

Pakistan Home Textiles Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 160 pages | Mordor Intelligence

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Report description:

The COVID-19 outbreak had a significant impact on business sectors and the overall economy of Pakistan. The lockdowns in Pakistan led to the disruption of many business activities, including the home textiles industry, and affected the supply chain.

The industry is estimated to register a CAGR of around 4% during the forecast period. Pakistan's home textile industry is export-oriented, and the growth in the industry is achieved due to its downstream industries. It is one of the key suppliers to Europe, the United States, and China. The home textile industry in the market is likely to see growth in the residential and hospitality industries in Pakistan. The raw material requirement is facing a downward trend due to the growth in consumption in the domestic market. Pakistan's political instability may affect the home textiles market. However, the government has taken one of the measures-Balancing, Modernization, and Replacement (BMR)-and that provides loans to the business at subsidized rates. Pakistan's home textile industry also faces competition from China and India, and the rising price of raw materials such as yarn and increasing interest rates and inflation rates might challenge the industry.

Pakistan Home Textiles Market Trends

Rising Exports of Bed Linen

Pakistan's export of bed linen made up of single or multiple yarns has been rising since a dip in the industry in 2016, and the bed linen exports have been increasing constantly since 2016. Since the beginning of 2016, bed linen exports have been rising constantly. The top five importing destinations for the market include the United States, the Netherlands, the United Kingdom, Germany, and France. Moreover, the bed linen market is dominant in Karachi, Faisalabad, Lahore, Gujranwala, Sialkot, and Multan.

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Rising Demand of Flooring in the Market

The floor covering market is rapidly growing in Pakistan, owing to the rise in infrastructure developments, the changing lifestyles of customers, and the increased demand for insulation by consumers. Flooring demand will rise in tandem with the development of the construction industry and the China-Pakistan Economic Corridor.

Pakistan Home Textiles Market Competitor Analysis

The home textile market in Pakistan is fragmented, with various mills located in the country. There are various branded and non-branded players in the market. Home textile manufacturers in the country are focused on improving cost and quality in order to remain competitive in the market.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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