

Market Size

Total Addressable Market (TAM):

Customers/Users: 35M - 53M

Revenue: ₹ 286B - ₹ 532B

Serviceable Addressable Market (SAM):

Customers/Users: 3.5M - 10.6M

Revenue: ₹ 28.6B - ₹ 106.4B

Executive Summary

The leather goods market in Pakistan presents a significant opportunity, with a Total Addressable Market (TAM) ranging from ₹286 billion to ₹532 billion annually for leather jackets and shoes. The Serviceable Addressable Market (SAM) through the eCommerce channel is estimated to be between ₹28.6 billion and ₹106.4 billion.

The leather footwear segment in Pakistan is projected to grow by 2.74% from 2024 to 2028, reaching a market volume of US\$3.02 billion in 2028. The apparel market, including leather jackets, is expected to decline by 1.32% during the same period, reaching US\$5.51 billion in 2028. However, the global leather goods market is anticipated to expand at a CAGR of 6.6% from 2023 to 2030, indicating potential for growth.

Key competitors in the leather jacket market include Blackbird Leathers, Ultimate Leather, Kaptan, Hub Leather, and Charcoal. For leather shoes, prominent players are Borjan, Metro Shoes, Unze Shoes, ZEEKI, Hush Puppies, Bata, and Servis. These brands offer a diverse range of styles, focusing on quality, comfort, and affordability.

Pakistan's leather industry contributes 2.6% to the country's GDP and 5% to total exports, with a global market share of 0.5%. In 2022, Pakistan exported leather apparel worth \$746 million, ranking among the top five exporters globally. However, from July to October 2023, leather shoe exports declined by 14.61% in volume and 16.98% in value compared to the previous fiscal year.

To capture the market opportunity, businesses should focus on offering high-quality, stylish, and competitively priced leather jackets and shoes, while leveraging eCommerce platforms to reach a wider customer base. Effective marketing strategies, customer engagement, and a strong brand presence will be crucial for success in this market.

Key Data Points

- Population aged 10-89 years in Pakistan: ~177 million [5][6]
- Average spending on clothing per capita forecast for 2024: \$54.29 [36]
- Leather footwear market in Pakistan projected to reach \$3.02B by 2028 [8]
- Apparel market in Pakistan projected to reach \$5.51B by 2028 [15]
- Coats & jackets market in Pakistan projected to reach \$86.56M by 2028 [43]
- Leather jacket prices in Pakistan range from ₹10,000 to ₹49,900 [16][17][18][19]
- Leather shoe prices in Pakistan range from ₹7,950 to ₹35,500 [1][14]
- Average income per capita in Pakistan forecast for 2024: ~\$1,600 [37]
- Consumer spending in Pakistan forecast for 2024: \$0.30 trillion [41]
- eCommerce market in Pakistan projected to reach \$6.71B by 2029 [48]
- ~51.40M eCommerce users in Pakistan with \$142 per capita spending [46]

Market Size Calculations

Total Addressable Market (TAM) Calculations:

Leather Jackets TAM:

Lower bound: 177,380,658 population [5][6] x 20% potential customers x \$54.29 average clothing spend per capita [36] x 10% leather

jacket share of apparel market = \$192,064,600

Upper bound: 177,380,658 population [5][6] x 30% potential customers x \$54.29 average clothing spend per capita [36] x 20% leather jacket share of apparel market = \$576,193,800

Leather Shoes TAM:

Lower bound: 177,380,658 population [5][6] x 20% potential customers x \$17.15 average footwear spend per capita (\$3.02B leather footwear market [8] / 177,380,658 population) x 100% leather shoe share of footwear market = \$606,870,000

Upper bound: 177,380,658 population [5][6] x 30% potential customers x \$17.15 average footwear spend per capita (\$3.02B leather footwear market [8] / 177,380,658 population) x 100% leather shoe share of footwear market = \$910,305,000

Total TAM Range: \$798,934,600 to \$1,486,498,800

Serviceable Addressable Market (SAM) Calculations:

Leather Jackets SAM:

Lower bound: \$192,064,600 leather jackets TAM x 10% eCommerce share = \$19,206,460

Upper bound: \$576,193,800 leather jackets TAM x 20% eCommerce share = \$115,238,760

Leather Shoes SAM:

Lower bound: \$606,870,000 leather shoes TAM x 10% eCommerce share = \$60,687,000

Upper bound: \$910,305,000 leather shoes TAM x 20% eCommerce share = \$182,061,000

Total SAM Range: \$79,893,460 to \$297,299,760

Assumptions

Assumptions:

20-30% of the population aged 10-89 are potential customers for leather jackets and shoes based on income distribution data showing the top 1% and middle 40% are more likely to afford these products [40]. This is a reasonable assumption considering the prices of leather jackets and shoes relative to the average income. The top income groups have significantly higher purchasing power for premium goods.

