



Current Scenario of Carpet Market of Bangladesh and Its Future Perspective

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Abstract

Textile industries in Bangladesh have grown rapidly and have an over powering existence in the economic life of the country, where the carpet is playing a very momentous role. In the last few years, the export of carpets has increased significantly. The main focus of this project is to analyze the recent market position of carpets manufacturing and export from Bangladesh globally and highlight the ups & downs, its threat & its probability in the export sector in the world. A comprehensive literature survey has been made in this respect and deliberated in the paper.

Keywords: Carpet, Rugs, Floor covering, Export, Jute, Market

1. Introduction

Any decorative textile-like Carpet and Rugs are generally manufactured with thick material and at present, it is commonly intended as a floor covering. People used the term 'carpet' as cover, such as table cover or wall hanging till the 19th century. [1] Generally carpets are constructed from woven, knitted, knotted, braided, tufted or nonwoven materials. Carpet materials can be used for floor coverings, table covering and wall coverings as well. The word carpet and rugs can be used interchangeably. [2] Pile and tapestry weaving have a strong relation in obtaining carpet and rugs manufacturing. [3] Commodities like carpet have properties which can be defined by their physical features moreover, by its socially given denotation. Carpets have limited life as they have functional values— though if good material is used in manufacturing carpet it will not last forever. [4] Bangladesh has a primitive and ironic tradition in the textile manufacturing and textile is a significant portion of our economy. Also, the textile industry plays a very cabalistic role by contributing to the industrial output, employment generation, and export earnings of the country. Even a carpet is

playing a serious role in the textile market of Bangladesh. The end-use performance will be affected by fiber selection and yarn construction. Manufacturers are a valued resource in determining the fiber most appropriate to the application and the budget. [5] Carpets that are produced in specific sizes are available for household use in massively trafficked areas that necessitate commercial grades. The classic rolls of carpet are generated in a large number of standard and fashion colors. Houses and offices in Australia, New Zealand, and the United States were embellished with Bangladeshi carpets between the 1970s and 1990s. But, the industry's degeneration has occurred because of the lack of technological advancement and novelty. The local demand is exceedingly met by products imported from Saudi Arabia, China, The United Arab Emirates, Spain, Iran, Canada, France, India, and Belgium. The carpet business had gradually uplifted after the shutdown to reach 70% of the pre-pandemic level. However, the entrepreneurs who manufacture carpets and rugs from jute facing difficulties to sustain their businesses because service ability of Jute rugs are limited and expensive than others. Synthetic materials are used to make carpets and they now have overtaken the market. [6]

2. Material & Method

Primary and secondary data collection has been done through some sources. Primary data has been collected through factories and fieldwork. Thereby we're able to get knowledge about carpet. And secondary data has been collected through Government publications, books, journal articles and websites. The export data of recent years has been collected from the publications of the export promotion bureau of Bangladesh.

3. Result & Discussion

3.1 Top Carpet Manufacturers in Bangladesh

In Bangladesh, a large number of manufacturers are involved in manufacturing carpets and rugs. Among them, there is quite a few that lead the carpet market. Top carpet manufacturers in Bangladesh are Sagar Spinning Mills Limited, Riyad Carpet Emporium, Al-Amin Carpet Corner & Bedding House, Ismail Carpet Industries Limited, and Mohsen Jute Mills Limited. Also Carpet Bazar, Saleh Carpet Mills Limited, Mishu Carpet Limited, Carpets & Interiors, and People's Jute Mills Limited are contributing to the economy of this country.

3.2 Fiber's Used in the Carpet in Bangladesh

Natural fibers mainly used for carpet manufacturing are wool, silk, jute, coir, flax, sisal and seagrass. Moreover some manmade fibers are also used, such as acrylic, polyamide, polyester, polypropylene, and viscose.

3.3 Varieties of Carpets Used in Bangladesh

Table 1. Different types of useable carpets in Bangladesh.

