



# PAKISTAN CARPETS



**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 + HS CODE

There are two types of carpet making i.e. machine made and handmade/hand-knotted. Unique designs, durability and natural materials make hand woven carpets superior in quality than machine made carpets. Pakistani hand-knotted carpets are known as one of the finest carpets in the world and due to their top notch quality, attention to details and strength, they are in large demand worldwide. Production of hand-knotted carpets is one of the largest cottage industries of Pakistan. Although mass-produced, these Pakistani hand knotted carpets are traditionally made by the hands of professional weavers who have thrived in this industry for generations.

## USES AND BENEFITS

Carpets are used for a variety of purposes, including insulating a person's feet from a cold tile or concrete floor, making a room more comfortable as a place to sit on the floor (e.g., when playing with children or as a prayer rug), reducing sound from walking (particularly in apartment buildings) and adding decoration or colour to a room.

1. Improves Indoor Air Quality
2. Provides Warmth and Comfort
3. Softens Slips and fall
4. Reduces Noise

## PRODUCTION AREAS OF PAKISTAN

The industry is primarily located in KharanKalat, Muzaffarabad, Karachi, Mirpur Khas, Thatta, Tharparkar, Hyderabad, Karachi, Kasur, Sheikhupura, Multan, Laya, D.G. Khan, Shangla Hills, Gujranwala, Attock, Ahmed Pur East Bahawalpur, Zahir Peer, and surrounding areas of Quetta, Peshawar and Lahore where skilled workers are easily available.

## LOCAL CONSUMPTION

Pakistani carpets are in huge demand in the world due to their quality and beautiful designs. According to Pakistan Carpet Manufacturers and Exporters Association, local consumption of these carpets are very less and around 99% of the carpets made here are for export.





## TYPES OF CARPETS EXPORTED BY PAKISTAN:

Three types of hand-made carpets are produced and/ or marketed by Pakistan –

- Single knot (major qualities are Bokhara, Jaldar and Silk Touch),
- Double knot (popularly known as Pak-Persian Carpets
- Turkish Knot made with hand spun vegetable dyes learned and indigenized from Afghan refugees settled in Pakistan (major qualities include Ziegler or Chobi, Kazak, Karghai, Khal Mohammadi, & Modern Gabbeh).

## PAKISTAN'S EXPORT OF CARPETS:

- Top destinations for Pakistani carpets are USA, Germany, UK, Italy, Japan, Australia, France, Canada, Turkey and Austria.
- Countrywide data of Pakistan's exports during last 5 years is given below:

(Unit: US Dollar thousand)

Importers	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	72040	67152	54506	79569	85019
United States of America	37732	33529	27750	41972	51231
Germany	6228	4925	5263	5986	4808
Türkiye	1681	2156	1321	1502	3619
United Kingdom	2845	3183	2497	3381	3612
Italy	3997	4089	2381	4045	3003
Australia	1127	1110	1722	2374	2203
Austria	2207	1804	1297	2516	2007
Spain	1257	1434	1254	1601	1806
France	2617	1662	1426	2307	1558
Japan	1958	2082	1855	1834	1515
Canada	1327	1916	1331	1640	1324

Source: Trade Map



# PRODUCT MIX

(Unit: US Dollar thousand)

Code	Product label	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
	Carpets	72040	67151	54505	79569	85020
'5701	Carpets and other textile floor coverings, of textile materials, knotted, whether or not made ...	66592	61950	50208	73384	79220
'5702	Carpets and other textile floor coverings, woven, not tufted or flocked, whether or not made ...	4978	4540	3681	5472	5390
'5703	Carpets and other textile floor coverings, incl. turf, tufted "needle punched", whether or ...	394	626	612	695	367
'5705	Carpets and other textile floor coverings, whether or not made up (excluding knotted, woven ...	76	23	2	10	25
'5704	Carpets and other floor coverings, of felt, not tufted or flocked, whether or not made up	0	12	2	8	18

Source: Trade Map





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