

EUROPEAN FASHION AND TEXTILE EXPORT COUNCIL



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Official Results of European Apparel Exports to Russia: Growth at 7 Percent for Year 2018 against 2017

The European Fashion and Textile Export Council (EFTEC), founded 1987 in Brussels/ Belgium, now operating from Stuttgart / Germany, released its quarterly published Benchmark Study on the Development of Apparel Exports from the 28 member states of the European Union to Russia, covering the period of Year 2018 compared to Year 2017. The study encompasses the total shipment values per each member state, broken down by 36 categories of Men's Wear, Women's Wear and Intimate Apparel for male and female consumption in Russia. The study monitors the official export data, provided by EUROSTAT/Luxemburg and the Textile and Clothing Observation Center, C.I.T.H., which is affiliated to EURATEX, the European Textile and Clothing Association.

According to the study, apparel exports from all European member states to Russia increased at a rate of 7 percent reaching a shipment value of € 2,4 Billion. Italy remained the first ranking supplier nation at an increase of 2 percent to € 890 Million, followed by Germany (+ 16 % to € 490 Million), Spain (+ 6 % to € 320 Million), Poland (+ 24 % to € 141 Million), Lithuania (- 24 % to € 126 Million , and France (+ 12 % to € 111 Million).

Due to its exceptional average growth Germany gained market share from 23 percent in 2017 to 25 percent in 2018. At the same time Italy lost market share from 47,4 % down to 45,3 %. The export performance of German apparel suppliers to Russia was fueled by Russian customers, who purchased 12 % more merchandise of outerwear for men, pushing the shipment value up to € 177 Million. The same applied to women's outerwear, a category which accounted for a German sales growth of 20 %, representing a shipment value of € 277 Million. Moreover Russian customers increased their purchases of intimate apparel from German brands at a rate of 26 %, encompassing a shipment value of € 46 Million. The increase of Russian demand for intimate apparel had a positive impact on export sales of Italian brands which closed year 2018 at a rate of 18 % with a turnover of € 86 Million. Italy's strength lies in the competitiveness of brassieres which kept a share of 51 % measured against all European sales of this category to Russian clients, followed by German brands at 25 %, Austrian at 7% and French brassieres brands at 6 %.

Although competition in the Russian lingerie market is fueled heavily by fast expanding mono-brand chains like Dutch newcomer Hunkemöller, EFTEC envisages good prospects for the Russian lingerie-market, because there is a lot of pent-up demand among Russian crisis hit consumers, which will most likely emerge until the end of 2020.

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