SPECIAL REPORT

ZHEJIANG KEQIAO, SHAOXING TEXTILE INDUSTRY BELT

From Fabric Distribution Hub to Strategic Hub:
Keqiao's Textile Road Connecting East and West

WorldFirst

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Executive Summary

In the context of global supply chain restructuring, macroeconomic fluctuations, and significantly intensified geopolitical risks, global fashion brands, retailers, and procurement executives are shifting their procurement strategies from pure "labor-cost arbitrage" to a comprehensive consideration of supply chain resilience, agility, ESG compliance, and collaborative innovation.

Keqiao District of Shaoxing City, Zhejiang Province, as the world's largest textile distribution center and the core zone of China Textile City, has upgraded from a traditional spot-trading marketplace to a vertically integrated, intelligent, and sustainable global textile supply chain hub. In 2024, Keqiao China Textile City transaction volume exceeded 412 billion RMB, with year-over-year growth of 8.5 percent, gathering more than 150,000 textile supply chain enterprises and forming a complete closed loop from chemical fiber raw materials to finished fabrics.

Keqiao provides global brands with strategic solutions that combine cost competitiveness, delivery stability, and sustainable advantages through its "small-batch, fast-response" model (sample development in as fast as 5 days and volume production in 3 days), world-class ESG compliance capabilities, cutting-edge industry-academia-research collaborative innovation, and multimodal transportation logistics network.

This report systematically reviews Keqiao's industrial-end advantages in the four core categories of apparel fabrics, functional outdoor textiles, home textiles and soft furnishings, and printing and dyeing, and provides an efficient three-step supplier matching method, a 5-day on-site visit itinerary plan, and consumer trend insights from the four major mainstream markets of Europe, North America, Southeast Asia, and Japan, offering global purchasers a one-stop sourcing guide from product selection to implementation.



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Why Choose Keqiao?

CHAPTER 1

In the current business environment of accelerating global supply chain restructuring, macroeconomic volatility, and significantly increased geopolitical uncertainty, global fashion brands, large retailers, and multinational procurement executives are facing unprecedented operational pressure. The core of modern multinational procurement strategy has already undergone a fundamental shift, comprehensively moving from the past single "labor-cost arbitrage orientation" to a comprehensive consideration of "supply chain resilience, extreme agility, compliance transparency, and deep sustainability." Buyers have gradually realized that overly dispersing procurement networks into low-cost regions lacking infrastructure support will not only trigger high hidden costs but also lead to extremely unstable delivery times and drastic fluctuations in product quality. Against this backdrop, selecting an industrial cluster that can simultaneously satisfy small-batch rapid response, compliance with strict international Environmental, Social and Governance (ESG) standards, and possession of complete upstream-downstream vertical collaboration capabilities has become the decisive factor in optimizing Total Cost of Ownership (TCO) and reducing supply chain systemic risk.[1]



Keqiao District of Shaoxing City, Zhejiang Province, China, is precisely the core node in this global supply chain paradigm shift. Keqiao is not a traditional low-end processing and export zone in the conventional sense, but relying on its extremely large industrial agglomeration density and profound supply chain heritage, it has evolved into a modern intelligent manufacturing and supply chain hub driving the global fashion and textile industries. This extreme physical agglomeration in physical space completely eliminates the high logistics hedging costs, time delays, and communication friction brought by cross-regional procurement, providing international buyers with highly competitive strategic buffering space. For global procurement decision-makers who uphold long-cycle commercialism, deeply embedding into Keqiao's textile supply chain network has already become the core strategic path for building a highly resilient global supply chain architecture oriented toward the future.[2]

1.1 Keqiao: Capital of Chinese Textiles

> The Keqiao District of Shaoxing City from Zhejiang province is approximately 25 kilometers from Hangzhou Xiaoshan International Airport to the west, 120 kilometers from the Ningbo Beilun Port to the east and 220 kilometers from Shanghai to the north.
>
> (HKTDC)

As the world's largest textile distribution center, Keqiao occupies an irreplaceable and systemically important position in the global textile trade value chain. Its massive transaction volume, extensive international business connections, and deep accumulation of industrial capital have built an impregnable industrial moat.

According to data from the officially released 2024 Keqiao Textile Industry Development White Paper, in 2024, Keqiao China Textile City (China Textile City, CTC) **total transaction volume reached 412 billion RMB, achieving 8.5 percent strong year-over-year growth.**[3] For global sourcing directors, this scale translates into unmatched capacity elasticity. Top international sportswear brands such as Nike and Lululemon, as well as leading outdoor brands like The North Face, all regard Keqiao as a primary gathering place for their core fabric suppliers.

412 RMB Billion

total transaction volume reached

8.5 %

year-over-year growth



In major global events such as the 2024 Paris Olympics, official apparel fabrics and prints for multiple national teams, including the Canadian national team, were directly produced in Keqiao. This serves as the strongest possible endorsement from the world's highest-end demand side regarding Keqiao's product quality and technical standards.[4]

Keqiao is far more than a geographic industrial cluster. It has evolved into the central processing unit that determines global textile spot prices, fashion trend directions, and supply chain delivery efficiency.

1.1.1 From Fabric Trading Market to Complete Textile Supply Chain

Keqiao's development history is essentially a commercial evolution history from a fragmented, low-value-added spot trading hub to a highly integrated, technology-driven global supply chain partnership. A deep understanding of this evolution holds immense value for global buyers seeking to break outdated stereotypes and build long-term, effective sourcing strategies in China.

Keqiao's modern textile industry did not emerge overnight. Its origins trace back to the late 1980s, when China's economic reforms and opening-up policies began. Keqiao's textile trading initially originated from the "water fabric market" among the interlaced water networks and mobile vendors on black-awning boats. This waterborne trading model is widely regarded as the prototype of today's China Textile City.[5]

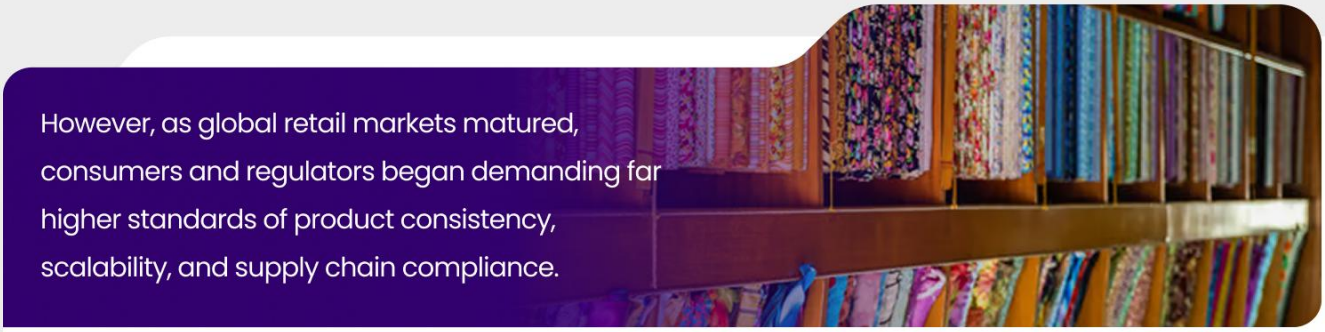
As transaction volumes grew exponentially, strong local industrial policies and massive infrastructure investment led to the creation of a structured outdoor trading market. In 1992, this market achieved a historic milestone when it was officially upgraded and named the national-level China Textile City. It transformed from a local bazaar into a nationwide textile distribution center.



Image Source: Xinhua

In the early 21st century

particularly after the Asian financial crisis, Keqiao seized the opportunities presented by globalization and began systematically expanding into international markets. During this multi-decade early development phase, Keqiao primarily functioned as a large-scale spot wholesale market. Its main appeal to buyers at the time centered on massive on-hand inventory, extremely wide style selection, and highly competitive low prices.

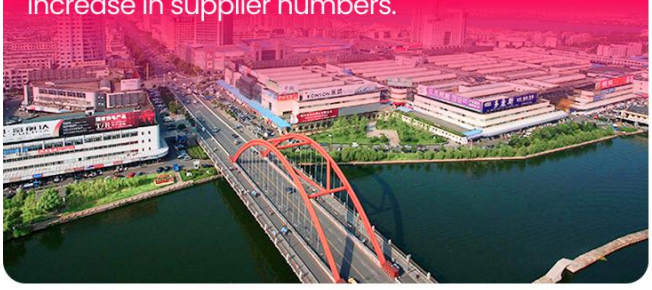


However, as global retail markets matured, consumers and regulators began demanding far higher standards of product consistency, scalability, and supply chain compliance.

The pure wholesale market sourcing model started to reveal significant structural limitations, including wide variations in quality control among suppliers, highly fragmented cross-border communication, weak intellectual property protection, and limited capability for collaborative engineered development.[6]

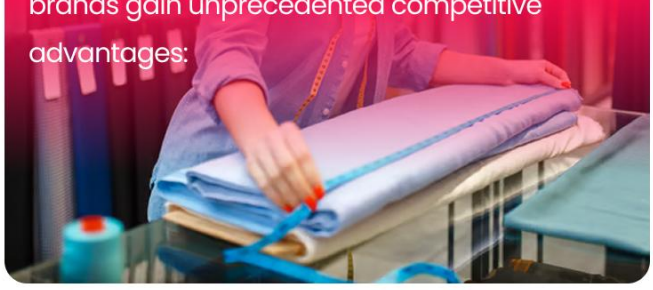
In response to global supply chain pressures and internal demands for industrial upgrading, Keqiao has undergone a painful but profound transformation in recent years. It successfully completed a strategic leap from a simple fabric trading market to a hub of direct fabric suppliers and vertically integrated, complete supply chains. Today, Keqiao brings together more than 150,000 enterprises and merchants engaged in every segment of the textile supply chain. Its industrial reach covers a full closed-loop ecosystem, spanning upstream chemical fiber research and development and spinning, midstream precision weaving and high-end printing and dyeing, and downstream garment manufacturing and brand operations.

For global brands and sourcing professionals, this evolution represents far more than an increase in supplier numbers.



It marks a fundamental upgrade in sourcing channels and cooperation models. The key metrics determining procurement efficiency have shifted. Success now depends less on how many ready-made fabrics are available in the market and more on how effectively these vast and deep supply chain resources can be systematically managed and mobilized.

By building deep partnerships with Keqiao's modernized direct fabric suppliers, international brands gain unprecedented competitive advantages:



more precise control over fabric performance, faster development cycles aligned with product lifecycles, significantly reduced cross-cultural communication complexity, and highly predictable long-term strategic collaboration.

This structured and engineered approach to sourcing has created substantial commercial premiums and risk protection in categories with demanding physical and chemical performance requirements, such as urban commuting wear, elevated basics, and functional outdoor knitwear.



To give global procurement decision-makers a clearer picture of the operational changes driven by this paradigm shift, the table below provides a detailed side-by-side comparison of the traditional Keqiao fabric market model versus the modern Keqiao direct supply chain partnership model.

