

**FOOTWEAR  
SECTOR  
BROCHURE**



# OVERVIEW

The footwear sector in Pakistan is a vital component of the country's manufacturing industry, contributing significantly to exports, employment, and economic growth. Pakistan produces a wide range of footwear, including leather shoes, sports shoes, sandals, and safety boots, serving both domestic and international markets.



**Population**  
250 million

**GDP (2024)**  
~\$375 billion

**Key Sector**  
Footwear

**Special Economic Zones (SEZs)**  
Under CPEC offering incentives  
for foreign investment

# FOOTWEAR CLUSTERS

The Lahore cluster (Lahore, Gujranwala and Sheikhupura) is the major footwear producing area accounting for more than half of the total footwear production. Other key areas in Pakistan for footwear production include Karachi and Sialkot. These three cities account for 86% of total production capacity in the country.

## TOP EXPORT CONTRIBUTOR

**\$161M**

EXPORTS FROM THE  
FOOTWEAR SECTOR

## PRODUCTION CAPACITY

**400 M**

PAIRS OF FOOTWEAR  
PRODUCED YEARLY

## FOOTWEAR CONSUMPTION

**7<sup>th</sup>**

LARGEST CONSUMER

## EMPLOYMENT

**1M**

PEOPLE ASSOCIATED WITH  
THE FOOTWEAR SECTOR



# STRENGTHS OF THE FOOTWEAR SECTOR



ABUNDANT RAW MATERIALS



ENVIRONMENTAL COMPLIANCE



SKILLED WORKFORCE



ECONOMIC CONTRIBUTION



EXPORT PERFORMANCE



INDUSTRIAL CLUSTERS



TECHNOLOGICAL ADVANCEMENTS



STRONG INDUSTRY ASSOCIATIONS



GOVERNMENT SUPPORT



MARKET DIVERSIFICATION



# PRODUCTION CAPACITY

Pakistan's footwear sector is supported by a strong cottage industry that caters to most domestic demand with evolving designs and styles throughout the year. Export needs are met by the organized, mechanized sector. Many factories have a daily production capacity of 2,500 pairs, with larger units producing up to 10,000 pairs.

The industry manufactures leather, textile, and synthetic footwear. National demand stands at approximately 600 million pairs annually. On average, women purchase 4-6 pairs per year, men 1-2, and children 1-3—figures significantly lower than global averages, where women buy 8-10 pairs and men 2-4 pairs annually.



# TOP EXPORTING DESTINATIONS



Germany



Italy



Saudi Arabia



Netherlands



USA



UK



UAE



YEMEN



SPAIN



AUSTRALIA

# ABOUT TDAP

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.



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Pakistan Trade Portal

