



# MAKE IT EAST AFRICA

**Tanzania's Textile & Apparel  
Industry Snapshot**





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# A Tapestry of Breathtaking Landscapes and Vibrant Traditions

Tanzania, a nation cradled in the eastern embrace of Africa, enthalls visitors with its awe-inspiring beauty and rich cultural tapestry. From the iconic peak of Mount Kilimanjaro, the "Roof of Africa," to the vast expanse of the Serengeti teeming with wildlife, Tanzania's landscapes leave an indelible mark on the soul. Yet, beyond the natural wonders lies a vibrant cultural heritage, woven from the threads of diverse ethnicities and ancient traditions, offering a glimpse into a truly unique way of life.

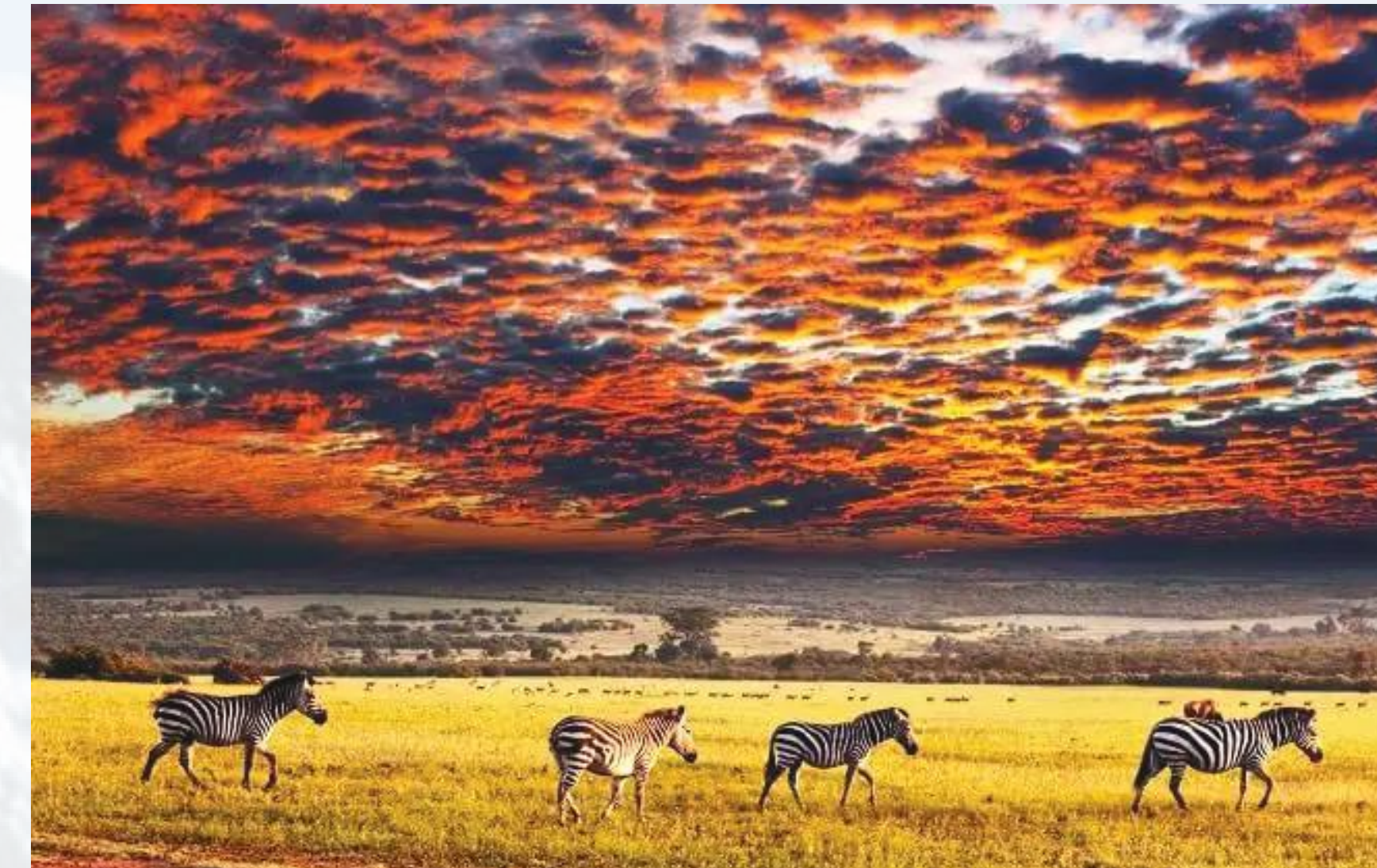
## A Realm of Enchanting Landscapes

Tanzania's natural beauty is a captivating spectacle. Dominating the skyline is the majestic Mount Kilimanjaro, Africa's highest mountain. Clad in a permanent crown of snow, Kilimanjaro beckons adventurous trekkers to conquer its slopes and witness breathtaking sunrises from its summit. Beyond the mountain lies the legendary Serengeti National Park, a sprawling savanna renowned for the Great Migration, where millions of wildebeest and zebra embark on an annual spectacle of survival. Tanzania also boasts the volcanic landscapes of the Ngorongoro Crater, a UNESCO World Heritage Site, and the crystal-clear waters

of Lake Manyara, a haven for birdlife. From the white-sand beaches of Zanzibar to the verdant rainforests teeming with exotic wildlife, Tanzania offers a diverse landscape for every kind of explorer.

## A Vibrant Tapestry of Cultures

Tanzania's cultural richness is as captivating as its landscapes. Over 120 distinct ethnic groups call Tanzania home, each with its own unique traditions, languages, and customs. The Maasai people, with their vibrant clothing and semi-nomadic lifestyle, are perhaps the most recognizable. However, Tanzania's cultural tapestry extends far beyond. The Swahili coast, influenced by Arab and Indian traders, boasts a rich history reflected in its architecture and cuisine. In the bustling city of Dar es Salaam, a melting pot of cultures thrives, offering a glimpse into the modern face of Tanzania. From traditional ceremonies and vibrant dance performances to intricate beadwork and storytelling traditions, Tanzania's cultural heritage offers a window into the soul of the nation.



