

# PAKISTAN Footwear 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.





## PRODUCT PROFILE

The footwear industry is an important sector in the Pakistani economy, particularly in the region of Lahore. The main strength of the footwear industry is the availability of top quality leather in the country. Pakistan is a hub for the production of high quality leather and the leather goods industry is a big contributor to the country's export earnings .

### Product Classification

The domestic industry manufactures almost every type of footwear as classified in chapter 64 of 'HS classification system for traded goods' that can be broken down into the categories **6401 to 6406** at the 4-digit level. (Except few e.g. winter boots, Ski Boots etc.). The following table provides the product classification relevant to Pakistan's footwear export sector:

<b>64</b>	<b>FOOTWEAR, GAITERS, &amp; THE LIKE</b>
<b>6401</b>	<b>Waterproof Footwear, Rubber Or Plastics, Bond Sole</b>
<b>6402</b>	<b>Footwear, Outer Sole &amp; Upper Rubber Or Plastic Nesoi</b>
<b>6403</b>	<b>Footwear, Outer Sole Rub, Plastic Or Lea &amp; Upper Lea</b>
<b>6404</b>	<b>Footwear, Outer Sole Rub, Plastic Or Lea &amp; Upper Tex</b>
<b>6405</b>	<b>Footwear Nesoi</b>
<b>6406</b>	<b>Parts Of Footwear: Insoles Etc.: Gaiters Etc., Parts</b>





## Production Capacity and Local Consumption

The Cottage Industry supplies bulk of the domestic needs according to the changing designs and tastes round the year, whereas, export needs are fulfilled by the organized / mechanized sector. Many factories have a production capacity of **2,500 pairs per day**, while the larger units produce as much as 10,000 pairs per day. It includes leather, textile and synthetic shoes.

The total requirement of footwear in Pakistan is around **600 million pairs per year**. It is estimated that women buy between **4-6 pairs of footwear** per year and men **1-2**. **For children the average is 1-3 pairs**. This usage is very low as the global average is **8-10 pairs for women per year**, whereas 2-4 pairs of footwear are purchased by men every year .



## Geography

The Lahore cluster (Lahore, Gujranwala and Sheikhpura) 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 .



1 <https://pakfootwear.org/pakistan-footwear-industry/>

2 <https://www.thenews.com.pk/print/172321-Pakistan-has-far-to-go-in-footwear-industry#:~:text=The%20share%20of%20domestic%20producers,year%20and%20men%201%2D2.>

3 Footwear Sector Skills Study by Punjab Skills Development Fund



## Footwear Sector Trading and Growth

Pakistan's exports represent 0.1% of world exports for footwear, its ranking in world exports is 50. Top 10 Export Destinations of Pakistan for product '64' Footwear, gaiters and the like; parts of such articles are as under:

Importers	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019	Exported value in 2020
World	108,287	99,887	117,221	135,313	122,743
Germany	25,426	28,696	32,024	33,656	37,414
Italy	14,583	16,783	18,239	20,681	14,008
United States of America	3,757	4,172	7,005	12,622	10,765
Saudi Arabia	7,314	7,253	7,593	12,094	9,070
United Kingdom	10,671	7,228	8,890	9,459	7,048
Netherlands	7,492	6,721	7,497	9,380	11,517
Spain	6,318	5,232	5,355	5,005	3,216
United Arab Emirates	6,285	2,268	1,759	1,673	2,858
Yemen	953	915	1,309	3,068	3,316

Unit: US Dollar Thousand

## Footwear Sector Trading and Growth

It is interesting to note that since Pakistan is a **7th biggest consumer of footwear** in the world, therefore, as can be seen in the table below there is a significant level of imports taking place in order to meet the local demand.

Pakistan imports predominantly textile footwear from China.

Pakistan's Top 10 Import Destinations for product '64' Footwear, gaiters and the like; parts of such articles are as under:

Exporters	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
World	103,075	111,958	94,271	72,337	37,369
China	93,253	99,942	85,095	66,581	33,247
Viet Nam	2,306	2,913	3,297	2,087	1,345
Thailand	2,787	3,021	1,116	713	441
Indonesia	1,467	1,120	768	651	397
Iran, Islamic Republic of	59	82	346	412	574
United Arab Emirates	144	199	249	251	178
Malaysia	483	596	323	245	150
Brazil	509	1,342	902	241	156
United Kingdom	404	583	228	143	193
Italy	302	343	360	129	138

(Unit: US Dollar Thousand)

## PAKISTAN'S TOP EXPORTERS

S. No.	Name of Company
1	<b>Bata Pakistan, Lahore</b>
2	<b>Elegant (Pvt) Ltd, Lahore</b>
3	<b>EPCT (Pvt) Ltd, Lahore</b>
4	<b>Fircos Shoes, Sialkot</b>
5	<b>Firhaj Footwear, Lahore</b>
6	<b>Khawaja Tanneries, Multan</b>
7	<b>Khokher Enterprises</b>
8	<b>Mansha Khan Leather, Multan</b>
9	<b>New Long Life Shoes, Lahore</b>
10	<b>Raja Industries, Sialkot</b>
11	<b>Service Global Footwear, Lahore</b>
12	<b>Service industries, Lahore</b>
13	<b>Shafi (pvt) Ltd, Lahore</b>
14	<b>ShafiLife style, Lhaore</b>
15	<b>Sigma Shoes (pvt) Ltd, Sialkot</b>
16	<b>Simba Enterprises, Lahore</b>
17	<b>Simba Shoes, Lahore</b>
18	<b>Starlet Innovations,Lahore</b>
19	<b>U.E (Pvt) Ltd , Lahore</b>
20	<b>Urban Sole, Lahore</b>



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