In-Depth Comparative Analysis of Traditional Keqiao Fabric Market Procurement Model and Modern Keqiao Direct Supply Chain Cooperation Model

KEY SUPPLY CHAIN EVALUATION DIMENSION	TRADITIONAL KEQIAO FABRIC MARKET MODEL	MODERN KEQIAO DIRECT SUPPLY CHAIN MODEL
PRODUCT DEVELOPMENT ORIENTATION (PRODUCT TYPE)	Spot-driven, chasing short-term trends (Ready-made, trend-driven)	Deeply customizable, parameterized engineered development (Customizable, engineered)
MINIMUM ORDER QUANTITY (MOQ) LOGIC	Extremely flexible, suited for small workshops (Flexible, small)	Structured design, possessing global commercial scalability (Structured but scalable)
COST AND PRICE STRUCTURE (PRICE)	Highly competitive, fluctuating with market supply and demand (Competitive, variable)	Long-term contracts, costs transparent and highly predictable (Stable, predictable)
QUALITY CONSISTENCY (QUALITY CONSISTENCY)	Large differences between suppliers, requiring buyer screening (Varies by vendor)	Systematized QC processes, data-driven quality control (Controlled by system)
JOINT R&D SUPPORT (DEVELOPMENT SUPPORT)	Relatively limited, mainly spot modifications (Limited)	Highly integrated, co-developing special yarns and dyeing processes (Integrated)
SUPPLY CHAIN COMMUNICATION EFFICIENCY (COMMUNICATION)	Fragmented, multi-party docking, extremely prone to information loss (Fragmented)	Centralized management, single-point project manager docking (Centralized)
DIFFICULTY OF REMOTE OFFSHORE PROCUREMENT (REMOTE SOURCING)	Difficult, often requiring third-party on-site inspection (Difficult)	Highly efficient, seamless connection via digital sampling and PLM systems (Efficient)

Data source: Regentech Fashion, Keqiao Fabric Market vs Direct Fabric Suppliers, 2024

This historic leap shows that Keqiao is no longer satisfied with merely providing cheap raw materials, but is committed to becoming an indispensable co-innovator and strategic executor in the global value chain of global brands. Choosing today's Keqiao means choosing a heavyweight manufacturing partner with self-iteration capability that can share market risks and innovation dividends with global brands.

1.1.2 Keqiao Textile Supply Chain Analysis

For any global executive attempting to optimize procurement networks in China, Keqiao's industrial map not only demonstrates astonishing physical concentration but also maps out an extremely complex and precise system of specialized social division of labor. To establish a high fault-tolerance rate and high-efficiency procurement system in Keqiao, global buyers must abandon the misconception of viewing Keqiao as a single "market" and instead deeply understand its multi-layered supply chain ecological layout. Keqiao's supply chain system is not a planar arrangement of stalls but a three-dimensional stereo network jointly constituted by upstream cutting-edge material R&D and manufacturing, midstream world-class printing and dyeing smart manufacturing array, and downstream highly specialized market communities.

01 Upstream and Midstream Industrial Clusters: The Absolute Cornerstone of Manufacturing and Innovation



In the deep-water zone of the supply chain, the manufacturing end, Keqiao demonstrates overwhelming industrial strength. The region possesses more than 8,000 textile manufacturing enterprises, including more than 250 nationally certified high-tech textile enterprises, with trade covering 206 countries and regions.[7] These asset-heavy factories constitute Keqiao's industrial chassis.[8]

Especially worthy of global buyers' high attention is its massive and concentrated midstream printing and dyeing capacity. The printing and dyeing link has always been the "critical vulnerable point" in the global textile supply chain that is most likely to trigger environmental compliance red lines, produce severe water pollution, and easily form delivery bottlenecks. However, relying on extremely bold top-level design, Keqiao, through a decisive, clean-sweep integration, concentrated its printing and dyeing industry, which accounts for as high as 40%[9] of China's national total capacity, and relocated it into highly intensive modern industrial parks with extremely strict environmental standards. This concentration not only solved the



Keqiao Printing and Dyeing Production Lines

Image source: Sina Finance

problem of environmental negative externalities but also brought incredible supply chain physical response speed. Greige fabric that has just come off the weaving factory production line can be directly transported via the intra-park logistics network to printing and dyeing plants a few kilometers away for post-finishing processing, without experiencing cumbersome long-distance logistics and inter-provincial coordination. This "zeroing" of physical distance completely eliminates the domestic transportation and warehousing time costs that often take several weeks in traditional offshore supply chains, thereby endowing Keqiao with incredible supply chain turnover speed.

printing and dyeing industry, which accounts for as high as

40%



In order to further widen the technological generation gap with emerging manufacturing countries such as Southeast Asia, Keqiao is accelerating the advancement of multiple modern textile capacity optimization projects at the multi-hundred-million-RMB level between 2024 and 2025.[10] For example, the "Yuke Textile and Apparel Digital Intelligent Manufacturing Center" project with a total investment of 1 billion RMB, which deeply integrates warp knitting and weft knitting production lines with advanced intelligent three-dimensional warehousing systems; the "Shaoxing Chengbang Annual Output of 16,000 Tons Green Environmental Protection Functional Composite Materials Manufacturing Project" with a total investment of 300 million RMB, focused on utilizing recycled raw materials to develop green core masterbatch; and the "Shaofan High-Grade Textile Fabric R&D and Production Base Project" focused on the R&D of high-end wedding dress fabrics and evening gown fabrics. The continuous investment in these asset-heavy capital expenditures provides global buyers with long-term stable capacity guarantees.

02

Downstream Specialized Trading Network: China Textile City Market Clusters

3.26 million square meters.

The China Textile City covers an area of...

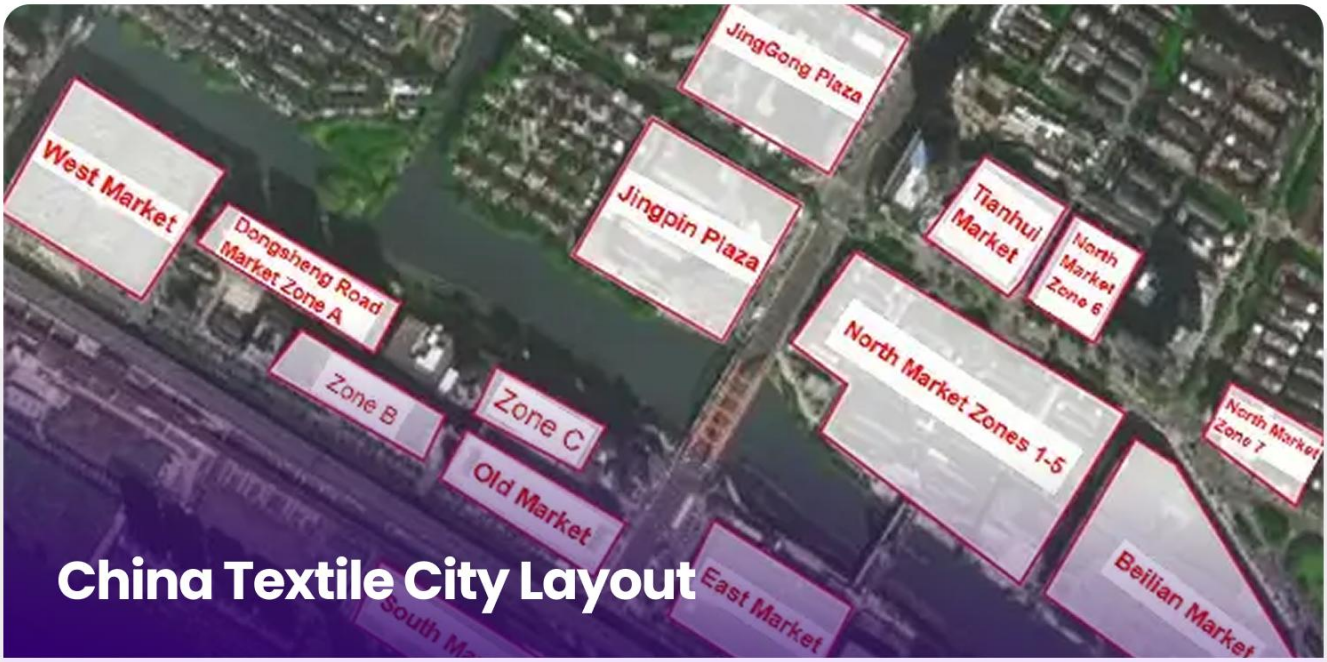
10 Ten thousand

It handles more than ... global visitors daily

5 Ten thousand

Fabric types offered

On the trading and distribution end, China Textile City is a super-scale commercial complex spanning 3.26 million square meters. It handles more than 100,000 global visitors daily and offers over 50,000 different fabric types across a vast range of materials and technical specifications.[11]



China Textile City Layout

Image Source: Xinhua

Without proper guidance, global sourcing teams can easily become lost in this enormous "fabric labyrinth." To minimize search costs for international buyers, Keqiao market authorities have strategically divided the vast trading network into more than a dozen highly specialized sub-markets (zones). Each sub-market focuses on a specific segment of the supply chain.

For global buyers seeking efficient and precise supplier matching, a clear understanding of the physical distribution and product positioning of these core markets is essential to building a successful sourcing roadmap.

Core Trading Network Spatial Mapping and Global Sourcing Navigation Guide for China Textile City

CORE MARKET NAME	SUPPLY CHAIN POSITIONING AND CORE FABRIC CATEGORIES	TARGET GLOBAL BUYER PROFILE
WEST MARKET	International executive sourcing center. 1-2 floors focus on high-end custom fashion fabrics, specialty shirting fabrics, and fine embroidery textiles. 4th floor serves as a dedicated foreign trade export service zone.	Supply chain executives from multinational luxury and contemporary luxury fashion brands, high-end custom garment buyers, and large import trading groups.
NORTH MARKET	Largest single fabric distribution center in Keqiao (hosting over 6,000 suppliers). Covers core apparel fabrics, hardware and accessories, cotton yarn-dyed fabrics, and industrial/hotel specialty textiles.	Large-scale garment manufacturers seeking volume production, comprehensive category buyers, and one-stop accessory sourcing professionals.
DONGSHENG ROAD MARKET	Hub for high-end knitwear and winter fabrics. Zone A: mid-to-high-end wool blend fabrics. Zone B: designer-grade premium fabrics. Zone C: high-end complex knits (printed, jacquard, premium lace, ribbed structures).	Independent knitwear brands, high-end winter apparel buyers, and wool textile development directors.
BEILIAN MARKET	China's largest and most comprehensive specialized market for curtains and window sheers.	International home textile buyers, interior soft furnishing design brands, and chain furniture retail sourcing representatives.
SOUTH MARKET	Premier destination for women's wear premium fabric development. Specializes in fine wool, high-end chiffon, yarn-dyed fabrics, and trend-leading women's fashion materials.	Womenswear premium brands, fast-fashion premium line fabric planners.
GREY FABRIC MARKET	Raw material source trading center. Specializes in undyed and unfinished grey cloth plus large-volume stock fabrics.	Capital-intensive buyers with in-house printing and dyeing capabilities, and importers seeking maximum cost control.