# Tanzania At A Glance

With ample organic cotton, traceability and strong potential for natural fibre., Tanzania has an emerging garment industry. Today, Tanzania aspires to become a major apparel sourcing destination for international buyers.

## Overview



The country boasts political and social stability, with a growing domestic market and a young, English-speaking workforce. Strategically located, Tanzania enjoys duty-free access to key markets like the EU, US, and South Africa.

### Economy



**GDP**  
**75.7 Billion**

As reported by the World Bank



**CPI**  
**4.35**

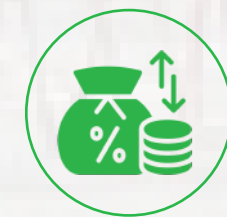
As reported by the World Bank



**GDP Per Capita**  
**1192.77**

As reported by the World Bank

### Economy



**FDI to GDP**  
**1.67%**

As reported by the World Bank



**CO2 Emissions**  
**82.67Mt**

As reported by the World Bank



**External Debt to GDP**  
**39.84%**

As reported by the World Bank

### Demographics



**Population**  
**65 Million**

As reported by the World Bank



**Median Age**  
**16 Years**

As reported by the World Bank



**Working Age Population**  
**30 Million**

As reported by the World Bank

# Tanzania: From Cotton Fields to Fashion

## Promising Producer

Tanzania boasts a thriving cotton industry, including a strong cultivation of organic cotton, providing a natural springboard for its textile sector. Recognizing this potential, the Tanzanian government actively champions the industry, with the ambitious goal of establishing the country as a premier apparel sourcing destination in Africa.

With its strong foundation in cotton production, government support, and a focus on sustainable practices, Tanzania's textile industry is poised for significant growth. By addressing the existing challenges and capitalizing on its numerous advantages.



## Current Landscape

The Tanzanian textile industry presents a dynamic mix of established players and ambitious new companies with significant growth plans. While the industry primarily focuses on fulfilling domestic textile needs, there's a noteworthy rise in knitted apparel exports.

Currently operational factories produce a diverse range of products, including dyed fabrics, spun yarns, traditional garments like Kitenge and Khanga, bed sheets, basic apparel items, and knitted products such as blankets and socks.



