

# Table Linen

## Sector Brief

The objective of this short write-up is to provide the reader with an overview of the sector. The information covers global trade of the product, status of Pakistan's exports and summary of industry structure. Trade information for global comparisons has been obtained from PC-TAS, International Trade Centre's Database. Latest available export data on Pakistan has been obtained from the Federal Bureau of Statistics, Pakistan.

Revised on July 12, 2002



**Small and Medium Enterprise Development Authority**  
**Government of Pakistan**  
[www.smeda.org.pk](http://www.smeda.org.pk)

### HEAD OFFICE

Waheed Trade Complex, 1<sup>st</sup> Floor, 36-Commercial Zone, Phase III, Sector XX, Khayaban-e-Iqbal, DHA Lahore  
Tel: (042) 111-111-456, Fax: (042) 5896619, 5899756  
[helpdesk@smeda.org.pk](mailto:helpdesk@smeda.org.pk)

#### REGIONAL OFFICE PUNJAB

Waheed Trade Complex,  
1<sup>st</sup> Floor, 36-Commercial  
Zone,  
Phase III, Sector XX,  
Khayaban-e-Iqbal, DHA  
Lahore.  
Tel: (042) 111-111-456  
Fax: (042) 5896619,  
5899756  
[helpdesk@smeda.org.pk](mailto:helpdesk@smeda.org.pk)

#### REGIONAL OFFICE SINDH

5<sup>TH</sup> Floor, Bahria  
Complex II, M.T. Khan  
Road, Karachi.  
Tel: (021) 111-111-456  
Fax: (021) 5610572  
[helpdesk-khi@smeda.org.pk](mailto:helpdesk-khi@smeda.org.pk)

#### REGIONAL OFFICE NWFP

Ground Floor  
State Life Building  
The Mall, Peshawar.  
Tel: (091) 9213046-47  
Fax: (091) 286908  
[helpdesk-pew@smeda.org.pk](mailto:helpdesk-pew@smeda.org.pk)

#### REGIONAL OFFICE BALOCHISTAN

Bungalow No. 15-A  
Chaman Housing  
Scheme  
Airport Road, Quetta.  
Tel: (081) 831623,  
831702  
Fax: (081) 831922  
[helpdesk-qta@smeda.org.pk](mailto:helpdesk-qta@smeda.org.pk)

## 1. Introduction

Textile made-ups are one of the most valuable and important international trading commodities. In 1999 the international textile made-ups trade value was above US\$ 11 billion which can be divided into six major categories i.e. towel & cleaning cloths, bed wear & bed linen, blankets, curtains & furnishings, canvas products and table linen. Major exporters of textile made-ups include China, Pakistan, Turkey and Portugal exporting nearly 47% of the total international market of textile made-ups. Compared to previous years, the textile made-ups sector has had a slow growth rate of 3% for the last five years and 1999 was the worst year for textile made-ups products (3% decline in international exports) which is the only year with negative growth in last five years.

Pakistan being the second largest exporter of textile made-ups has increased its share in the international market from 6.6% to 10.1% in previous five years by earning a foreign exchange of US\$ 1.18 billion in 1999 and an average growth of 15% per annum. According to Federal Bureau of Statistics data, Pakistan exports for the year 2000-01 were about US\$ 1.3 billion.

## 2. Global Trade of Table linen

Table linen comprises of small segment of the global textile made-ups trade. In made ups, table linen sub-sector shared only 5.96% of export earnings in 1999. Its share has declined from 7.2% as a sub category and declined by 2% per annum if total exports are analyzed for the years 1995-99.<sup>1</sup>

**Table 1:**

Value in \$ million					
World Exports					
	1995	1996	1997	1998	1999
<b>WORLD</b>	752	677	702	707	696
<b>Growth % age</b>		-10%	4%	1%	-2%

Table linen exports can be subdivided into three categories i.e. table linen made by cotton, crochet and other textiles. In 1999, the export market of cotton linen was \$412 million that accounted for 59% of the total table linen exports. Table linen of other textiles shared 34% while crochet shared the rest.

**Table 2:**

Value in \$ million							
World Exports Category-wise							
Commodity	Code	1995	1996	1997	1998	1999	% Share
(Aggregate)		752	677	702	707	696	100%
<b>Table linen,knit.crochet</b>	<b>65844</b>	76	51	42	43	45	6%
<b>Table linen,cotton</b>	<b>65845</b>	483	431	448	444	412	59%
<b>Table linen,oth.textiles</b>	<b>65846</b>	192	195	212	220	239	34%

<sup>1</sup> World trade of table linen is reported under different SITC codes. For the purpose of analysis, all these codes have been summed together to get the overall picture of the world's trade of table linen.