Data source: Jingsourcing, Guide to China Textile City 12 major textile markets in Keqiao

This highly structured, finely segmented physical supply chain map enables global buyers to completely move away from the traditional "blind men touching the elephant" approach to supplier search. Sourcing teams can align directly with their brand positioning and seasonal development plans (such as high-end fashion, fast fashion, home soft furnishings, or functional outdoor) and land precisely in the most relevant supplier clusters upon arrival in Keqiao. This spatial optimization dramatically shortens the supplier screening cycle and lays a strong foundation for building agile supply chains.

1.2 Core Advantages for Global Buyers

In a multipolar global textile landscape, emerging manufacturing bases in Southeast Asia and South Asia are attempting to capture lower-value-added capacity by leveraging relatively low labor costs. However, forward-thinking sourcing executives have recognized that labor arbitrage alone is fragile and insufficient to meet the demands of modern retail. These demands include rapid product iteration, precision quality control, stringent compliance requirements, and advanced technical fabrics.

Keqiao has achieved sustained growth and expanded its share of global sourcing despite intense international competition. Its success stems from having moved far beyond low-end price competition to build four strategic advantages that are difficult for emerging economies to replicate.

1. Extreme Supply Chain Agility and MOQ Flexibility



Today's global retail environment features highly fragmented and fast-changing consumer preferences, driven by high inflation and evolving shopping habits. For apparel and home textile brands, elevated inventory costs and heavy end-of-season discounting represent the biggest systemic threat to profit margins. Modern buyers therefore require supply chains with strong "test and repeat" capabilities to support intelligent push inventory strategies.[12]

Keqiao's highly vertically integrated industrial base has given rise to a world-renowned small-batch, fast-response flexible intelligent supply chain system.

30 ~ 50

production efficiency

10 ~ 15

improved fabric utilization rates

In traditional offshore sourcing models, the time from order placement to delivery often stretches to 90-120 days. This slow response frequently causes brands to miss optimal selling windows. In Keqiao, this cycle has been dramatically shortened. Thanks to highly mature local supporting industries, some suppliers can complete the entire production cycle in just three days: receiving overseas designs on day one, creating samples on day two, and starting volume production with direct shipment on day three.[13] Even for complex fabrics requiring full customization from weaving to specialty printing and dyeing, overseas buyers can receive physical samples in as little as five days.



Image source: Keqiao Media Group

This remarkable agility is not based on labor exploitation but on comprehensive upgrades to Industry 4.0-level smart manufacturing. Modern Keqiao factories have widely adopted automated sewing equipment and intelligent cutting systems. This smart manufacturing 3.0 approach has increased production efficiency by 30 to 50 percent and improved fabric utilization rates by 10 to 15 percent through intelligent nesting algorithms. Daily output per worker has reached as high as 20 garments.

Furthermore, by integrating artificial intelligence (AI) demand forecasting and advanced 3D virtual sampling technology, Keqiao suppliers can convert 2D design files directly into 3D virtual fabric assets. This eliminates the time and cost of physically shipping samples across borders, enabling designers located thousands of miles away to make critical decisions quickly.

This business model perfectly aligns with the extreme requirements of direct-to-consumer (DTC) cross-border e-commerce and modern fast-fashion brands for small batches, multiple replenishments, and low trial-and-error costs. It has completely overturned the outdated perception that Chinese textile manufacturing is limited to traditional large-scale mass production.

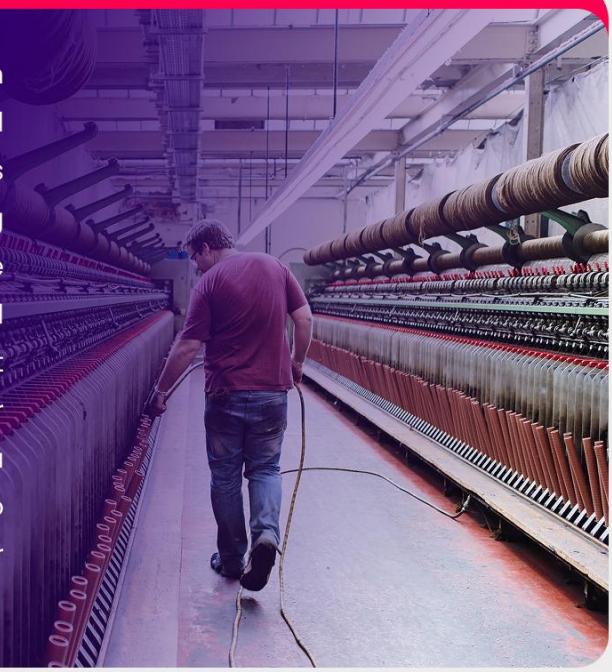
Keqiao Textile Industry Belt "Small-Batch, Fast-Response" Flexible Supply Chain Performance Evaluation and Business Value Matrix

SUPPLY CHAIN PERFORMANCE INDICATOR	TRADITIONAL OFFSHORE MASS PRODUCTION SOURCING MODEL	KEQIAO "SMALL-BATCH, FAST-RESPONSE" FLEXIBLE INTELLIGENT SUPPLY CHAIN MODEL	CORE BUSINESS VALUE AND FINANCIAL IMPACT (ROI)
SAMPLING AND CONCEPT VALIDATION	2 to 4 weeks (multiple international sample shipments, time-zone communication delays)	As fast as 5 days (integrated 3D virtual sampling and local rapid dyeing network)	Significantly accelerates time-to-market and captures in-season trend premiums
GARMENT VOLUME PRODUCTION LEAD TIME	60 to 120 days	As fast as 3 days in extreme cases (design-sampling-volume production in one streamlined process)	Dramatically reduces inventory overstock risk and enables near-zero-inventory test sales
PRODUCTION EQUIPMENT AND EFFICIENCY	Labor-intensive, capacity constrained by workforce fluctuations	Automated sewing and intelligent digital cutting; efficiency gains of 30%-50%	Effectively hedges against rising labor costs while ensuring absolute product quality consistency at scale
CORE RAW MATERIAL UTILIZATION RATE	Manual layout with higher edge waste	Intelligent algorithm optimization; utilization rate improved by 10%-15%	Lowers unit cost per finished garment while meeting upstream waste-reduction and environmental requirements

Data source: 21st Century Business Herald

2. World-Class ESG Compliance and Advanced Green Production Capabilities

In today's major global markets, particularly the European Union and North America, rising consumer environmental awareness and rapidly tightening regulatory requirements are fundamentally reshaping fashion industry sourcing rules. With the rollout of the EU Corporate Sustainability Due Diligence Directive (CSDDD), strict REACH chemical regulations, and initiatives such as the Digital Product Passport (DPP) for the circular economy, supplier sustainability compliance has become far more than a nice-to-have CSR bonus. It is now a critical "license to operate" that determines whether products can clear customs and access mainstream retail channels.[14]



Driven by China's national dual carbon goals (carbon peaking and carbon neutrality), Keqiao has moved ahead of most emerging manufacturing bases by systematically upgrading its industrial cluster. It has eliminated outdated high-energy, high-pollution capacity and widely adopted clean production technologies and circular economy models.[15]

For example, in the 2024/2025 fiscal year, the International Association for Research and Testing in the Field of Textile Ecology (OEKO-TEX®) issued more than 57,000 certificates worldwide, representing 8 percent year-over-year growth. Its ECO PASSPORT certification for chemical safety covered over 40,000 chemical products.[16] Many large-scale exporters in Keqiao not only fully comply with these standards, ensuring their dyes and auxiliaries meet EU REACH and U.S. CPSIA toxicological requirements, but also actively participate in building global standards.

On the cutting edge, Keqiao pioneered the establishment of a "carbon label" certification alliance specifically for textile printing and dyeing products. This alliance develops scientific full-lifecycle carbon footprint certification systems for various fabrics, directly addressing global brands' urgent need for Scope 3 emissions data disclosure. It has become a benchmark for green development in China's textile industry.

In addition, through the industry-led CSC9000T corporate social responsibility management system and sustainable product big data platform, Keqiao continues to enhance ESG information transparency across its supply chain.[17] On the resource utilization front, large printing and dyeing enterprises in Keqiao use bio-based chemical fibers, recycled PET fibers, and other low-carbon green materials, combined with fully automated closed-loop dyeing systems for weighing and color matching. These practices have achieved significant reductions in both energy and water consumption.[18]

3. High-Density Collaborative R&D Investment and Deep Application of Cutting-Edge Digital Technologies



To meet the increasingly stringent requirements of top global brands for technical fabrics, Keqiao has successfully shifted industry competition from basic cost control to high-value-added innovation. For buyers seeking product differentiation, Keqiao serves not merely as a processing workshop but as a joint laboratory for advanced materials.

Keqiao District currently employs 27,000 professional R&D personnel and hosts more than 20 advanced textile research institutions.[19] Among them, the Zhejiang Modern Textile Technology Innovation Center (Jianhu Laboratory) acts as the industry's technology stronghold. It has assembled expert teams focused on source fibers, cutting-edge printing and dyeing processes, and future smart textiles. The center has successfully completed over 160 national and industry-level science and technology projects. [20]

Global outdoor lifestyle brands and premium sportswear brands are experiencing explosive demand for functional fabrics with superior performance in sun protection, opacity, moisture-wicking breathability, UV resistance, and durability. In response, leading new-materials companies in Keqiao, through deep industry-academia-research collaboration (including joint projects with top institutions such as Donghua University), have developed advanced outdoor sportswear fabrics with a UPF rating of up to 500 and opacity exceeding 97 percent. These materials match or surpass mainstream international technical standards in core physical performance.[21]

To further strengthen its position in the global value chain, Keqiao has launched the 5 billion RMB "Global Textile Innovation Eco-Valley" project. This initiative aims to attract world-class fabric R&D institutions, fashion design centers, and cross-border trade service platforms. This robust foundation in materials science seamlessly empowers innovation pipelines for global civilian apparel brands.

Keqiao has established a complete industrial chain spanning chemical fiber raw materials, spinning, weaving, dyeing, finishing, and garment and home textile production. It includes 23 innovation platforms (including national-level enterprise technology centers and key laboratories) and invests more than 5 billion RMB in R&D annually.



Image source: Researchers conducting liquid dye synthesis experiments at Jianhu Laboratory in Keqiao District, Shaoxing. Photo by Xinhua reporter Weng Xinyang

4. Highly Resilient Multi-Modal Logistics Hub and Diversified Global Delivery Network

In the post-pandemic era, with frequent extreme weather events and ongoing geopolitical conflicts (such as the Red Sea crisis disrupting traditional Suez Canal shipping routes and causing extreme volatility in global freight rates), supply chain physical resilience and delivery stability face unprecedented challenges. Keqiao has responded proactively by developing a highly strategic and cost-resilient multi-modal logistics network through long-term infrastructure planning. This network provides global buyers with exceptional flexibility and risk resistance.

