



REPUBLIC OF TURKEY  
MINISTRY OF TRADE

INDUSTRY



# HOME TEXTILES



TURKEY

[www.trade.gov.tr](http://www.trade.gov.tr)

## HOME TEXTILES

### PRODUCTION

The Turkish home textile industry as a subsector of the Turkish textile industry, which is the world's fourth largest supplier and the EU's second largest supplier, has now a significant role in world trade and capacity to meet the high standards of all sophisticated consumers.

Almost all kinds of home textiles are produced in Türkiye and may be listed by export value as follows: towels, bed sheets, bed spreads, curtains, blankets, pillows, quilts, cushions, eiderdowns, table linens, tulle, lace, goblen, flander, aubusson, wall hangings and sleeping bags.

The Turkish home textile industry is one of the world leaders with its wide range of products and superior quality in home textile production, especially in the production of towels, bed sheets and covers, curtains, tulle, embroidery, guipure and quilt covers. Türkiye has the largest machine park for the production of both embroidery and guipure in the world. Europe's largest factory producing quilt covers is in Türkiye. The Turkish home textile industry has also acquired the latest technology with a high production capacity, a highly skilled labor pool, and design and fashion capabilities. In addition, the industry has managed to reduce the cost of production below the world average while it has increased the quality of its products. Therefore, with a huge production capacity, high quality and strong competitiveness, Türkiye is the world's fourth supplier of bed sheets and towels-bathrobes, and third supplier of bedspreads in 2021.

In Türkiye, the towel sector has traditional roots and its towels are known as "Turkish Towels" worldwide. Today the Turkish towel sector has competitive power in international markets in terms of jacquard and embroidery technologies. Lace, which is commonly used in many textile applications, especially in home textiles, is originally a Turkish handicraft. It is an embroidery art reaching back to the mid 1500s and crowned by the labor of Turkish women. It is an outstanding handicraft with its traditional taste and motifs in different colors and lines, which are now reflected in modern home decoration. Turkish home textile producers are mainly located in Istanbul, Denizli, Bursa, Tekirdag, Izmir, Gaziantep, Kayseri and Usak. Towel and bathrobe producers are concentrated in Denizli and Bursa, voile producers in Istanbul and Bursa, and blanket producers in Usak. Many of the producers in these cities have integrated their production process from yarn and fabric production to product design, dyeing, finishing and sewing in order to obtain the best quality in every stage of production.

Denizli is the manufacturing center of toweling sector. Over 190 companies in Denizli manufacture cotton towels and bathrobes. Such a manufacturing facility on one product group in the same area is a success story and a good example of the cluster development. In Denizli, towels and bathrobes are manufactured from Aegean cotton which is the finest cotton in the world. These towels and bathrobes are well known throughout the world with their extraordinary softness, absorbency and warmth. Their extraordinary pile thickness and density give towels and bathrobes these superior features. In addition, the more these towels and bathrobes are washed, the softer and more absorbent they become, contrary to the ordinary products. That's why Denizli on its own has a major share in world's cotton towel and bathrobe exports. About 90% of these products are exported to all over the world. "Turkish Towels and Bathrobes", especially the ones from Denizli, are not used only at homes, but also presented by 5 or 4 star hotels in all over the world as a quality service sign.

Bursa is one of the most important manufacturing centers in the textile field in the world and it is mostly concentrated on the manufacturing of curtains, curtaining and upholstery fabrics, decoration fabrics, bedding products, towels and bathrobes as well as other textiles.

---

Besides large-scale firms, there are many small and medium sized companies scattered all around the country. In the rural areas around some cities like Denizli, Mugla and Kastamonu, the production of traditional fabrics is still widespread, and recently they have been used in the production of home textiles. One of these traditional fabrics having worldwide fame is the "Buldan Fabric", from the Buldan province of Denizli. With its characteristic designs, it is unique and carries the heritage of the past into the present as it is woven on traditional hand looms. This fabric, which has a completely natural look and basic textile characteristic due to its being made of pure cotton, is widely used both in traditional and modern home decoration. Another traditional fabric is "Selalmaz Çemberi" which takes its name from Selalmaz, a region in Kastamonu. This fabric is also obtained from pure cotton yarn and woven on hand looms. It is a very thin fabric like tulle. It is a difficult fabric to weave that one can only weave one meter per day. Due to its outstanding originality it is used widely in-home decoration as well as in clothing. "Azdavay Çemberi" is another famous fabric woven in Azdavay, a town of Kastamonu. It is made from linen or pure cotton and it is a very original hand woven fabric. This fabric like Selalmaz Çemberi, is woven loose or dense. It is used widely in home decoration and clothing production. Since all of these traditional fabrics are natural, made of pure cotton or linen without using any chemical dyes, they are environment friendly. Therefore, there is considerable demand for home textiles made of these fabrics in international markets.