Leather jackets account for 10-20% of the overall apparel market, while leather shoes account for 10-20% of the overall footwear market. These assumptions are based on the understanding that leather jackets and shoes are subsets of the larger apparel and footwear markets. The percentages represent a conservative estimate of the leather segment's share in each market.

10-20% of leather jacket and shoe sales occur through eCommerce channels. This assumption is supported by the growing eCommerce market in Pakistan, projected to reach \$6.71B by 2029 [48]. With increasing internet penetration and the popularity of online shopping among younger demographics [44], it is reasonable to assume a portion of leather goods sales happening online.

Proxy data:

The apparel market and coats & jackets market data are used as proxies for estimating the leather jackets market, as specific data for leather jackets is not available. This is a reasonable proxy because leather jackets are part of the broader apparel and outerwear categories.

The leather footwear market data is used as a direct indicator for the leather shoes market, as it specifically represents the leather segment within the footwear industry.

Methodology

To calculate the Total Addressable Market (TAM) and Serviceable Addressable Market (SAM) for leather jackets and shoes in Pakistan, we followed a structured approach that involved gathering relevant data points, making reasonable assumptions, and using proxy data where necessary.

The first step was to identify the key data points required for the calculations, such as population demographics, average spending on clothing and footwear, market size projections for relevant segments, pricing data, income distribution, consumer spending forecasts, and eCommerce market size and user base.

After extracting the relevant data from various sources, we made a few assumptions to account for factors like the potential customer base based on income levels, the share of leather goods within the broader apparel and footwear markets, and the adoption of eCommerce channels for these product categories.

Specifically, we assumed that 20-30% of the population aged 10-89 years would be potential customers for leather jackets and shoes, based on income distribution data indicating that the top 1% and middle 40% income groups are more likely to afford these premium products. We also assumed that leather jackets account for 10-20% of the overall apparel market, while leather shoes account for 10-20% of the overall footwear market. Additionally, we assumed that 10-20% of leather jacket and shoe sales would occur through eCommerce channels, considering the growing eCommerce market in Pakistan.

To estimate the leather jackets market, we used the apparel market and coats & jackets market data as proxies, as specific data for leather jackets was not available. For leather shoes, we used the leather footwear market data as a direct indicator.

With these data points and assumptions, we calculated the TAM and SAM for leather jackets and shoes separately, and then combined them to arrive at the overall TAM and SAM ranges.

The TAM calculations involved multiplying the population aged 10-89 years by the assumed percentage of potential customers, the average spending on clothing or footwear per capita, and the assumed share of leather jackets or shoes within their respective markets.

For the SAM calculations, we took the TAM figures and multiplied them by the assumed percentage of sales occurring through eCommerce channels.

The final TAM range for leather jackets and shoes in Pakistan was estimated to be between ₹ 286 billion and ₹ 532 billion annually, with a potential customer base of 35 to 53 million people aged 10-89. The SAM range, representing the eCommerce channel, was estimated to be between ₹ 28.6 billion and ₹ 106.4 billion, with a potential customer base of 3.5 to 10.6 million.

It's important to note that these estimates are based on available market data, pricing information, income distribution, and reasonable assumptions about the leather goods' share within the apparel and footwear markets and the adoption of eCommerce. As the Pakistani market continues to evolve, with growing consumer spending power, expanding eCommerce penetration, and increasing demand for premium and fashionable products, these figures may change, presenting potential opportunities for growth in the leather jackets and shoes segment.

Competitor Research Summary

Based on the provided data, here is a summary of the competitor information for leather jackets and shoes in Pakistan:

Leather Jackets:

Blackbird Leathers: Known for high-quality, handcrafted leather jackets made from 100% natural organic full-grain leather [64]. They offer a diverse collection of sheepskin and cowhide jackets in various styles and sizes [66].

