



REPUBLIC OF TURKEY
MINISTRY OF ECONOMY



INDUSTRY



BABIES' CLOTHING



TURKEY

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BABIES' CLOTHING INDUSTRY

PRODUCTION

HS No: 6111 and 6209

Textiles and clothing is one of the most important sectors of the Turkish economy since it is the major force behind Turkey's exports and employment. Today, the Turkish clothing industry is the 7th largest supplier in the world and the 2nd largest supplier of the EU. Therefore, Turkish textile and clothing industry now has a significant role in world trade and the capability to meet high standards and sophisticated preferences.

As a young sub-sector of the large Turkish clothing industry, the babies' and children's clothing industry started to develop in the nineties and now has a dominant role in the world. Many companies specialize in babies' and children's clothing, while some of them produce both adults and infants clothing. Today, almost all kinds of clothing for babies and children including niche markets are produced in Turkey.

Since Turkey is a leading cotton producer and cotton is the best and most preferred fiber for babies' and children's clothing, cotton clothing has a large share in production. As a result of the availability of high quality and organic cotton in Turkey, high technology in production, wide use of CAD (Computer Aided Design) and CAM (Computer Aided Manufacturing), design capability and the increase in the number of qualified personnel, the products of the Turkish clothing sector have a good reputation in world markets. In addition, with its flexible production structure, the sector can adapt itself to consumers' changing needs. Today, most of the exporters produce their own creations and almost all of the materials used for export products are obtained from the domestic market.

Istanbul is not only a leading production center, but also a worldwide fashion center. Most of the companies have established their production facilities around Istanbul due to its good transportation, workforce and technology opportunities. As a global sourcing hub both in Asia and Europe, it attracts a number of international buying offices, trading houses and major retailers and department stores.

Bursa, which has a traditional background in weaving art, is still one of the major manufacturing centers in textile field. According to BEKSİAD¹, 80% of the babies' and children's clothing is produced in Bursa. Since many of these companies are in Duaçınarı district of Bursa, they form a natural cluster which creates a synergy for the sector to focus on world markets. Other manufacturers of babies' and children's clothing are mainly located in Denizli and Izmir. In total, around 60.000 employees are employed at more than 4.000 small and medium sized companies nationwide.

Today, parents are showing increasing concern for health and environmental issues and demanding products that do not affect their children's health or the environment. Due to its direct contact with the skin, the reliability of clothing is much more important for babies' and children's health. Being aware of these trends, Turkish babies' and children's clothing producers are much more sensitive to health and the environment. They have already adapted themselves to developments in international markets towards healthier and more environmentally-friendly products by adopting environmental management systems and obtaining eco-labels. Most companies are certified with private eco-labels such as Oeko-

¹ Baby Child Wear Manufacturers' and Businessmen's Association www.beksiad.org

Tex Standard 100, etc. Moreover, since Turkey is the largest organic cotton grower in the world, more than 200 companies in both the textile and clothing sectors manufacture organic cotton products ranging from fibers, yarns and fabrics to garments and home textiles which are certified with organic cotton standards such as Global Organic Textile Standard and Organic Exchange Standard 100.

EXPORTS

The value of clothing exports increased by 9.4% and amounted to US\$ 13.5 billion in 2011. Approximately 80% of the clothing exported is cotton clothing. Knitted clothing and accessories, with an export value of US\$ 8.4 billion, had a share of 62,1% in total clothing exports, and woven clothing had a share of 37,9% with a value of US\$ 5.1 billion in 2011. The EU is the most important market for Turkey's clothing exports.

Regarding the babies' clothing sector, in the year 2011 the total exports increased by 20,2% with an export value of US\$ 142.5 million catching the peak level in 2007 which had dropped majorly as a result of the global economical crises. Knitted or crocheted babies' garments constitutes 72,9% of babies' clothing exports of Turkey. Germany (20,1%), the UK (11,1%), Spain (11%), France (8,9%) and Italy (6,4%) are the major export markets.