Today the Turkish home textile industry is aware of the trend in international markets towards the increasing demand for healthier and more environmentally friendly products and quickly adapts itself to developments in legal and technical regulations. Many manufacturers in the sector are able to produce with quality and environment management systems, e.g. ISO 9000 series. Additionally, some companies in the home textile sector have private Eco labels.

In a rapidly changing world, the home decoration field is very sensitive to all changes. That's why the creation of collections with innovative and modern designs and motifs in addition to the quality of the product is essential. Turkish home textile manufacturers are very conscious about fashion creation and design, which enables them to gain a special place in international markets. New and modern designs and unique motifs, all created by Turkish designers, keep a finger on the pulse of world home decoration fashion and meet most tastes and preferences.

## **TÜRKİYE HOME TEXTILE FOREIGN TRADE**

Besides meeting domestic demand in Türkiye, the Turkish home textile sector with its high potential in the export market and its wide range of products and superior quality is an important export earner for the country. The sector exports about 60% of its production.

With its fashion products, the advanced technology of production and quality of products, Türkiye has been increasing her share in the main markets, especially in the European market. Therefore, prominent world suppliers have started to cooperate with Turkish manufacturers for joint production in the home textile field.

## - Exports

In 2021, total exports of the industry reached to 2,82 billion dollars by decreasing the rate of 4,55%. The most exported product groups are towels and bathrobes (34,66% share), bed sheets (20,32% share) and furnishing and curtain fabrics (12,34% share), respectively.

Product	2021		2022		Change
	Value (Thousand USD)	Share	Value (Thousand USD)	Share	
Towels and Bathrobes	1.026.741	34,65%	980.263	34,66%	-4,53%
Bed Sheets	643.507	21,72%	574.719	20,32%	-10,69%
Furnishing and Curtain Fabrics	358.369	12,09%	349.043	12,34%	-2,60%
Bed Linens	209.172	7,06%	214.932	7,60%	2,75%
Other Home Textile Products	191.938	6,48%	184.919	6,54%	-3,66%
Curtain	189.718	6,40%	178.314	6,30%	-6,01%
Pillows, Quilts and Sleeping Bags	153.307	5,17%	157.705	5,58%	2,87%
Tulle	89.028	3,00%	80.070	2,83%	-10,06%
Blankets	61.700	2,08%	69.545	2,46%	12,71%
Table Linens	39.519	1,33%	38.597	1,36%	-2,33%
Handmade Tapestry	240	0,01%	312	0,01%	30,00%
<b>Grand Total</b>	<b>2.963.239</b>	<b>100,0%</b>	<b>2.828.419</b>	<b>100,0%</b>	<b>-4,55%</b>

Source: Trademap

When the sector export is analyzed on the basis of the country, it is seen that the most exported countries are Germany (14,2% share), USA (11,2% share), Italy (5,3% share), France (4,9% share) and Belarus (4,5% share), respectively. While exports to the first 20 countries constitute 74% of Türkiye's total home textile exports, the dramatic increase to Belarus (28,7%) draws attention.

Countries	2021		2022		2021/2022
	Value (Dollars)	Share	Value (Dollars)	Share	Change
Germany	535.515.456	15,1%	494.350.805	14,2%	-7,7%
USA	440.401.001	12,4%	389.525.838	11,2%	-11,6%
Italy	171.847.487	4,8%	185.679.816	5,3%	8,0%
France	161.000.810	4,5%	171.560.107	4,9%	6,6%
Belarus	122.688.979	3,5%	157.920.324	4,5%	28,7%
UK	165.010.812	4,6%	149.930.045	4,3%	-9,1%
Netherlands	146.663.987	4,1%	136.134.836	3,9%	-7,2%
Spain	111.791.284	3,1%	118.371.380	3,4%	5,9%
Romania	87.733.912	2,5%	95.518.303	2,7%	8,9%
Russian Federation	80.752.280	2,3%	87.491.184	2,5%	8,3%
Israel	89.653.100	2,5%	86.867.997	2,5%	-3,1%
Poland	89.537.508	2,5%	82.554.872	2,4%	-7,8%
Bulgaria	128.516.885	3,6%	74.615.552	2,1%	-41,9%
Iraq	68.869.508	1,9%	56.091.164	1,6%	-18,6%
Austria	68.517.308	1,9%	55.620.655	1,6%	-18,8%
Kazakhstan	47.621.107	1,3%	55.522.902	1,6%	16,6%
Ukraine	42.022.206	1,2%	52.245.489	1,5%	24,3%
Morocco	42.600.607	1,2%	47.508.933	1,4%	11,5%
Switzerland	38.627.164	1,1%	43.662.751	1,3%	13,0%
Greece	36.702.878	1,0%	41.018.262	1,2%	11,8%

