



PAKISTAN TOWELS



OVERVIEW

Pakistan's towel industry is globally recognized for its high-absorbency, cotton-rich products and consistent export excellence. Backed by one of the world's largest cotton-growing economies, the country offers a comprehensive range of towels – including bath, hand, beach, kitchen, and institutional terry towels – manufactured for both home and commercial use.



TOWEL PRODUCTS AND HS CODES

- 580211 Terry towelling and similar woven terry fabrics, of cotton, unbleached
- 580219 Terry towelling and similar terry fabrics (Cotton)
- 580220 Terry towelling and similar woven terry fabrics (Non Cotton)
- 630260 Toilet linen and kitchen linen, of terry towelling or similar terry fabrics of cotton
- 630291 Toilet linen and kitchen linen of cotton
- 630292 Toilet linen and kitchen linen of flax
- 630293 Toilet linen and kitchen linen of man-made fibres
- 630299 Toilet linen and kitchen linen of textile materials
- 630710 Floor cloths, dishcloths, dusters and similar cleaning cloths, of all types of textile materials



TOWELS PRODUCTION

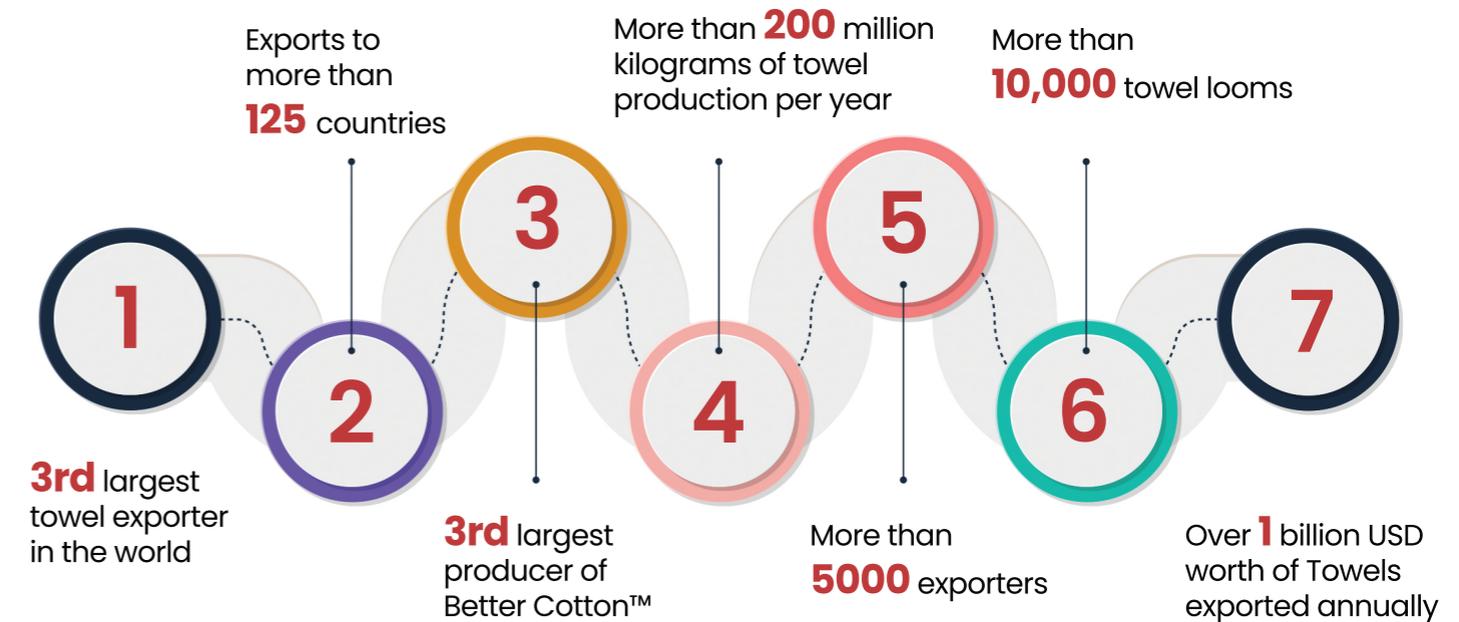
HUBS

The core towel manufacturing clusters are:

- ✓ Karachi: The largest hub for towel production and export. Karachi is home to modern manufacturing units with large-scale dyeing, stitching, and packing facilities near the port.
- ✓ Lahore & Faisalabad: Host to a growing number of towel stitching and finishing units, including SMEs engaged in specialized and value-added towel production.
- ✓ Multan: Known for terry towel weaving and home-based value chains, particularly for small and medium-size buyers.
- ✓ Hyderabad & Sialkot: Smaller clusters focusing on niche products and embroidery-based towels for boutique markets.



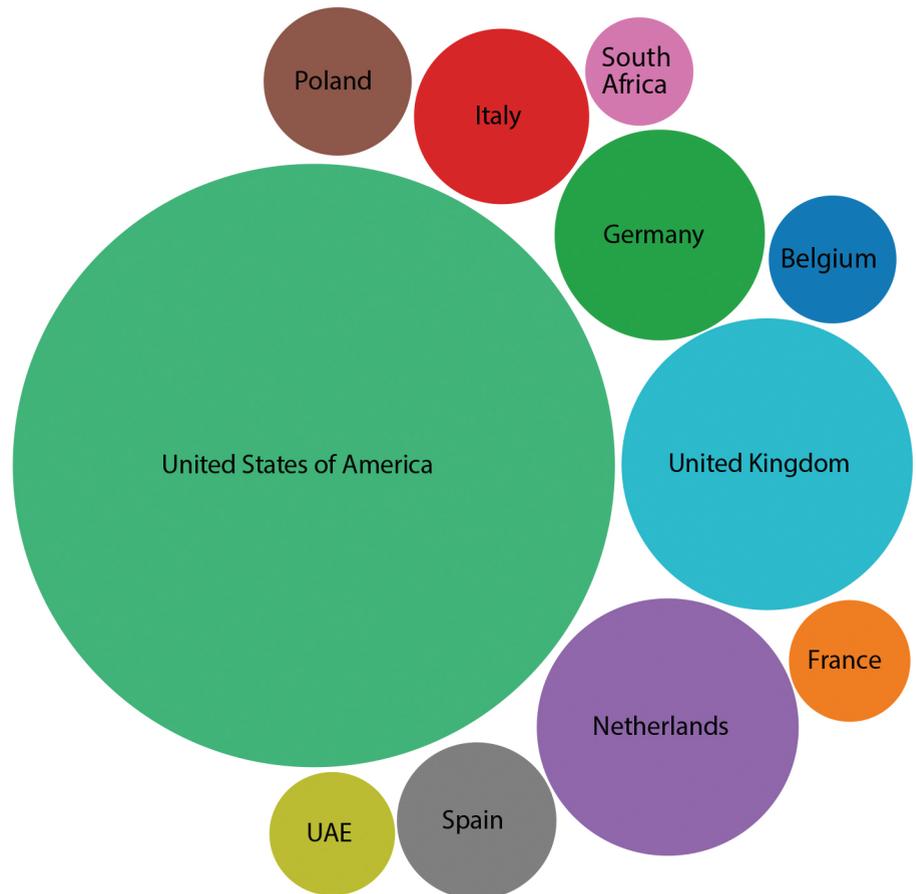
KEY FACTS



TOP 10

IMPORTING COUNTRIES

-  **United States – 43%**
-  **United Kingdom – 9%**
-  **Germany – 7%**
-  **Netherlands – 6%**
-  **France – 5%**
-  **Italy – 4%**
-  **Spain – 3.5%**
-  **Canada – 3%**
-  **UAE – 2.5%**
-  **Australia – 2%**



ABOUT TDAP

TDAP is the premier trade promotion organisation mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of federal government 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 organises as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organises contacts and information exchange events both physically as well as on digital platforms.

This publication is part of TDAP efforts to share details and showcase Pakistan's products and services in international markets.



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