

## Report on Participation in Heimtextil 2022

21-24, June 2022

### **1. About Heimtextil June 2022**

In view of the cancellation of the regular Heimtextil in January due to the pandemic, the Heimtextil in 2022 was held as a one-time Summer Special parallel to Techtexsil & Texprocess at the request of the industry from 21 to 24 June 2022. Exhibitors and buyers benefited from valuable synergy effects between the three international trade fair formats. The Heimtextil Summer Special was also a valuable profit-making event for volume-oriented suppliers and buyers from Europe and overseas

With a total of **117 participating nations**, around **63,000 visitors and 2300 exhibitors**, a brilliant re-launch of the international textile fairs at the Frankfurt exhibition center was achieved. Across all three events - Techtexsil, Texprocess and the one-time Heimtextil Summer Special - Italy, France, Turkey, Great Britain, the Netherlands, Belgium, Spain, Poland, Switzerland, the Czech Republic, Portugal, Pakistan and the USA formed the top visitor nations. On all three business platforms, in addition to brisk order activity and high visitor quality and satisfaction, the concentrated positive energy of personal global encounters was particularly noticeable.

Wholesalers from Europe and overseas also found first-class contacts for their volume business. It became clear: the leading international trade fair for home and contract textiles, which this year was held for one time only in the summer at the request of the industry, has already succeeded in returning to the international stage even with a smaller summer range. Visitors were delighted to finally experience and order home and household textiles in person again - from contract, decorative and upholstery fabrics to functional textiles and end products for textile furnishings, textile design and bedding.

### **2. Sustainability as a clear focus of Heimtextil**

The Heimtextil Summer Special was trend-setting with its clear focus on sustainability. A wide range of products - from fibres made from PET bottles and fair trade natural materials to textile products with QR codes for tracking the entire production process - enabled visitors to experience the megatrend of sustainability in its entirety. Linen in combination with other natural fibres such as hemp and wool as well as bed linen made of cotton coated with cork were also part of the green global product portfolio. In this context, the daily Green Tours with insights into recyclable textiles were also well received.

### 3. A scenario on Global Textile Market

The global textile market size was valued at USD 993.6 billion in 2021 and is anticipated to grow at a compound annual growth rate (CAGR) of 4.0% from 2022 to 2030. Increasing demand for apparel from the fashion industry coupled with the growth of [e-commerce](#) platforms is expected to drive the market growth over the forecast period. The industry works on three major principles, designing, production, and distribution of different flexible materials, such as yarn and clothing.

The U.S. is anticipated to be the largest market in the North America region for textiles. It is one of the largest producers, raw cotton exporters, and top raw textile importers. Fashion is the largest application segment in the region owing to the fast-changing fashion trends due to increasing online fast fashion companies. There has been an increasing trend of [smart textiles](#) in the market that use optical fibers, metals, and various conductive polymers to interact with the environment. These help in detecting and reacting to various physical stimuli, such as mechanical, thermal, or chemical & electric sources. This is expected to propel the growth of the technical application segment in the market during the forecast period. Increasing consumer preference for sustainable products is forcing major companies to focus on restructuring their business and investing in manufacturing practices that target sustainable products.

#### 3.1 Raw Material Insights

Cotton led the market and accounted for more than 39% share of the global textile revenue in 2021. Cotton being the world's most important [natural fiber](#) is attributed due to its superior property such as high strength, absorption, and color retention. China, India, and the U.S. are the major producer of cotton and cotton-based products in the world. Chemical-based textile is estimated to account for 97,075.9 kilotons in 2021, as they play an important role in the entire textile manufacturing industry. Though chemicals are hazardous to human health and the environment, they are extensively used as mercerizing agents, neutralizers, leveling agents, binders, thickeners, and stain-removers in the textile industry. Wool-based textile accounted for 13.3% of the market in terms of revenue in 2021. Wool primarily composed of hydrogen, carbon, sulfur, and nitrogen, is extensively used to manufacture insulation products such as [winter wears](#), blankets, carpeting, upholstery, and others. In addition, the products made from the same are used to absorb odor and noise in heavy machinery, thereby contributing growth to the technical application segment. Other raw materials used in the production of textiles are silk, minerals such as [glass fibers](#) and asbestos, and other synthetic material. Silk finds extensive use in the manufacturing of clothing, surgical suture, parachutes, silk comforter, and various others having high strength and elasticity is expected to drive the segment growth over the forecast period.

#### 3.2 Product Insights

Natural fibers led the market in 2021 accounting for the maximum revenue share of more than 44.5%. This high growth was attributed to the wide use of natural fibers in diverse applications of the fashion and apparel industry. The segment will expand

further at a steady CAGR from 2022 to 2030 due to the increasing environmental concerns coupled with the consumer shift toward sustainable products, which will drive the demand for natural fibers. The nylon segment is estimated to register the fastest CAGR, in terms of revenue, over the forecast period. It is widely used in apparel and home-furnishing applications owing to its high resilience, elasticity, and moisture-absorbing properties. In addition, it acts as a substitute for silk-based products, such as women's stockings, parachutes, flak vests, and various others.