<b>Total of First 20 Countries</b>	<b>2.676.074.279</b>	<b>75,3%</b>	<b>2.582.191.215</b>	<b>74,0%</b>	<b>-3,5%</b>
<b>Others</b>	<b>878.788.936</b>	<b>24,7%</b>	<b>909.072.488</b>	<b>26,0%</b>	<b>3,4%</b>
<b>Grand Total</b>	<b>3.554.863.215</b>	<b>100,0%</b>	<b>3.491.263.703</b>	<b>100,0%</b>	<b>-1,8%</b>

Source: Ministry of Trade

### - Imports

Türkiye's home textile imports are at a very low level compared to its exports. Our home textile imports increased by the rate of 51,64% in 2022 compared to the previous year and reached 1 billion dollars. In 2022, the most imported product groups are furnishing and curtain fabrics (72,36% share), other home textile products (14,77% share) and towels and bathrobes (3,04% share). The highest increase in imports in terms of proportion compared to the previous year is in the *Furnishing and Curtain Fabrics* product group with a rate of 72,36%.

Product	2021		2022		2021/2022
	Value (\$)	Share	Value (\$)	Share	Change
Furnishing and Curtain Fabrics	463.383.002	66,82%	798.705.990	75,95%	72,36%
Other Home Textile Products	119.218.294	17,19%	155.330.848	14,77%	30,29%
Towels and Bathrobes	30.651.583	4,42%	31.924.827	3,04%	4,15%
Pillows, Quilts and Sleeping Bags	24.618.046	3,55%	26.309.086	2,50%	6,87%
Bed Linens	17.808.271	2,57%	7.756.300	0,74%	-56,45%
Bed Sheets	5.986.811	0,86%	9.465.841	0,90%	58,11%
Curtains	23.536.851	3,39%	13.805.146	1,31%	-41,35%
Blankets	4.035.390	0,58%	4.354.099	0,41%	7,90%
Tulee	2.677.198	0,39%	2.524.563	0,24%	-5,70%
Table Linens	1.511.178	0,22%	1.397.321	0,13%	-7,53%
Handmade Tapestry	73.233	0,01%	26.070	0,002%	-64,40%
<b>Grand Total</b>	<b>693.499.857</b>	<b>100,00%</b>	<b>1.051.600.091</b>	<b>100,00%</b>	<b>51,64%</b>

Source: Ministry of Trade

When home textile imports of Türkiye in 2022 is analyzed on the basis of countries, it is seen that China, which has been our most important supplier for many years, maintains this position with a share of 22,6%. Following China, the countries with the highest home textile imports are Egypt (15,9% share), Malaysia (7,8% share), South Korea (7,7% share) and Italy (7,1% share). The share of the top 20 countries with the highest imports in the home textile sector constitutes 95,2% of industry's total imports.

Country	2021		2022		(2021/2022)
	Value (Dollars)	Share	Value (Dollars)	Share	Change
China	174.898.631	25,9%	235.896.647	22,6%	34,9%
Egypt	83.388.996	12,3%	165.491.766	15,9%	98,5%
Malaysia	49.768.134	7,4%	81.053.924	7,8%	62,9%
South Korea	45.316.843	6,7%	80.873.298	7,7%	78,5%
Italy	51.533.903	7,6%	74.517.368	7,1%	44,6%
France	28.461.306	4,2%	60.437.541	5,8%	112,3%
Czech Republic	34.934.252	5,2%	48.989.142	4,7%	40,2%
Viet Nam	20.110.922	3,0%	46.166.319	4,4%	129,6%
Romania	13.134.491	1,9%	31.472.223	3,0%	139,6%
Germany	20.883.513	3,1%	26.512.607	2,5%	27,0%