3,240
USD per FEU
The average 2024 rail freight rate

1,021
standard containers
China-Europe (Asia) Railway Express

28,500
tons of cargo
railway express carried more than

- Keqiao enjoys a superior geographic location in the southern wing of the economically dynamic Yangtze River Delta. It lies just 120 kilometers east of Ningbo-Zhoushan Port, the world's busiest port by cargo volume, and 220 kilometers north of Shanghai Port, Asia's largest hub port. These two major deep-water ports, combined with dense highway and inland waterway networks, enable most traditional bulk textile shipments to reach the sea with minimal inland transportation costs.

- To mitigate the vulnerability of over-reliance on single sea routes, Keqiao has launched dedicated China-Europe Railway Express services (the "Keqiao" trains). In an environment where sea freight is frequently disrupted by geopolitical issues, this intercontinental rail corridor offers immense strategic value as an alternative. According to Eurasian railway freight data and industry indices, the average 2024 rail freight rate (approximately 3,240 USD per FEU) was about 59 percent lower than crisis-driven traditional sea freight rates.[22] In addition to significant cost hedging, rail transport time is only one-half to one-third that of sea shipping. In 2024, the Keqiao-origin China-Europe (Asia) Railway Express handled 1,021 standard containers, carrying more than 28,500 tons of high-value-added textiles efficiently to European end markets.[23]

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Core Product Categories and Industrial Advantages

CHAPTER 2

The analysis above shows that Keqiao's fundamental advantages have moved far beyond traditional demographic dividends or a massive SKU base (regular supply of more than 50,000 fabric varieties). The district has evolved into a "1+N" full industry chain matrix closed loop centered on "PTA-spinning-weaving-printing and dyeing-garment making."



This highly vertically integrated industrial capability, combined with the multi-modal logistics system linking the China-Europe Railway Express (Keqiao trains) and Ningbo-Zhoushan Port, delivers extreme supply chain flexibility for global buyers. It supports the full journey from concept design and agile sampling to volume production and worldwide delivery. For global sourcing executives, the core challenges have shifted entirely from simply "finding the lowest price" to securing ESG compliance, innovation in advanced materials, and rapid response for multi-functional integration.

The following sections provide a detailed examination of Keqiao's strengths across its four core categories: apparel fabrics, functional textiles, home textiles and soft furnishings, and printing and dyeing, while incorporating the cross-cutting dimension of green and digital upgrading.



2.1 Apparel Fabrics

When sourcing apparel fabrics in Keqiao, global buyers engage with an entire industrial system capable of handling fabric sourcing, modification, sampling, dyeing, printing, testing, replenishment, and scaled delivery. China Textile City offers more than 50,000 varieties, operated by over 38,000 merchants, with sales networks reaching more than 200 countries and regions. In 2025, the market achieved a total transaction volume of 441.386 billion RMB, representing 10.07 percent year-over-year growth.[24]

This scale delivers immediate value to buyers: the ability to compare multiple suppliers, price tiers, material compositions, and finishing options in a short time without relying on quotes from a single factory.

Keqiao is particularly well suited for global buyers seeking three main types of apparel fabrics:

Basic garment fabrics

including knits, wovens, lining fabrics, shirting fabrics, trouser fabrics, rayon, silk-like fabrics, chiffon, polyester, and polyester-viscose blends. These are ideal for fast fashion, cross-border e-commerce, supermarket private labels, and mid-tier apparel brands.



Fashion and womenswear fabrics

such as dress fabrics, lightweight womenswear materials, wool blends, fashion casual fabrics, and seasonal patterned textiles. These suit brands that demand frequent style updates, superior hand feel, and excellent drape.



Improved basic fabrics

created by adjusting grammage, hand feel, stretch, drape, luster, or blend ratios on standard materials to better match target market specifications and price positioning.



The layout of the East Market in China Textile City reflects this specialization: the first floor focuses primarily on menswear and womenswear fashion fabrics and wool blends, the second floor covers wovens, knits, and linings, and the third floor concentrates on knit fabrics.

Key Apparel Fabric Sourcing Directions in Keqiao and Buyer Verification Priorities

PROCUREMENT TASK	KEY FABRICS TO EVALUATE IN KEQIAO	BUYER VERIFICATION PRIORITIES
BASIC T-SHIRTS KNIT TOPS	Single jersey, double jersey, rib,polyester-cotton or polyester-viscose knits	Grammage, shrinkage rate, twist rate, pilling resistance, hand-feel stability
SHIRTS WOMENSWEAR BLOUSES	Rayon, silk-like fabrics, polyester imitation silk, chiffon, lightweight wovens	Drape, opacity, color fastness, wrinkle resistance, batch color consistency
TROUSERS COMMUTER WEAR	Polyester-viscose blends, stretch wovens, twill, wool-like fabrics	Grammage, structure retention, elastic recovery, abrasion resistance, post-wash dimensional stability
DRESSES FAST-FASHION WOMENSWEAR	Chiffon, crinkle fabrics, satin, lightweight printed base fabrics	Hand feel, drape, pattern suitability, MOQ flexibility, replenishment cycle
LININGS AUXILIARY FABRICS	Lining fabrics, interlinings, lightweight polyester fabrics	Width, color stability, static electricity issues, price, and bulk availability

Data source: Zhejiang Economic Information Center, "From 'Weaving' to 'Smart Manufacturing'," 2026; organized with reference to East Market category distribution at China Textile City

From a technical perspective, Keqiao's apparel fabrics go well beyond simply offering abundant spot goods. Suppliers continuously introduce micro-innovations on standard base fabrics. For example, Zhejiang Kekaola Textile Technology Co., Ltd. combines graphene conductive filaments with hollow yarns to develop fleece fabrics. This adds anti-static and enhanced thermal properties to everyday fleece garments. The company has also introduced polylactic acid (PLA) eco-fleece and bio-based fleece materials. For buyers, these examples demonstrate that Keqiao companies can transform ordinary fabrics into products better suited to specific market segments and usage scenarios.[25]

Another practical example closer to garment production efficiency is the free-cut knit fabric developed by Zhejiang Seven Color Rainbow Technology Co., Ltd. By optimizing fiber ratios and knitting techniques, the fabric allows three-dimensional cutting without edge locking, eliminating a traditional sewing step. According to the company, this can improve garment manufacturing efficiency by 25 percent. Such materials are ideal for brands requiring fast response, simplified processes, and pattern stability, particularly knit sweaters, casual tops, and select sport-lifestyle products.[26]

Artificial Blood Vessel Woven from Specialty Fibers at Jianhu Laboratory



Image source: Artificial blood vessel woven from specialty fibers on display at Jianhu Laboratory. Photo by Huang Haibo, Xinhua Daily Telegraph

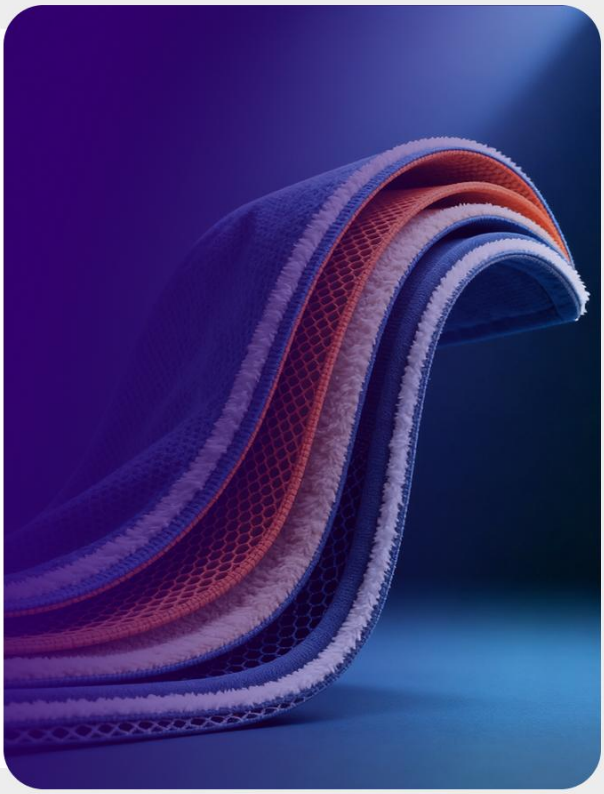
Technical Sample Cases of Keqiao Apparel Fabrics

COMPANY / PRODUCT EXAMPLE	TECHNICAL APPROACH	VALUE TO GLOBAL BUYERS
ZHEJIANG KEKAOLA TEXTILE FLEECE FABRICS	Graphene conductive filament + hollow yarn; also PLA eco-fleece and bio-based fleece	Adds anti-static, thermal, and environmental benefits to standard fleece. Suitable for autumn/winter casual wear, hoodies, and loungewear
ZHEJIANG SEVEN COLOR RAINBOW FREE-CUT KNITS	Optimized fiber ratios and knitting process for edge-free 3D cutting	Reduces garment production steps, improves efficiency. Ideal for fast-response knits, casual tops, and small-batch multi-style orders
"KEQIAO SELECTION" FABRIC PROJECT	Curated showcase of 45 Class-A fabrics with targeted brand matching	Enables buyers to quickly identify high-quality, high-development-potential suppliers from a large pool

Data source: People's Daily / Xinhua, "How Many New Variations Can One Piece of Fabric Create?" ,2025 China Enterprise News, "2025 'Keqiao Selection' Fabric Premiere" ,2025

Beyond individual company cases, Keqiao's apparel fabric development capability is also evident in trend exhibitions and design collaboration. The 2025 Keqiao Fashion Design Exhibition (Spring Session) featured dedicated zones for China womenswear fabric trends, AI smart technology, intelligent clothing, and the "Keqiao Selection" area. The womenswear fabric trend zone displayed more than 600 innovative fabrics from leading national and Keqiao textile enterprises, showcasing diverse textures and visual effects through techniques such as bubble crepe, chiffon, herringbone patterns, glitter coatings, jacquard, and spray painting.[27]

Overall, Keqiao's industrial advantages in apparel fabrics lie in **category density, comprehensive basic fabric coverage, rich fashion fabric selection, technical sample conversion capability, and strong trend presentation.** For global buyers, Keqiao is especially strong for early sampling, side-by-side price and quality comparison, and secondary development of basic apparel fabrics, womenswear fashion fabrics, knitwear, trousers, and shirting materials. Procurement evaluation should go beyond "price per meter" and instead focus on a systematic review of composition, grammage, hand feel, color fastness, shrinkage, fast-response capability, pattern originality, and bulk production stability.



2.2 Functional Outdoor Textiles

As the world's largest textile distribution center and the core zone of China Textile City, Keqiao has built a complete functional textile industry chain spanning yarn, weaving, printing and dyeing, finishing, and finished fabric trading. In March 2025, the Dongsheng Road Market of China Textile City officially established China's first dedicated outdoor functional fabric zone (Phase I covering approximately 2,500 square meters). It initially attracted 18 leading enterprises, including Jiangsu Sanfeng Special Materials Technology Co., Ltd., Wujiang Shengwei Zijinghua Textile Co., Ltd., and Zhejiang Shanggu Textile Co., Ltd. Phase II opened on April 28, 2026, adding 22 more premium suppliers such as Kunshan Huayang New Materials Co., Ltd. and Shiyan Chuan (Suzhou) Textile Technology Co., Ltd., bringing the total to nearly 40 companies.

