic view** of the current bioeconomy

Data Tracking and Preprocessing

01.01.2022 –
31.12.2022



[Hh]ometextile, [Hh]omefashion,
[Hh]ometex,
[Hh]ometextilesupplier,
[Hh]omedecor, [li]interiorfabrics,
[PP]ortfoliohome, [Ff]abricdesign,
[Tt]extiledesign, [Ss]urfacedesign,
[Ss]ustainabletextiles,
[Tt]extilesustainability

01.06.2022 –
30.06.2022

[Aa]utomotive



*[.][tT]extil[.], [.][cC]over[.],
[.][fF]abric[.], [.][mM]aterial[.],
[.][lL]eather[.], [.][wW]oven[.],
[.][cC]arpeting[.],
[.][rR]ecycle[.], [.][sS]ustain[.],
[.][il]interiors[.], [.][mM]etal[.],
[.][mM]aterial[.],*

01.01.2022 –
31.12.2022



[Gg]eotextile,
[Ww]ovengeotextile,
[Gg]eosynthetic,
[Tt]extilefinishing,
[Nn]onwoven,
[Gg]eomembrane, [Gg]eocell,
[Gg]eotube, [Gg]eogrid

Home Textiles



Home Textiles

Descriptive Statistics



**01.01.2022 –
31.12.2022**



**12.088
Tweets**



**3.386
Unique users**



**3478
Retweets
(28,77%)**

Home Textiles

Communication over time



- Communication about home textiles peaks around spring (saisonal communication)
- Stable communication over time

Home Textiles

Communication topics



Topic: Design- and Shop-oriented Communication

Design, fabric, textile, shop, pattern, digital, society, cotton, *redbubble*, fun, patterndesign, digitaldesigner, fashion, collection, fashionblogger

Topic: Art-oriented Communication

pattern, textile, *spoonflower*, art, today, print, artist, decor, meeting, blog, home, promo, surfacepattern, week, world, variegated

Topic: Product- and Material-oriented Communication

Fabric, interiordesign, patternbuy, rud, add, printdesign, substance, upholstery, curtain, amp, nature, surface, home, vintagetexture, vintagepattern

- Explorative analysis reveals communication about market places like spoonflower and redbubble
- Communication about home textiles is about design and art
- Shop oriented communication for marketing purposes (promoting products and brands)

Home Textiles

Communication topics: Examples

Topic: Design- and Shop-oriented Communication

SHAOXING YAYUAN TRADING CO., LTD
@qEsrvZbEeI7nCMa

linen fabric
9sX9s 10sX10s 12sX12s 14sX14s
whatsapp+8618367521515
Email fiona202101@gmail.com
#linenfabric #hometextile #sofa #fabric #bedding #toy #garmentfabric
#garment #printing
@alfawazindustr2 @Elain909 @jajainshopee




SHAOXING YAYUAN TRADING CO. LTD SHAOXING YAYUAN TRADING CO. LTD

1:54 PM · Jan 17, 2022

Topic: Art-oriented Communication

siugaojok
@siugaojok

Entry for @spoonflower Challenge - Favorite Things
#spoonflowerchallenge #spoonflowerfabric #spoonflower
#fabricdesign #spoonflowerdesigner #fashionpattern #japanhanabi
#siugaojok #blacklovers #hanabi #hometextile #patternchallenge
#fireworkpattern
spoonflower.com/en/products/13...



7:05 AM · Dec 6, 2021

Topic: Product- and Material-oriented Communication

Tela's Design
@DesignTela

Get Ready for next week event.
Istanbul Expo Center on May 17-21, 2022.

