



# PAKISTAN SPORTSWEAR



**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 & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

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

The sportswear business developed as an offshoot of the sports goods sector. At the outset international buyers used to buy inflatable balls from Sialkot and sportswear from South Korea, Taiwan, the USA, Germany, the UK, Spain, Portugal, Turkey and elsewhere. As the apparel industry diminished or in some cases totally disappeared from some countries, buyers who were already satisfied with the quality of sports goods from Sialkot asked the local exporters to produce sportswear as well. This helped international buyers to reduce their sourcing overheads.

A skilled stitching force, imported fabrics and accessories, high profit margins, entrepreneurial skills of businessmen and responsive government policies all resulted in the sports sector's successful entry into the international sportswear market within a very short span of time.

Serving gigantic brands like Adidas, Nike, Mikasa, Puma, Reebok, Diadora, Baden and more, the sports sector of the city is recognized globally for their durability and perfection, Made in Sialkot sports goods & wear have found their way to the shelves of the finest sports centers and in the hands of star athletes of the world.





Code	Product label
'610590	Men's or boys' shirts of textile materials, knitted or crocheted (excluding of cotton or man-made fibres, nightshirts, T-shirts, singlets and other vests)
'610910	T-shirts, singlets and other vests of cotton, knitted or crocheted
'611610	Gloves, mittens and mitts, impregnated, coated or covered with plastics or rubber, knitted or crocheted
'610990	T-shirts, singlets and other vests of textile materials, knitted or crocheted (excluding cotton)
'611510	Graduated compression hosiery [e.g., stockings for varicose veins], of textile materials, knitted or crocheted (excluding hosiery for babies)
'610510	Men's or boys' shirts of cotton, knitted or crocheted (excluding nightshirts, T-shirts, singlets and other vests)
'611692	Gloves, mittens and mitts, of cotton, knitted or crocheted (excluding impregnated, coated or covered with plastics or rubber, and for babies)
'610343	Men's or boys' trousers, bib and brace overalls, breeches and shorts of synthetic fibres, knitted or crocheted (excluding swimwear and underpants)
'610520	Men's or boys' shirts of man-made fibres, knitted or crocheted (excluding nightshirts, T-shirts, singlets and other vests)
'610130	Overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, wind-jackets and similar articles of man-made fibres, for men or boys, knitted or crocheted (excluding suits, ensembles, jackets, blazers, bib and brace overalls and trousers)
'611699	Gloves, mittens and mitts, of textile materials, knitted or crocheted (excluding of wool, fine animal hair, cotton or synthetic fibres, impregnated, coated or covered with plastics or rubber, and for babies)
'610190	Overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, wind-jackets and similar articles of textile materials, for men or boys, knitted or crocheted (excluding of cotton and man-made fibres, suits, ensembles, jackets, blazers, bib and brace overalls and trousers)
'611693	Gloves, mittens and mitts, of synthetic fibres, knitted or crocheted (excluding impregnated, coated or covered with plastics or rubber, and for babies)
'610120	Overcoats, car coats, capes, cloaks, anoraks, incl. ski jackets, windcheaters, wind-jackets and similar articles of cotton, for men or boys, knitted or crocheted (excluding suits, ensembles, jackets, blazers, bib and brace overalls and trousers)





## PRODUCTION AREAS IN PAKISTAN

Sialkot, Gujranwala, Faisalabad, Lahore and Karachi are the main Sportswear producing regions of Pakistan. Sialkot is renowned for production of Sportswear for Internationally recognized brands like, Adidas, Nike, Mikasa, Puma, Reebok, Diadora, Baden, Derbystar, Hummel and Fila.

## VARIETIES

Sportswear products including all categories are manufactured in Pakistan. Fitness wear, Team wear, Athletics, Swimwear and Various other varieties as per demand of the customer are manufactured by Pakistani companies.

## CERTIFICATIONS



# TRADE STATISTICS OF SPORTSWEAR

Following are the global trade statistics of sportswear.

## TOP 20 IMPORTERS AROUND THE GLOBE

Unit price: USD thousand.