Outdoor Without Boundaries Functions Without Limits





Positioned under the theme "Outdoor Without Boundaries, Functions Without Limits," the zone features immersive scenario-based displays (skiing, hiking, and cycling theme areas). It integrates R&D, exhibition, and trading to deliver one-stop high-performance fabric solutions for global buyers. The zone serves outdoor sports, athleisure, safety protection, and premium lifestyle applications.

As a global buyer, the core products you can source directly in Keqiao are high-performance outdoor and protective functional fabrics enabled by this concentrated ecosystem. These products go beyond single-performance metrics. Through Keqiao's complete industry chain, they achieve seamless integration of multi-functionality, green sustainability, and scalable fast response, offering clear superiority over traditional fragmented sourcing models.

Keqiao's functional outdoor textiles fall into five main categories: light outdoor and urban commuting fabrics, professional outdoor protective fabrics, athleisure functional fabrics, composite and laminated fabrics, and functional fabrics for small-batch outdoor brand development. For global buyers, the key is not simply asking "Is it waterproof?" or "Is it antibacterial?" but evaluating whether the combination of functions matches the final garment usage scenario. Urban commuter jackets prioritize lightweight construction, wind resistance, low noise, and everyday aesthetics. Ski or mountaineering garments demand superior waterproofing, moisture vapor transmission, abrasion resistance, membrane stability, and low-temperature softness. Athleisure products emphasize moisture-wicking quick-dry performance, stretch, skin comfort, and post-wash durability.

Key Sourcing Directions for Functional Outdoor Textiles in Keqiao

SOURCING DIRECTION	TYPICAL APPLICATION SCENARIOS	KEY VERIFICATION PRIORITIES FOR GLOBAL BUYERS
LIGHT OUTDOOR URBAN COMMUTING FABRICS	Softshell jackets, commuter outerwear, lightweight trousers, outdoor vests	Grammage, elastic recovery, wind resistance, breathability, post-wash hand feel, everyday wearing comfort
PROFESSIONAL OUTDOOR PROTECTIVE FABRICS	Ski wear, mountaineering garments, cycling apparel, hiking pants	Waterproofing, moisture vapor transmission, abrasion resistance, composite membrane stability, coating durability, seam compatibility
ATHLEISURE FUNCTIONAL FABRICS	Sport jackets, training wear, yoga apparel, functional casual pants	Moisture-wicking quick-dry, antibacterial odor control, stretch, skin comfort, post-wash performance retention
COMPOSITE ANDLAMINATED FABRICS	Hardshell jackets, softshells, insulated outerwear, protective clothing	Peel strength, membrane type, wash durability, low-temperature softness, moisture vapor transmission
SMALL-BATCH OUTDOOR BRAND DEVELOPMENT	Startup outdoor brands, designer outdoor brands, niche functional brands	MOQ flexibility, sampling lead time, color development, multi-function integration capability, replenishment response

Data source: China News Service, "New Outdoor Functional Fabric Zone Established at China Textile City to Capture Outdoor Economy," 2025 Sina Finance reprint of Xinhua, "Big Moves in the Fabric World: Observations on Shaoxing Keqiao's 'Anti-Involution' Strategy," 2025 Textiles Shanghai, "Zhejiang Risen Textile Technology Co., Ltd.," 2026



Keqiao's core technical and product advantages are reflected in three key industrial dimensions:

FIRST

High-Performance Waterproof-Breathable and Lightweight Composite Fabrics. Jiangsu Sanfeng Special Materials Technology Co., Ltd., with over 20 years of expertise in nanotechnology, has developed the flagship AirShift® nano electrostatic-spun fiber membrane. This technology produces an ultra-fine fishnet-like membrane with fibers of only 100 nanometers in diameter (1/800th the thickness of a human hair) and porosity exceeding 85 percent. SGS testing confirms hydrostatic pressure above 10,000 mm H_2O, moisture vapor transmission rate above 15,000 g/m²·24h, air permeability of 4.0 mm/s, PM0.3 particle filtration efficiency of 99.97 percent, and 40 percent lower air resistance than traditional materials. The fabric weighs only one-third of conventional TPU membranes while delivering ultra-lightweight, rapid breathability, and skin-friendly comfort. It is widely used by international first-tier outdoor brands in hardshell jackets, skin-friendly layers, and sport pants. Buyers can access full-process customization in the dedicated zone, from base fabric to multi-layer composites (coating, adhesive, lamination), meeting needs from professional outdoor to everyday athleisure applications.[28]

SECOND

Green Sustainable and Multi-Functional Protective Fabrics. Facing EU REACH regulations, California PFAS bans, and international standards such as OEKO-TEX®, GOTS, and Bluesign, Keqiao companies are rapidly commercializing PFAS-free technologies. Several enterprises in the zone (such as Huayang New Materials) operate integrated weaving-dyeing-coating-lamination-PU breathable membrane production lines. They offer high-peel-strength, wash-durable fabrics treated with eco-friendly fluorine-free waterproof agents while supporting recycled polyester and bio-based fibers with traceable carbon footprints. Typical products combine UV protection (UPF50+), antibacterial odor control, moisture-wicking quick-dry, and flame-retardant properties. These are suitable for hotel and resort protective gear, children's outdoor wear, and premium athleisure collections. Companies such as Zijinghua Textile have long served brands including Adidas, Semir, and Bosideng, delivering stable supply across lightweight wovens, knits, and warp knits while meeting global compliance requirements.

THIRD

Scale Cost Advantages and Fast-Response Supply Capability. Keqiao's integrated "market + industry" cluster delivers clear strengths: localized upstream yarn supply, mature midstream weaving, printing and dyeing, and finishing processes, and downstream flexibility in the dedicated zone for spot display, small-batch trials, and large-volume production. Buyers can seamlessly move from small-batch, fast-response orders (MOQ as low as several hundred meters) to monthly capacities of tens of thousands of meters, with typical lead times of 30-45 days, significantly better than fragmented supply chains. At mid-to-high-end quality levels, Keqiao offers outstanding value: equivalent waterproof-breathable performance at 20-35 percent lower prices than international premium brands, without compromising customization flexibility or environmental certifications.

Keqiao Outdoor Functional Fabrics (Dedicated Zone) vs. Traditional International Mid-to-High-End Waterproof-Breathable Fabrics

ITEM	KEQIAO FUNCTIONAL FABRICS (SANFENG AIRSHIFT® NANO COMPOSITE)	TRADITIONAL COATED PTFE FABRICS (INTERNATIONAL MID-TO-HIGH-END)	KEY ADVANTAGES FOR GLOBAL BUYERS
WATERPROOF PERFORMANCE	Hydrostatic pressure >10,000 mm H_2O	8,000-12,000 mm H_2O	Higher pressure resistance for extreme weather
MOISTURE VAPOR TRANSMISSION	>15,000 g/m²·24h	5,000-10,000 g/m²·24h	Faster sweat evaporation for drier, more comfortable wear
BREATHABILITY	4.0 mm/s (40% lower air resistance)	Lower (traditional membranes can feel stuffy)	Quantum-level breathability for prolonged activity without discomfort
WEIGHT	One-third of conventional TPU membranes (ultra-light)	Heavier	Lightweight design improves wearing experience
ENVIRONMENTAL CERTIFICATION	OEKO-TEX®, GRS, PFAS-free	Some contain PFAS with high REACH compliance pressure	Full compliance with EU and U.S. green trade barriers
CUSTOMIZATION FLEXIBILITY	High (small-batch fast response + full-process composite)	Moderate (higher MOQ)	Rapid trend response and personalized development
LEAD TIME	30-45 days (spot + volume production)	45-60+ days	Faster supply chain response
PRICE RANGE	Mid-to-high end (15-45 USD per meter, depending on specs)	25-60 USD	Superior value with strong economies of scale

Data source: Jiangsu Sanfeng Special Materials Technology Co., Ltd. 2025 SGS official test report (publicly reported by China Daily and others), official materials from the China Textile City Outdoor Functional Fabric Dedicated Zone (2025-2026), and enterprise certification records (OEKO-TEX®, GRS, Bluesign, etc.). All indicators reflect the latest publicly available 2025-2026 levels.

In summary, Keqiao's functional textiles leverage the dedicated zone's clustering effect, nano-level frontier technologies (such as Sanfeng AirShift®), green compliance capabilities, and full-chain fast-response systems to create a unique global sourcing advantage combining high performance, sustainability, and efficient supply. Global buyers can readily source premium outdoor, protective, and recycled fabrics that deliver excellent athleisure performance across all scenarios while meeting stringent environmental regulations. This marks a genuine shift from simply sourcing fabrics to securing complete, ready-to-deploy solutions that inject differentiated technical value into brand products.

2.3 Home Textiles and Soft Furnishings

For global buyers, the core value of Keqiao's home textiles and soft furnishings lies first in the high-density sourcing environment created by Beilian Market, the Keqiao Curtain and Home Textile Exhibition, and the overall China Textile City exhibition and trade system. Beilian Market, which opened in 2011, features more than 2,300 business units and is recognized as China's largest, most concentrated, and most comprehensive source market for curtains, window sheers, and home textile fabrics. China Textile City as a whole hosts over 38,000 merchants offering more than 50,000 varieties, with sales networks reaching more than 206 countries and regions. For buyers, this means Keqiao is not merely a cluster of curtain factories but a professional procurement platform where curtains, window sheers, wall coverings, sofa upholstery, home textiles, and full soft furnishing solutions can be compared side by side.[29]

Keqiao's focus in home textiles and soft furnishings centers on curtains and window sheers, wall coverings and decorations, sofa upholstery, residential home textiles, and integrated soft furnishing materials. The 2025 15th Shaoxing Keqiao China Textile City Curtain and Home Textile Exhibition covered 30,000 square meters with more than 300 exhibitors. Its scope included curtains, window sheers, finished curtains, window decorations, accessories, wallpaper and wall fabrics, machinery, home textiles, packaging, design services, and complete soft furnishing solutions.[30] The event also featured dedicated zones for machinery, textile processing, and global cross-border e-commerce home textiles.



The 2026 Shaoxing Keqiao China Textile City Curtain, Wall Covering, and Carpet Exhibition followed the same category logic. Held from March 11 to 14, 2026, at the Shaoxing International Exhibition Center, it spanned 26,000 square meters with 300 exhibitors and an expected 28,000 visitors.[31] The product scope was explicitly listed as curtains, window screens, window decorations, wallpaper, wall fabrics, wall ornaments, kitchen and dining textiles, bathroom textiles, upholstered sofas, outdoor fabrics, and related machinery and equipment. The practical value of these exhibitions allow global buyers to complete efficient side-by-side comparisons of suppliers, styles, price segments, and project applications within a short time frame.