Carpet Name	Description
Designer Carpet	Designer carpets are made of varieties of designs for decorative purposes.
Cotton Carpet	Cotton carpets are very popular nowadays and are mostly used in country-style decorating, especially in

	kitchens, verandas, and other short spaces.
Mosque Carpet	Textured and flat are the two types of mosque carpets. The flat type carpet comes usually in tufted or looped and the textured carpet comes in different designs or textures.
Persian Carpets	All over entangled patterns are found, the pattern consists of human, animal figures but mainly floral patterns are common.
Handmade Carpets	In handmade carpets, there are a few centimetres of difference in the dimensions of the carpet in the upper and lower parts.
Prayer Carpet	Prayer carpets symbolize worship, devotion, and religiosity.
Wool Carpet	Wool carpets are extremely resilient, long-lasting, and durable.
Artificial Grass Carpet	Artificial grass carpets can be used indoors, outdoor, or on the wall.
Non-Woven Carpets	Non-woven carpets are used for commercial and domestic sites.
Jute Carpets	Jute carpets have beneficial features such as high tenacity, heat insulation properties, breathability, and coarse texture that are easy to clean.
Kashmiri Carpets	Kashmir carpets are handmade, and hand-knotted that used as wall hangings and in beddings. These are primarily manufactured using pure wool, pure silk or silk blends.
Synthetic Carpets	For traffic areas synthetic carpets are good performer and are remarkably durable, elastic, and have outstanding abrasion resistance, elasticity and tenacity.
Kids Carpets	Kid's carpets are generally made of wool as it is naturally stain-resistant and durable.
Machine Made Carpet	Machine-made carpets are produced from machines and are not knotted.
Silk on Silk Carpets	Silk carpets are very soft to touch and it feels stiff.

3.4 Contribution of Jute to Floor Coverings:

From Jute different types of fabrics are made such as canvas, hessian cloth, carpet backing cloth (CBC), scrim, sacking etc. For this reason Jute can be considered as a home textile material. CBC can be divided into two categories- 1st primary CBC and 2nd Secondary CBC. Primary CBC offers a tufting surface, where secondary CBC is used as overlay from primary backing by attaching onto it. Jute floor coverings can be of woven, piled, and tufted carpets.

SATRANJI is very popular in Bangladesh as floor cover and home decor. it is a traditional handicraft of Bangladesh.[8]

3.5 Country-wise carpet export data (FY July-December 2020-21)

Table 2. Country wise carpet& other floor coverings export data july-december2020-2021

- Data Source NBR (National Board of Revenue) [9].

Country	HS Code	USD
CHINA	57050000: Other carpets and other textile floor coverings, whether or not made up.	13,253.96
GERMANY	57050000: Other carpets and other textile floor coverings, whether or not made up.	32,154.61
DENMARK	57050000: Other carpets and other textile floor coverings, whether or not made up.	14,116.50
FRANCE	57050000: Other carpets and other textile floor coverings, whether or not made up.	52,332.07
GREAT BRITAIN	57050000: Other carpets and other textile floor coverings, whether or not made up.	182,089.00
INDIA	57039000: Carpet and other textile floor covering of other textile materials of jute	29,005.06
NETHERLANDS	57050000: Other carpets and other textile floor coverings, whether or not made up.	40,227.63
POLAND	57050000: Other carpets and other textile floor coverings, whether or not made up.	15,872.96
SWEDE N	57050000: Other carpets and other textile floor coverings, whether or not made up.	14,200.49
US	57050000: Other carpets and other textile floor coverings, whether or not made up.	3,483.06

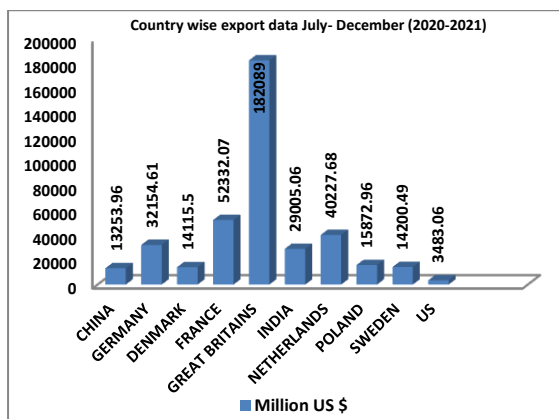


Figure 1. Country wise carpet& other floor coverings export data on chart 2020-2021.

The graph (figure no-01) illustrates about recent (FY July-December 2020-21) country-wise export performance of carpet & other floor coverings. Here is a comparison of the top countries that are involved in carpet exporting. We can see on the graph that Great Britain is in the top position for US\$ 182089 million, the most export value. France is the second top country amounting to US\$52332.07 million. Other countries like the Netherlands, Germany, and India seemed to average carpet exporters in the global export market. The graph shows US is the lowest exporter in the export market amounting to US\$ 3483.06 million. [9]

3.6 Yearly Export Performance of Carpet (FY 2015-2021)

Table 3. Yearly export performance of carpet (fy 2015-21)-data source epb (export promotion bureau).

