Information about the Hungarian T/C sector

Dr. Livia Kokas Palicska
president

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Association of Hungarian Light Industry

AHLI is a non-governmental voluntary organisation of employers acting in the field of textile, clothing, leather and shoe industry.
(www.mksz.org)

Mission:

•To unite and represent companies interest in manufacturing of textile clothing, leather and footwear products.

•To promote and defend the professional and economic interests of represented industries.

•To contribute to the development of economic relations both at national and international level.

•To prove economic information to members and to monitor the legislative changes affecting the industries represented by the Association.

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Statistics about TCLF industry, 2018

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HUNGARY – TCLF statistics

	Textile 2021	Textile 06.2022	Apparel 2021	Apparel 06.2022	Leather, footwear 2021	Leather, footwear 06.2022
Employees	7 267	**7 388**	17 126	**16 652**	8 111	8 062
Production value (billions HUF)	180	114	91	54,3	136	87
Production index (compared to the previous year)	114,5	98,6	101,9	124,9	98,4	109,8
Registered companies	2 849	**2 857**	3 947	**3 820**	752	749

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T/C industry, Hungary

- *Mix of traditional and HI-TECH producers*
  - Mostly made up of *small- and medium size entreprises*

    → 65% of the textile companies employing less than 10 workers

    → do not have long-lasting cooperation connections,

    → companies with 50 – 100 workers working with own designers, collections seasonally,

    Medium and big companies

    → more than 100 workers, mostly sister companies of foreign based, multinational companies,
- *High number of companies are doing „contract work" (low profitabel processing)*
- *Export oriented sector* (75-80%) – main markets: DE, IT, UK, FR
- Subsectors/technologies/products with potential from an export aspect:
  - Work and protective clothing
  - Technical textiles
  - Healthcare textiles
  - Home and household textiles
  - Other fashion items
  - Car carpets
- *Import of raw materials* (shortage of domestic availability) ***is significant***!

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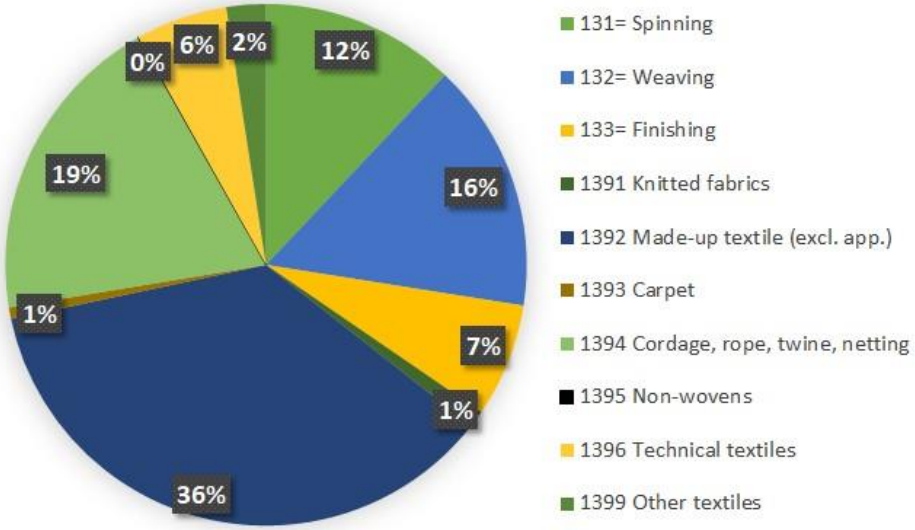
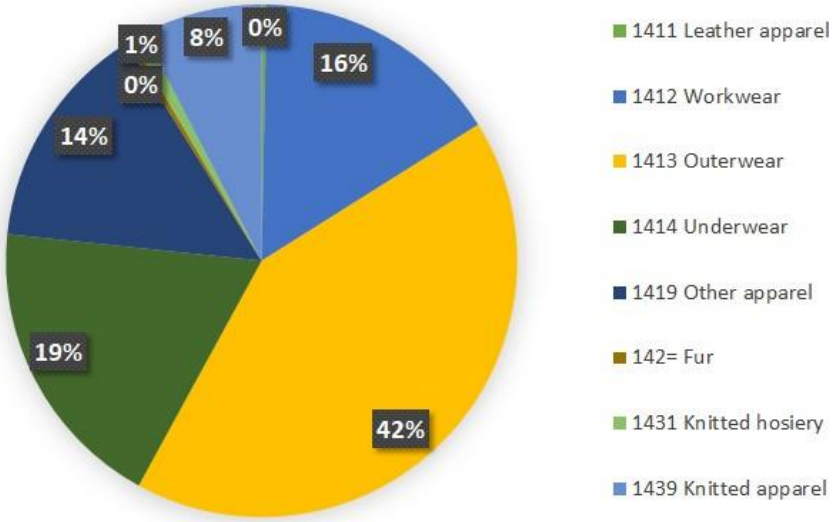
Year	2010	2011	2012	2013	2014	2015	2016	2017	**2018**
T/C industry	96.5	108.8	105.8	93.8	113.5	99.5	95.6	111,1	**94.2**
Manufacturing industry	111.8	105.8	98.4	102.0	108.6	109.2	101.4	104,9	**103.7**