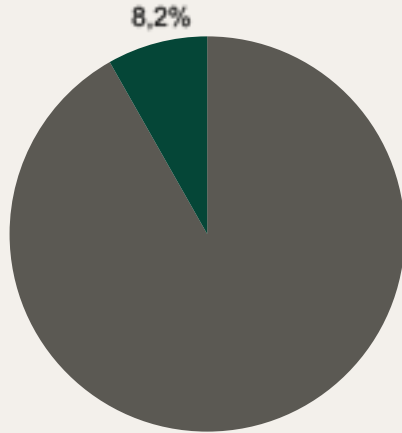
#hometextile #design #designers #designstudio #hometex #istanbul
#turkey #intertextile #textiles #guimaraes #portugal #textiledesign
#textiledesigner #artwork #artwork #designbureau
#surfacepatterndesign



HOMETEX
26th Home Textiles & Accessories Exhibition
17-21 MAY '22
Istanbul Expo Center
Hall 2 - Booth D05

Home Textiles

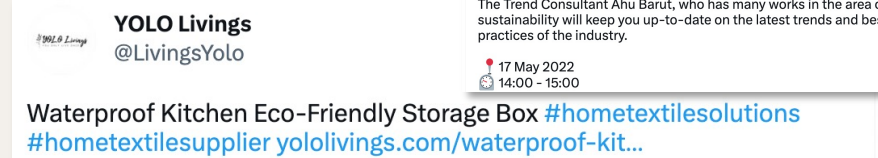
Sustainable Communication



■ Home Textiles ■ Sustainable Home Textiles

Sustainable Tweets

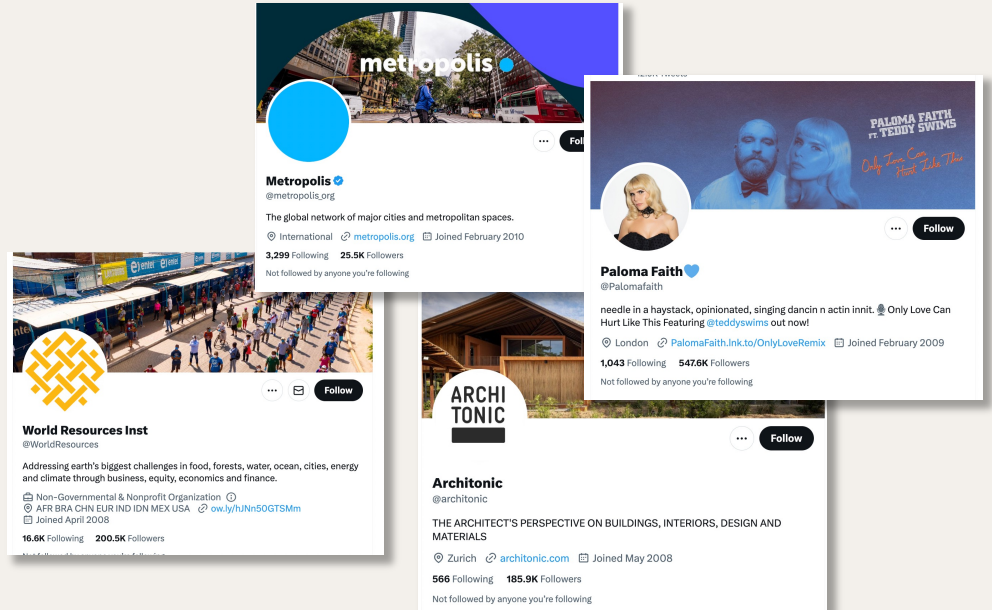
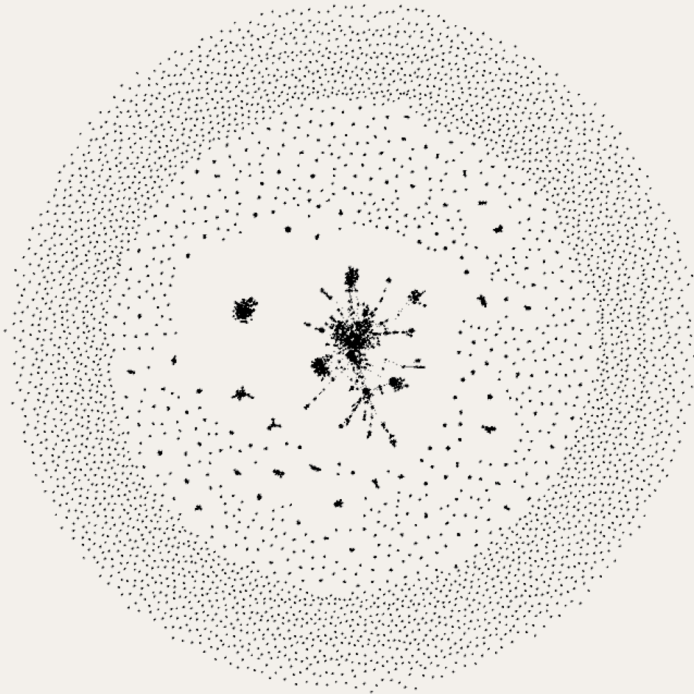
[.] [Ss]ustain[.], [.] [Ee]co[.],
 [.] [Rr]ecycl[.], [.] [Ee]nvironment[.],
 [.] [Nn]atural[.], [.] [Ww]aste[.],
 [.] [Oo]rganic[.], [.] [Cc]ircular[.],
 [.] [Ee]thic[.], [.] [Vv]egan[.],
 [.] [Ss]lowfashion[.]



