

Turkish Home & Interior Textiles Sector Report 2017



Uludag Textile Exporters Association
Research and Development Department
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The world total textile exports, which was \$ 256 billion in 2015, had declined to \$ 245 billion in 2016. Although the total amount of data for 2017 has not yet been fully clarified by the WTO, when we look at the textile exports performance of the year 2017 of many countries, it is seen that the world total textile exports of 2017 will increase by at least 10%.

On the other hand, we estimate that the world total home textile exports, which was \$ 65 billion in 2016, will be \$ 68 billion when the 2017 world trade statistics will be clarified by the WTO.

During this term, in Turkey, the textile exports increased to 8.1 billion dollars from 7.8 billion dollars. In addition, our apparel exports realized as \$ 17 billion.

The Turkish Home Textile sector which realized \$ 2.7 billion of exports by the end of 2017, has 4.5% market share of the total global home textile market. We take this share mainly with middle and high segment products. This clearly shows us the distinctive our home and interior textile sector's position in the world.

The sector offers highly quality production in global market with its capacity, technology, quality and trend creating designs and is raising its market share by increasing promotion and marketing activities. Among the main factors providing success in the sector, is brand creation. Today, it is apparent that the companies which truly ascend in terms of their brands become more powerful in the international arena. Furthermore, adapting to high value-added quality products, participation in international fairs, consideration of intellectual property rights, human health, environment and total quality management issues also develop the competitiveness of the sector.

Turkish Home Textile Exports - Countries					
	COUNTRY	2016	2017	CHANGE %	SHARE %
		\$	\$		
1	GERMANY	458.345.735	452.116.447	-1,36%	16,72%
2	UNITED STATES	283.727.057	291.442.815	2,72%	10,78%
3	BULGARIA	132.298.770	167.111.563	26,31%	6,18%
4	FRANCE	136.055.521	139.843.867	2,78%	5,17%
5	UNITED KINGDOM	135.291.302	137.894.179	1,92%	5,10%
6	ITALY	124.426.495	124.761.980	0,27%	4,61%
7	NETHERLANDS	121.336.127	111.971.710	-7,72%	4,14%
8	POLAND	78.796.214	81.060.048	2,87%	3,00%
9	IRAN	95.413.684	79.205.653	-16,99%	2,93%
10	SPAIN	48.161.403	57.546.567	19,49%	2,13%
11	ROMANIA	53.728.215	53.912.935	0,34%	1,99%
12	IRAQ	36.956.029	50.949.455	37,87%	1,88%
13	SAUDI ARABIA	47.065.290	48.624.132	3,31%	1,80%
14	AUSTRIA	40.040.429	46.546.937	16,25%	1,72%
15	ISRAEL	46.049.949	46.183.174	0,29%	1,71%
16	BELGIUM	38.599.525	43.272.633	12,11%	1,60%
17	UKRAINE	38.815.628	42.333.629	9,06%	1,57%
18	ALGERIA	39.435.942	38.280.616	-2,93%	1,42%
19	MOROCCO	31.512.894	37.595.091	19,30%	1,39%
20	SWITZERLAND	32.177.449	31.892.219	-0,89%	1,18%
21	GREECE	27.245.584	31.878.295	17,00%	1,18%
22	UNITED ARAB EMIRATES	26.594.278	30.088.759	13,14%	1,11%
23	LITHUANIA	25.591.601	28.434.542	11,11%	1,05%
24	KAZAKHISTAN	17.318.375	28.242.792	63,08%	1,04%
25	BELARUS	14.754.781	22.903.219	55,23%	0,85%
26	RUSSIA	13.250.307	21.659.422	63,46%	0,80%
27	FINLAND	20.195.286	19.669.953	-2,60%	0,73%
28	MOLDAVIA	10.517.022	19.312.161	83,63%	0,71%
29	CZECH REPUBLIC	22.211.896	18.902.588	-14,90%	0,70%
30	HUNGARY	15.715.759	17.808.871	13,32%	0,66%
	FIRST 30 COUNTRIES	2.211.628.547	2.321.446.252	4,97%	85,84%
	ALL COUNTRIES	2.600.253.710	2.704.460.248	4,01%	100,00%

