



Myanmar – EU Trade Helpdesk



EU Export Market Scan: Outdoor Jackets

Myanmar Outdoor Jackets

A jacket is a mid-stomach-length garment for the upper body, made from natural or synthetic fibres, or a combination of both. The majority of outdoor jackets produced in Myanmar are winter waterproof jackets, made from fibres other than wool or cotton. Statistics for this market scan are calculated with the following four HS codes: Men’s jackets (620339 - synthetic and 620333 - other fibres) and Women’s jackets (620439 - synthetic and 620433 - other fibres).

Outdoor jacket made in Myanmar



Source: Andrew Marc

The Myanmar garment sector is rapidly growing. It is attracting many famous international brands and represents the second largest export sector of the country. Currently, there are approximately 490 garment factories operating in Myanmar according to the SMART Myanmar project. The Myanmar industry tends to specialise in higher-quality garments such as outdoor jackets and not in low-cost bulk items.

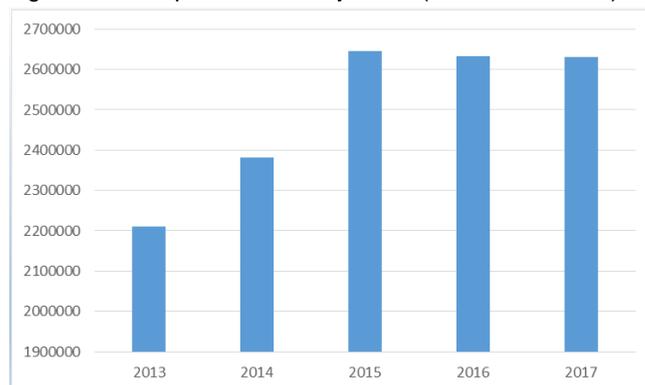
Outdoor Jackets in the EU

The European Union (EU) is the world’s largest market for outdoor jackets. EU imports of outdoor jackets have been increasing at an average annual rate of 4% both in value and quantity since 2013. This indicates stable import prices.

EU imports reached EUR 2.6 billion in 2017. They are expected to continue growing, driven by the forecast of economic growth especially in the new EU Member States.

Imports of the types of outdoor jackets mainly produced in Myanmar (of synthetic and artificial fibres) from outside the EU were more than 47 million pieces in 2017. Women’s models account for around two-thirds of this.

Figure 1: EU import of outdoor jackets (in EUR thousand)



Source: International Trade Centre (ITC) Trade Map, 2018

Outdoor jackets are primarily a seasonal product, as winter jackets account for a large part of this sector. Although final consumers commonly purchase them in autumn (September-November), import is taking place earlier; jackets are usually ordered and delivered to the EU during the summer months.

Potential Target Markets in the EU

The EU market for outdoor jackets is dispersed. No single country dominates the market. The largest EU market for outdoor jackets is Germany, followed by the United Kingdom (UK), France, Spain, and the Netherlands.

As the most common way to enter the market is through subcontracting, it is recommended to start searching for partners in these larger markets, especially those that are already present in Myanmar.

Myanmar exporters can also find opportunities in other small but fast-growing markets. The fastest-growing market for outdoor jackets made of synthetic or artificial fibres is the Czech Republic, with an average annual import growth rate of 16%. It increased its imports from EUR 19 million in 2013 to EUR 35 million in 2017.

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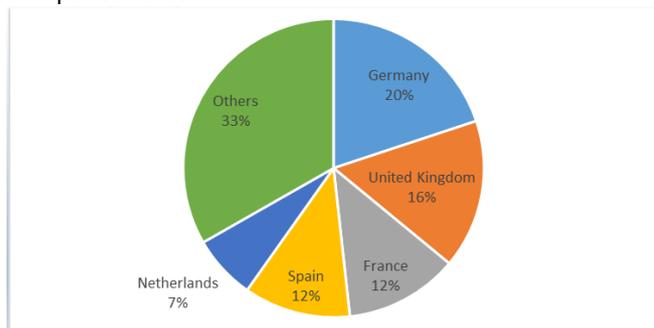




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Figure 2: EU outdoor jackets import structure in 2017, share of imported value



Source: International Trade Centre (ITC) Trade Map, 2018

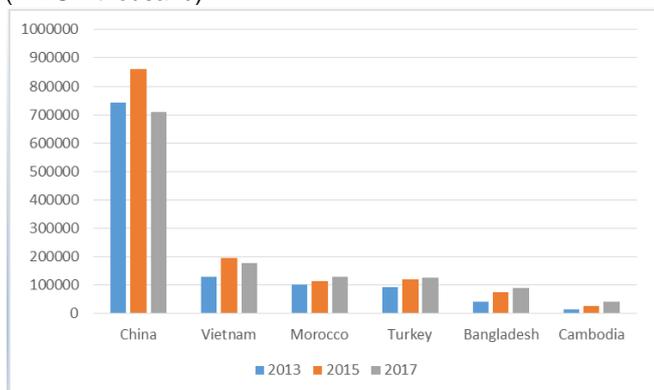
EU Market Characteristics

The EU textile and clothing industry is a world market leader. This global leading role is attributed to the industry's high-end specialisation, its flexibility, the continuous adaptation of its structure to the market, and the development of products that address new needs (such as technical textiles for industrial uses).

Eastern European countries have become important centres for apparel manufacturing by EU companies. This is due to their qualified labour force, developed infrastructure, relatively high social and environmental standards, and ability to deal with short delivery times.

The leading external supplier of outdoor jackets to the EU is China, accounting for approximately 45% of the total supply from outside the EU. However, China is losing EU market share and production is shifting to countries with lower production costs such as Bangladesh, Vietnam or Cambodia.

Figure 3: Leading suppliers of outdoor jackets to the EU (in EUR thousand)



Source: International Trade Centre (ITC) Trade Map, 2018

Most EU suppliers mainly export outdoor jackets to Germany and the UK. However, for Morocco and Turkey, the main export EU destination is Spain. This is due to the great number of subcontracting activities by the Spain-based retail group Inditex (which includes several brands such as Zara).

Among the leading EU suppliers of outdoor jackets, Myanmar is showing the highest export growth, with its exports increasing fivefold in value between 2013 and 2017.

EU Market Access Requirements

- All products must be safe in terms of physical safety (specifically stressed for baby jackets) and product composition (maximum levels for dyes and other chemicals).
- Products must be accompanied with labels stating fibre composition, correct care, and size.
- Social standards and initiatives are very important in the EU garment markets. They aim to ensure fair working conditions, minimum wages, occupational safety, and imposing a ban on child and forced labour.

How to Find Buyers in the EU?

You can search and find potential buyers in the EU via several sources, such as:

- **Trade Fairs:** [CIFF](#) (annual, Denmark), [Première Vision](#) (annual, France), [Pitti Immagine](#) (annual, Italy)
- **Members lists of associations:** [International Apparel Federation](#), [German Textile+Fashion Confederation](#), [UK Fashion & Textile Association](#)
- **Specialised online market places:** [Fibre2Fashion](#), [just-style](#), [sportstextiles](#)

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