- Only a limited number of tweets address sustainability (more communication needed for educational purposes)
- B2B communication about e.g. industrial fairs or product promotion for consumers

Home Textiles

Network – Relevant actors



- Many nodes in the retweet network which are not connected
- Small clusters occurring
- Some accounts with a lot of influencers in the network, but lack of nodes, who are influential in spreading information to a lot of users

Automotive Textiles



Automotive Textiles

Descriptive Statistics



**01.06.2022 –
31.06.2022**



**4.149
Tweets**



**2.964
Unique users**



**777
Retweets
(18,72%)**

Automotive Textiles

Communication topics



Topic: Industry & Economy

Industrial, part, system, power, machinery, electrical, coverage, management, court, progress, plastic, discovery

Topic: Technology Innovation

Industry, technology, market, material, metal, news, battery, growth, cover, report, innovation

Topic: Materials & Covers

Car, seat, buy, leather, discover, component, associate, child, cover, amazon, luxury, love, product

- Communication strongly focused on mechanics, engineering and technology
- Textiles play a secondary role
- Automotive is a big market place for a lot of stakeholders, more communication among the stakeholders is required

Automotive Textiles

Communication topics: Examples

Topic: Industry & Economy

 **Shanghai Chengxiang**
@ChengxiangSunny

CX-GFJ Automatic auger powder/spice bottle filling capping machine
#powder #spice #pepper #chili #machine #manufacturing #machinery
#packaging #automotive #oil #plastics #engineering #equipment
#quality #steel #supplier



Topic: Technology Innovation

 **Collecting Cars**
@collectingcars_

🇺🇸 *LIVE AUCTION*


Known for pushing automotive technology and precision to a new level, and beloved for eagerly outperforming its much more expensive rivals, the R35 Nissan GT-R built an enviable legacy during its 12-year run in Australia.

Details: collectingcars.com/for-sale/2022-...




4:10 AM · Jun 1, 2022

Topic: Materials & Covers

 **RECARO Automotive**
@recaroauto

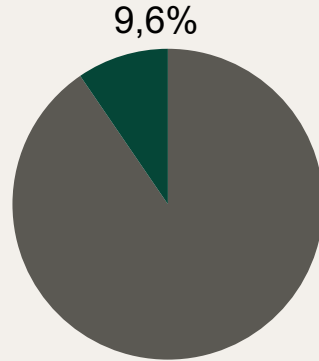
Comfort and sophistication wrapped up in Pepita print.

The RECARO Classic LX was designed based on RECARO Automotive's classic seats from the 80s and features a retro style in black leather combined with traditional materials such as corduroy, checkered and Pepita fabrics.