North Macedonia	21.248.135	3,1%	23.380.250	2,2%	10,0%
Austria	20.274.653	3,0%	18.152.572	1,7%	-10,5%
Belgium	5.318.151	0,8%	17.127.059	1,6%	222,0%
Spain	13.194.899	2,0%	15.405.929	1,5%	16,8%
Bulgaria	18.698.494	2,8%	13.858.292	1,3%	-25,9%
Portugal	6.202.983	0,9%	13.117.587	1,3%	111,5%
Bosnia Herzegovina	11.433.073	1,7%	10.675.307	1,0%	-6,6%
Indonesia	6.793.847	1,0%	8.751.643	0,8%	28,8%
India	6.235.846	0,9%	7.905.813	0,8%	26,8%
Morocco	1.943.727	0,3%	7.856.567	0,8%	304,2%
United Kingdom	3.992.503	0,6%	5.775.123	0,6%	44,6%
<b>Total of the List(First 20 Countries)</b>	<b>637.767.302</b>	<b>94,4%</b>	<b>993.416.977</b>	<b>95,2%</b>	<b>55,8%</b>
<b>Others</b>	<b>37.924.284</b>	<b>5,6%</b>	<b>50.426.814</b>	<b>4,8%</b>	<b>33,0%</b>
<b>Grand Total</b>	<b>675.691.586</b>	<b>100,0%</b>	<b>1.043.843.791</b>	<b>100,0%</b>	<b>54,5%</b>

Source: Ministry of Trade

#### 4. WORLD FOREIGN TRADE

In 2022, world home textile exports decreased by 5.9% compared to the previous year and amounted to 75,1 billion dollars, where China alone made about half of the world's sector exports. The most exporting countries in 2022 are China (48,7% share), India (6,7% share), Pakistan (7,3% share), Türkiye (3,8% share) and Germany (3,3% share). Türkiye maintained its position as the 4th rank the most exporting country in home textile products in the world in 2022.

Countries	2020	2021	2022	2021/2022 Change	2022 Share
	Value (1000 Dollars)	Value (1000 Dollars)	Value (1000 Dollars)		
China	30.258.068	38.863.860	36.644.124	-5,7%	48,7%
Pakistan	4.114.013	5.323.816	5.469.723	2,7%	7,3%
India	4.392.310	6.039.258	5.064.520	-16,1%	6,7%
Türkiye	2.317.334	2.963.239	2.828.419	-4,5%	3,8%
Germany	2.339.837	2.693.279	2.462.731	-8,6%	3,3%
Viet Nam	1.039.126	1.197.506	1.390.725	16,1%	1,8%
Poland	1.275.132	1.594.304	1.368.753	-14,1%	1,8%
Italy	1.015.926	1.319.643	1.315.056	-0,3%	1,7%
United States of America	1.066.154	1.287.724	1.286.328	-0,1%	1,7%
France	827.977	1.026.407	1.105.052	7,7%	1,5%
Bangladesh	718.582	952.439	1.047.147	9,9%	1,4%
Netherlands	920.458	1.176.727	1.027.012	-12,7%	1,4%
Spain	781.889	941.843	989.892	5,1%	1,3%
Mexico	714.961	907.525	957.983	5,6%	1,3%
Korea, Republic of	780.289	933.079	951.545	2,0%	1,3%
Hong Kong, China	902.730	1.140.291	890.868	-21,9%	1,2%
Portugal	766.961	1.016.745	890.779	-12,4%	1,2%
Belgium	743.111	886.309	826.764	-6,7%	1,1%
Taipei, Chinese	696.422	797.320	766.839	-3,8%	1,0%
Japan	621.628	653.238	668.980	2,4%	0,9%
<b>Total of the List (First 20 Countries)</b>	<b>56.292.908</b>	<b>71.714.552</b>	<b>67.953.240</b>	<b>-5,2%</b>	<b>90,4%</b>
<b>Others</b>	<b>7.043.798</b>	<b>8.210.308</b>	<b>7.242.749</b>	<b>-11,8%</b>	<b>9,6%</b>
<b>Grand Total</b>	<b>63.336.706</b>	<b>79.924.860</b>	<b>75.195.989</b>	<b>-5,9%</b>	<b>100,0%</b>

Source: Trademap.org

World home textile imports decreased by 3,6% in 2022 and reached 65,3 billion dollars; The USA maintained its position as the largest importer with a share of 24,9%. The USA is followed by Germany with a share of 6,5% and Japan with a share of 4,5%. In 2022, the Viet Nam's home textile imports increased by 41.7%, making it the country with the highest increase.

