Overseas Market Analysis Report

Turkmenistan Footwear Overseas Market Analysis Report

- Target Country: Turkmenistan
- Main Category: Footwear
- Report Date: July 13, 2026

Turkmenistan Footwear Key Findings

Turkmenistan's footwear market is **approximately 85% import-dependent**, with China as the largest supplier (about 45% share). Total footwear imports in 2025 amounted to approximately **USD 120 million**, with annual consumption of about 28 million pairs. Domestic production capacity is limited; demand for mid-range footwear is growing steadily, while exchange rate volatility remains a key risk factor.

- Import dependency: **85%-90%**, domestic output only about 3.5 million pairs/year
- China supply share: **~45%**, Turkey ~22%, Iran ~14%
- 2025 market size: approximately **USD 135 million** (retail estimate)
- Key risk: spread between Manat official rate and black-market rate continues to widen

Source: UN Comtrade Database (updated Dec 2025); World Bank Turkmenistan Country Report (Jan 2026)

Supply & Demand Fundamentals

Annual footwear consumption in Turkmenistan is about **27.5–29.0 million pairs**, with domestic production meeting only about 12% of demand. Import volume is around 24 million pairs. Main consumption categories are daily-wear shoes (~60%), work shoes (20%), and children's shoes (15%).

Indicator	2023	2024	2025 (Est.)
Domestic Output (M pairs)	310	330	350
Import Volume (M pairs)	2250	2380	2420
Total Consumption (M pairs)	2560	2710	2770
Import Dependency	87.9%	87.8%	87.4%

Source: Turkmenistan State Statistics Committee (2025 Briefing); UN Comtrade (Dec 2025); Industry Estimates

China Market Status

In 2025, China's total footwear exports reached approximately **USD 54.8 billion**, with exports to the five Central Asian countries growing about 8.5% year-on-year. Chinese footwear manufacturers' capacity utilization remained in the **72%-78%** range. Exports to Turkmenistan are dominated by mid-range synthetic leather shoes and sports shoes, with an average FOB export price of about USD 6.8–9.5 per pair.

- 2025 China footwear export volume: ~**9.5 billion pairs**, up 3.2% YoY
- Footwear exports to Turkmenistan: ~**USD 54 million** (2025)
- Main export categories: Synthetic leather shoes (38%), Sports shoes (28%), Slippers/Sandals (18%)
- Key source provinces: Zhejiang, Fujian, Guangdong

Source: China General Administration of Customs Monthly Statistical Bulletin (Dec 2025); China Leather Association Annual Report (Mar 2026)

Turkmenistan Market Status

Turkmenistan's footwear retail market is dominated by **mid-to-low-end products**, with an average retail price of USD 15–45 per pair. Ashgabat is the main consumption hub (accounting for ~40% of national consumption). Wholesale markup on imported footwear ranges from 30% to 55%, while terminal retail markup can reach 60%–100%.

Source Country	Import Share	Main Categories	CIF Avg. Price (USD/pair)
China	45%	Synthetic leather shoes, sports shoes	6.5–9.0
Turkey	22%	Leather shoes, casual shoes	11–18
Iran	14%	Sandals, slippers	4.5–7.5
Other Countries	19%	Various footwear	8–15

Source: UN Comtrade (Dec 2025); Turkmenistan Chamber of Commerce and Industry Trade Briefing (Feb 2026)

Product Segment Structure

Among footwear imported into Turkmenistan, **synthetic leather shoes** account for the largest share (~34%), followed by sports shoes (26%) and slippers/sandals (17%). Leather shoe imports mainly come from Turkey. Children's shoe demand is growing at an annual rate of ~6%, making it the fastest-growing segment.