Automotive Textiles

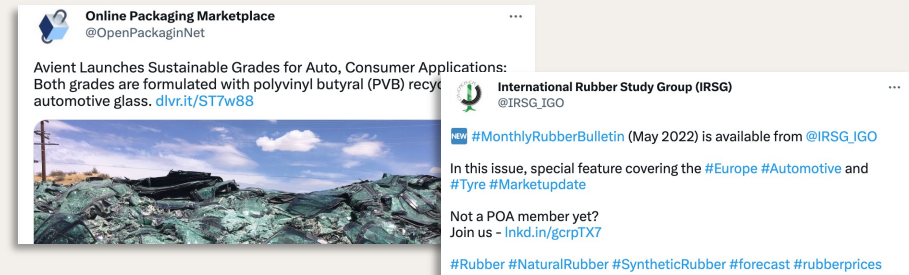
Sustainable Communication



- Automotive Textiles
- Sustainable Automotive Textiles

Sustainable Tweets

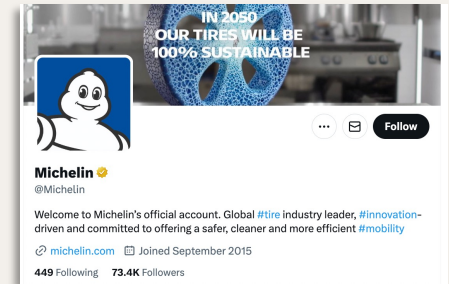
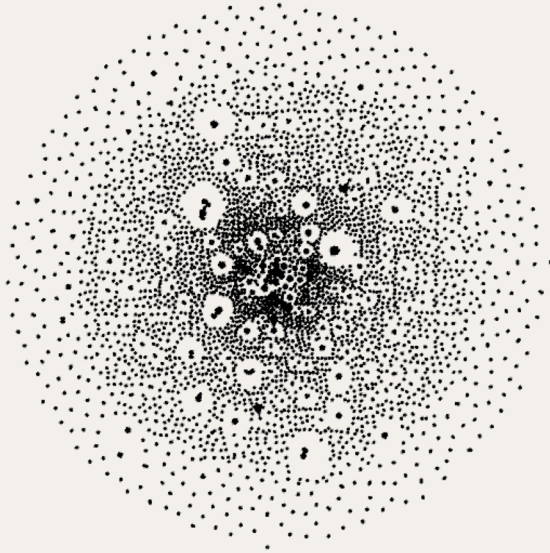
[.] [Ss]ustain[.], [.] [Ee]co[.],
 [.] [Rr]ecycl[.], [.] [Nn]atural[.],
 [.] [Ee]nvironment[.], [.] [Ww]aste[.],
 [.] [Oo]rganic[.], [.] [cC]ircular[.],
 [.] [Nn]ature[.], [.] [Gg]reen[.], [.] [Bb]io[.],
 [.] [Rr]eused[.], [.] [Ll]ifecycle[.]



- Sustainable communication is a lot about battery and energy (eco, recycling, reused, etc.). More green labels like environment, green, bio required to expand sustainable communication
- Textile communication addresses covers but also other materials like glass, plastics/tires or metal

Automotive Textiles

Network – Relevant actors



- Automotive textiles network more connected than home textiles network (but still many small clusters and a lot of isolated nodes)
- Some accounts with a lot of influencers in the network (automotive suppliers and magazines), but lack of nodes diffusion among different stakeholders

