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ENERGY MIX OUTLOOK

SECTORAL SNAPSHOT FOR SPORTS & APPAREL

Sectoral Snapshot

Pakistan's Sports & Apparel Industry

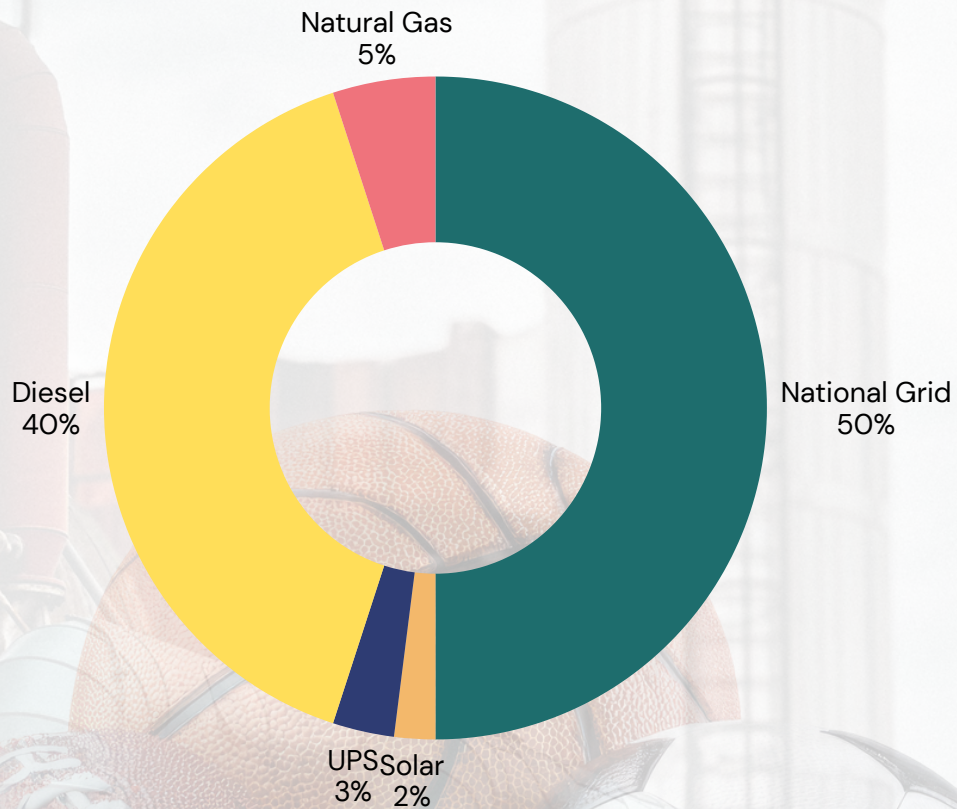
Sialkot is the undisputed hub of Pakistan's sports apparel industry. It comprises roughly 290+ manufacturing units employing on the order of 150,000 workers. These clustered SMEs produce jerseys, kits, hoodies, gloves, etc., earning on the order of \$0.9–1.3 billion annually in exports (the broader Sialkot sports/surgical goods sector exports ~\$1.6 B/year). By one estimate (mid-2010s), Sialkot firms – hundreds of factories under associations like PSGMEA (300+ members) and the Sialkot Chamber (20,000+ registered firms), contributed nearly 1.5% of Pakistan's export earnings and paid USD 472 M into the national exchequer.

Category	Value
Factories: Registered sportswear units	~290
Factories: Sports goods exporters	>1,200
Chamber members (sports sector)	~20,000
Workers (registered, PESSI)	~48,000
Workers (total, estimate)	~150,000

The sports apparel factories in Sialkot draw power from the national grid and on-site generators. Grid power (mostly from national thermal/hydro plants) is often unreliable or in short supply in Punjab, so many factories also rely on backup diesel generators. Indeed, Sialkot's industrial heartland runs almost continuously: it was reported that ~11,000 SMEs operated at only ~60% capacity due to power shortages. Diesel gensets are common ("expensive and dirty alternatives"), along with some use of piped natural gas (especially for boilers or heating in stitching mills). Nightload billing and frequent outages drive up costs.

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Pakistan has experienced a solar boom since 2020-21, and Sialkot firms have joined in. Nationwide, solar PV's share jumped from <2% of electricity in 2020 to over 10% in 2024, and shot up to 24% in early 2025. This trend is driven by plummeting solar costs and duty-free import of panels. In Sialkot, rooftop and small-plant solar has become common. For example, in 2023 a Sialkot safety-gear factory installed PV and reached break-even in 18 months, saving about PKR1,000,000 per month. Similarly, Renzo Sports (Sialkot) recently commissioned a 50kW hybrid solar+storage system to ensure uninterrupted power and cut grid dependency

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