Breakdown of production into subsectors by value, textile industry (2019)



Breakdown of production into subsectors by value, clothing industry (2019)



(Source: Hungarian Central Statistical Office)

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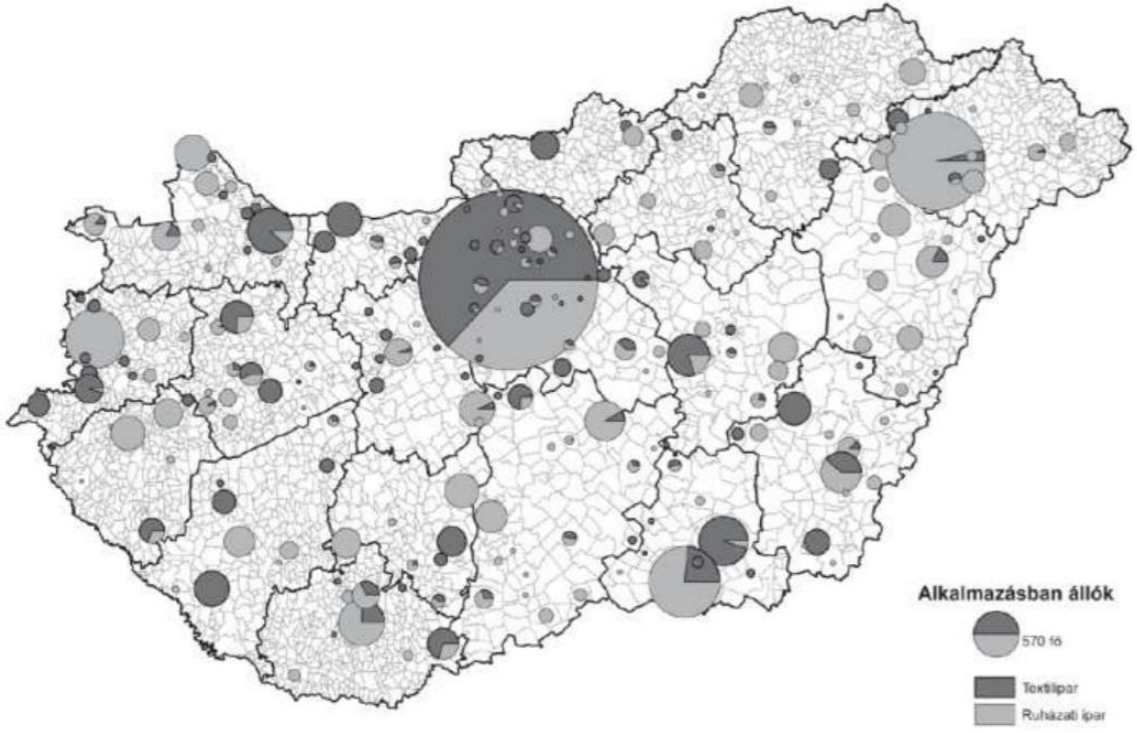
EMPLOYEES IN THE HUNGARIAN TETILE AND CLOTHING SECTOR (BY LOCATION)

Number of employees in the textile and clothing industry based on the data of local enterprises with at least 5 employees (2017)



Forrás: A Creditreform adatai alapján szerkesztette Németh G.