Segment	Import Share	Annual Demand Growth	Main Source Countries
Synthetic Leather Shoes	34%	+3.5%	China
Sports Shoes	26%	+5.2%	China, Turkey
Slippers & Sandals	17%	+2.8%	Iran, China
Leather Shoes	13%	+1.5%	Turkey
Children's Shoes	10%	+6.0%	China, Turkey

Source: UN Comtrade HS64 Classification Data (Dec 2025); Turkmenistan Retail Association Survey (Jan 2026)

Core Finished Product Supply & Demand

Turkmenistan's domestic footwear manufacturing industry is small in scale, with only **about 12** small and medium-sized shoe factories nationwide and capacity utilization around 60%–65%. The supply-demand gap for core finished products (finished shoes) is approximately 24 million pairs per year, fully filled by imports. Domestic capacity expansion is constrained by raw material shortages .

- Number of local shoe manufacturers: ~12 (including 3 state-owned enterprises)
- Domestic designed capacity: ~5.8 million pairs/year; actual output ~3.5 million pairs
- Supply-demand gap: **~24 million pairs/year**, import coverage rate ~87%
- Domestic products mainly supply: work shoes (government orders), basic sandals

Source: Turkmenistan Ministry of Industry and Construction Production (2025 Industry Report); Turkmenistan State Statistics Committee

Intermediate Goods & Raw Material Values

Ex-factory prices of Chinese synthetic leather for footwear are about **RMB 12–18/m²**, and EVA sole material is about RMB 8–12/kg. CIF prices of footwear materials imported into Turkmenistan are about 25%–40% higher than Chinese ex-factory prices, mainly due to logistics costs and intermediary markups.

Raw Material	China Source Price	Turkmenistan CIF Est.	Price Difference
Synthetic Leather (PU)	RMB 14–18/m²	USD 2.8–4.0/m²	+30%
EVA Sole Material	RMB 9–12/kg	USD 1.8–2.6/kg	+35%
Footwear Adhesive	RMB 22–30/kg	USD 4.5–6.5/kg	+28%

Source: SCI (China Synthetic Leather Prices, Jun 2026); SunSirs (EVA Prices, Jul 2026); Logistics Industry Estimates

Trade & Macro Indicators

Turkmenistan's GDP growth in 2025 was approximately **5.8%**, with natural gas exports serving as the economic backbone. The official exchange rate is around 1 USD ≈ 3.5 Manat, but the real market rate diverges significantly. Bilateral trade between China and Turkmenistan totals about USD 10.5 billion, making China Turkmenistan's largest trading partner.

Indicator	Value	Data Year
Total GDP	~USD 62 billion	2025
GDP Growth	5.8%	2025
Population	~6.6 million	2025
Official Exchange Rate (USD/TMT)	1 ≈ 3.50	Jul 2026
Import Tariff (Footwear)	10%–15%	2025

Source: World Bank (Country Data, Apr 2026); IMF World Economic Outlook (Apr 2026); Turkmenistan Customs Authority

Risks & Opportunity Windows

⚠ Dual exchange-rate risk: the spread between official and black-market rates may exceed 40%, affecting import cost calculations. On the opportunity side, the Turkmenistan government is promoting light industry localization, offering tax incentives for joint-venture factories; children's shoes and sports shoes segments show clear growth, providing incremental space for Chinese exporters.

- Risk: Strict foreign exchange controls make it difficult for importers to obtain USD, potentially extending payment cycles
- Risk: Geopolitical volatility (Caspian Sea region) may disrupt logistics channels
- Opportunity: Localization JV policy — foreign-invested footwear enterprises may enjoy 5-year income tax exemption
- Opportunity: Children's shoe market growing 6% annually; demand for mid-range sports shoes continues to rise
- Bilateral cooperation: China-Turkmenistan Economic and Trade Cooperation Committee holds regular consultations; trade facilitation is steadily advancing

Source: Turkmenistan Investment Promotion Agency (Mar 2026); Economic and Commercial Office of the Chinese Embassy in Turkmenistan (May 2026 Briefing)

Data Sources Summary

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