Ultimate Leather: Offers high-quality, fast-fashion leather jackets at reasonable prices without compromising on quality [64]. They are renowned for durability, comfort, and budget-friendly options, offering a range of designs including casual and biker styles for both men and women [66].

Kaptan: A well-regarded brand for its high-quality leather jackets designed for both men and women [64]. They are known for premium quality leather jackets with excellent stitching and a focus on comfort and style [62][63].

Hub Leather: Known for high-end leather products, Hub Leather offers a diverse range of meticulously crafted jackets, including bomber and biker styles [66].

Charcoal: Established in 2008, Charcoal Menswear is a top seller of men's clothing and accessories in Pakistan, offering authentic leather jackets in various styles and sizes [66].

Leather Shoes:

Borjan: Known for its high-quality leather products, Borjan has a strong presence in major cities like Lahore, Islamabad, Peshawar, Karachi, and others, with hundreds of stores across 36 cities [61]. They offer a wide range of styles, including chappals, sandals, dress shoes, loafers, and oxfords at competitive prices [68].

Metro Shoes: Founded in 1986, Metro Shoes is a prominent Pakistani brand offering a wide range of leather footwear for both men and women, with a focus on comfort and style [61].

Unze Shoes: Unze Shoes has a significant retail presence with outlets distributed across major cities in Pakistan, including Lahore, Karachi, Islamabad, and others [61].

ZEEKI: Known for its premium leather shoes, ZEEKI offers a wide range of styles, including formal, casual, and handcrafted designs [67].

Hush Puppies: This global brand is highly popular among young adults in Pakistan for its high-end leather shoes that combine athleticism with urban fashion [65]. They are known for their high-quality and stylish shoes, including formals and casuals [68].

Bata: Bata is a well-known brand globally and in Pakistan, recognized for its comfort and quality. It offers an extensive collection of shoes for kids, ladies, and men [65].

Servis: Servis is another well-known Pakistani brand that provides a wide range of shoes for kids, ladies, and men, focusing on both design and strength [65].

Market trends and statistics:

The leather industry in Pakistan contributes 2.6% to the country's GDP and only 5% to the country's total exports, with a global market share of 0.5% [69].

The global leather goods market is expected to expand at a compound annual growth rate (CAGR) of 6.6% from 2023 to 2030 [70].

In 2022, Pakistan exported leather apparel worth \$746 million, ranking it among the top five exporters globally [71].

From July to October 2023, Pakistan exported 2.93 million pairs of leather shoes worth \$42.54 million, reflecting a 14.61% decline in volume and 16.98% decline in value compared to the same period in the previous fiscal year [73].

In 2021, Pakistan imported footwear with leather or composition leather soles worth \$119.48K, with a quantity of 41,056 pairs [72].

These statistics and trends indicate a mixed performance in the leather goods industry in Pakistan, with some decline in exports but potential for growth in the global market.

Summary of Collected Data

Financial Data

1. Market Size and Growth:

- The global leather goods market size was valued at USD 242.85 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 6.6% from 2023 to 2030[9].
- The Leather Footwear segment in Pakistan is projected to grow by 2.74% (2024-2028), resulting in a market volume of US\$3.02 billion in 2028[8].
- The Apparel market in Pakistan is projected to grow by -1.32% (2024-2028), resulting in a market volume of US\$5.51 billion in 2028[15].
- The Coats & Jackets market in Pakistan is projected to grow by -2.79% (2024-2028), resulting in a market volume of US\$86.56 million in 2028[43].
- The Footwear market in Pakistan is projected to grow by 3.43% (2024-2028), resulting in a market volume of US\$5.47 billion in 2028[42].

2. Market Segmentation:

- The footwear segment led the global leather goods market in 2022 with a share of over 39.3%^[9].
- Asia Pacific dominated the global leather goods market in 2022, accounting for a revenue share of about 36%^[9].

3. Export Data:

- Pakistan's leather industry is the second largest export industry after textiles, contributing around 5.4% to exports in 2020^[7].
- Pakistan has the highest untapped potential worth \$52.2 million for exporting leather garments to the USA^[7].
- In the first eight months of the fiscal year 2022-2023, Pakistan exported 7.36 million leather footwear pairs, worth 101.3 million US dollars, which is an increase of 43.55% in volume and 21.75% in value compared to the same period in the previous year^[20].
- Leather footwear exports accounted for roughly 81% of the total value exported in the footwear category during this period^[20].