## Growth Potential

Several factors position Tanzania for significant growth in the textile and apparel industry. Duty-free access to major markets like the EU, USA, and South Africa grants Tanzanian textiles a competitive edge. Furthermore, the country's stable political and social climate fosters a reassuring environment for potential investors. Tanzania also benefits from a large pool of affordable, English-speaking labor, making it an attractive location for manufacturers. Additionally, the industry's commitment to eco-friendly and socially responsible practices aligns with the growing demands of modern consumers, further enhancing its appeal.



# Textile And Apparel Industry

Tanzania has the biggest fully integrated textile facility in East African Community

Tanzania aspires to become a major apparel sourcing destination for international buyers, capitalizing on its potential across the entire textile value chain, from raw materials like cotton to finished garments.



Tanzania's textile and apparel industry boasts significant potential for growth as a sustainable fashion hub. The country's abundant organic cotton production positions it perfectly to cater to the rising global demand for eco-friendly materials.

Tanzanian artisans possess a rich heritage of textile techniques like Kitenge and Khanga making, which, when combined with modern design, can create unique and globally appealing apparel.

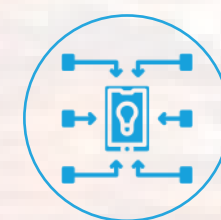
With government backing, investment in modern technology, and a focus on environmentally conscious practices, Tanzania's textile industry can become a leader in sustainable and culturally-inspired fashion.



## Fabric Suppliers

09

These companies provide the raw materials that fuel Tanzania's textile production.



## Vertical Solutions

N/A

Offering a one-stop shop, these companies handle various stages of production.



## Apparel Manufacturing

29

From t-shirts to complex garments, these manufacturers transform fabric into the apparel we wear.



## Cotton Production

62

Tanzania is the major cotton producer.

# Competitive Advantages

Tanzania has several advantages that position it for success

The Textile Development Unit actively promotes Tanzania as a prime location for apparel manufacturing, offering incentives and streamlining investment processes. The government's commitment to the industry's growth is a significant advantage for potential investors.

## Overview

Tanzania is a major producer of organic cotton, a valuable asset for eco-conscious clothing brands seeking sustainable materials. This positions Tanzania to capitalize on the growing demand for ethically sourced and environmentally friendly apparel thus attracting international brands with a focus on sustainability.

### Opportunities in Raw Materials

- Tanzania is a leading producer of high-quality cotton.
- Availability of other natural fibers like sisal and jute for creating unique textile blends.

### Labor & Skills

- Abundant, trainable workforce with competitive labor costs compared to other textile producers.
- Growing pool of skilled professionals in textile engineering, design, and production.

### Strategic Location & Trade Access

- Well-connected location with ports offering duty-free access to major markets like the EU, US, and South Africa.
- Membership in regional trade blocs like EAC (East African Community) expands market reach further.

## TANZANIA'S OFFERS

### Infrastructure & Logistics

- Continuous improvement in transport infrastructure like roads, ports, and railways for efficient movement of goods.
- Expanding network of industrial parks with reliable utilities and facilities.

### Favorable Investment Climate

- Government actively promotes textile & apparel industry growth through special economic zones and tax incentives.
- Streamlined investment procedures and support from agencies like the Tanzania Investment Centre.

### Minimum Wage

- Minimum monthly wage: TZS 50,000 (approximately USD \$22)
- Normal working hours: Maximum of 48 hours per week, including overtime.

# Why Invest in Tanzania's Textile & Apparel Industry

## Invest in Tanzania's Thriving Textile & Apparel Industry

Tanzania presents a compelling opportunity for investors seeking a dynamic and competitive location in the textile & apparel sector. The country boasts a wealth of natural resources, with its status as a leading cotton producer feeding directly into the industry's supply chain. Additionally, strategic geographic positioning and duty-free access to major markets like the US and EU offer significant advantages for international trade.

## Supportive Ecosystem for Business Growth

The Tanzanian government actively fosters a business-friendly environment for textile & apparel companies. Through the establishment of special economic zones and attractive tax incentives, investors benefit from reduced operational costs and streamlined procedures. Furthermore, Tanzania's abundant and trainable workforce offers a significant advantage, with competitive labor rates creating a cost-effective production environment.

