



REPUBLIC OF TURKEY
MINISTRY OF TRADE

INDUSTRY



HOME TEXTILES



TURKEY

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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 Turkey 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. Turkey 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 Turkey. 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, Turkey was the world's third supplier of bed sheets, fourth supplier of towels and bathrobes and fifth supplier of bedspreads in 2016.

In Turkey, 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.

EXPORTS

Besides meeting domestic demand in Turkey, 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, Turkey 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.

Table 1: Turkey's Home Textile Exports (1000 US\$)

Product Name	2016	2017	2016/ 2017 (%)	Share 2017 (%)
Towels, Bathrobes and Dressing Gowns (Including toilet and kitchen linens)	848.223	885.533	4,40	33,91
Bed Linens	534.230	529.082	-0,96	20,26
Furnishing and Curtain Fabrics	438.542	451.796	3,02	17,30
Other Home Textile Products	238.962	233.265	-2,38	8,93
Curtains, Drapes and Interior Blinds	162.491	113.182	-30,35	4,33
Bed Spreads and Other Furnishing Articles	118.858	139.562	17,42	5,34
Tulles and Crocheted Fabrics	102.009	102.452	0,43	3,92
Blankets	50.830	52.172	2,64	2,00
Sleeping Bags, Pillows, Quilts	63.619	69.978	9,99	2,68
Table Linens	34.564	34.202	-1,05	1,31
Hand-Woven Tapestries	43	18	-57,04	0,00
Total	2.592.376	2.611.248	0,73	100,0

Source: Ministry of Trade

The main export products in 2017 were towels, bathrobes, dressing gowns, bed linens, furnishing and curtain fabrics, and bed spreads. The European countries are the most important markets for Turkey's home textile exports. A large quantity of home textiles is exported to Germany. The other main markets are USA, Bulgaria, France, the U.K., Italy and the Netherlands.

Table 2: Major Export Markets in Home Textiles (1000 US\$)

Countries	2016	2017	2016/2017 (%)	Share (%) 2017
Germany	463.039	453.873	-1,98	17,38
USA	281.627	288.755	2,53	11,06
Bulgaria	134.437	158.799	18,12	6,08
France	135.530	138.473	2,17	5,30
UK	133.684	131.521	-1,62	5,04
Italy	123.943	118.951	-4,03	4,56
Netherlands	120.272	110.646	-8,00	4,24
Poland	79.608	75.551	-5,10	2,89
Iran	94.417	73.452	-22,20	2,81
Spain	53.990	56.181	4,06	2,15
Iraq	39.464	53.297	35,05	2,04
Romania	54.220	52.264	-3,61	2,00
Austria	40.600	46.872	15,45	1,80
Israel	47.474	45.779	-3,57	1,75
S. Arabia	43.410	44.094	1,57	1,69
Ukraine	38.587	41.712	8,10	1,60
Belgium	36.967	41.583	12,49	1,59
Algeria	38.313	37.736	-1,51	1,45
Switzerland	32.156	32.022	-0,42	1,23
UAE	28.315	30.510	7,75	1,17
Top 20 Countries	2.020.061	2.032.080	0,59	77,82
Total	2.592.376	2.611.248	0,73	100,00

Source: Ministry of Trade

TRADE FAIRS

- [Fairs in Turkey](#)

USEFUL LINKS

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