

PAKISTAN SPORTSWEAR INDUSTRY



**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.





INTRODUCTION

The history of sports goods manufacturing in Sialkot is more than 100 years old. Now, Pakistan is known as trusted supply market for world class products for brands like; Adidas, Nike, Mikasa, Puma, Reebok, Diadora, Baden and many more.

The industry has evolved itself ever since and has diversified itself into a wide range of product lines ranging from Sportswear, Sports Uniforms, Sports Safety/Protective Apparel & Gears, Soccer Balls, Cricket Bats & Balls, Fitness Goods and Apparel, Martial Arts, MMA Gear, Body Building Apparel and Gear, Fencing Equipment, Composite Based Hockey Sticks, Paddle Rackets, Motorbike Apparel & Shoes, Sports Bags, Cycling Suits, Hunting Knives, Fishing Instruments, Sports Gloves etc.

The Sportswear is emerging sector of the category, as per the nomenclature of product it categories in textile sector but its composition, manufacturing techniques, style, designs, utility make close proximity with sports goods sector.

The Sportswear industry is mostly based on polyester made garments but cotton base garments have a special place in the main products supplied to all over the world. Sportswear manufacturing industry is striving hard to recognizing itself as a hallmark of quality as has done for sports goods products. Being promising value-added sector, Athleisure manufacturers are utilizing their best marketing efforts to gain special place for in renowned sportswear stores around the world.

The strength of Pakistan's sportswear industry is in, presence of internationally recognized skilled labour, quality manufacturing, continuous R&D for style/design/ innovations, adaptation of latest technology, state of art infrastructure, compliance of quality standards, CSR, environmental standards, ethical business practices and visionary entrepreneurship have contributed to the evolution of Sportswear industry.

The sportswear manufacturers of Pakistan are competing with other countries in quality standard and price.



PRODUCT PROFILE

“SPORTSWEAR OR ACTIVEWEAR IS CLOTHING, INCLUDING FOOTWEAR, WORN FOR SPORT OR PHYSICAL EXERCISE. SPORT-SPECIFIC CLOTHING IS WORN FOR MOST SPORTS AND PHYSICAL EXERCISE, FOR PRACTICAL, COMFORT OR SAFETY REASONS”.

TOP SPORTSWEAR GOODS EXPORTED BY PAKISTAN

Product
Tracksuits,
Shorts
T-Shirts
Polo Shirts
Swimsuits
Wet Suits (For Diving Or Surfing),
Ski Suits (For Skiing)
Leotards (For Gymnastics).
Sports Bra.
Casual Fashion
Uniforms





TOP EXPORTING COUNTRIES OF SPORTSWEAR:

Product	Exports in 2016	Exports in 2017	Exports in 2018	Exports in 2019
China	810220	695904	718288	835591
Pakistan	450720	529199	585360	611072
Cambodia	1458463	1358029	1264557	568872
Viet Nam	318097	259308	261941	288907
India	320275	305458	229204	267253
Italy	134650	163345	182522	211507
Bangladesh	131374	147031	170365	188398

TOP EXPORT DESTINATION OF PAKISTAN:

Top 5 export destinations of "**Sportswear**" from Pakistan in 2019:

Product	Exports in 2015	Exports in 2016	Exports in 2017	Exports in 2018	Exports in 2019
United States of America	176798	158547	158547	158547	158547
United Kingdom	101185	99241	99241	99241	99241
Spain	27199	33876	33876	33876	33876
Netherlands	9731	8352	8352	8352	8352
Germany	18316	24717	24717	24717	24717
Belgium	31597	35884	35884	35884	35884
France	17089	23720	23720	23720	23720
Italy	11853	14700	14700	14700	14700
Canada	7596	8392	8392	8392	8392
United Arab Emirates	3060	3681	3681	3681	3681



LIST OF PRODUCTS EXPORTED BY PAKISTAN:

(VALUE IN US\$000)

HS Code	Product Label	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
	Sportswear					
'610590	Men's or boys' shirts of textile materials, knitted or crocheted (excluding of cotton or man-made)	262,020	252,519	311,184	333,706	328,572
'610339	Men's or boys' jackets and blazers of textile materials (excluding of wool, fine animal hair, ...)	112,442	127,901	146,752	179,684	172,355
'610469	Women's or girls' trousers, bib and brace overalls, breeches and shorts of textile materials, ...	41,406	52,368	59,103	62,032	77,136
'621132	Men's or boys' tracksuits and other garments, n.e.s. of cotton (excluding knitted or crocheted)	14,580	11,951	7,560	6,012	27,476
'611212	Track-suits of synthetic fibres, knitted or crocheted	6,446	5,981	4,600	3,926	5,533



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