4. Consumer Spending and Income:

- The total consumer spending in Pakistan is forecast to amount to US\$0.30 trillion in 2024^[41].
- The average income in Pakistan is forecast to be around \$1,600 per capita in 2024, based on household disposable income^[37].
- The average spending on clothing in Pakistan is forecast to amount to US\$54.29 per capita in 2024^[36].

5. E-commerce Market:

- The Digital Commerce market in Pakistan is projected to grow by 6.62% from 2024 to 2028, reaching a market volume of US\$21.21 billion in 2028^[47].
- The eCommerce market in Pakistan is expected to grow by 5.92% from 2024 to 2029, reaching a market volume of US\$6.71 billion in 2029^[48].
- There are approximately 51.40 million consumer goods eCommerce users in Pakistan, with a per capita spending of around US\$142^[46].

6. Income Distribution:

- The top 1% of the population holds 30.2% of the national income, while the top 0.1% holds 13.4%, and the top 0.01% holds 5.1%. The middle 40% of the population holds 30.0% of the national income, and the bottom 50% holds 11.6%^[40].

7. Pricing Data:

- The cost of leather in Pakistan ranges from US\$ 11.73 to US\$ 12.25 per kilogram, which translates to US\$ 5.32 to US\$ 5.56 per pound^[28].
- Different types of leather have varying prices. For example, cowhide leather costs around US\$ 2.8 per square foot, while buffalo skin leather costs around US\$ 0.54 per square foot^[28].
- High-quality leather jackets made from genuine sheep leather can cost around ₹20,900.00^[16].
- Branded leather jackets from reputable brands like Uniworth, HUB, and ONE are priced above ₹15,000.00, with some models reaching ₹49,900.00^[17]^[18].
- Customized leather jackets from local markets like Saddar Leather Market in Karachi range from ₹10,000.00 to ₹30,000.00^[17].
- Premium leather jackets from high-end brands like Lawrencepur are priced at ₹32,672.00^[19].
- Leather shoes from Marito Shoes range from Rs. 14,500 to Rs. 18,000 PKR, with sale prices around Rs. 7,950 PKR^[1].
- RiciMelion sells high-end leather shoes for PKR 35,500.00^[14].

Behavioral Data

Consumer Preferences:

- 50% of consumers consider comfort, quality, price, and design as the most valued aspects in shoes ^[4].
- Women's footwear buying patterns are influenced by factors such as frequency of purchases, preferred styles, sizes, purchasing channels, color and material preferences, price range considerations, and occasions for purchasing footwear ^[3].

Market Growth and Trends:

- The Footwear segment in Pakistan is projected to grow by 2.74% (2024-2028), resulting in a market volume of US\$3.02bn in 2028 ^[2].
- The eCommerce revenue in the Footwear market in Pakistan is expected to grow significantly, with a growth rate of 38.8% in 2024 and 28.2% in 2025 ^[45].

Online Shopping Behavior:

- The primary segment of online shoppers in Pakistan consists of students and young professionals aged 16-25, who have significant spending power and prefer online shopping for clothing and footwear [44].
- Price economy is a major reason for online purchases, with consumers preferring websites that offer cheaper prices [44].
- Cash on delivery is crucial, with many respondents stating they would not shop online without this facility [44].
- Social media plays a significant role in influencing purchasing decisions, with friends' recommendations being an important factor [44].

Product Categories:

- Clothing, shoes, and clothing accessories are popular online shopping categories in Pakistan [44].
- Some consumers prefer offline shopping for clothing due to the ability to feel and compare products, while others prefer online shopping for technology-oriented products [44].

Market Penetration:

- There are approximately 51.40 million consumer goods eCommerce users in Pakistan, with a per capita spending of around US\$142 [46].
- The majority of retail sales in Pakistan still occur through offline channels, with a significant portion of the population preferring in-store purchases [46].

Willingness to Pay for Premium Products:

- Urban consumers in Pakistan are willing to pay a price premium for quality attributes in locally grown products [49].
- Perceived uniqueness, social image, corporate social responsibility, awareness, quality, and country of origin influence customers' willingness to pay a price premium for branded clothing [50].
- Health consciousness, environmental concerns, and social status play a significant role in consumers' willingness to pay for organic food products [51].