## Sustainable & Ethical Practices for the Future

Looking beyond immediate benefits, Tanzania is committed to sustainable and ethical production practices. The growing focus on organic cotton cultivation and eco-friendly processes aligns with the demands of a socially conscious global market.

By investing in Tanzania's textile & apparel industry, you contribute to a responsible and sustainable future while positioning yourself for success in a thriving market.

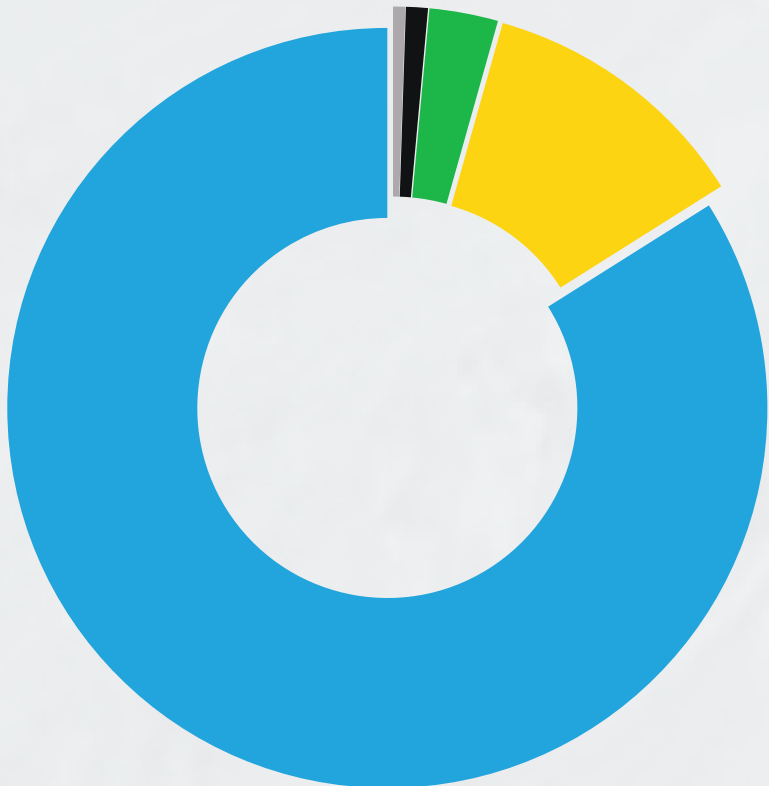




# Textile & Apparel Trade Imports

## A Strategic Necessity: Why Imports Matter

- **Bridging the Gap:** Tanzania's domestic textile production struggles to meet the full demand for fabrics and garments. Imports fill this gap, ensuring a steady supply for manufacturers and consumers.
- **Cost Considerations:** Similar to Kenya, importing certain finished textiles can be more economical. Large-scale producers in other countries benefit from economies of scale, bringing down the price compared to limited domestic production.
- **Variety is Key:** Imports offer a wider range of fabrics, including those with specialized features or required for specific clothing types. This caters to diverse consumer preferences until Tanzania's domestic industry catches up.



- Uzbekistan
- Yemen
- Zimbabwe
- Zambia
- Viet Nam

1.2 Major Importers of textile and apparel In Tanzania

### Additional Information

**Second-Hand Clothing (Mitumba):** Tanzania has a thriving market for mitumba. This provides affordable clothing options, but similar concerns exist regarding its potential impact on domestic garment production.

**Focus on Raw Materials:** Studies suggest a significant portion of Tanzania's textile imports are raw materials like fibers and yarn. This highlights the need to strengthen domestic production capabilities in these areas.

Strategic textile imports play a vital role in Tanzania's garment industry. By addressing raw material shortages, cost-effectiveness, and fabric variety, imports ensure a healthy textile sector. Government intervention through import regulations can further support the development of a robust domestic textile industry in Tanzania.



# Textile & Apparel Trade Exports

## Tanzania's Textile & Apparel Trade Exports: Poised for Takeoff

Tanzania's textile sector is on the cusp of significant growth, with the potential to become a major exporter. Here's a closer look:

**Export Focus:** Tanzania's textile exports currently focus on basic garments like knitted clothing. However, domestic textile groups are investing in expanding knitting capacities, indicating growth within this segment.