Geotextiles



Geotextiles

Descriptive Statistics



**01.01.2022 –
31.12.2022**



**3.150
Tweets**



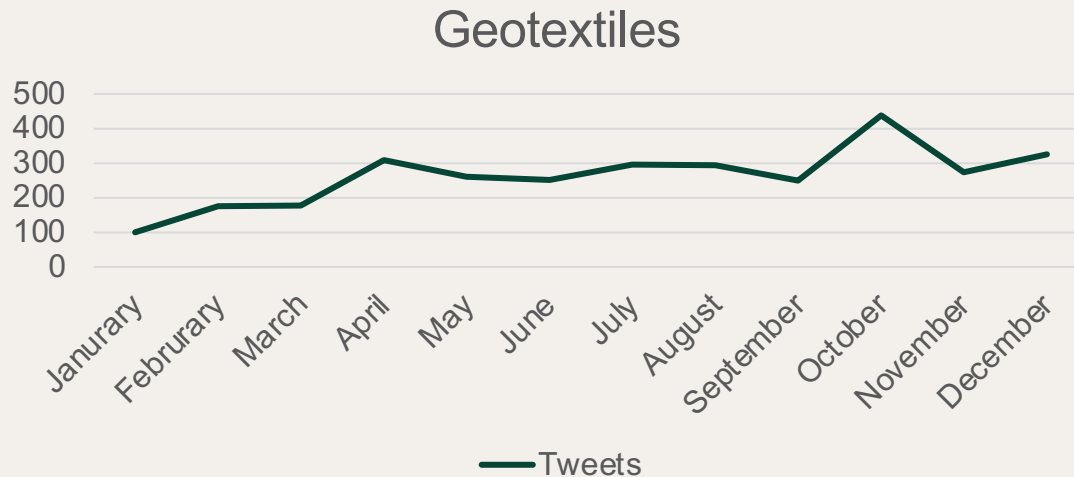
**1.647
Unique users**



**830
Retweets
(26,53%)**

Geotextiles

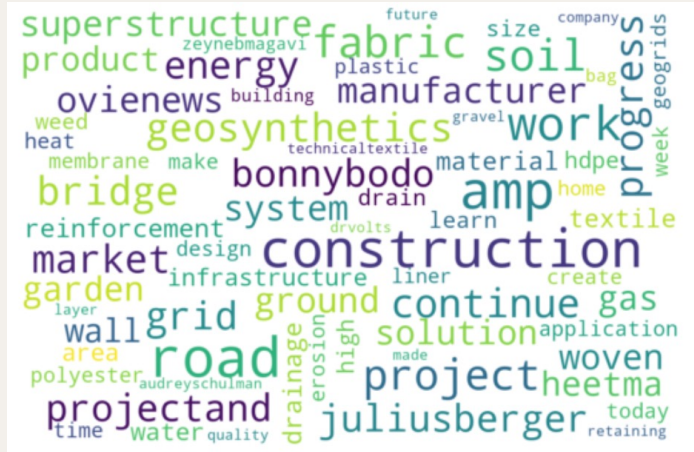
Communication over time



- Limited amount of communication about geotextiles (small market communication)
- Increase of tweet amount over time (indication growth of communication)

Geotextiles

Communication topics



Topic: Geomaterials

Soil, ground, geosynthetics, amp, energy, grid, garden, system, infrastructure, drain, water, manufacturer, material, filter, geogrids

Topic: Company- oriented communication

Road, superstructure, brige, bunnybodo, project, progress, juliusberger, continues, construction, work, company, solution, market, fabric

Topic: Product- and Material-oriented market

surpass, fiberglass, project, insight, composite, network, heet, global, receiving, door, membrane, diamond, technology

- Communication projekt-oriented (about companies like Jiulius Begrer and Bunnybodo and projects like brides, roads, buidlings, etc.)
- Small market but global projects are adressed
- Materials such as geosynthetics, geocells and membranes are the focus rather than the impact on the environment

Geotextiles

Communication topics: Examples

Topic: Geomaterials

HK HOCK geosynthetics/geo-tube /woven geotextile
@sunnyexporter

Together for a Better Future!

#geosynthetics #geotextile #geogrid #asphaltpaving #geobag #geotextiletube #dewatering #civilengineering #soilstabilization



0:00 10 views

Topic: Company- oriented communication

tolu ogunlesi
@toluogunlesi

These are PHOTOS of the site of the 6-Lane Highway Julius Berger is building, in Oko Amakom community of Onitsha, as part of 2nd Niger Bridge Project (the road will lead to the Bridge)

All the land has been cleared. (That white material is 'geotextile' fabric, for soil improvement)



Topic: Product- and Material-oriented market,

SPER Market Research®
@SPERresearch

Global #Hydraulic #Geotextile market analysis report. The market is expected to grow with a substantial CAGR of 9.8% during the forecast 2030

For sample report, kindly visit: [sperresearch.com/report-store/H...](https://www.sperresearch.com/report-store/H...)
[#sperresearch #marketresearch #marketreporters](https://www.sperresearch.com/report-store/H...)