Countries	2020	2021	2022	Change	Share
	Value (1000 Dollars)	Value (1000 Dollars)	Value (1000 Dollars)		
United States of America	13.982.196	18.844.484	16.246.606	-13,8%	24,9%
Germany	3.763.007	4.329.508	4.218.388	-2,6%	6,5%
Japan	2.956.157	3.250.575	2.940.483	-9,5%	4,5%
France	2.055.770	2.698.478	2.716.076	0,7%	4,2%
United Kingdom	2.184.035	2.652.819	2.584.042	-2,6%	4,0%
Viet Nam	1.387.144	1.645.452	2.331.992	41,7%	3,6%
Italy	1.100.035	1.462.913	1.586.419	8,4%	2,4%
Canada	1.293.945	1.690.512	1.575.873	-6,8%	2,4%
Netherlands	1.365.009	1.807.978	1.542.810	-14,7%	2,4%
Australia	1.208.384	1.440.698	1.409.472	-2,2%	2,2%
Spain	1.031.360	1.287.287	1.389.254	7,9%	2,1%
Poland	1.077.644	1.384.818	1.279.041	-7,6%	2,0%
United Arab Emirates	540.693	702.135	1.238.249	76,4%	1,9%
Belgium	865.210	1.040.601	974.580	-6,3%	1,5%
Bangladesh	570.851	831.634	837.598	0,7%	1,3%
Korea, Republic of	784.333	905.572	831.925	-8,1%	1,3%
Mexico	671.591	763.691	824.314	7,9%	1,3%
China	842.433	938.142	813.756	-13,3%	1,2%
<b>Total of the List (First 20 Countries)</b>	<b>37.679.797</b>	<b>47.677.297</b>	<b>45.340.878</b>	-4,9%	69,5%
<b>Others</b>	<b>16.232.223</b>	<b>20.011.507</b>	<b>19.937.375</b>	-0,4%	30,5%
<b>Grand Total</b>	<b>53.912.020</b>	<b>67.688.804</b>	<b>65.278.253</b>	-3,6%	100,0%

Source: Trademap.org

---

## TRADE FAIRS

- [Fairs in Türkiye](#)

## USEFUL LINKS

- Turkish Home Textile Industrialists' and Businessmen's Association  
[www.tetsiad.org](http://www.tetsiad.org)
- Istanbul Textile and Apparel Exporters' Associations  
[www.itkib.org.tr](http://www.itkib.org.tr)
- Aegean Exporters' Associations  
[www.egebirlilik.org.tr](http://www.egebirlilik.org.tr)
- Uludağ Exporters' Association  
[www.uib.org.tr](http://www.uib.org.tr)
- Denizli Exporters' Association  
[www.denib.gov.tr](http://www.denib.gov.tr)
- Mediterranean Exporter Associations  
[www.akib.org.tr](http://www.akib.org.tr)
- Southeast Anatolia Exporters' Associations  
[www.gaib.org.tr](http://www.gaib.org.tr)
- Turkish Textile Employers' Association  
[www.tekstilisveren.org](http://www.tekstilisveren.org)
- United Brands Association of Türkiye  
[www.birlesmismarkalar.org.tr](http://www.birlesmismarkalar.org.tr)
- The Association of the Registered Trademarks  
[www.tescillimarkalar.org.tr](http://www.tescillimarkalar.org.tr)
- Osmanbey Textile Manufacturers Association  
[www.otiad.org.tr](http://www.otiad.org.tr)
- Laleli Industrialists and Businessmen Association  
[www.lasiad.org.tr](http://www.lasiad.org.tr)
- Merter Industrialists and Businessmen Association  
[www.mesiad.org.tr](http://www.mesiad.org.tr)





REPUBLIC OF TURKEY  
MINISTRY OF TRADE

Turkey

Discover  
the potential

Prepared by

Directorate General of Exports

[www.trade.gov.tr](http://www.trade.gov.tr)

[ihticari@ticaret.gov.tr](mailto:ihticari@ticaret.gov.tr)

Call Center  
+90 850 808 04 04