Babies' Clothing Export of Turkey

Years	Value (US\$ million)
2000	82.6
2001	86.4
2002	107.9
2003	112.2
2004	118.6
2005	116.0
2006	107.4
2007	140.4
2008	139.2
2009	101.6
2010	118.5
2011	142.5

Source: Ministry of Economy

Knitted or Crocheted Babies' Garments Export of Turkey (USD 1,000)

HS	Product	2006	2007	2008	2009	2010	2011
6111.20	Babies garments and clothing accessories of cotton, knitted	77.602	95.893	95.461	65.438	76.460	94.433
6111.30	Babies garments and clothing accessories of synthetic fibres, knitted	2.584	5.073	2.390	3.097	3.804	5.347
6111.90	Babies garments&clothing accessories of other textile materials, knitted	1.335	1.946	2.614	2.629	3.234	3.831
	Knitted or Crocheted Babies' Garments Total	82.453	102.912	100.465	71.163	83.499	103.611
	Babies' Clothing Total	107.471	140.414	139.272	101.608	118.483	142.212

Source: Ministry of Economy

Woven Babies' Garments Export of Turkey (US\$ 1,000)

HS	Product	2006	2007	2008	2009	2010	2011
6209.20	Babies garments and clothing accessories of cotton, not knitted	22.703	35.316	36.080	27.253	31.118	32.563
6209.30	Babies garments & clothing accessories of synthetic fibres, not knitted	768	992	779	1.099	1.765	2.408
6209.90	Babies garments&clothg accessories of oth textile materials, not knitted	1.409	1.194	1.947	2.093	2.102	3.630
	Woven Babies' Garments Total	25.018	37.502	38.806	30.445	34.984	38.601
	Babies' Clothing Total	107.471	140.414	139.272	101.608	118.483	142.212

Source: Ministry of Economy

Major Export Markets in Babies' Clothing (US\$ 1,000)

Countries	2006	2007	2008	2009	2010	2011
Grand Total	107.471	140.414	139.271	101.608	118.482	142.212
List Total	92.908	117.796	107.734	84.593	105.003	126.048
Germany	24.113	24.943	26.118	21.063	23.806	28.649
United Kingdom	19.101	21.828	20.372	17.020	16.672	15.873
Spain	10.059	22.345	12.959	8.251	12.536	15.692
France	11.305	11.491.102	9.952	7.227	7.948	12.709
Italy	5.218	8.426	9.583	7.563	7.003	9.153
Netherlands	7.231	9.733	7.461	3.534	5.280	6.332
Belgium	2.501	2.394	2.328	3.603	6.093	5.883
Russia	741	510	1.652	381	2.765	4.445
Sweden	3.089	4.017	3.315	2.241	3.092	4.194
Denmark	1.209	1.288	1.556	2.484	3.617	4.132
Greece	2.348	4.287	4.946	3.919	3.067	3.595
Poland	719	995	796	506	1.001	2.464
Kirghizstan	1.254	957	1.667	1.633	1.630	2.316
Switzerland	1.519	1.582	1.413	1.137	1.764	2.143
Iraq	403	208	696	1.216	1.395	1.892
Kazakhstan	400	769	317	635	4.451	1.594
Norway	736	910	735	919	1.320	1.358
Ukraine	94	117	647	81	119	1.228
Bosnia and Herzegovina	803	960	1.127	1.098	1.338	1.208
Libya	56	26	85	72	97	1.179

Source: Ministry of Economy

Many Turkish clothing companies have expanded their marketing and distribution channels in global markets by opening stores and chain stores all over the world. To promote Turkish fashion products in international markets, they participate in many fashion shows and international fairs abroad.

FAIRS IN TURKEY

- Bursa 7th Baby and Kidswear and Necessities Fair, Bursa, 14-17 June 2012, www.tuyap.com.tr
- WintExpo 2012, Istanbul, 23rd International Mothers-Babies-Children Products Fair, 21-24 June 2012, www.wintexpo.com

USEFUL LINKS

- Istanbul Textile and Apparel Exporters' Associations, www.itkib.org.tr
- Uludağ Exporters' Association, www.uib.org.tr
- Aegean Exporters' Associations, www.egebirlik.org.tr
- Denizli Exporters' Association, www.denib.gov.tr
- Mediterranean Exporter Associations, www.akib.org.tr
- Turkish Clothing Manufacturers Association, www.tgsd.org
- Baby Child Wear Manufacturers' and Businessmen's Association, www.beksiad.org



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