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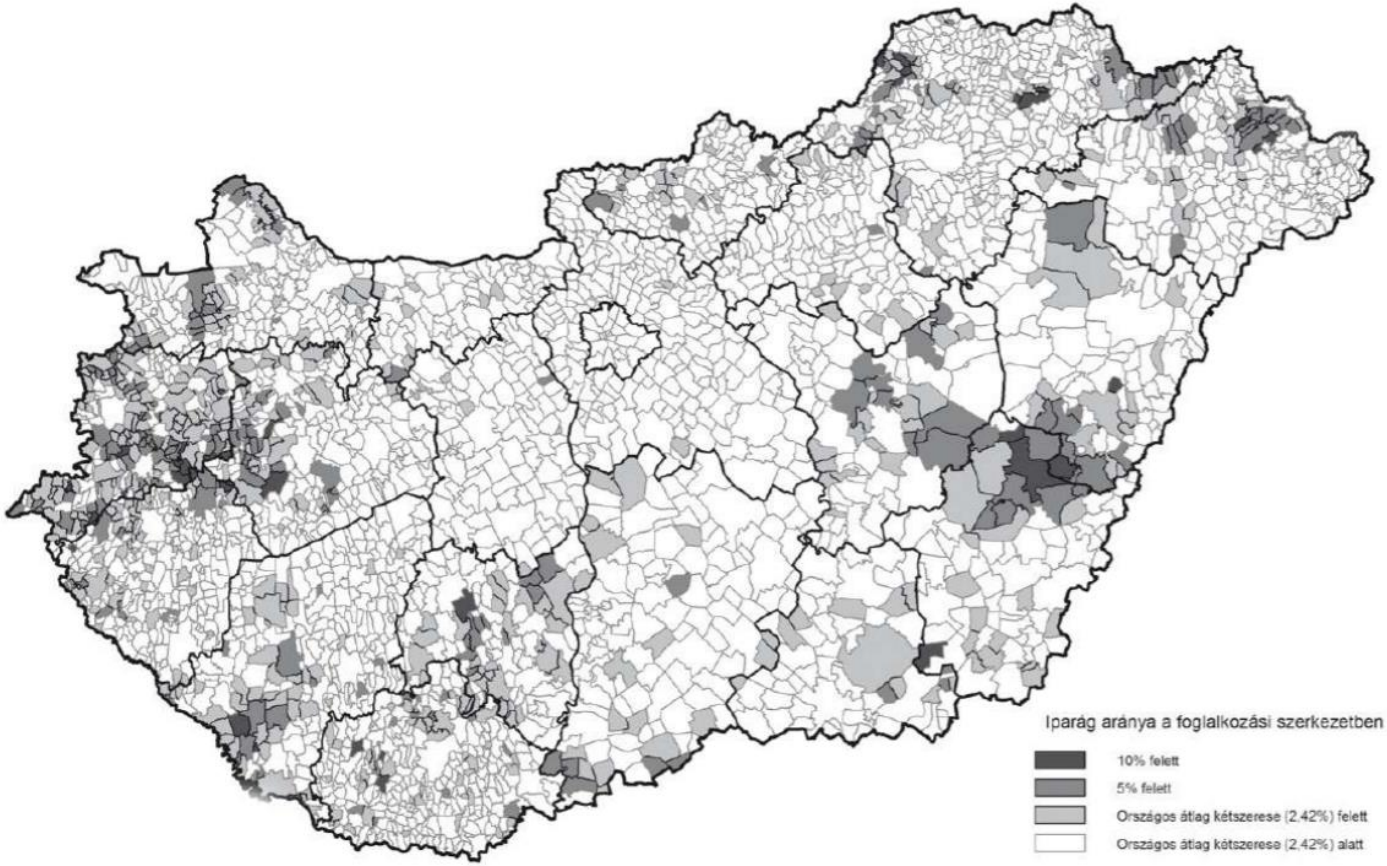
SHARE OF HUNGARIAN T/C INDUSTRY IN THE LOCAL EMPLOYMENT STRUCTURE



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SWOT OF THE HUNGARIAN T/C INDUSTRY

