

PAKISTAN HOME TEXTILE



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local and international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platform.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

PRODUCT PROFILE + HS CODE:

A home textile is defined as the textile products used for home furnishing. Home textile market of Pakistan is segmented by type (bed linen, kitchen linen, bath line, upholstery) by end user (residential, hospital, hospitality and by distribution channel (supermarkets, retail store, online and others). Pakistan ranks 3rd in the global export of home textile product .Pakistan is the key supplier of home textile product to USA and Europe. With the emergence of e-commerce and growth of shopping websites, market of home textile is expected to reach new heights.

HS CODE for Home Textile:

Product Code	Product Label
6301	Blankets and travelling rugs of all types of textile material (excluding table covers, bedspreads and articles of bedding and similar furnishing of heading 9404).
6302	Bedlinen, table linen, toilet and kitchen linen of all types of textile materials (excluding floor cloths, polishing cloths, dish cloths and dusters).
6303	Curtains, incl, drapes, and interior blinds; curtain or bed valances of all types of textile materials (excluding awnings and sunblinds).
6304	Articles for interior furnishing, of all types of textile materials (excluding blankets and travelling rugs, bedlinen, table linen, toilet linen, kitchen linen, curtains, incl, drapes, interior blinds, curtain or bed valances, lampshades and articles of heading 9404).

PRODUCTION AREAS WITH MAP:

In Pakistan clusters of home textile industry are mainly present in following cities:

- 1) Karachi
- 2) Multan
- 3) Lahore
- 4) Faisalabad



CATEGORIES OF HOME TEXTILE SECTOR:

On the basis of category, home textile sector segmented into bed linen & bed spread, bath linen, kitchen linen, upholstery, floor and others. Home textiles include the following finished articles:

Bed linens such as sheets and pillowcases



Other bedding products such as bedspreads, blankets, comforters and pillows



Curtains and draperies



Upholstery



Toilet and kitchen linens such as towels, wash cloths, aprons, etc.



Table linens, including tablecloths, cloth napkins, and place mats



PRODUCTION (5 YEARS DATA)	PRODUCTION	2015-16	2016-17	2017-18	2018-19
	Yarn Production (M.Kgs)	3,397.3	3,428.1	3,430.1	3,431.2
	Cloth Production (M. Sq. Mtrs)				
	Mill Sector	1,039.1	1,043.3	1,043.7	1,046.0
	Non-Mill Sector	8,120.1	8,126.4	8,127.2	8,128.8
	Total:--	9,159.2	9,169.7	9,170.9	9,147.8

Source: TCO

PACKAGING:

Packaging for home textile products usually consist of a clear PVC bag or some times more environment friendly options are used. Elaborate packaging is done for gift or fancy items. The label inside the clear bag has a visual of all components inside to give customer an idea of the design and color coordination of components and final look. Language for care instruction varies from retailer to retailer, depending on the target market.



CERTIFICATIONS:

ISO 9001/2008
ISO 14001
Sedex
EU Eco-Label for Textiles
Oeko-Tex 100
The Global Organic Textile Standard (GOTS)
Nordic Swan eco-labels

TOP IMPORTING COUNTRIES:

The USA, UK, Germany, Netherland and Italy are the top five export destinations of Pakistan home textile products.



United States of America



United Kingdom



Germany



Netherlands



Italy

LIST OF IMPORTING COUNTRIES:

Unit : US Dollar thousand

IMPORTERS	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019	Share in value in Pakistan's exports, % in 2019
United States	1,055,409	991,275	1,037,891	1,015,077	1,034,372	30.2
United Kingdom	531,990	533,305	537,460	519,418	507,971	14.2
Germany	259,675	265,653	288,885	324,303	305,577	8.9
Netherlands	157,251	196,884	211,927	252,830	247,074	7.2
Italy	115,950	143,315	152,226	170,143	156,267	4.6
Belgium	152,415	158,558	166,726	156,164	152,965	4.5
Spain	107,479	124,781	135,638	150,580	144,631	4.2
France	110,513	100,680	124,420	145,197	131,161	3.8
Australia	58,827	63,220	53,394	63,142	75,897	2.2
Poland	38,985	51,597	54,066	61,789	68,810	2

Source: (ITC Trade Map)

5 YEARS EXPORT:

Unit : US Dollar thousand

PRODUCT LABEL	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
HOME TEXTILE	3,136,069	3,178,674	3,331,572	3,434,127	3,425,444

Source: (ITC Trade Map)

TOP-10 EXPORTERS:

S. NO	COMPANY
01	<p>M/s. Younus Textile Mills LTD H-23/1, Landhi Industrial Area, Karachi, Sindh Contact: (92-21) 3508 1305 Email: info@yunistextile.com</p>
02	<p>M/s. Gul Ahmed Textile Mills LTD Plot No.82, Main National Highway, Landhi, Karachi-75120, Pakistan Contact: (92-21) 111-485-485, 111-486-486 Email: info@gulahmed.com</p>
03	<p>M/s. Al-Karam Textile Mills (Pvt.) LTD H.T/11, Landhi Industrial Area, Karachi, Pakistan. Contact: +92 21-35018638-44 Email: alkaram@alkaram.com</p>
04	<p>M/s. Sadaqat LTD 2-KM, Sahianwala Road, Khurrianwala, Faisalabad Pakistan. Contact: (041) 111-010-111 Email: sadaqat.limited@sadaqatgroup.net</p>
05	<p>M/s Chen One LTD 92-93 E1, Gulberg III, Halli Road, Lahore Contact: 0800 – 2436192 41 Email: chenone@chenabgroup.com</p>

S. NO	COMPANY
06	<p>M/s. Lucky Textile Mills LTD L-8 Block 21, Federal B Area, Karachi-75950 Pakistan Contact: 021-36328957-8 E-mail : luckytextile@luckytextilemills.biz</p>
07	<p>M/s. Liberty Mills LTD A/51-A Sindh Industrial Trading Estate, Karachi, Karachi City, Sindh Contact: (021) 3257100 (17 lines) Email: info@libertymillslimited.com ashraf.mukaty@libertymillslimited.com</p>
08	<p>M/s. Nishat Mills LTD 7, Main Gulberg, Lahore. Contact: +92-42-35716351-59 Email: umansha@nishatmills.com info@nishatmills.com</p>
09	<p>M/s. Crescent Textile Mills LTD P.O. Box 46-Sargodha Road, Faisalabad, Pakistan Contact: +92-311-1247247 Email: crestex@ctm.com.pk</p>
10	<p>M/s Gohar Textile Mills (Pvt)LTD 3-KM, Chak Jhumra Road, Khurrianwala, Faisalabad, Pakistan Contact: +92-41-4360645 Email: info@gohartextile.com asif@gohartextile.com</p>



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