



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

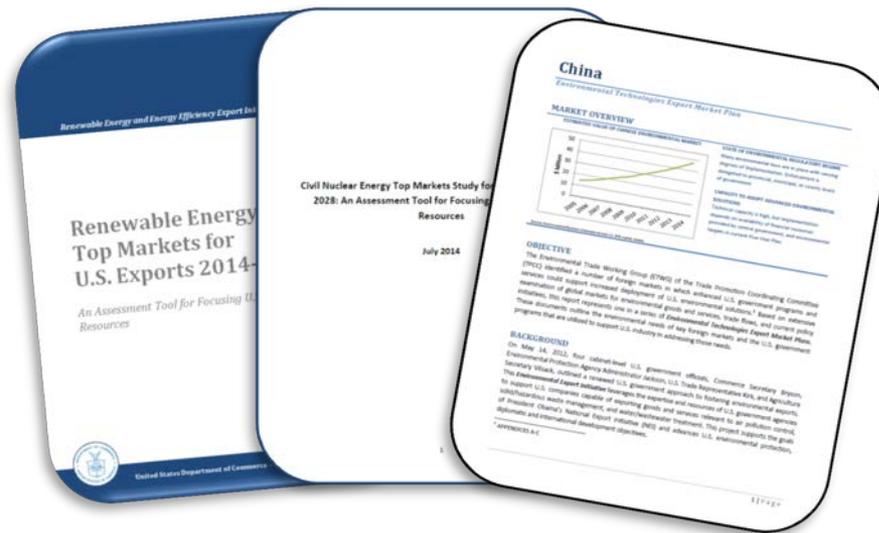
# 2016 Top Markets Series



# Overview

## *What is a Top Markets Report?*

ITA's Top Markets Reports are developed by its [Industry & Analysis](#) business unit, whose staff of industry, trade, and economic experts provide detailed analysis to strengthen the export competitiveness of U.S. industry and support strategies to unlock export and investment opportunities that benefit the U.S. economy.



# Top Markets Series

## *A Market Assessment Tool for U.S. Exporters and Policy-Makers*

ITA published *Top Markets Reports* on 27 different sectors in Spring 2016.

Helps exporters determine their NEXT market by comparing opportunities across borders

Offers overviews of opportunities and barriers in potential export markets

Ranks *future* export markets for U.S. firms, rather than investment potential, allowing more impactful USG efforts

Promotes strategic export promotion and trade policy targeted at markets and sectors most supportive of exports

Each report is based on a unique detailed, sector-specific methodology for projecting exports.



Public versions of Top Markets Reports are available at [www.trade.gov/topmarkets](http://www.trade.gov/topmarkets).

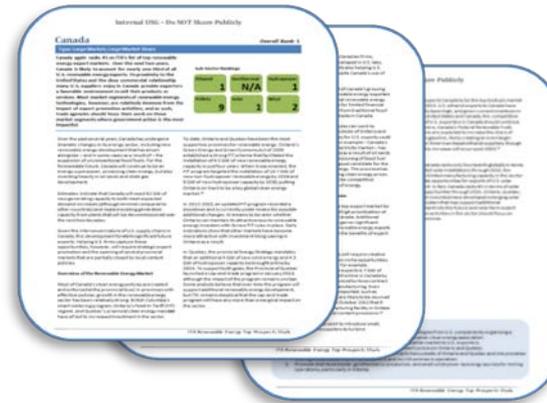


# Case Studies

## Turning Data into Analysis

### Each Country Case Study Includes:

-  An overview of the country's market
-  Challenges and barriers to U.S. exports in the sector
-  Opportunities for U.S. companies, by subsector



### Each Sector Snapshot Includes:

-  Description of current export base in the United States
-  Overview of global export market opportunities in the sector
-  Export opportunities in the near-term (through 2017)
-  Discussion of long-term industry prospects



# The 2016 Technical Textiles Top Markets Report

- **Forecasts global demand for U.S. technical textile products to increase 4 percent annually through 2017.**
- **The Top Markets Report examines historical data from 2008 through 2015 plus forecasts demand for 2016 and 2017.**
- **Mexico and Canada are the two largest markets for U.S. technical textiles, accounting for 55 percent of the total trade**



# The Technical Textile Market

*The technical textile market can be evaluated by application or process. This study examined one market based on process type and three sectors based on application.*

## Process Type:

- *Non-wovens*

## Application:

- *Specialty & Industrial Fabrics*
- *Medical Textiles*
- *Protective Apparel*



# Technical Textiles

## Rankings and Key Findings

### Top 25 Export Markets (2016-2017)

1. Mexico
2. Canada
3. China
4. Germany
5. Japan
6. Hong Kong
7. United Kingdom
8. Belgium
9. Brazil
10. Honduras
11. Netherlands
12. Korea
13. Dominican Republic
14. Australia
15. Taiwan
16. Singapore
17. India
18. United Arab Emirates
19. Colombia
20. Vietnam
21. Poland
22. Italy
23. Malaysia
24. Saudi Arabia
25. France

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**U.S. Exports:** In 2015, U.S. exports of technical textiles was \$8.5 billion or 46% of total U.S. textile mill product exports. This is a 50% increase from the \$5.7 billion exported in 2009.