China is the top exporter of table linen as a whole and exported 32.45% of the table linen market in 1999. Next was Italy which had 6.95% of the export share and then Germany, capturing 6.42% of table linen market.

**Table 3:**

Value in \$ million						
Major Exporters						
	1995	1996	1997	1998	1999	% Share in 99
CHINA	314	224	238	234	226	32.45%
ITALY	44	44	44	47	48	6.95%
GERMANY	43	43	50	54	45	6.42%
TURKEY	30	38	39	47	43	6.16%
BELGIUM	40	35	33	31	41	5.95%
PORTUGAL	34	30	28	30	28	4.00%
FRANCE	29	25	28	24	28	3.99%
Other	219	239	241	239	237	34.07%

U.S.A. is the largest importer of table linen atleast for the last five years and shared 30.04% of total imports of 1999 expensing a huge amount of US\$ 285 million. Germany was the second with nearly 16.67% of world imports of table linen.

**Table 4:**

Value in \$ million						
Major Importers						
	1995	1996	1997	1998	1999	% Share in 99
USA	197	180	216	243	285	30.04%
GERMANY	154	163	156	165	158	16.67%
FRANCE	61	60	58	57	61	6.45%
HONG KONG	80	61	64	53	43	4.52%
ITALY	52	43	43	39	38	3.98%
SPAIN	34	31	31	31	34	3.56%
JAPAN	47	42	38	32	31	3.25%

### **3. Pakistan:**

In 1999 table linen accounted for \$12.65 million in foreign exchange earnings, which was nearly 1.07% of total textile made-ups exports of Pakistan. The share has increased from 0.68% since 1995, which shows that Pakistan exports of textile made-ups as a whole has not increased with a rate greater than this sub category. In Pakistan, the table linen market has increased by an annual average of 32% in last five years with super growth in 1998 and 1999 i.e. 67% and 56% respectively. In international perspective Pakistan shared 1.82% of the total table linen market in 1999 which has increased from a level of 0.63% since 1995.

**Table 5:**

Value in \$ million					
Pakistan Exports					
Years	1995	1996	1997	1998	1999
Value	4.71	4.82	4.84	8.09	12.65
Growth % (Value)		2%	1%	67%	56%

For international comparisons the data used is for the year 1999. However, data is also available for Pakistan for the year 2000-2001, which shows that there has been an increase in exports from \$12.65 million to nearly \$17.40 million in 1999-2001.

Some of the leading importers from Pakistan include USA, which imported 50.36% of Pakistan's table linen, Italy, which imported nearly 8% and United Arab Emirates, which shared 7.07% of the Pakistan exports of table linen in 1999.

**Table 6:**

Value in \$ million				
Pakistan Major Partner				
Country	1998	% Share	1999	% Share
USA	6.4	78.77%	6.4	50.36%
ITALY	1.0	12.51%	1.0	8.00%
UNTD ARAB EM	0.9	11.05%	0.9	7.07%
GERMANY	0.7	8.68%	0.7	5.55%
SWEDEN	0.6	7.93%	0.6	5.07%
FRANCE	0.6	7.91%	0.6	5.06%

Looking at the break-up of Pakistani table linen exports, it is found that lion share of the total value exported is accounted by just one category which is 'table linen of cotton mill-made' i.e. 88% of the total table linen exports. This is in line with the world trend since this category is the largest category in the global exports with 59% share.

**Table 7:**

Value in \$ million			
Pakistan Export Mix		2000-01	1999-2000
Commodity	PSTC Code	C-Value	C-Value
Table linen, cotton	65845		
Table cover of cotton mill-made	6584501	15.43	12.95
Table cover of cotton handloom	6584502	1.4	0.76
Table linen cotton mill-made	6584509	0	0.08
Table linen cotton handloom	6584519	0	0.26
Table linen, other textiles	65846		
Linen of Flax	6584601	0.03	
Linen of manmade fibre	6584602	0.41	0.02
Tanle linen of other textile mat	6584609	0.13	0.04
<b>Total</b>		<b>17.4</b>	<b>14.12</b>
Exchange Rate RS/US\$ 51.8 1999-2000			
Exchange Rate RS/US\$ 58 2000-01			