**Export Destinations:** Partner countries for Tanzania's textile exports include Pakistan, China, Kenya, India, and Malawi .

**Niche Markets:** Diversifying beyond basic garments offers exciting possibilities.

**Unique Designs:** Leveraging traditional textiles and intricate embellishments.

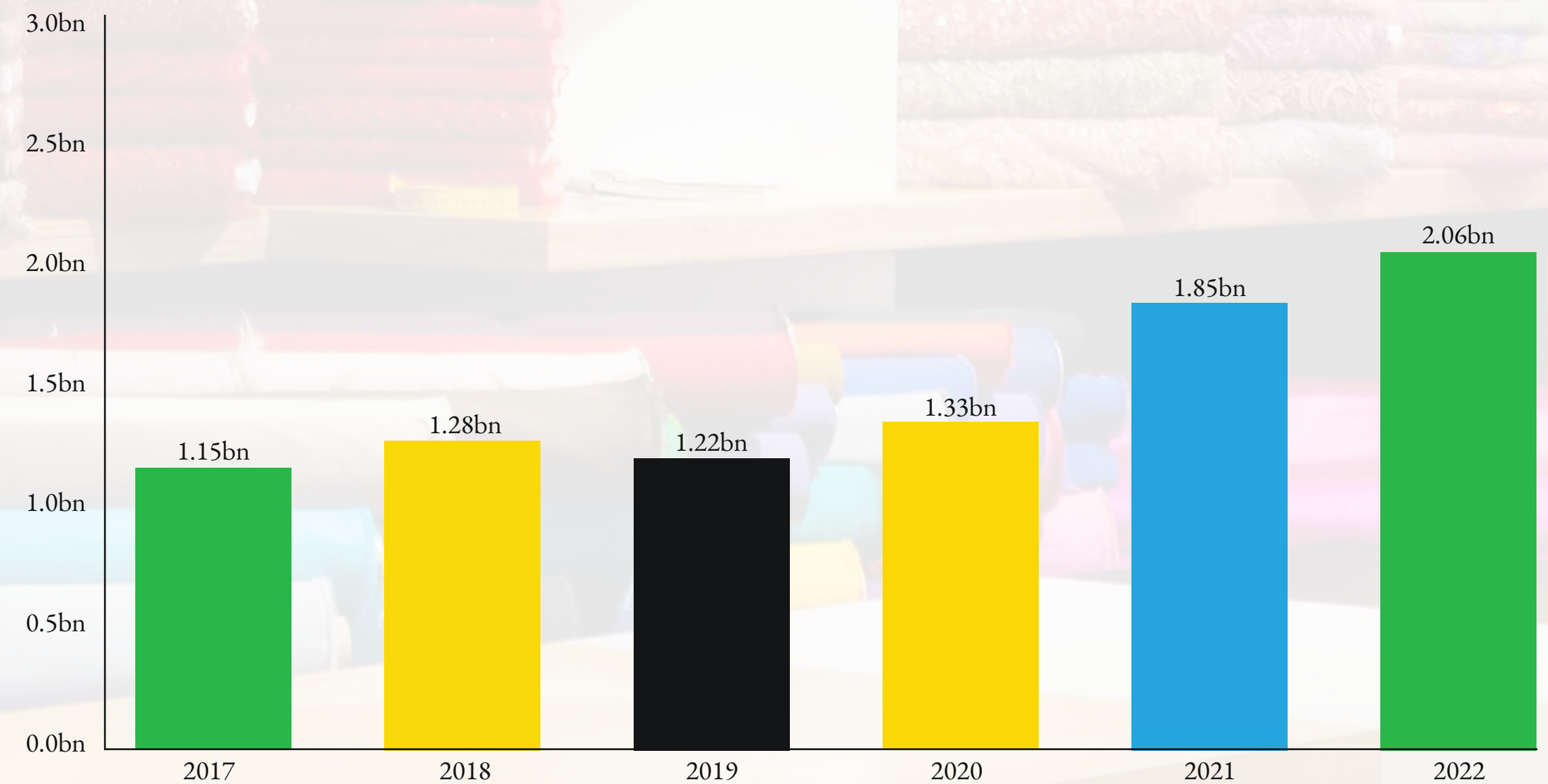
**Developing Expertise:** There's a need to enhance expertise in manufacturing for export within the Tanzanian clothing industry.