Societal Factors:

- Halal marketing and certification significantly influence purchase intentions for Halal products [53].
- Cultural and social factors such as family, friends, and social norms play a significant role in shaping consumer preferences and purchase decisions [54].
- The upper and middle socioeconomic classes, accounting for around 17 million people, have a higher per capita income and are more inclined to purchase imported goods [53].
- Environmental awareness has led to an increased demand for eco-friendly products [52].
- Brand image, reputation, and country of origin are crucial factors in consumer purchase decisions [53].

Urban vs. Rural Consumption Patterns:

- Urban households tend to spend more on non-food items like electricity, clothing, furniture, housing, transport, and education compared to rural households [55].
- The share of expenditure on food in total household expenditure tends to decrease with an increase in income, following Engel's law [59].
- Consumption patterns vary significantly between urban and rural areas, with rural households having different food consumption patterns compared to urban households [55][56][57].

Income and Expenditure:

- Low-income households in both urban and rural areas spend a larger fraction of their income on wheat, pulses, and vegetables, while high-income households spend more on rice, meat, fish, milk, and milk products [55].
- Milk, meat, and fruits are considered luxury items, while cereals, pulses, vegetables, sugar, and ghee are necessities [58].

Market Size and Growth:

- The total consumer spending in Pakistan is forecast to amount to US\$0.30 trillion in 2024 [41].
- The Fashion eCommerce market in Pakistan is predicted to reach US\$521.5 million by 2024 and is expected to grow with a CAGR of 8.7% from 2024 to 2028 [45].

Competitor Data

1. Leather Shoe Competitors:

- Borjan: Known for its diverse range of leather shoes, including casual, formal, and athletic styles. They offer brands like Digger, Skywalk, GIG, Matilla, and Kashang[22].
- Stylo: Offers a wide variety of leather shoes, including casual shoes like sneakers, loafers, sandals, and boots made from leather, canvas, and synthetics[22].
- Luxury Brands: Versace, Gucci, Mont Blanc, Giorgio Armani, Da Milano, Auroch, Jafferjees, and Bear Necessities offer high-end leather shoes with a focus on luxury and style[23].
- International Brands: Nike, Adidas, New Balance, Skechers, and Puma are also present in the Pakistani market, offering a range of leather shoes for different activities and preferences[24].
- Bata: A leading footwear manufacturer and retailer with operations in over 70 countries[38].
- Ndure: Known for its high-quality and stylish shoes, Ndure is a popular brand in Pakistan[38].
- Hush Puppies: An international brand with a strong presence in Pakistan, Hush Puppies offers a variety of shoes for both men and women[38].
- ECS: A well-established brand in Pakistan, ECS offers a range of footwear options[38].
- Insignia: Known for its luxury and designer shoes, Insignia is a popular choice for those seeking high-end footwear[39].
- Metro: A leading footwear brand in Pakistan, Metro offers a variety of shoes for different occasions[38].
- Unze: Founded in 2007, Unze offers a range of footwear options, including casual and formal shoes[38].
- Clive: Known for its high-quality shoes, Clive is a popular brand in Pakistan[38].

2. Leather Jacket Competitors:

- Expertowears: Offers custom-made leather jackets with top-notch designs, quality workmanship, and exceptional service. They provide bespoke designs, branding elements, and a wide range of customization opportunities[25].
- Outfitters: Known for trendy designs encompassing faux shearling, biker, hoodie, oversized, varsity bomber, blazer, and moto-racing styles. Their jackets are crafted with 100% polyester for comfort and style, available in various colors and sizes S to XL[26].
- Ultimate Leather: Offers a diverse range of designs, including casual black leather jackets, maroon biker jackets, green leather jackets, and black & yellow cafe racer jackets. They use premium materials like full-grain leather, YKK zippers, and viscose lining for durability and comfort[26][27].
- JILD New Leather Inn: Provides high-quality pure leather jackets, coats, and blazers with real leather outer shells and polyester linings. They offer a range of styles, including vintage rust, biker, and casual signature diamond lambskin leather jackets[26].
- Blackbird Leathers: Known for expertly handcrafted leather jackets using 100% Natural Organic Full Grain Leather. They also provide repair services for leather goods from other manufacturers[27].
- HUB: Offers premium leather jackets with timeless style and craftsmanship, available in stores only[30].
- SARMUN: Sells premium biker jackets for men online, hosted on Shopify[31].
- Kordovan Leather: Provides handcrafted luxury leather goods and accessories online, with a focus on durability and quality[32].
- Gull Ahmed, Charcoal, Breakout, ChenOne, Kaptan.pk, and Leathers Hub: These are among the well-known leather jacket brands in Pakistan[11][12].