STRENGTHS

- traditional textile know-how
- focus on quality
- openness to new technologies
- flexibility and creativity

WEAKNESSES

- Globalization

(free trade, cheap import – relocation of production to Asia and S

- relative high labour costs
- lack of labourforce in general
- lack of state support
- low capital for the development of own products with high-added value

OPPORTUNITIES

- renew & restructure the Hungarian textile and clothing industry - with enhanced innovation and product development
- recover the prestige of the sector

THREATS

- cheap import with improving quality
- shortage of capital
- weak image of the sector
- brain & skills drain
- lack of opportunity of education

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Hungarian brands - examples

Márkanév	Cégnév
Devergo	Flas Kft.
Sugarbird	Sugarbird Kft.
Mayo Chix	Mayo Chix Magyarország Kft.
Tisza Cipő	Tisza Cipő Zrt.
Heavy Tools	HT-Sport Kft.
Retro Jeans	Retro Jeans Kft.
Philosophy of Sherpa (POSH, Sherpa)	Overland Lifestyles Kft.
Fundango	Marosport Kft.
Griff Gentlemen's	Tirgal Zrt.
Roland Divatház	Roland-Divatház Zrt.
Budmil	Budmil Zrt.
Art'z Modell	Art'z Modell Kft.

Forrás: Origo

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Hungarian fashion designers

https://asalon.hu/hu/designers

https://asalon.hu/hu/news/megerkeztunk-fashion-week-a-duna-parton-uvegpalotaban_2065

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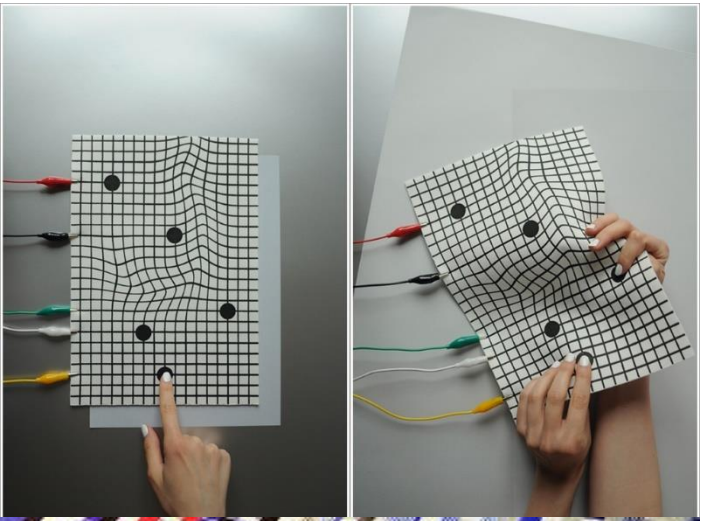
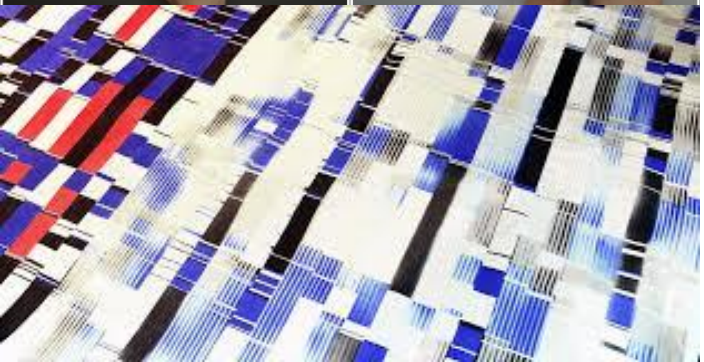
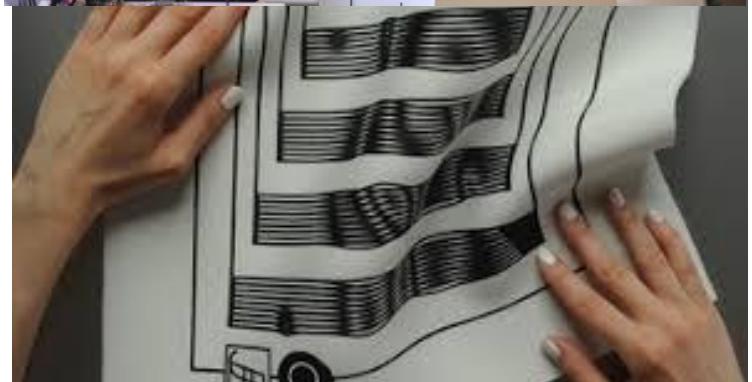
Added value, know how - innovations







