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FACTORS OF INCREASING COMPETITIVENESS IN LIGHT INDUSTRY

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Abstract

This article presents the role of the textile industry in our country, the competitiveness of textile products and the factors affecting it, the current production volume of the textile industry of our country, export activities and export geography.

Keywords: Textile industry, competitiveness, export, export geography, quality management, human resources, innovative technologies.

Introduction

Light industry is one of the main sectors of the economy of Uzbekistan, which not only provides employment for the population, but also plays an important role in increasing export potential. In recent years, modernization processes have deepened in the textile and garment sectors, new technologies have been introduced, and foreign investments have been attracted. All this serves to increase the competitiveness of the sector. Therefore, the state also pays great attention to increasing competitiveness.

The Decree of the President of the Republic of Uzbekistan No. PF-71 dated 01.05.2024 "On measures to bring the development of the textile and garment and knitwear industry to a new level" states that effective and targeted measures will be taken to further increase the investment attractiveness and competitiveness of the textile and garment and knitwear industry, further expand the export potential of the sector, transform the republic into a "textile hub" for greater penetration of local textile products into foreign markets, and organize targeted work on creating at least 10 internationally recognized local brands, as well as assisting enterprises in selling their products in domestic and foreign markets [1].



The level of study of the problem

The issue of the competitiveness of the national economy has always been in the focus of attention of economists. For example, we can see this in the research of M. Porter. M. Porter shows that the competitiveness of the country's economy depends on its good provision with resources, and that it can be ensured by forming a competitive advantage, and he puts forward the idea that it is achieved by ensuring the competitiveness of the country's firms [2:5].

The issues of increasing the energy efficiency of industrial technologies and technological equipment of textile industry enterprises were considered by P.V. Akulich, B.S. Sajin, M.G. Pavlov, M.K. Koshyelyeva, Yao Shin'-Chuan', M.L. Kuligin, N.M. Filimonova, Yu.V. Kuznetsov.

The problems of expanding the range of products manufactured by industrial enterprises and increasing the competitiveness of these products in the world market were studied by A. Ortikov, E.Kh. Makhmudov, D. Byegov, M.I. Abdulayeva, Sh.T. Odinayev, A.A. Ayupov, E.A. Akramov, N.M. Makhmudov, Z.N. Kurbanov, M.A. Ikramov, M.A. Makhmudov, A.U. Burkhanov and other economists.

Research methodology

The article uses the methods of scientific abstraction, logical thinking, comparative analysis, dynamic analysis, and comparison.

Analysis and results

Increasing the competitiveness of textile products is one of the most important issues today. The following factors affect the competitiveness of products: [3]

1. Introduction of innovative technologies. Modern technologies are one of the main advantages of light industry enterprises. Automated sewing systems, laser cutting equipment, digital design programs, energy-saving dyeing technologies and modern quality control systems accelerate the production process. For example, advanced sewing lines can produce twice as many products per hour as traditional equipment. This leads to a decrease in costs, improved quality and increased export opportunities.
2. Quality management and standardization. Product quality stability is a key requirement for competitiveness. The introduction of international standards, in particular, systems such as ISO 9001, ISO 14001, Oeko-Tyex Standard 100, BSCI, allows enterprises to become recognized in the global market. Quality management



systems reduce production errors, increase customer confidence and facilitate the capture of new markets. Currently, many large enterprises are switching to environmentally friendly production standards, which is required to enter the European market.

3. Effective use of the local raw material base. The scale of cotton cultivation in Uzbekistan is very large, and a large part of the raw materials necessary for the textile industry is produced domestically. In recent years, the level of raw material processing has increased through the introduction of cotton-textile clusters. Now, instead of exporting cotton, yarn, fabrics and finished products are being exported. This approach significantly increases economic efficiency, since a large part of the value chain is created within the country. In addition, scientific research is being conducted to improve the quality of local raw materials.

4. Human resource development. The availability of qualified personnel is essential for the success of any industry. In light industry, the lack of specialists in design, technology, marketing, management and quality control can reduce competitiveness. Therefore, many enterprises are establishing internal training centers. Working with new equipment, understanding global market requirements, mastering modern design trends - all this makes the enterprise competitive.

5. Marketing and brand building. In a highly competitive market, it is not enough to simply produce quality products. Brand building, advertising, using online trading platforms, and conducting marketing research in export markets are important. For example, Turkish and Bangladeshi textile brands have entered large markets through marketing. Uzbek enterprises have also been focusing on brand building in recent years. Developing trade through social networks and participating in international exhibitions are important tools for increasing exports.

6. Cost reduction and efficient use of resources. One of the most important factors of a competitive product is its price. The following measures are important to reduce cost:

- introduction of energy-saving technologies;
- recycling of production waste;
- optimization of the logistics system;
- use of digital management systems for cost control.

The rational use of resources is not only economically but also environmentally beneficial [3].



By producing large volumes of domestic fabrics, knitwear and clothing, it is possible to significantly increase export revenues and save foreign currency by reducing the import of such products.

In recent years, the volume of production, export volume and export geography of the textile industry have been growing rapidly, and its share in the country's GDP is increasing significantly. In 2024, textile products worth 89.5 trillion soums were produced in Uzbekistan, which is an increase of 11.1% compared to 2023. In 2024, the export volume of textile products amounted to \$ 2.9 billion [4].

According to the National Statistics Committee, in January-March 2025, textile products worth 629.3 million US dollars were exported abroad. This figure accounted for 7.8% of total exports.

Export potential of textile industry products (2025, Q1) [6]

No	Product type	Unit of measurement	January	February	March
1	Finished textile products	million US dollars	88,6	95,3	102,7
2	Yarn	million US dollars	70,9	70,3	76,6
3	Knitted fabric	million US dollars	23,0	22,6	26,2
4	Fabrics	million US dollars	11,6	11,0	14,8
5	Hoodies	million US dollars	2,7	3,3	3,4
6	Carpet products	million US dollars	1,7	1,7	2
	Total	million US dollars	198,5	205,2	225,6

The results of the analysis show that the export volume of textile products is constantly increasing. We can see that in March, compared to February, the export volume of finished textile products increased by 107.8%, yarn exports by 108.96%, knitted fabric exports by 115.93%, woven fabrics exports by 134.55%, hosiery products by 103.03%, and carpet products by 117.64%.

The textile industry has been the most rapidly developing sector of the national economy of Uzbekistan in recent years. The geography of export of textile products in our country is constantly expanding. Today, Uzbek textile products are supplied to all continents of the world - to more than 70 countries. Enterprises of the textile and garment and knitwear industry of Uzbekistan send their products to the markets of the CIS, the European Union, as well as China, the USA, Canada, South America, Africa, Southeast Asia and other countries.



Conclusion

Increasing competitiveness in light industry is a multifaceted and complex process. Through innovative technologies, quality standards, qualified personnel, a strong marketing strategy, effective use of the local raw material base and cost optimization, enterprises can gain a strong position in domestic and foreign markets. Uzbekistan's light industry has been experiencing significant growth in recent years, and the competitiveness of the sector is being further strengthened based on the right strategies.

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