American Apparel Manufacturing: Reshoring Success

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97%

Apparel made outside the USA. China, Vietnam, Bangladesh & India are the top producers
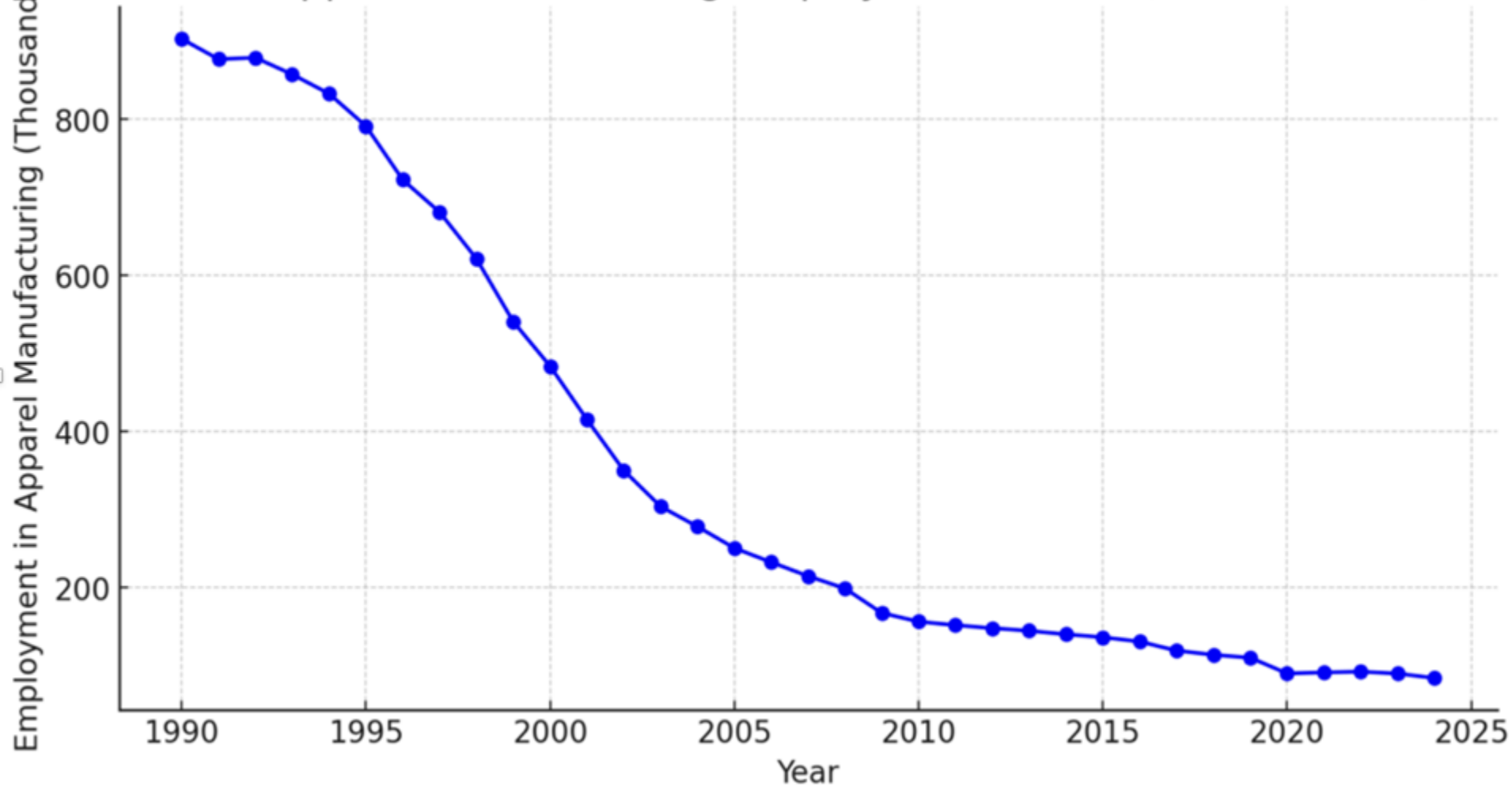
30%

Of all fashion brands are produced in China with fast fashion driving offshoring

U.S. Apparel Manufacturing Employment Trends (1990-Present)

Labor

Labor costs in the US average $15-$20 per hour while workers in bangladesh and vietnam earn $1

30%

Labor represents 30% of the total garment cost.