Kárpáti Judit /MOME

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Merényi Zita: Provocut

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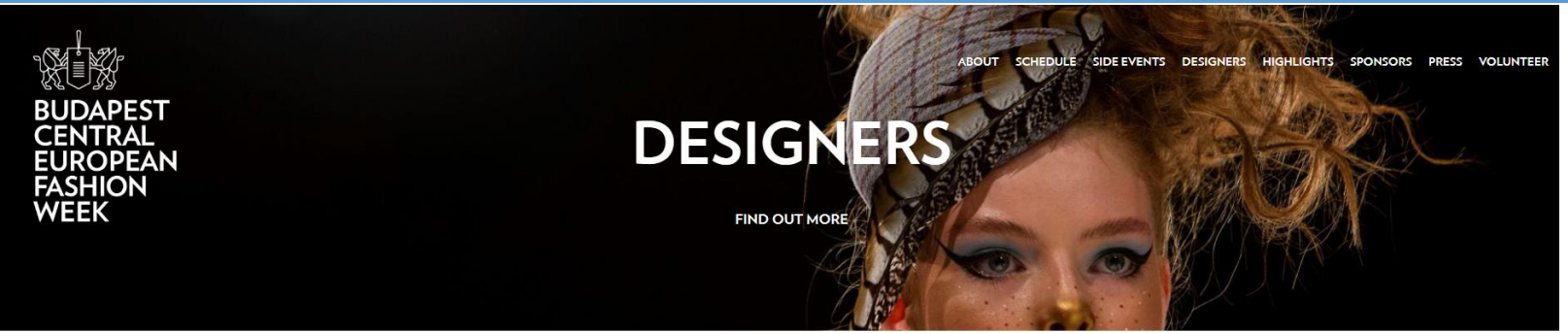
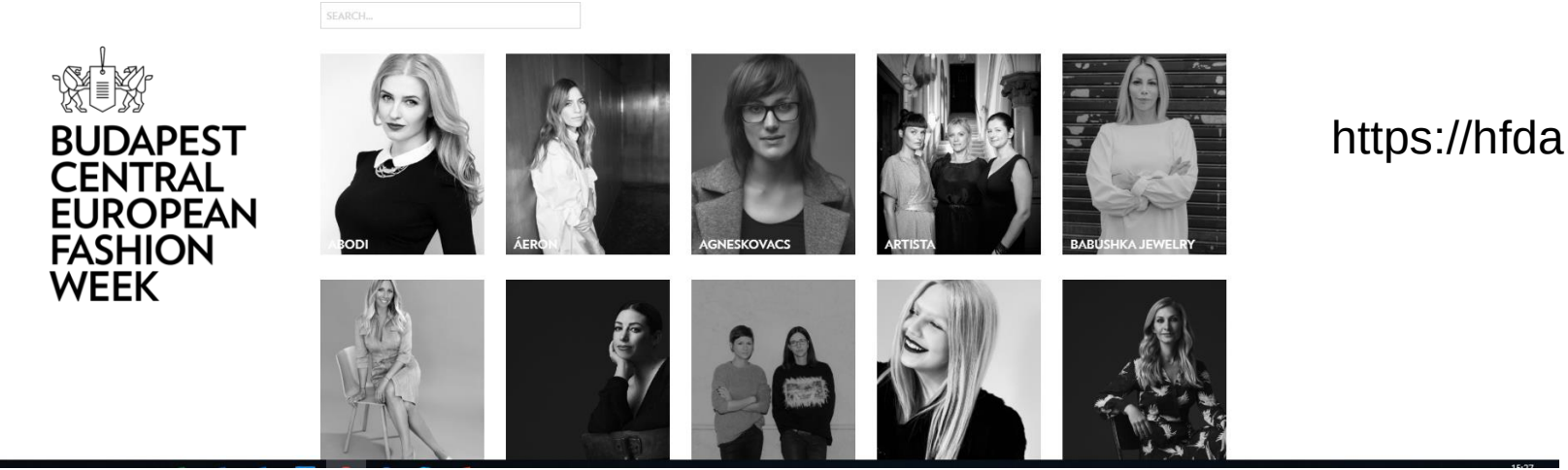
Hungarian Fashion and Design Agency