Source: Exporters Associations Data

Turkish Home Textile Exports - Countries								
	COUNTRY	JAN MAR 2017		JAN MAR 2018		CHANGE %		\$/kg 2018
		KG	FOB USD	KG	FOB USD	KG	FOB USD	
1	GERMANY	11.382.994	99.352.981	10.433.797	108.056.544	-8,34%	8,76%	10,36
2	UNITED STATES	5.547.192	58.783.347	7.194.247	66.201.024	29,69%	12,62%	9,20
3	BULGARIA	4.976.689	44.677.763	5.238.790	42.215.239	5,27%	-5,51%	8,06
4	ITALY	3.468.382	30.710.372	3.708.900	38.053.771	6,93%	23,91%	10,26
5	FRANCE	3.961.155	35.359.531	3.407.460	33.666.523	-13,98%	-4,79%	9,88
6	UNITED KINGDOM	3.664.136	32.697.322	3.295.366	32.263.034	-10,06%	-1,33%	9,79
7	NETHERLANDS	4.061.329	30.769.090	3.010.712	27.729.019	-25,87%	-9,88%	9,21
8	POLAND	2.176.074	21.398.347	2.106.518	21.917.722	-3,20%	2,43%	10,40
9	SPAIN	1.561.910	13.752.993	1.552.760	17.372.872	-0,59%	26,32%	11,19
10	UKRAINE	1.081.626	7.168.213	2.157.067	16.709.512	99,43%	133,11%	7,75
11	ISRAEL	1.714.776	12.668.112	1.940.705	15.122.305	13,18%	19,37%	7,79
12	ROMANIA	1.860.348	12.595.971	2.051.867	14.863.722	10,29%	18,00%	7,24
13	IRAN	1.947.680	19.283.509	1.391.490	14.557.495	-28,56%	-24,51%	10,46
14	BELGIUM	900.227	9.713.752	1.217.836	14.119.127	35,28%	45,35%	11,59
15	ALGERIA	1.855.837	9.470.353	2.543.169	13.082.561	37,04%	38,14%	5,14
16	SAUDI ARABIA	2.085.529	12.618.739	1.764.263	11.441.751	-15,40%	-9,33%	6,49
17	IRAQ	2.434.311	12.262.870	1.855.984	11.096.638	-23,76%	-9,51%	5,98
18	AUSTRIA	1.203.985	11.335.644	973.318	11.005.109	-19,16%	-2,92%	11,31
19	RUSSIA	376.921	3.514.990	1.005.943	9.660.284	166,88%	174,83%	9,60
20	GREECE	1.207.319	8.133.970	1.096.693	9.455.687	-9,16%	16,25%	8,62
21	LITHUANIA	709.157	6.639.187	769.141	8.299.411	8,46%	25,01%	10,79
22	SWITZERLAND	713.172	7.410.182	654.993	8.172.209	-8,16%	10,28%	12,48
23	KAZAKHISTAN	614.903	5.237.049	765.495	7.140.200	24,49%	36,34%	9,33
24	BELARUS	433.445	3.435.965	711.450	7.042.201	64,14%	104,96%	9,90
25	MOROCCO	1.016.739	8.276.135	822.985	6.677.135	-19,06%	-19,32%	8,11
26	SLOVENIA	576.940	3.521.907	778.447	6.635.742	34,93%	88,41%	8,52
27	UAE	818.069	7.293.472	607.697	6.256.976	-25,72%	-14,21%	10,30
28	EGYPT	597.466	3.502.500	1.056.141	6.100.626	76,77%	74,18%	5,78
29	FINLAND	465.897	4.350.946	397.052	4.789.139	-14,78%	10,07%	12,06
30	HUNGARY	537.536	5.109.165	445.162	4.698.891	-17,18%	-8,03%	10,56
	First 30 Countries	63.951.743	541.044.377	64.955.448	594.402.469	1,57%	9,86%	9,15
	Total	77.202.009	634.425.245	77.806.935	689.904.542	0,78%	8,74%	8,87