Key Sourcing Directions for Home Textiles and Soft Furnishings in Keqiao

SOURCING DIRECTION	KEY PRODUCTS TO EVALUATE	GLOBAL BUYER VERIFICATION PRIORITIES
CURTAINS AND WINDOW SHEERS	Curtains, window sheers, finished curtains, window decorations, accessories	Blackout rate, width, drape, color fastness, batch consistency, installation compatibility
WALL COVERINGS AND DECORATIONS	Wallpaper, wall fabrics, decorative materials	Pattern continuity, color consistency, installation compatibility, abrasion and flame retardancy
SOFA UPHOLSTERY AND DECORATIVE FABRICS	Sofa upholstery, cushions, decorative fabrics	Abrasion resistance, stain resistance, pilling resistance, hand feel, style matching
RESIDENTIAL HOME TEXTILES AND ACCESSORIES	Home textiles, table and kitchen textiles, bathroom textiles, outdoor textiles	Material composition, wash durability, color fastness, suitability for intended use
PROJECT-BASED SOFT FURNISHING PROCUREMENT	Hotel, apartment, residential, and commercial space soft furnishing materials	Coordinated pattern collections, matching color systems, sampling efficiency, bulk delivery, and replenishment capability

Data source: Investment Promotion China / Keqiao Daily, "2025 15th Keqiao Curtain and Home Textile Exhibition Opens," 2025
Poly Exhibition Network, "Shaoxing Keqiao China Textile City Curtain, Wall Covering and Carpet Exhibition," 2026



Sample Procurement Parameters for Keqiao Curtain and Home Textile Products

PARAMETER	TYPICAL AVAILABLE INFORMATION	VALUE TO BUYERS
BLACKOUT PERFORMANCE	100% Blackout	Suitable for hotels, commercial spaces, and bedrooms requiring high light blocking
FABRIC WIDTH	280-320 cm	Ideal for floor-to-ceiling windows and large hotel projects; reduces vertical seams
MOQ	5 rolls	Helps assess suitability for small-batch trial orders
PACKAGING	Standard export roll packing	Facilitates evaluation of long-distance transport and export delivery
SHIPMENT ORIGIN	Keqiao, Shaoxing, Zhejiang, China	Confirms direct connection to the Keqiao supply chain

Data source: X-Homecurtain, "100% Blackout Faux Linen Curtain Fabric Wholesale," 2026

In addition to physical markets and exhibitions, Beilian Market is expanding from traditional wholesale into online trading and cross-border platforms. It has launched the "Curtain Dream Home" WeChat Mini Program, integrating nearly 100 source manufacturers and thousands of products. The market is also working with the Online China Textile City platform to establish a unified presence on Amazon, Shein, TikTok, and other cross-border channels. For global buyers, these digital tools enhance efficiency in preliminary screening, product preview, and initial supplier communication without replacing on-site fabric inspection.

Verification Checklist for Global Buyers Sourcing Home Textiles and Soft Furnishings in Keqiao

VERIFICATION ITEM	KEY QUESTIONS FOR GLOBAL BUYERS
PRODUCT RANGE	Does the supplier specialize in curtains, window sheers, wall coverings, sofa upholstery, or full home textile coordination?
PROJECT SUITABILITY	Is the target application hotels, apartments, retail residential, e-commerce home goods, or commercial spaces?
WIDTH AND SPECIFICATIONS	Does it offer wide-width fabrics to minimize seams and suit project installation?
FUNCTIONAL REQUIREMENTS	Are blackout, flame retardant, stain-resistant, easy-clean, abrasion-resistant, or wash-durable properties needed? Are test reports available?
DESIGN SYSTEM	Are coordinated color cards, pattern collections, and project sampling capabilities provided?
MOQ AND REPLENISHMENT	Does it support small-batch trials? What are replenishment lead times and color consistency controls?
PACKAGING AND EXPORT	Does it offer standard export roll packing, labeling, shipping marks, and proven export delivery experience?

Overall, Keqiao's advantages in home textiles and soft furnishings stem from the strong clustering of curtain and home textile fabrics at Beilian Market, effective exhibition-based trade matching, broad category coverage for integrated soft furnishings, project-oriented procurement scenarios at specialized exhibitions, and digital tools that improve early-stage selection efficiency. For global buyers, Keqiao is particularly strong for preliminary sampling, supplier comparison, and volume procurement of curtains and window sheers, wall coverings, sofa upholstery, residential home textiles, and full soft furnishing projects. Procurement evaluation should move beyond simple price comparison to a systematic review of width, blackout performance, flame retardancy, abrasion resistance, color fastness, pattern continuity, project lead times, MOQ, and replenishment capability.

2.4 Printing, Dyeing, and Finishing Capabilities

For global buyers, the true value of Keqiao's printing, dyeing, and finishing capabilities lies not merely in adding color or processing but in transforming basic greige fabric into commercially viable, testable, and repeatable products.

Compared with standalone weaving regions, Keqiao's advantages include concentrated printing and dyeing capacity, a wide range of process options, fast digital printing response times, and the ability to make continuous adjustments to patterns, colors, hand feel, functional finishes, and bulk consistency.



From a sourcing perspective, printing, dyeing, and finishing primarily address four categories of needs:

- Aesthetic development: digital printing, traditional printing, jacquard effects, color accuracy, and pattern updates.
- Hand feel and style adjustment: softness, structure, crinkle effects, luster, linen-like or silk-like appearance, and brushing.
- Functional finishing: waterproofing, stain resistance, anti-static, antibacterial, flame retardant, blackout, thermal regulation, and cooling properties.
- Bulk consistency control: color matching, shrinkage, grammage stability, post-wash performance, and repeat order reliability.

Global buyers should evaluate not whether a supplier "can print and dye," but whether it can reliably convert sample effects into consistent bulk delivery.

Key Procurement Value of Printing, Dyeing, and Finishing in Keqiao

PROCESS	PROCUREMENT PROBLEMS ADDRESSED	GLOBAL BUYER VERIFICATION PRIORITIES
DIGITAL PRINTING	Small-batch pattern testing, fast-fashion new arrivals, cross-border e-commerce replenishment	Sampling lead time, MOQ, color accuracy, pattern copyright, replenishment cycle
TRADITIONAL PRINTING / DYEING	Bulk stability, basic color systems, scaled garment fabric supply	Color fastness, batch color consistency, dye lot control, sample-to-bulk matching
HAND FEEL FINISHING	Softness, structure, crinkle, brushing, linen-like, silk-like effects	Post-wash hand feel, shrinkage, pilling resistance, garment pattern compatibility
FUNCTIONAL FINISHING	Waterproof, stain-resistant, anti-static, antibacterial, flame retardant, blackout, thermal, cooling properties	Test reports, post-wash performance retention, chemical compliance, target market requirements
BULK REPLENISHMENT	Multi-batch replenishment, long-running style continuity	Color card management, batch records, delivery stability, repeat order consistency

Digital printing stands out as one of the most relevant capabilities for global buyers. Shaoxing Yongtong Printing Co., Ltd. provides a verifiable example.

The company invested 200 million RMB over three years to install 12 digital printing lines, aiming to build dual strengths in fast response and original design. It has partnered with platforms such as Shein to achieve delivery in as little as four days. The firm maintains a team of more than 20 original pattern designers capable of producing over 300 new designs daily and is building an AI database that allows clients to participate in design online. For fast fashion, cross-border e-commerce, dress prints, womenswear prints, shirting prints, or seasonal pattern testing, Keqiao's digital printing capabilities significantly reduce early-stage development risk.



Buyers can test patterns, colors, and market response with smaller orders before scaling up based on sales data. This approach is far better suited to brands facing rapid SKU turnover, short trend cycles, and high inventory risk than traditional large-volume commitments.



Digital Printing Machines at a Keqiao Company

Image source: Chao News

The following table presents selected leading local printing and dyeing suppliers as reference cases:

Sample Leading Printing and Dyeing Suppliers in Keqiao

COMPANY NAME	SPECIALIZATION / FOCUS	VALUE TO GLOBAL BUYERS
ZHEJIANG BAOFANG PRINTING AND DYEING CO., LTD.	Wax printing, general printing, export-oriented dyeing	Suitable for wax prints, African markets, export prints, and large-volume orders
ZHEJIANG YINGFENG TECHNOLOGY CO., LTD.	Knit and woven fabric printing and dyeing	Ideal for standardized, large-scale knit and woven dyeing services
ZHEJIANG HONGLVLAN TEXTILE PRINTING AND DYEING CO., LTD.	Mid-to-high-end womenswear printing and digital printing	Strong for womenswear prints, original pattern development, and design-driven sourcing
SHAOXING YONGTONG PRINTING CO., LTD.	Rayon printing and fast-response digital printing	Excellent for cross-border e-commerce, fast fashion, womenswear prints, small-batch testing, and quick replenishment
ZHEJIANG XINSHU TEXTILE CO., LTD.	Dyeing, weaving, and finishing integration	Good for integrated dyeing, knit/woven printing, and finishing support
ZHEJIANG SHAOXIAO PRINTING AND DYEING CO., LTD.	Design-driven printing and dyeing	Suitable for suppliers that participate in pattern development and style adjustment
ZHEJIANG YUEXIN PRINTING AND DYEING CO., LTD.	High-end and Europe/U.S. order-focused dyeing	Strong for buyers seeking European and American market experience and certified higher-value fabrics

Another major sourcing value of printing and dyeing lies in enabling secondary development. After identifying base fabrics at China Textile City, buyers can request modifications to color, patterns, hand feel, and finishing rather than accepting existing samples as final. This capability is especially important for womenswear, casual wear, home textiles and soft furnishings, curtains, wall coverings, and functional leisure fabrics, where visual style, tactile differences, and user experience often drive purchase decisions more than raw composition or price.



However, printing and dyeing also present the highest potential risks in the sourcing process. Global buyers should never rely solely on samples. They must require clear confirmation of sampling conditions, color standards, bulk dye-lot control, post-wash performance, and test reports. This is particularly critical for dark colors, printed fabrics, stretch materials, curtains, home textiles, and functional finishes. Advance verification of color fastness, shrinkage, hand-feel retention, and replenishment consistency is essential to avoid issues such as color deviation, hand-feel changes, print misalignment, excessive shrinkage, or functional degradation in bulk production.

From a practical standpoint, Keqiao's printing, dyeing, and finishing strengths are best suited to three types of sourcing tasks:



fast-response development through digital printing and original pattern teams for new product testing;



style development involving pattern, hand-feel, and color adjustments for womenswear, shirts, dresses, curtains, wall coverings, and soft furnishings;



functional development that adds performance finishes such as waterproofing, stain resistance, flame retardancy, antibacterial properties, blackout, cooling, or thermal regulation to base fabrics.

For global buyers

Keqiao's key advantage lies not in any single technology but in the synergistic efficiency across printing, dyeing, finishing, design, and bulk production.