**Attracting Investment:** Foreign investment is crucial, and Tanzania is making strides in this area. Domestic companies with ambitious growth plans further accelerate development.

**Government Initiatives:** Existing Export Processing Zones (EPZs) offer incentives to attract foreign investment and improve infrastructure for the textile sector.

Tanzania's textile industry is on the rise! Yarn, the building block of fabrics, topped their 2022 exports, showcasing their role in the global textile supply chain. They also export a range of clothing and other textiles, highlighting their growing manufacturing sector.

Tanzanian textiles are going global! The US and Canada are their top buyers, but France, China, and Germany are also important markets. This diverse customer base shows Tanzania's increasing presence in the international textile trade.



1.1 Export trends in the last 6Yrs Tanzania

# Access To Major Markets

## Regional Trade Agreements: Expanding Market Reach

Tanzania's membership in the EAC grants duty-free access to a market of over 170 million people across Kenya, Uganda, Rwanda, Burundi, South Sudan, and the Democratic Republic of Congo. This regional integration facilitates smooth trade and opens doors to new customer segments.

Being part of SADC allows Tanzania preferential trade terms with additional countries in southern Africa, creating a wider market base for Tanzanian exports.

## Global Market Access Opportunities

Tanzania, benefits from the African Growth and Opportunity Act (AGOA) which grants duty-free access to the massive US market for thousands of Tanzanian products. This eliminates tariffs, making Tanzanian exports more competitive and enticing US companies to import from Tanzania. AGOA fosters increased exports, strengthens Tanzanian competitiveness in the US market, and allows diversification away from traditional export destinations. Products like textiles, agriculture, leather goods, and handicrafts can all benefit from AGOA.

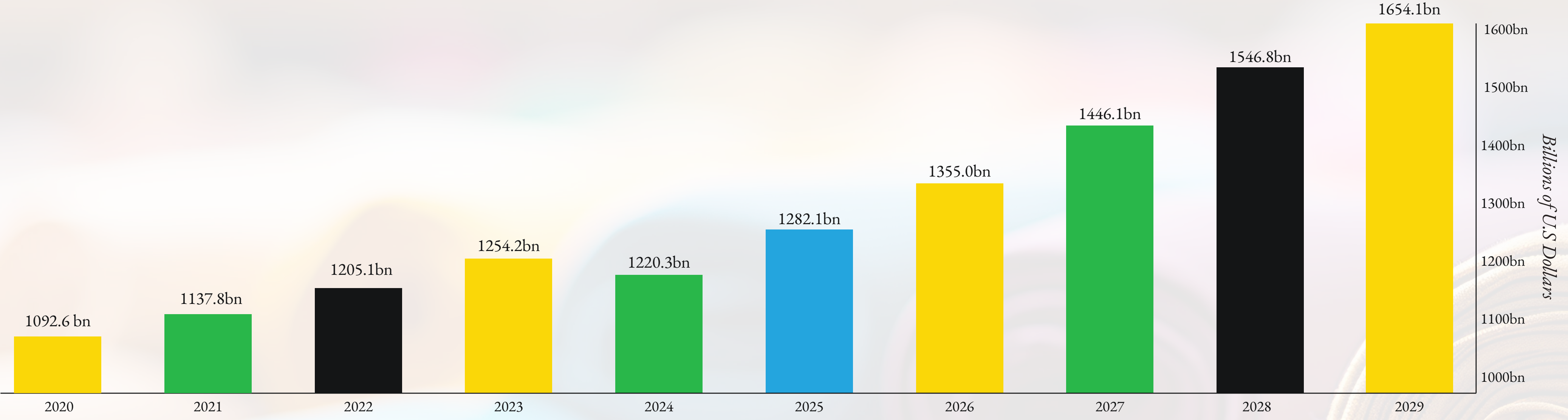
## Compelling Market Landscape

Tanzania's demographics paint a promising picture for businesses. The country's population is experiencing rapid growth, creating a burgeoning domestic consumer base. This translates into a vast pool of potential customers with evolving needs and demands. Businesses that can effectively cater to these demands stand to gain a significant advantage in the Tanzanian market. The growing population also represents a strong and readily available workforce, further contributing to the overall economic potential.

