



COMPETITIVENESS OF UZBEK TEXTILE PRODUCTS IN THE WORLD MARKET

Ulmasova Shakhnoza Khislatovna
Independent Researcher

Abstract:

Uzbekistan's textile products strive to strengthen their place in the world market. The textile industry is of great importance as one of the strategic sectors in the country's economy, traditionally forming a major part of the country's exports. The high-quality raw materials of textiles, including the richness of cotton fiber and experience in its production, are among the main factors that make Uzbekistan's products competitive in international markets. At the same time, innovative technologies, which are used in the development of the National Textile Industry, serve to create high-quality fiber materials.

Keywords: World Space, competition, products, quality, innovative approaches, technology, price, policy, textile industry.

To ensure competitiveness in the world market, not only the quality of products is important, but also the pricing policy. The price of products produced in the textile industry of Uzbekistan has a unique advantage over competing countries, which stimulates exports. The country is growing cotton, processing it and increasing efficiency in the production chain of ready-made clothing or other textile products. This process helps to further strengthen the competitiveness of products. The export potential of Uzbekistan is also increasing as a result of the more comprehensive and peat-dominated production of Textiles. Quality control systems are also being introduced to meet international standards to ensure the competitiveness of textile products in the world market. These systems are an important factor in the production of products that meet international standards. Taking into account international requirements, improving the environmental safety and sustainable production methods of textile products is also an urgent task. Given the growing demand for natural and environmentally friendly products among consumers in the



International Educators Conference

Hosted online from Toronto, Canada

Website: econfseries.com

7th October, 2025

context of globalization, Uzbek products have the opportunity to increase their competitiveness in this segment.[1]

The introduction of advanced technologies and modern equipment plays an important role in ensuring high quality. Industry enterprises strive to improve the quality of products by investing in modern technological processes, training highly qualified personnel and developing science. This in turn leads to the optimization of production processes in places and the efficient allocation of resources. Innovative approaches are helping to create new types of textile designs, unique textures and functional features. Uzbekistan's competitiveness in the world market also depends on strategic marketing, export diversification and the study of new markets. By providing quality export services in the export of products, the development of logistics systems and participation in international fairs, the country is trying to make textile products known globally. Through this, there is an opportunity to occupy not only traditional markets such as Russia, China, Turkmenistan, but also new markets in European and Asian countries. However, increased competition in the world market, increased availability of foreign products in peat and high quality also cause a number of calls for the Uzbek textile industry. Competing countries place a strong emphasis on advanced innovation, production automation, brand creation and marketing strategies that have formed over a wide field. These factors require adaptation to the requirements of the times before the Uzbek industry. Local manufacturers should work systematically to promote their products on the world market, while creating high-quality products.[2]

For domestic goods, attention should be paid to entering new markets, increasing the volume of exports and diversifying products. At the same time, it is necessary to create favorable conditions for the state to support the industry, attract new investments, finance innovative projects and introduce modern technologies into the network. Also, increasing jobs in rural areas and training young people as qualified personnel serve the perfection of the textile network. It is necessary for companies and enterprises to jointly carry out large-scale projects in the fields of science, design and technology. This will be a major factor not only in increasing production capacity within the country, but also in creating new innovative products. Through active participation in Global trading systems, obtaining international certificates



International Educators Conference

Hosted online from Toronto, Canada

Website: econfseries.com

7th October, 2025

and compliance with environmental requirements, the brand of textile products in Uzbekistan can be recognized internationally.[3]

Conclusion:

In conclusion, increasing the competitiveness of the textile industry of Uzbekistan in the world market largely depends on quality, innovative approaches, expansion of export geography and modern marketing approaches. The natural resources of the country and the potential of experienced personnel make it possible to give preference in competition. At the same time, an in-depth analysis of demand and trends in the global market, a wide introduction of new technologies and a focus on environmental safety will serve to further develop the industry. In order for textile products to successfully compete in the World Market, an integrated approach and systematic work are important. Such approaches lead to a stable growth of the country's economy, an increase in export potential and the strengthening of international cooperation. Therefore, it is necessary for Uzbekistan to effectively use all available opportunities in the development of the textile industry and strive to constantly increase competitiveness.

References:

1. Abdurahmanov, B., & Khudoyberdiyev, R. (2020). Problems of increasing the export potential of textile enterprises. *Economics and management*, 3(5), 45-52.
2. Ergashev, A. (2019). The role and prospects of the textile industry of Uzbekistan in the world market. *R & D*, 1 (12), 67-73.
3. Islamova, D. (2021). Strategies to increase the competitiveness of the light industry of Uzbekistan. *Economics and innovation*, 4(10), 112-121.
4. Mirzaahmedov, S. (2018). The economic basis for the international market of textile products. *Financial and Economic Research*, 2(7), 88-94.
5. Rakhimov, N., & Tursunov, J. (2022). Implementation and results of innovative technologies in the textile industry of Uzbekistan. *Technopark scientific journal*, 8 (3), 55-62.
6. Saidov, Z. (2017). Ways to develop exports in the textile sector. *International Economics and integration*, 6(4), 34-39.
7. Turdiyev, M., & Karimov, F. (2021). Ways to improve the quality of Uzbek textiles. *Developing economies*, 5 (8), 76-83.