Tariffs

→ Imported materials

→ Higher consumer prices

→ Push to reshore

→ How will we adapt

→ Uncertainty

→ Canada & Mexico

USMCA

USA Made

→ **78% of Americans prefer domestically produced clothing**

→ **62% cite price as the biggest deterrent**

10%

Consumers are willing to absorb a maximum price increase of 10% for a made in US label

Reshoring

→ **Challenges**

◆ **Lack of trained labor**

◆ **Rising costs**

→ **High number of manufacturers are considering reshoring and nearshoring**

On Demand

➔ **On demand manufacturing has grown in popularity**

➔ **Consumers want unique products**

➔ **Fast turn (from order to delivery in days, not weeks or months)**

➔ **Companies need solutions to manage new production demands**

➔ **Direct to consumer brands**

Machines & robotics

→ **Automation & Robotics**

→ **Reduce labor costs**

→ **Competitive edge**

→ **On Demand manufacturing**

→ **Equipment available today to help this shift**

Software

→ Shop floor control

→ ERP

→ PLM

→ Warehouse management

→ E-commerce

→ Ai ties it all together

ELEVATE
TRAINING

→ **Create & manage your training program**

→ **Incentivise**

→ **Block untrained employees from specific jobs**

→ **History and skills certificate management**

Certificate

has successfully completed

and is awarded

This

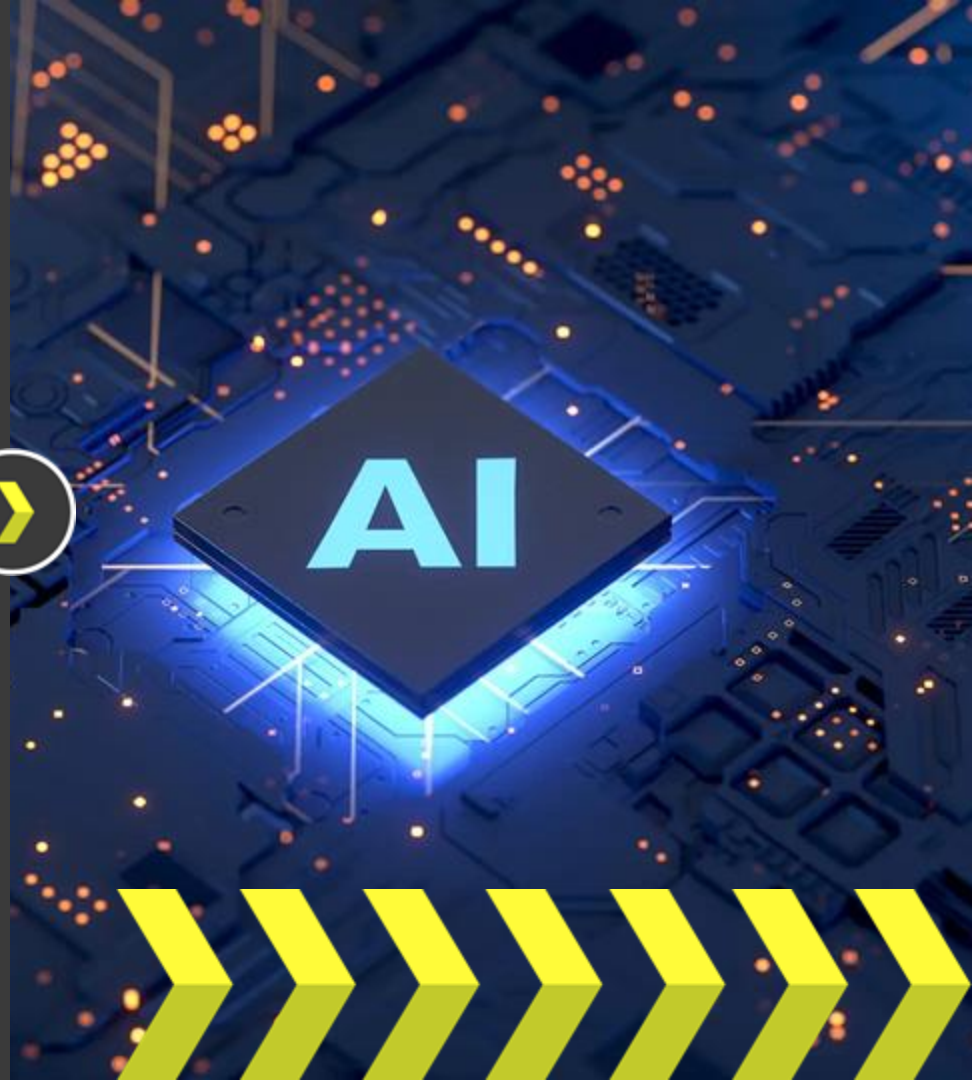
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data knows more than a human can see.
>AI loves data.
AI data analysis is the future of manufacturing software eliminating the need for reporting and manual interaction. Let the data drive your production

Savings

Software = savings

Machines = savings

Leverage tools to make up for increased costs

Opportunity

→ In the long run, manufacturing in the US with the right tools can result in a similar cost basis compared to Asia and Latin America

Opportunity

→ **With a collective shift in priorities, the US can rebuild a competitive and resilient apparel sector**

Heading to Texprocess Americas 2025? Let's Connect!

We'll be at **Booth #3123** sharing how Aptean's industry-specific solutions are helping brands and manufacturers drive efficiency, improve visibility and embrace innovation.

📍 **May 6–8, 2025 | Atlanta, GA | Booth #3123**

Want to set up a meeting ahead of time?
Scan the QR code.

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