https://hfda.hu/en

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BCEFW AW1920

HFDA Academy Fashion Flash

MFW SS20 Budapest Select

MFW AW1920 Budapest Select

HFDA CNMI Mentoring Milan 2018

HFDA CNMI Mentoring Budapest 2019

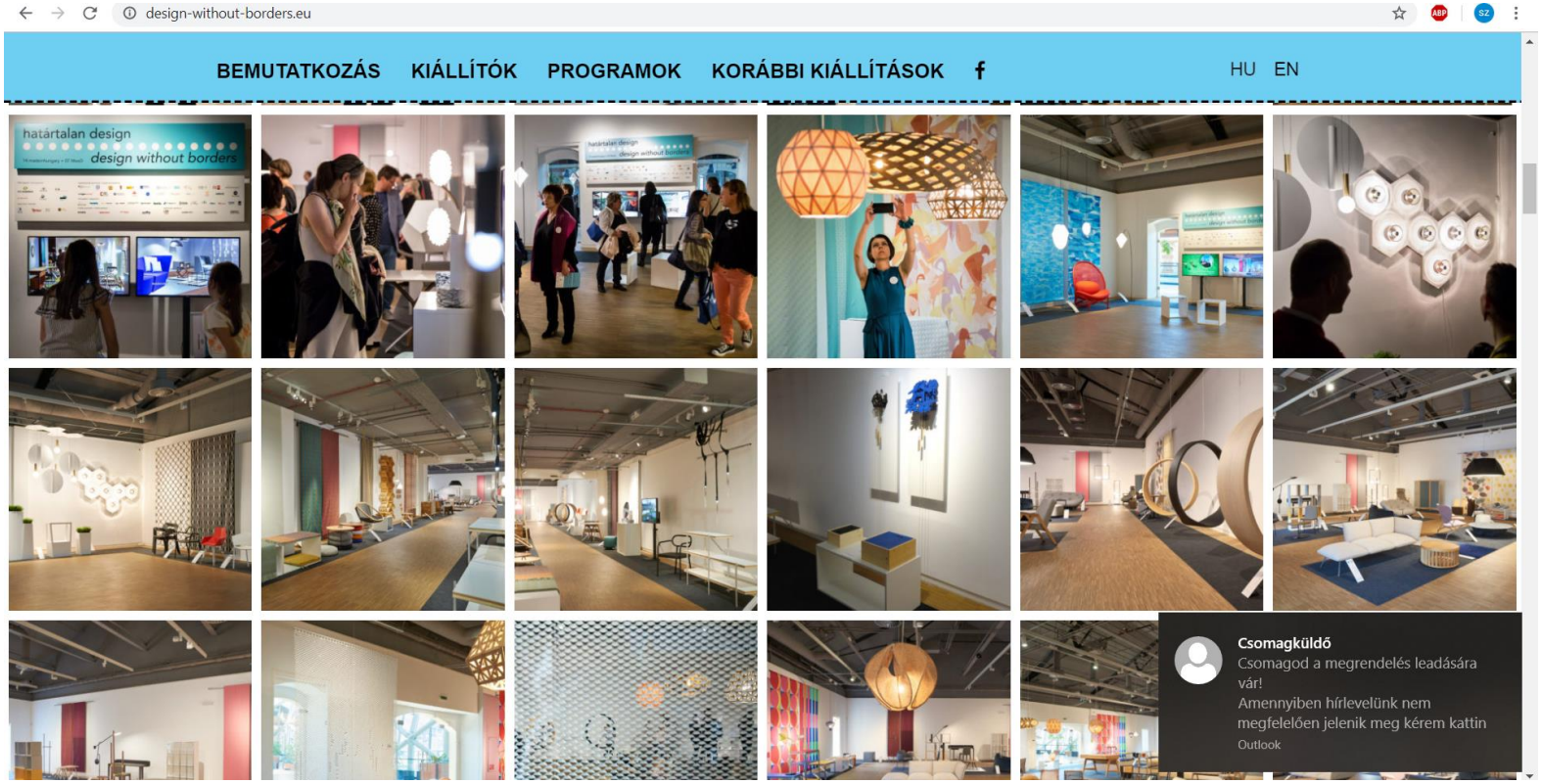
Budapest Fashion Nights 2019

BCEFW SS19

BCEFW AW1819

https://design-without-borders.eu/2022/

14.madeinhungary + 07.MeeD, 31.05-23.06.2019.