The polyester segment is expected to witness a significant growth rate from 2022 to 2030, which can be attributed to the rising demand for polyesters due to different properties, such as high strength, chemical & wrinkle resistance, and quick-drying properties. It is used in both, households as cushioning & insulating material in the pillows and in industries for making carpets, air-filters, coated fabrics, and others. The others product segment includes [Polyethylene](#) (PE), [Polypropylene](#) (PP), aramid, and [polyamide](#). Properties, such as high resistance against acids & alkalis at high temperatures and minimum moisture retention, have increased the demand for PE in the market. Moreover, the use of PP is adding positive growth to the others segment.

### **3.3. Application Insights**

The fashion application segment led the market and accounted for more than 73% of the global revenue share in 2021 owing to the increased consumer spending on clothing and apparel. In addition, high consumer demand for crease-free suiting & shirting fabrics, as well as quality-dyed & printed fabrics across the globe will drive the segment growth further. An increase in demand for formal & casual wear and other fashionable clothing among all age groups across the globe is the major growth driving factor for the market. Moreover, the growing population and rapid urbanization in the emerging economies, such as India, Bangladesh, Vietnam, and Brazil, are likely to boost the demand for clothing and apparel, thereby positively contributing to the segment growth.

The demand for textiles in the technical segment is expected to grow at a significant CAGR, in terms of volume, over the projected period, owing to its high-performance properties and end-user applications. In addition, increasing application in the construction, transportation, medical, and protective clothing applications have boosted the use of the same, which is consequently driving the textiles market. The use of textiles in different areas of a household is one of the prominent growth driving factors for the household application segment. The segment includes bedding, upholstery, carpets, kitchen cloths, towel, and others. In addition, the high consumption of natural fibers, such as linen and cotton, along with synthetic fibers for manufacturing household textiles is further propelling the segment growth.

### **3.4. Regional Insights**

Asia Pacific dominated the market and accounted for over 48% share of global revenue in 2021 owing to the increased sales volume of clothing and apparel goods. In addition, the presence of a high number of customers on e-commerce platforms buying clothing and related accessories in developing economies is adding positive growth to the regional market. Increased penetration of organized retail, favorable

demographics, rising disposable income levels, and favorable government policies are also expected to drive the market in APAC, especially in countries, such as India, Bangladesh, and Pakistan.

For instance, in India, 100 percent Foreign Direct Investments (FDI) is allowed in textiles, which is set to focus on positive market growth. The market in Europe is expected to grow at a significant CAGR over the forecast period. It can be attributed to the favorable government policies and trade agreements, such as free-trade agreements and Euro-Mediterranean Dialogue on the textile and clothing industry. The demand for textile in North America and Central & South America is likely to witness promising growth over the projected period owing to the rising demand from sports & apparel and home-furnishing textile products. In addition, the consumption of textile fibers, such as synthetic and cellulose fibers, needed for filtration in industrial applications is expected to have a positive impact on the regional market growth.

#### **4. HEPC's Participation in Heimtextil June 2022**

HEPC's presence in Heimtextil spanning a period of over two decades with an objective to cater to the members' demand who largely export hometextiles which constitutes over 85% of total export of handwoven products continued in the first ever summer edition of Heimtextil held at Frankfurt during 21-24, June 2022.

The event participation was organised by the council availing financial assistance under **Market Access Initiative Scheme of Ministry of Commerce & Industry, Govt. of India** as a carry forwarded event from January 2022

As there were issues concerning VISA for travel to Germany and uncertainties regarding the event happening due to the COVID variant threat, against the targeted number of 45 participants, Council had 41 exhibitors from all over India.. HEPC in coordination with MesseFrankfurt (India) and with the support of German Consulate in Mumbai and VFS Global organised VAYD services of VFS at its premises facilitating VFS appointments for the participants from Southern region. Further, the Council had also closely followed with the Embassy of Germany in New Delhi to expedite the VISA processing for the exhibitors from Northern region.

Unlike the past edition, this event was held concurrently with Techtexil and Texprocess and there were almost no participation from China and with the result the Heimtextil area for Asia Pavilion was confined to three levels of only one Hall viz Hall 6

Based on the profile of member participants, space was acquired in **Hall 6.0 (284 sq.mtrs)** and **6.2 (586 sq.mtrs)** for a total area of **870 sq.mtrs**. As in the past, the participants were provided spaces both as a raw space (642 sq.mtrs) for the participants to have their own custom built stand and as a standard booth (228 sq.mtrs) with a pre-equipped stand for those who are looking for an affordable space for participation. The participants under HEPC were from Alappuzha(Kerala), Panipat&Gurgaon(Haryana),Noida&Hathras(Uttarpradesh),Delhi, Karur, Madurai &Chennai (TamilNadu), Agra(UttarPradesh), Jaipur(Rajasthan). The products

exhibited include the entire range of hometextiles such as Table Linen, Kitchen Linen, Bed Linen, Bath Linen, Curtains, Cushions, Floor Coverings etc

#### 4.1. Inauguration

The HEPC pavilion was inaugurated by **Shri. Upendra Prasad Singh , Secretary(Textiles)** in the presence of **Smt.Shubhra, Trade Advisor , Ministry of Textiles , Govt. of India , Shri. Ramkumar , Consul ( Coordination) from the Consulate General of India in Frankfurt , Shri.P.Gopalakrishnan, Chairman , HEPC , Shri.N.Sreedhar, Executive Director, HEPC** and Executive Directors of **TEXPROCIL and SRTEPC**



The Secretary (Textiles) also released the exhibitors catalogue brought out exclusively for the event by the HEPC

Subsequently, the Secretary (Textiles) also visited the exhibitors and interacted with them .



