

Textile production Norway

One of the most important industries in Norway is the Textile Production. It is an increasingly prospering industry known for high quality and is ambitious to become sustainable and stay balanced with the nature.

The textile industry began in the middle of the 19th century. Before 1850 Norway used international trade to get access to textiles. There was nearly no own industry. The textile Production began in Oslo as the main production hub, due to the access to water given by the Akerselva as a source. The first modern machinery for cotton yarn were founded in 1845/46 and around 1850 the first cotton weaving mills were established. But soon there were factories throughout the whole country, mainly in Hordaland and Møre og Romsdal. However, in the middle of the 20th century the factories were as in many other European countries moved abroad.

Throughout decades Norway's fashion was not in international focus and internationally worn. It changed with the designer per Smook, who opened in the 1970s the first Norwegian fashion house in Paris. He worked with well-known fashion icons as Christian Dior and Yves Saint Laurent and incorporated in his designs traditionally Norwegian patterns and techniques. Norwegian fashion became international attention.

Another factor for the increasing Norwegian fashion industry was the fascination for the Scandinavian lifestyle. The combination between business meetings and free time is caught by the casual chic design, which is worn in Norway.

Nowadays, Norway has an annual revenue of 66 billion NOK. It employs around 7960 people. To be clear, the numbers of the employees differ from source to source. These days, the main goal is to become sustainable.

Norway's Total Textile Export Market Size makes up USD \$0.27 Billion. Where the main export partners are Sweden, which has an export value of 67,52 Million \$, then Denmark with 34.47 Million \$ and Lithuania 19,84 Million \$. Germany is on the 8th place on this list and has an export value of 11.41 Million \$. Surprisingly Norway's export has increased since 2016 in 8%.

Furthermore, the Total Import Market Size of Norway values \$ 3.38 Billion. The main import partner is China 1181.98 Million \$. Followed by Bangladesh 257.91 Million \$ and Turkey 203.48 Million \$. Interestingly Germany is on the 5th place with 129.3 Million \$.

There are 542 textile companies in Norway. The oldest company is A/S Timms Reperbane, which was founded in 1772. In the beginning they were called Christiania Reeperbahne and they produced ropes. Probably the most well-known Norwegian brand is Helly Hansen. They were founded in 1877 and employ nowadays around 500 people. From an original clothing brand for fishermen and workers they recently succeed also in sports and streets wear. When most Norwegian brands offshored their factories abroad, some as Røros Tweed and Rauma stayed. Both are known for the high-quality products and Røros Tweed is even one of the market leaders in woolen clothes.

In conclusion it can be said that Norway has a vivid textile industry with an increasingly growing audience in people interested in the Norwegian lifestyle and high quality products.