https://design-without-borders.eu/

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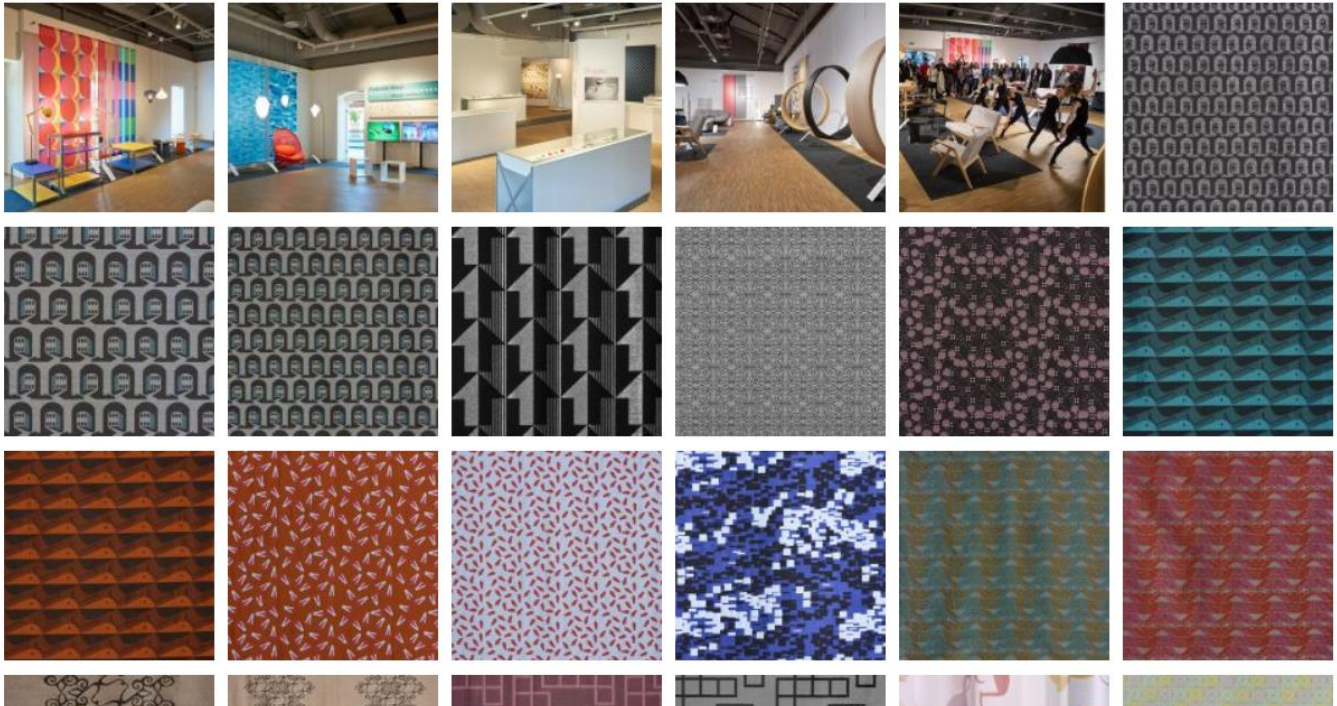
TEXHIBITION

TEXHIBITION 2019



More information

- Textilipari Műszaki Tudományos Egyesület: www.tmte.hu
- Magyar Könnyűipari Szövetség: www mksz.org
- Green textile transition – Hungarian survey
- www.tex2green.hu - Database of Hungarian TCLF companies
- http://www.ikt.hu/textilruhazati_ipar
- http://tmte.hu/magyar-textiltechnika/
- https://asalon.hu/hu
- Global Sustainable Fashionweek(GSFW)

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Thank you for your attention!

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