COTTON & TEXTILE INDUSTRIES IN TURKEY

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TURKEY AT A GLANCE

- GDP ‘14: 800 bio USD
- Growth ‘14: 3%
- GDP per capita: 16K USD
- Population: 78 mio
- Unemployment: 11%
- Import: 242 mio USD
- Export: 158 mio USD
TEXTILE TRADE

- 2014 export: 158 bio USD
- 2014 textiles and clothing export: 30 bio USD
- 7th supplier & 6th consumer in textiles global trade
- 8th supplier in clothing global trade
- 8th supplier & 4th consumer in global cotton trade
- 1st supplier in global carpet trade

COTTON IN TURKEY

Source: ICAC
TEXTILES IN TURKEY

Foreign Trade of Textiles

Source: TURKSTAT

TEXTILES IN TURKEY

Export in Product

Source: TURKSTAT
TEXTILES IN TURKEY

Export in Country

Source: TURKSTAT

Import in Product

Source: TURKSTAT
TEXTILES IN TURKEY

Import in Country

CHINA 29%
USA 10%
INDIA 9%
INDONESIA 7%
ITALY 6%
TURKMENISTAN 5%
GERMANY 5%
VIETNAM 3%
KOREA 3%

Source: TURKSTAT

TEXTILES IN TURKEY

SWOT ANALYSIS OF INDUSTRY

STRENGTHS
- Closeness to major markets
- Young Labor
- Know-how
- High quality

OPPORTUNITIES
- Entrance to Middle East and Africa countries
- Brand facilities
- Support of government to the industry

WEAKNESSES
- High cost of production (labor, energy etc.)
- Investment in technical and smart textiles is limited
- Dependence on raw material

THREATS
- Dependence on EU market
- High rivalry
- Fragmented market
- Easiness of new entrance
THANK YOU!

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