Export Performance (Summary) during 2015-16 to 2020-21 (VALUE IN MILLION US\$)						
Products	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Carpet (Jute & Others -57)	17.94	17.5	17	19.49	21.13	33.54

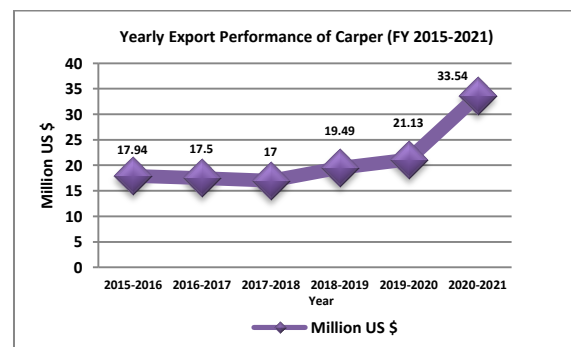


Figure 2. Yearly export performance of carpet on graph (fy 2015-21).

Export earnings of Bangladesh from the carpet during FY 2015-16 to 2020-21 were inconstant. During FY 2020-21 amounted to US\$ 33.54 million as against US\$ 21.13 million during FY 2019-20 showing an increase of US\$ 12.41 million. From FY

2017-2018 to FY 2018-2019 export earnings covered US\$ 17 million to US\$ 19.49 million which increased respectively. However, FY 2017-18 as against 2016-17 showed a decrease of US\$ 0.5 million, and FY 2016-17 as against 2015-16 also showed a decrease of US\$ 0.44 million.[9]

3.7 Monthly export performance (carpet) for FY 2020-2021

Table 4. Monthly export performance* of carpet (fy 2020-21).

- Data Source NRB (National Board of Revenue) [9].

Carpet (Jute & Others -57)	Export for 2019-20	Proposed Export Target of 2020-21	Strategic Target	Export Performance 2020-21	Export Performance 2019-20	% Change of export Performance Over S. Export Target
For July-June, 2020-21	21.13	30	28.33	33.54	21.13	11.8
For July-May, 2020-21	21.13	30	27.31	30.5	18.98	11.68
For July-April, 2020-21	21.13	30	24.61	28.36	18.19	15.24
For July-March, 2020-21	21.13	30	22.16	25.62	18.06	15.61
For July-Feb, 2020-21	21.13	30	19.63	22.93	15.74	16.81
For July-Jan, 2020-21	21.13	30	17.18	20.65	13.71	20.2
For July-Dec, 2020-21	21.13	30	14.4	18.38	11.54	27.64
For July-Nov, 2020-21	21.13	30	11.82	14.78	9.28	25.04
For July-Oct, 2020-21	21.13	30	9.36	11.28	7.52	20.51
For July-Sep, 2020-21	21.13	30	7.07	8.76	5.79	23.9
For July-Aug, 2020-21	21.13	30	4.98	6.15	3.76	23.49
For July 2020	21.13	30	2.52	3.43	2.14(July-2019)	36.11

*Value in million US\$

In the graph (Figures 3 & 4), we can see that the export of carpets for 2019-20 is still at US\$ 21.13 million. For the years 2020-21, we had been shooting the target

of exporting US\$ 30 million. For July 2020 our strategic target was US\$ 2.52 million which is gradually increased to US\$ 28.33 million by July-June 2020-21.

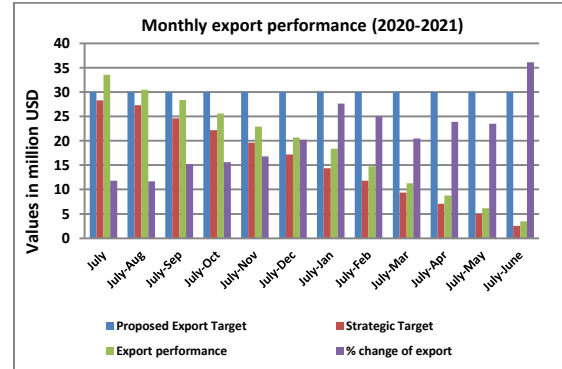


Figure 3. Monthly export performances (carpet) on graph (fy 2020-21).