Source: Exporters Associations Data

TURKISH HOME TEXTILE EXPORTS - PRODUCT GROUPS				
PRODUCT GROUP	2016	2017	CHANGE %	SHARE %
	\$	\$		
TOWELS	666.180.570	681.973.725	2,37%	25,22%
BED SHEETS	535.404.031	530.532.861	-0,91%	19,62%
CURTAIN FABRIC	314.486.701	322.300.916	2,48%	11,92%
HOME TEX. – OTHER ITEMS	297.860.863	302.466.301	1,55%	11,18%
BATHROBE	157.747.062	176.475.619	11,87%	6,53%
THE OTHER FURNISHING ARTICLES	150.777.580	175.704.117	16,53%	6,50%
UPHOLSTERY FABRIC	126.852.443	131.806.526	3,91%	4,87%
CURTAINS, INTERIOR BLINDS, VALANCES	111.096.720	113.544.443	2,20%	4,20%
TULLES AND OTHER TEXTILES	63.674.473	62.442.031	-1,94%	2,31%
BLANKETS	51.373.999	52.540.085	2,27%	1,94%
KNITTED CURTAIN	17.771.005	43.535.466	144,98%	1,61%
LACE	39.175.443	40.621.431	3,69%	1,50%
TABLE CLOTHS	34.859.762	34.668.319	-0,55%	1,28%
BED COVERS	30.491.586	33.371.378	9,44%	1,23%
PILLOWS AND QUILTS	2.457.975	2.457.395	-0,02%	0,09%
HANDMADE WALL CARPETS	43.497	19.634	-54,86%	0,00%
TOTAL	2.600.253.710	2.704.460.248	4,01%	100,00%

Source: Exporters Associations Data

TURKISH HOME TEXTILE EXPORTS - PRODUCT GROUPS							
PRODUCT GROUP	JAN MAR 2017		JAN MAR 2018		CHANGE %		
	KG	FOB USD	KG	FOB USD	KG	FOB USD	
TOWELS	23.168.976	167.642.195	21.727.991	168.888.412	-6,22%	0,74%	7,77
BED SHEETS	13.114.387	109.018.494	12.577.494	117.092.813	-4,09%	7,41%	9,31
CURTAIN FABRIC	6.489.597	78.006.314	7.683.203	91.255.612	18,39%	16,98%	11,88
HOME TEX. – OTHER ITEMS	7.958.628	74.412.528	8.224.006	83.772.281	3,33%	12,58%	10,19
THE OTHER FURNISHING ARTICLES	5.593.546	38.183.935	6.198.661	47.292.449	10,82%	23,85%	7,63
BATHROBE	3.797.795	40.848.630	4.145.927	43.481.958	9,17%	6,45%	10,49
UPHOLSTERY FABRIC	4.101.489	31.453.768	3.820.245	31.510.553	-6,86%	0,18%	8,25
CURTAINS, INTERIOR BLINDS, VALANCES	2.739.637	27.776.227	3.134.276	31.284.573	14,40%	12,63%	9,98
TULLES AND OTHER TEXTILES	1.683.723	14.955.213	1.654.338	14.859.886	-1,75%	-0,64%	8,98
LACE	719.271	10.858.881	889.699	14.221.233	23,69%	30,96%	15,98
BLANKETS	4.036.795	15.059.115	2.822.593	13.059.875	-30,08%	-13,28%	4,63
KNITTED CURTAIN	1.480.320	10.278.699	2.184.302	11.637.781	47,56%	13,22%	5,33
TABLE CLOTHS	1.037.298	7.031.109	1.025.731	10.297.627	-1,12%	46,46%	10,04
BED COVERS	1.235.642	8.404.930	1.579.558	9.835.933	27,83%	17,03%	6,23
PILLOWS AND QUILTS	42.701	485.917	138.625	1.413.258	224,64%	190,84%	10,19
HANDMADE WALL CARPETS	2.206	9.291	286	298	-87,06%	-96,79%	1,04
TOTAL	77.202.010	634.425.246	77.806.935	689.904.542	0,78%	8,74%	8,87

Source: Exporters Associations Data

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YASAL UYARI: Bu rapor Birliğimiz uzmanları tarafından güvenilir olduğuna inanılan kamuya açık kaynaklardan elde edilen bilgiler kullanılmak suretiyle, sadece bilgilendirme amacıyla hazırlanmıştır. Bu rapor ve içindeki bilgilerin kullanılması nedeniyle doğrudan veya dolaylı olarak oluşacak zararlardan Birliğimiz hiçbir şekilde sorumlu tutulamaz. Birliğimizin yazılı izni alınmaksızın herhangi bir kişi tarafından, herhangi bir amaçla, kısmen veya tamamen çoğaltılamaz, dağıtılamaz veya yayımlanamaz. Tüm haklarımız saklıdır.

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