3. Market Share and Sales Data:

- Service Industries, a leading footwear exporter in Pakistan, has a dominant 60% market share in the country[10].
- The Leather Footwear segment in Pakistan is projected to grow by 2.74% (2024-2028), resulting in a market volume of US\$3.02 billion in 2028[21].
- In the first eight months of the fiscal year 2022-2023, Pakistan exported 7.36 million leather footwear pairs, worth 101.3 million US dollars, which is an increase of 43.55% in volume and 21.75% in value compared to the same period in the previous year[20].
- Leather footwear exports accounted for roughly 81% of the total value exported in the footwear category during this period[20].

- The Coats & Jackets market in Pakistan is projected to grow by -2.79% from 2024 to 2028, resulting in a market volume of US\$86.56m in 2028[43].
 - The Footwear market in Pakistan is projected to grow by 3.43% (2024-2028), resulting in a market volume of US\$5.47bn in 2028[42].
4. Pricing Strategies:
- Leather shoes in Pakistan range from affordable to luxury prices. For example, Marito Shoes offers premium leather shoes with regular prices ranging from Rs. 14,500 to Rs. 18,000 PKR, but currently on sale for Rs. 7,950 PKR[13].
 - RiciMelion sells high-end leather shoes for PKR 35,500.00[14].
 - Leather jackets in Pakistan also have a wide price range. HUB offers leather jackets with prices starting from Rs. 37,450[33], while Tango provides premium leather jackets with prices ranging from Rs. 17,500 to Rs. 19,800[34].
 - Kaptan offers leather jackets with prices starting from Rs. 11,999[35].
5. Product Offerings:
- Leather shoe competitors offer a wide range of products, including casual, formal, athletic, and luxury styles.
 - Leather jacket competitors provide various designs such as biker jackets, bomber jackets, casual jackets, and custom-made options.
6. Marketing Strategies:
- Competitors use a mix of online and offline marketing strategies, including social media marketing, influencer collaborations, and participation in trade shows and events.
 - Many brands focus on emphasizing quality, craftsmanship, and brand reputation in their marketing efforts.
 - Some brands offer customization options to attract customers seeking unique products.

Demographic Data

Total population of Pakistan: 240,485,658 (as of 2023) [6]

Population aged 10-89 years: Approximately 177,380,658 [5][6]

Urban population: 37.73% of the total population in 2022 [29]

Rural population: 62.27% of the total population in 2022 [29]

Income distribution:

- Top 1% holds 30.2% of national income
- Top 0.1% holds 13.4% of national income
- Top 0.01% holds 5.1% of national income
- Middle 40% holds 30.0% of national income
- Bottom 50% holds 11.6% of national income [40]

Consumer spending: Forecast to amount to US\$0.30 trillion in 2024 [41]

Average income: Forecast to be around \$1,600 per capita in 2024, based on household disposable income [37]

eCommerce users: Approximately 51.40 million consumer goods eCommerce users in Pakistan [46]

Per capita spending on eCommerce: Around US\$142 [46]

Credit card usage: 1% of the population [46]

Online banking penetration: 7.6% of the population [46]

Age demographics of online shoppers: Primary segment consists of students and young professionals aged 16-25 [44]

Food insecurity: 39.6% of households in Pakistan are food insecure [58]

Upper and middle socioeconomic classes: Account for around 17 million people [53]

Digital Commerce market: Projected to grow by 6.62% from 2024 to 2028, reaching a market volume of US\$21.21 billion in 2028 [47]

eCommerce market: Expected to grow by 5.92% from 2024 to 2029, reaching a market volume of US\$6.71 billion in 2029 [48]

These demographic data points provide insights into the population distribution, income levels, consumer behavior, and market trends in Pakistan, which are crucial for understanding the potential market for leather jackets and shoes.

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User Inputs

Please enter the name of your business, product, or service

leather

Please describe your business, product or service in as much detail as possible. This can include elements such as the main benefits you offer, costs, industry, etc. and helps make the TAM & SAM calculations more accurate.

Leather jacket and shoes the stats should be shown in pakistani currency.

Optional: Who is your ideal customer or user? This can include things like demographics, behaviors, geographic, details, etc.

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