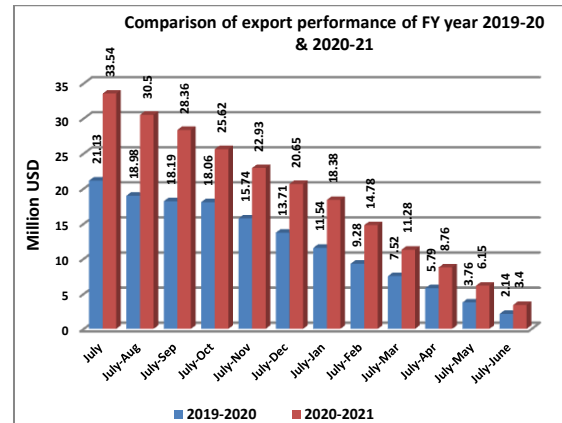


Figure 4. Monthly export performances (carpet) on graph (fy 2020-21).

In July 2020, our export performance 2020-21 was US\$ 3.43 million which was increased to US\$ 33.54 million by July-June 2020-21. From July 2019, where export performance was US\$ 2.14 million it also increased impressively up to US\$ 21.13 million by July-June 2020-21. Now we can also notice that in July 2020 the % change of export performance over the export target gradually drop out from US\$ 36.11 million to US\$ 20.51 million by July-October 2020-21, then increased from US\$ 20.51million to US\$ 27.64 million between July-October to July December 2020-21. Then it started again decrease from US\$ 27.64million to US\$ 11.8 million between July-December to July-June 2020-21 [9].

3.8 Market share of Carpets and Rugs importers:

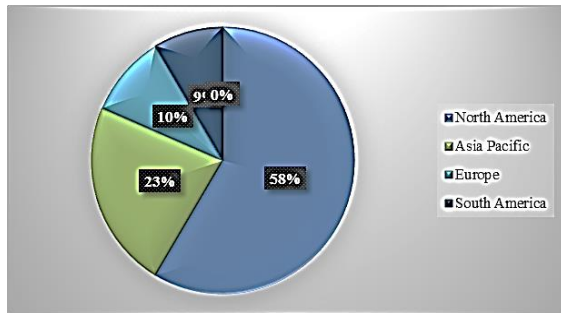


Figure 5. Global carpet & rugs market.

In the figure, it is quite clear that North America has been dominantly moving forward in the world wide carpets and rugs market and is estimated to be persistent in the imminent years whither Asia Pacific, Europe, and South America are standing too backward. Across the region, construction and accommodation undertakings are expanding rapidly. Particularly US is the most growing market for carpets and rugs. Currently for interior decoration there is an increasing growth of carpet import in USA. Over last few years, in real estate sectors in the US, renovation and remodeling activities are increasing which has led to in huge demand for carpets and rugs. The region has a high rate of innovation, which helps in compelling the market growth. [10]

3.9 Major Retailers in Global Market [10]

Top rugs and carpet retailer worldwide are Mohawk Industries Inc., Victoria PLC, Tai Ping Carpets International Limited, Dixie Group Incorporation and Tarkett SA.

3.10 Top Carpet Brands in the World

1. CCA Global Partner (USA)
2. Dilmaghani (USA)
3. Mohawk (USA)
4. Shaw Industries Group, Inc (USA)
5. Dream Weaver (USA)
6. Anki (Finland)
7. Associated Weavers (Belgium)
8. Infinity Woven Vinyl (USA)

9. Axminster Carpet Ltd. (United Kingdom)
10. Brintons (United Kingdom)

3.11 SWOT Analysis of Bangladesh Carpet Market



Figure 6. SWOT analysis of Bangladesh carpet market.

4. Conclusion

Like numerous industries connected to jute, the degeneration of the Bangladeshi carpet industry has been inconstant. For the last 7 years (2015-2021) export performance of carpets has changed phenomenally as well as country-wise. With the effort of producers, exporters, and the government, this market can be explored globally. Even the import-export policy of this country needs to be fixed. Suitable pricing policies and modern marketing tools should be used to sustain



globally and increase the export volume. Carpeting industry invigoration in two sectors can benefit and improve this business. Even carpet manufacturers are introducing new technologies to increase production & to give variation in design in less time. Hopefully in the near future carpet industry will lead the global market of the RMG sector.

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