**Key Markets:** U.S. FTA Partners, Mexico and Canada, continue to be the largest markets for U.S. technical textile exports.

**Major Trends:** Technological innovation continues to be the key driver in the development and manufacturing of technical textiles.

### Opportunities for U.S. Companies:

- ✓ Nonwovens:
  - Durables: Construction and infrastructure applications
  - Disposables: Convenience items (i.e. disposable diapers)
- ✓ Specialty and Industrial Fabrics: Automotive textiles
- ✓ Medical Textiles: Disposable medical supplies
- ✓ Protective Apparel: High performance outerwear and high altitude apparel

### Challenges and Barriers to Technical Textile Exports:

- ✓ Protectionist Policies
- ✓ Foreign Competition
- ✓ Investment in Research and Development
- ✓ Lack of Transparency by Foreign Customs Agencies



# The Technical Textile Market

## U.S. Exports to Mexico

- Mexico is the United States' largest market for textiles and apparel.
- Due to the size of Mexico's textile and apparel sector coupled with its proximity to the United States, ITA expects continued investment in all four technical textile sectors and continued growth into the future.
- Mexico remains an important export market for U.S. technical textile products, accounting for 39 percent of total U.S. technical textile exports in 2015.

Non-wovens:  
1

Spec. & Ind:  
1

Medical:  
1

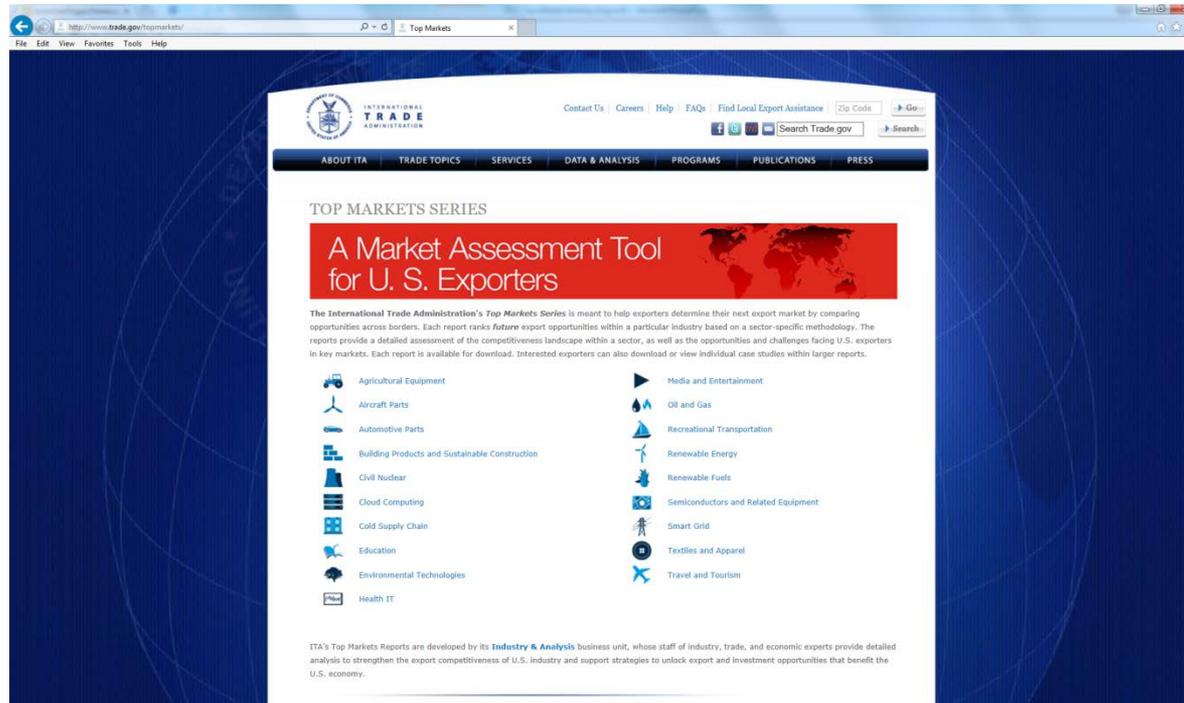
Protective:  
2

Overall Rank:  
1



# Available Now

*All Public Top Markets Reports Are Available Now*



<http://www.trade.gov/topmarkets>



# Contact Info:

## *Thank You*

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