In summary, Keqiao's industrial strengths in printing, dyeing, and finishing are demonstrated through its massive printing and dyeing capacity, fast digital printing response, original pattern development capabilities, active design team engagement, and high secondary development efficiency. Buyers in Keqiao should view printing and dyeing enterprises not merely as processing factories but as key collaborative partners in the fabric development chain.

The most effective sourcing approach is to incorporate pattern, color, hand feel, functional finishing, testing standards, bulk consistency, and replenishment mechanisms into supplier evaluation from the very beginning, rather than adding quality and compliance requirements only after sample approval.

WorldFirst

How to Efficiently Engage Keqiao Suppliers

CHAPTER 3

3.1 The Three-Step Supplier Matching Method

For global sourcing professionals, the complexity of the Keqiao market represents both opportunity and challenge. With more than 50,000 fabric varieties ranging from standard knits to high-tech functional textiles, buyers must move beyond traditional one-stop sourcing and adopt a systematic strategy that combines digital research, on-site technical validation, and deep cultural integration.

The Three-Step Supplier Matching Method: Core Methodology

In Keqiao, effective supplier engagement goes far beyond simply locating a shop with available stock. It involves building a reliable quality assurance system. Drawing on practical experience from professional sourcing organizations such as Minden Sourcing and Jingsourcing, the optimal engagement process for international buyers can be distilled into the following three-step method.

Remote Technical Comparison and Preliminary Screening

Based on digital research, buyers should request "quality samples" from potential suppliers. For knit fabrics, suppliers must clearly specify GSM (grams per square meter) and elastic recovery rates. For woven fabrics, focus on yarn count density and finishing processes. The critical goal of this step is to eliminate pure traders who cannot provide detailed technical parameters, ensuring that subsequent engagement focuses on factories or high-level first-tier agents with genuine technical capabilities.

Small-Batch Sampling and Physical Performance Testing

Before placing formal orders, buyers must complete a sampling phase. Global purchasers should request specification samples or hand-feel samples and submit them to independent third-party testing laboratories. Key tests include color fastness (to water, perspiration, and dry rubbing), shrinkage rates, as well as safety indicators such as formaldehyde content and pH value. Industry data shows that many fabrics may appear similar visually but differ significantly in color consistency and physical stability across batches. This step effectively removes unstable partners.

On-Site Factory Audit and Compliance Review

The final step involves in-person market visits and factory inspections. These visits verify production capacity and, more importantly, assess social responsibility compliance, including labor conditions and waste management. Global buyers should evaluate whether the factory possesses the specialized machinery required for specific functional fabrics and whether its Quality Management System (QMS) is actively implemented rather than merely displayed as wall certificates.

3.2 Pre-Visit Market Research

For global buyers located thousands of kilometers away, flying directly to Hangzhou Xiaoshan Airport is rarely the smartest first move. Given the enormous scale of the Keqiao market, untargeted visits often result in high communication costs and wasted time. Effective due diligence begins with thorough pre-visit research. The primary goal of this phase is to build preliminary supplier profiles and geographic mapping using online tools.

Online Sourcing Platforms and Digital Footprint Tracking

The starting point for digital research is the Online China Textile City platform and its official mobile app. As the official online channel of the global textile network (tnc.com), it provides real-time synchronization between physical market booths and virtual opportunities. Buyers can upload photos of required fabrics via mobile, and the system automatically matches them with corresponding merchants in the physical Keqiao market. This “search by image” function significantly shortens the cycle from design sketches to physical fabric sourcing.



Keqiao Textile City Official and Professional Website Resource Guide

NO.	PLATFORM NAME (CHINESE / ENGLISH)	LINK	LANGUAGE	DESCRIPTION
OFFICIAL AND SPECIALIZED PLATFORMS	Online China Textile City	https://www.eqfc.cn/	Primarily Chinese (English elements)	Official e-commerce platform of China Textile City. Enables supplier search, product browsing, and online transactions. One of the most important platforms for Western buyers to pre-screen suppliers.
	Keqiao International Textile Expo	http://www.keqiaotextile.com/	Chinese + English	Official website for the Keqiao International Textile Expo. Provides exhibitor directories, event updates, and market insights.
	Keqiao Curtain & Wall Fabric Exhibition	http://www.kqclz.com/en/	English	English website for the Keqiao Curtain and Home Textile Exhibition. Ideal for home textile and curtain buyers.
	China Textile City Talent Network	http://www.ctcrc.com.cn/	Chinese	Official talent and market information platform with extensive enterprise data.
	Zhejiang China Textile City Network Co., Ltd.	https://company.ctcn.com.cn/	Chinese	Official site covering market digitization and e-commerce initiatives.
ENGLISH-LANGUAGE SOURCING PLATFORMS	JingSourcing	https://jingsourcing.com/	English	Professional English-language sourcing platform with extensive Keqiao guides and supplier resources. Excellent for Western buyers.
	Minden Sourcing	https://mindensourcing.com/	English	Professional English sourcing platform with in-depth Keqiao market guides and practical buyer resources.
	Goldenshiny Trading	https://goldenshiny.com/	English	Sourcing service provider focused on Keqiao and Yiwu, offering detailed market maps, floor guides, and procurement support.

Source: Public online resources

During digital research, buyers should pay close attention to suppliers' export experience. Internationally oriented suppliers typically maintain up-to-date ISO certifications and environmental compliance records on these platforms. Prioritize vendors who provide clear technical specifications (such as grammage, composition ratios, and functional coating details) and record this information in a "Supplier Potential Matrix" for later evaluation.

Macro Understanding of Market Scale and Geographic Logic

China Textile City is not a single building but a large cluster of specialized markets. Understanding the spatial distribution of these markets is essential for defining an efficient visit scope.

Comparison of Major Textile Markets in Keqiao

MARKET NAME	MARKET SIZE & SCOPE	SPECIALTY	BEST FOR (WESTERN BUYERS)	PRICING
Keqiao International Textile City	Massive multi-building complex (Asia's largest textile trade center, over 3 million square meters)	Silk, cotton, polyester, technical fabrics, home textiles	First-time international buyers, large-volume orders, one-stop sourcing	Mid to high
Shaoxing China Textile City	Large	Fashion fabrics, prints, trendy seasonal designs	Boutique designers, small-batch custom orders, fast-fashion brands	Mid
China Textile City Second Market	Medium	Denim, casual fabrics, everyday wear	Volume buyers, mass-market retailers, private-label programs	Low to mid
Shaoxing International Fabric Market	Medium	Export-quality fabrics, ready-for-shipment	Professional exporters, importers needing consistent quality & certifications	Mid to high
China Textile Import & Export Market	Medium	Imported & high-end domestic fabrics	Niche/high-end sourcing, luxury brands, hotels & resorts	High
Keqiao Wholesale Market for Knits & Wovens	Medium	Knits, wovens, basic apparel & home fabrics	Mass production buyers, apparel & soft furnishing manufacturers	Low to mid
Shaoxing Textile Accessories Market	Small	Buttons, trims, zippers, hardware	Designers & full-package manufacturers needing complete BOM	Low to mid
Keqiao Cotton & Linen Market	Medium	Natural fibers (cotton, linen, blends)	Eco-friendly & sustainable brands, premium home textiles	Mid
China Silk City	Medium	Silk fabrics & luxury natural fibers	Luxury designers, high-end bedding & soft furnishings	High
Keqiao Denim & Casual Fabric Market	Medium	Denim, casual fabrics, outerwear	Jeans/outerwear brands, casual lifestyle retailers	Low to mid
Textile Technology & Innovation Market	Small to medium	Technical/smart fabrics, functional textiles (waterproof, antimicrobial, etc.)	Sportswear, outdoor performance, industrial & functional home textiles	Mid to high
Shaoxing Fashion Fabric Market	Medium	Trendy seasonal fabrics, prints & patterns	Fast fashion, boutiques, seasonal collection buyers	Mid

Data source: Official Keqiao China Textile City Market Guide and 2025-2026 International Buyer Field Guides (JingSourcing, "Keqiao China Textile City: 12 Markets Insider Guide," 2026
Minden Sourcing, "Keqiao China Textile City: Top 12 Markets," 2026
Goldenshiny Trading, "Keqiao Market Guide & Beilian Curtain Market," 2025-2026).

Practical Notes

- Keqiao International Textile City: The most recommended starting point for first-time visitors to China. It offers relatively good English-language support, an overseas buyer center, and seamless services from small-batch trials to full container orders. It provides the most mature one-stop QC and logistics arrangements.
- Beilian Curtain Market (strongly recommended addition, though not listed in the main table): The core destination for home textiles and soft furnishings buyers. It is the world's largest specialized market for curtains, window sheers, blackout fabrics, and sofa upholstery. It offers the richest selection of wide-width custom fabrics (280-320 cm) and spot goods, making it ideal for hotel and residential projects.
- Export Readiness: Over 90 percent of merchants in Keqiao have export experience. They commonly support international certifications such as OEKO-TEX®, GOTS, and GRS, and accept standard global payment terms (T/T, L/C).
- MOQ and Lead Time: Most markets support low MOQs (starting from several hundred meters) with typical lead times of 30-45 days. Large markets have a high proportion of spot goods, making them suitable for urgent orders.

3.3 On-Site Market Visits

When buyers enter Keqiao's physical markets, they encounter tens of thousands of showrooms. Efficient visits require strong strategic planning.

Floor Layout Logic and Supplier Screening Techniques

Taking the Joint Market or East Market as examples, floor distribution generally follows clear commercial logic. The first and second floors typically house stronger suppliers with extensive product lines, making them ideal for sourcing stable, large-volume supply. The third floor often features more retail-oriented or niche fabrics. The fourth floor usually serves as a dedicated foreign trade zone, where suppliers tend to have stronger English communication skills and better experience handling export documentation.

During on-site screening, pay close attention to how suppliers display their samples. Showrooms with frequently updated collections and the ability to provide test reports for global markets (such as OEKO-TEX® compliance) indicate strong market responsiveness. In conversations, demonstrate professional knowledge by asking specific technical questions, such as "What is the warp and weft density of this fabric?" or "Are reactive dyes used?" These targeted questions help quickly identify high-quality suppliers capable of technical collaboration.[33]

Leveraging the Keqiao Foreign Buyers Market

One often-overlooked channel is the "Keqiao Foreign Buyers Market." In this dedicated area, international buyers set up booths to post their sourcing requirements, while local suppliers proactively approach them with samples. This "reverse sourcing" model is particularly efficient for companies seeking large-volume orders of specific specifications. It reduces search time and enables competitive pricing through multiple simultaneous quotations.

Cultural, Dining, and Social Etiquette in Business Visits

In Shaoxing, business relationships often begin at the dining table. Understanding local wine culture and dining customs is an important way for global buyers to integrate into the Keqiao supply chain ecosystem.