Global Hydraulic Geotextile Market

Report Snapshot

Market Size
USD 5.67 Bn

Regional Share
XX%

Major Players

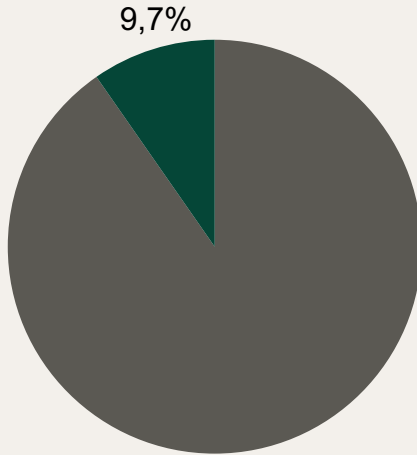
Company 1	30%
Company 2	20%
Company 3	50%

Market is expected to grow with **9.8% CAGR**

<https://www.sperresearch.com>

Geotextiles

Sustainable Communication



■ Geotextiles | ■ Sustainable Geotextiles

Sustainable Tweets

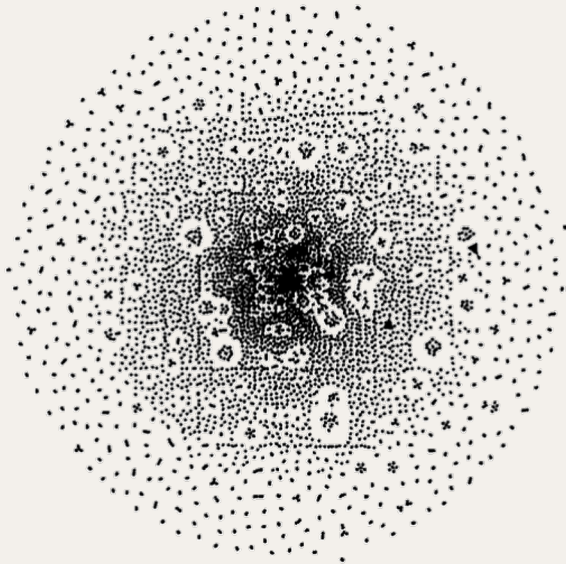
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 [.] [Nn]ature[.], [.] [Gg]reen[.], [.] [Bb]io[.]
 , [.] [Rr]eused[.], [.] [Ll]ifecycle[.]



- Highest amount of sustainable communication among the markets, but still very limited
- Sustainable communication is a lot about the environment and the natural balance
- Project-oriented communication but lack of awareness on the environmental impact

Geotextiles

Network – Relevant actors



- Geotextiles network characterized by many small clusters and isolated nodes
- Governmental actors are involved in buildings projects
- More information diffusion among different stakeholders required

Comparison of different markets



Market Revenue

Comparison of Markets

	Market size 2022	Revenue Forecast 2030	Growth rate
Fashion Textiles*	753,43 billion USD	1036,19 billion USD	4,0%
Home Textiles	119,09 billion USD	185,97 billion USD	5,6 %
Automotive Textiles	29,78 billion USD	38,47 billion USD	3,2 %
Geotextiles	7,52 billion USD	11,82 billionUSD	6,6 %

* Simplificated derivation from global textile market

Volume of Communication

Comparison of Markets



- Sustainable fashion communication accounts for by far the largest share of communication
- Communication about automotive textiles is greater than about home textiles, although the market for home textiles is larger
- Communications about geotextiles are very niche and do not contribute significantly to textile communications compared to other markets.

Executive Summary

Comparing markets: Communication on Twitter

- The **volume of communication** (tweets) about home textiles, automotive textiles and geotextiles is only **very limited**
- Some topics are very **niche-related** (B2B).
- Only around **8,2% – 9,7%** of the communication is about sustainability
- All retweet **networks are not densely connected**. Only limited information diffusion is happening.
- There are **some popular actors** in the networks, but communication only reaches a limited amount of users (How can the communication be made available to a larger group of people?)
- Revenue size and growth rate of the markets indicate **potential**, which should be supported by **stronger communication** (addressing specific stakeholders, cooperations with influential users, etc.)