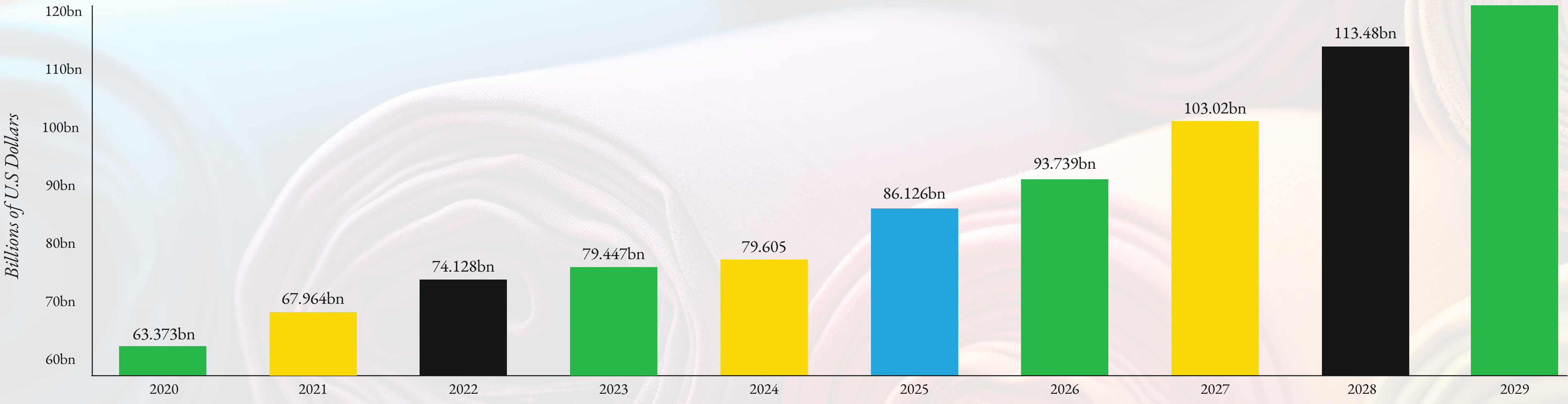
Tanzania's geographical position as a **gateway to East and Central Africa** is a strategic advantage. The country boasts a well-developed transport network, including ports, roads, and railways. This infrastructure allows businesses to leverage Tanzania's location and efficiently access neighboring markets. Landlocked countries like Uganda, Rwanda, Burundi, and the Democratic Republic of Congo depend on **Tanzania as a key trade route**. Businesses can utilize this established network to expand their reach and tap into the vast potential of the wider East and Central African region. By combining its domestic market potential with its strategic location and infrastructure, Tanzania presents a compelling proposition for businesses seeking to establish a foothold in the region.



# IMF Growth Forecast



1.1 IMF forecast of GDP Per Capita in Tanzania



1.2 IMF forecast of GDP in Tanzania

# Key Agencies in Kenya

## Key Agency

## Role

## Contact

### Tanzania Investment Centre (TIC)

- Coordinating, promoting and facilitating investments in Tanzania
- Advising the Government on policy matters to create a competitive, attractive and sustainable investment climate.

Phone : +255 734 989 470  
Tel : +255 734 989 469  
Email : [info@tic.go.tz](mailto:info@tic.go.tz)

### Zanzibar Investment Promotion Authority (ZIPA)

- Issuing investment certificates
- Investment Incentives
- Coordinating PPP – projects.

Phone : +255 (024) 223 3026  
+255 (024) 223 7353  
Email : [info@zipa.go.tz](mailto:info@zipa.go.tz)

# Major Industrial Parks

Industrial Parks	Location	Distance to Nearest Airport (Km)	Distance to Nearest Port (Km)
Samia Suluhu Hassan Industrial Park	N/A	N/A	N/A
Tairo – Bunda SEZ	N/A	N/A	N/A
Sinotan Industrial Park	N/A	N/A	N/A
Mhunze Industrial Park	N/A	N/A	N/A



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