Importers	Imported value in 2018	Imported value in 2019	Imported value in 2020	Imported value in 2021	Imported value in 2022
World	60784404	61717975	52513678	62963613	73993649
United States of America	11343549	11928281	9182644	12458581	15989527
Germany	5789500	5562144	5263176	6077925	6725264
United Kingdom	3837453	3830440	3206052	3214122	3889202
France	3424241	3363873	2997908	3381876	3777444
Japan	3706504	3777867	3385812	3340705	3506845
Spain	2596873	2621426	2080860	2291337	2882940
Italy	2421803	2435785	1983522	2432672	2785401
Netherlands	2038361	2109639	1912242	2272498	2509351
Belgium	1954921	1898059	1724013	1805605	1919427
Canada	1255745	1337095	1033913	1326166	1820485
Poland	1085604	1122061	1259199	1518354	1774392
Korea, Republic of	1274871	1415378	1304553	1472033	1637896
China	1144809	1284007	1239438	1555739	1401024
Mexico	806276	837718	705715	1010209	1314364
Australia	1010846	1006267	898002	1112005	1243888
United Arab Emirates	799180	804160	636757	875098	1101321
Austria	998452	984339	908372	1043129	1081725
Hong Kong, China	1500710	1350921	1048450	1055139	1011643
Denmark	675584	654456	585518	693500	844731
Czech Republic	581328	593655	560858	672225	780143

(Trademap, 2022)





# TOP 20 EXPORTERS AROUND THE GLOBE

Unit price: USD thousand.

Exporters	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	67749853	67522635	58500378	71406451	82443162
China	13604186	12875662	10971160	14670082	16375800
Bangladesh	8238705	8479437	7209952	9074171	11447777
Viet Nam	4110710	4347925	3908927	4246881	5573866
Germany	3346586	3316316	3209987	3927620	3973826
India	3195748	3460318	2542132	3060941	3387724
Türkiye	3141239	3127085	2586924	3135921	3385943
Italy	2312046	2563154	2385422	2791806	2831084
Honduras	147156	1625	1437	2554	2312923
Belgium	2630385	2427117	2104162	2125541	2223687
Pakistan	1167536	1288369	1286486	1692276	1961677
Netherlands	1644502	1711757	1754110	1993074	1862072
France	1469192	1456854	1351269	1582936	1781045
Spain	1737750	1717403	1294881	1605451	1674083
United States of America	952196	1103817	885997	1171661	1566656
Cambodia	1641591	1428893	1189121	1199004	1434933
Mexico	1107613	1047288	873002	1198887	1343761
Poland	650008	732383	934280	1180293	1241082
Portugal	1347624	1141404	958145	1179241	1154022
Sri Lanka		977791	795296	1012931	1066731
Nicaragua	711359	788169	568670	798479	1040668

(Trademap, 2022)

# TRADE TRENDS OF SPORTSWEAR OF PAKISTAN

Following are the trade trends of Sportswear of Pakistan.

## COUNTRY-WISE ANALYSIS

Unit price: USD thousand.

Importers	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	1167536	1288369	1286486	1692276	1961677
United States of America	474498	537324	509246	764438	833795
United Kingdom	180105	179271	191045	216329	222337
Germany	101240	121608	145466	169658	164835
Netherlands	62508	80568	89910	89422	154294
Spain	52358	49862	41475	49222	81803
Belgium	32983	31873	29678	44905	52768
Italy	24400	26580	24301	31384	45318
France	31715	32268	22625	31257	42487
Canada	23065	21560	25728	28440	41720
China	12758	13401	16284	22490	29260
Denmark	11783	14365	15830	24472	25369
United Arab Emirates	26864	13634	16094	18877	24412
Australia	13806	13351	14452	19882	22325
Saudi Arabia	2562	4100	5330	8400	18255
Poland	7819	10438	7227	17108	17340
Japan	7588	11573	9423	10056	12079
Sweden	6385	7927	9703	9664	10599
Mexico	6271	7204	5236	8101	10438
Korea, Republic of	6175	7153	5823	5653	10283
Chile	3152	3690	3737	7601	8310

(Trademap, 2022)







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