## 4.2. Meeting with MesseFrankfurt Management Team

HEPC organised meeting for the visiting Ministry delegation led by the Secretary (Textiles) with Mr. Detlef Braun, Member of the Executive Board of MesseFrankfurt, Mr. Olaf Schmidt, Vice President Textiles and Textile Technologies, Ms. Meike Kern, Director, Heimtextil, Mr. Michael Janecke, Director Brand Management Technical Textiles and TexProcess and Mr. Raj Manek, Managing Director & Member of the Board Messe Frankfurt Asia Holdings and other Team members from Messe Frankfurt. During the meeting, the market scope and the need for India to emerge as a key player in technical Textiles was discussed. The Chairman, HEPC requested for consideration of better location of stalls for the Council and also highlighted the issues being confronted by many participants in constructing their customised stand by private agencies and requested that these agencies be regulated so as to avoid any failure on their part in executing the stand construction on time.



### 4.3. Interactive Meeting with the Exhibitors & Buyers

Coinciding the visit of the delegation from the Ministry, HEPC also organised an interactive meeting of exhibitors and Buyers chaired by **Shri. Upendra Prasad Singh , Secretary(Textiles)** in the presence of **Dr. Amit S Telang, Consul General** from the Indian Consulate office in Frankfurt and **Smt. Shubhra, Trade Advisor** . The opportunity was well utilised by the exhibitors to highlight some of the issues concerning industry such as steep increase in raw material price , consider export incentive for handwoven products particularly products such as cushion covers from the existing RODTEP to ROSCTL and reclassification of Cushion cover products from 94 to 63 chapter . The Chairman, HEPC highlighted the issues pertaining to the limited HS codes earmarked for HEPC in spite of a wide spectrum of products being exported from the sector .





The visiting delegation also had meeting with ITMF (International Textile Manufacturer's Federation) , VDMA (Association of Germany's Engineering Industry ) , CEO Forum and other factory visits like Karl Mayer etc coordinated by other EPCs

In honouring the visiting delegation , the Consul General of India , Frankfurt hosted a Dinner on the last day of the event with a feedback session which had the participation of Chairmen, Executive Directors of participating EPCs

#### 4.4. Meeting by HEPC officials

At the Central promotion stall of the Council the following meeting were held

- meeting was held with **Ms. Irene Vermeulen** of Crafts Curator , Netherland on subject of associating with the designer for product developments
- Meeting with **Shri.T.P.Rajesh, IAS., Commissioner(Handlooms)** , Govt. of Tamil Nadu and Managing Director of The TamilNadu Handloom Apex Weavers Cooperative Society Ltd also visited HEPC pavilion
- Meeting was held with the organising team of Ambiente
- Meeting with Ms. Yolanda Netto of Netherland.....



Meeting with Shri.T.P.Rajesh,IAS.,



Meeting with Ms. Irene Vermeulen



Meeting with Team of officials from Ambiente



Meeting with Ms.Yolanda Netto of Expo Marketing Consultancy, Netherlands also a consultant of CBI Netherland



Meeting was also held with Heimtextil Team of MesseFrankfurt

#### 4.5. Onsite Advertisements

Council has undertaken various on-site publicity activities such as distribution of exclusive exhibitor's catalogue, on-site advertisements such as Lumio, Triangle Tower, Optimo services and Window Advertisements





#### 4.6. Event Outcome

As the event was held after a gap of nearly 30 months, all the participants in the event had a satisfactory outcome despite less number of visitors as compared with regular Heimtextil event. The spot order confirmation returned to the business in Heimtextil with many exhibitors reportedly had confirmed business and good amount of trade enquiries. The participants under HEPC reported that they had spot order worth **Rs.97.28 crore** and trade enquiries worth **Rs.30.14 crore** was also generated during the event from a total **business visitors of 1160** who visited our exhibitors. Most of the exhibitors wanted to rebook their space for Heimtextil 2023 with a larger size booths

In view of the visit of the high level delegation from the Ministry, the Council was represented by the Shri.P.Gopalakrishnan, Chairman, HEPC. Shri. N.Sreedhar, Executive Director and Mr.P.Rangasamy, Joint Director coordinated the onsite activities relating to the various meetings organised during the visit of the Secretary(Textiles) and also members' participation in the event

This summer edition of Heimtextil delivered to the expectation of many exhibitors and in some cases even surpassed in fulfilling the expectation of its exhibitors in terms of business generation.

The next Heimtextil will take place from January 10 to 13, 2023. The next Techtextil and Texprocess will be held from April 23 to 26, 2024.

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