Shaoxing is the birthplace of Chinese yellow wine, with a brewing history dating back more than 2,500 years. At formal business dinners, drinking Shaoxing yellow wine (such as Nü Er Hong Wine or Zhuang Yuan Hong Wine) is not only a sensory experience but also a sign of respect for local traditions. Moderate participation in yellow wine tasting can quickly build rapport with suppliers. Modern venues such as the "1743 Yellow Wine Bar" combine traditional wine culture with contemporary social settings, making them ideal for informal business discussions.

"Ten Bowls" Banquet and Lu You Poetry Feast: Ultimate Culinary Experience

Keqiao's rich dining culture includes the famous "Ten Bowls" folk banquet, which symbolizes perfection and completeness. Signature dishes such as braised pork with preserved vegetables, drunken chicken, and Shaoxing three delicacies showcase the region's mastery of precise cooking techniques and fermentation.





To help you plan an effective on-site visit, we have designed a compact 5-day Keqiao field visit itinerary tailored specifically for European and American buyers, brand owners, and importers. The schedule assumes entry via Shanghai or Hangzhou and is intensive yet manageable, making it suitable for first-time visitors. The best periods to visit are March-April or September-October (avoiding Chinese New Year and National Day holidays).



Sample 5-Day On-Site Visit Itinerary for Keqiao (Designed for Western Buyers)

DAY	MORNING (8:30-12:00)	AFTERNOON (13:30-17:30)	EVENING (18:00-)
DAY 1 ARRIVAL & ORIENTATION	High-speed train arrival at Shaoxing North Station → Hotel check-in → Quick orientation tour at Keqiao International Textile City main building + registration at the Overseas Buyer Service Center	Visit core area of Keqiao International Textile City (Floors 1-3: fashion fabrics and home textiles zones). Initial browsing of apparel fabrics, printed fabrics, and basic home textiles	Welcome dinner (Western or Chinese restaurant near hotel or market) + jet lag recovery
	KEY FOCUS & PRACTICAL TIPS Goal: Get familiar with overall layout, collect maps, and form first impressions. **Tips:** Obtain English maps and buyer guides. Prioritize export-oriented zones.		
DAY 2 HOME TEXTILES & SOFT FURNISHINGS	Full-day focus at Beilian Curtain Market (Floors 2-3: blackout fabrics, window sheers, jacquard curtains)	Continue at Beilian Market + Joint Market (sofa upholstery, bedding, wall covering zones). Collect samples and record supplier contacts.	Supplier welcome dinner or free time
	KEY FOCUS & PRACTICAL TIPS Core focus: Primary market for home textiles and soft furnishings. **Tips:** Look for 280-320 cm wide-width hotel-grade fabrics. Photograph and number patterns. Request OEKO-TEX® / GOTS certificates.		
DAY 3 FUNCTIONAL & TECHNICAL FABRICS	Dongsheng Road Outdoor Functional Fabric Zone + nano-membrane, waterproof-breathable, and recycled fabric areas	Visit functional textile showrooms or small-batch factories (pre-arrange 1-2 representative suppliers, e.g., Sanfeng Special Materials)	Technical discussion dinner (review customization needs)
	KEY FOCUS & PRACTICAL TIPS Core focus: Outdoor, athleisure, and protective fabrics. **Tips:** Bring Spec Sheets for technical discussions. Request SGS test reports. Pay attention to PFAS-free and fluorine-free processes.		
DAY 4 SUPPLIER MEETINGS & FACTORY VISITS	1-on-1 meetings with 2-3 pre-selected key suppliers (apparel / home textile fabrics)	Arrange 1-2 factory visits (review QC processes, production lines, sampling capabilities) + preliminary price and MOQ discussions	Internal team debrief (organize samples and quotations)
	KEY FOCUS & PRACTICAL TIPS Core focus: In-depth engagement and supplier shortlisting. **Tips:** Send Spec Sheets in advance. Bring a translator. Record each supplier's export experience, capacity, and MOQ.		
DAY 5 NEGOTIATION, QC & DEPARTURE PREP	Final supplier negotiations + sample/ contract confirmation (or additional market sourcing if needed)	Handle export procedures, logistics consultation, and QC sampling arrangements at the Textile City Procurement Service Center	Departure (high-speed train to Shanghai or Hangzhou Airport) or optional extension day
	KEY FOCUS & PRACTICAL TIPS Core focus: Wrap-up and follow-up planning. **Tips:** Sign letters of intent. Arrange third-party QC. Collect quotations and certification documents. Allow buffer time for logistics.		

Overall Recommendations

- Essential Preparation: Bring product Spec Sheets, sample requirements, budget range, business cards, translation app, and power adapters.
- Team Setup: Consider hiring a fluent English-speaking local sourcing assistant or interpreter (can be arranged via Alibaba or hotel).
- Daily Tips: Avoid peak market crowds during morning and evening rush hours. Schedule all supplier meetings 24-48 hours in advance. Use USB drives or tablets to record pattern numbers.
- Appointment Assistance: Use Alibaba RFQ or contact the Keqiao International Trade Center in advance (most key suppliers support English communication).
- Budget Reference: Approximately 1,200-2,000 USD per person for a 5-day trip (including accommodation, local transportation, and translation; excluding international flight tickets).
- Follow-up: Send thank-you emails and formal RFQs within one week of return. Arrange sample testing within 2-4 weeks.

3.4 Compliance Review and Contract Signing

After completing contract negotiations, global buyers must conduct thorough on-site factory audits and compliance reviews. This final critical safeguard helps minimize quality risks, ESG compliance risks, and potential supply chain disruptions. Although most Keqiao suppliers are either factories or first-tier trading companies with complete surface-level certifications, actual production conditions, environmental facilities, and labor compliance can vary. Therefore, physical inspections and third-party verification are essential.

To support efficient factory audits, buyers should systematically evaluate suppliers across the following four core dimensions:

Key Factory Audit Dimensions for Keqiao Suppliers

REVIEW DIMENSION	SPECIFIC ITEMS TO CHECK	GLOBAL BUYER FOCUS AREAS	WHY IT MATTERS
QUALITY MANAGEMENT SYSTEM (QMS)	Incoming material inspection, in-process inspection, finished goods inspection, pre-shipment inspection; batch records for color fastness, shrinkage, and functional performance	Complete inspection records and batch traceability; stability of key performance indicators	Ensures bulk production matches samples and prevents later issues such as color deviation or shrinkage complaints
ENVIRONMENTAL COMPLIANCE	Wastewater treatment operation records; chemical storage, usage, and disposal procedures; REACH and OEKO-TEX® compliance; carbon footprint or CSC9000T certification status	Real-time monitoring data and latest third-party reports; carbon label certification progress	Meets EU REACH, Green Claims Directive, and Scope 3 emissions disclosure requirements
SOCIAL RESPONSIBILITY & LABOR COMPLIANCE	Working hours, wage payments, overtime records; fire safety and dormitory conditions; SEDEX/ WRAP/BSCI certification	Actual labor practices versus local laws and international standards	Protects brand reputation and satisfies due diligence requirements of European and American retailers
CAPACITY & SUPPLY CHAIN AUTHENTICITY	Actual production equipment, raw material sources, inventory levels; presence of subcontracting or order transfer	Confirmation of genuine factory (not pure trader); capacity alignment with contract	Prevents quality instability and delivery delays caused by order subcontracting

Data source: HKTDC, "Sourcing from China Textile City - Factory Audit Essentials," 2025

For global buyers, signing a formal purchase contract with Keqiao suppliers is the key step to ensuring supply chain stability and minimizing legal and quality disputes. The process typically follows five standardized stages:

- Sample Confirmation: Provide the supplier with a detailed Spec Sheet. Request confirmation samples produced using the same raw materials as bulk production and send them to independent laboratories such as SGS or Intertek for testing.[34]
- Contract Negotiation: Reach agreement on price, MOQ, lead time, payment terms, quality standards, and testing requirements.
- Contract Execution: Use bilingual Chinese-English contracts. Clearly state that "the Chinese version shall prevail" and require the supplier to affix its official company chop (not just a personal signature).[35]
- Initial Payment: Pay a deposit of 30-40 percent upon receipt of a formal VAT invoice and signed contract.
- Production and Delivery: Release final payment and arrange bill of lading only after third-party inspection confirms compliance.[36]

3.5 Key Technical Standards in the Textile Industry

GB 18401: The Non-Negotiable Baseline

All textile products manufactured or sold in China must comply with GB 18401 "National General Safety Technical Code for Textile Products." This standard classifies products into Categories A, B, and C. Global buyers must clearly specify which category applies to their products.[37]

Key GB 18401 Requirements

TECHNICAL INDICATOR	CATEGORY A (INFANT PRODUCTS)	CATEGORY B (DIRECT SKIN CONTACT)	CATEGORY C (NON-DIRECT SKIN CONTACT)
FORMALDEHYDE CONTENT (MG/KG)	≤ 20	≤ 75	≤ 300
PH VALUE	4.0 - 7.5	4.0 - 8.5	4.0 - 9.0
COLOR FASTNESS TO WATER (GRADE)	3-4	3	3
COLOR FASTNESS TO PERSPIRATION (GRADE)	3-4	3	3
COLOR FASTNESS TO DRY RUBBING (GRADE)	4	3	3
ODOR	None	None	None

GB 18401 applies to all clothing, decorative, and household textile products produced or sold within China. For export products, requirements may be determined by contract specifications. In addition, Appendix A of GB 18401 lists textile products that fall outside the scope of this standard.

GB 18401 applies to all clothing, decorative, and household textile products produced or sold within China. For export products, requirements may be determined by contract specifications. In addition, Appendix A of GB 18401 lists textile products that fall outside the scope of this standard.

During negotiations, global buyers should explicitly require the clause "compliance with GB 18401" to be written into the contract and mandate that suppliers provide third-party laboratory test reports for every bulk shipment.

Key Physical Performance Indicators

In addition to safety standards, global buyers should focus on the following three critical performance parameters:

- Shrinkage Rate: Especially important for cotton or cotton-spandex fabrics. Determine dimensional stability after washing using methods such as GB/T 8628 before confirming orders.
- Color Fastness[38]: Includes wash, light, and rubbing fastness. For high-contrast printed fabrics, pay special attention to staining fastness.
- Weight Tolerance: In large orders, fluctuations in fabric weight directly affect garment cost and hand feel. Industry standard tolerance is typically ±5 percent; stricter requirements should be clearly stated in the contract.

WorldFirst

Consumer Trend Insights from Four Major Markets

CHAPTER 4

The Asia-Pacific region continues to serve as the heart of the global textile industry, accounting for nearly 49.9 percent of global revenue in 2025.[39] However, the internal balance of the value chain is shifting. China is steadily advancing toward upstream R&D and brand premium segments, while countries such as Vietnam, Bangladesh, and India are achieving annual export growth of 7 to 13 percent[40] in garment manufacturing, supported by labor cost advantages and favorable policies.

On the demand side, mature markets in North America and the European Union have shifted from "owning more" to "experiencing better" and "being more sustainable." Meanwhile, emerging markets led by ASEAN are demonstrating explosive growth potential in social commerce, driven by widespread mobile internet penetration.

4.1 ASEAN: Deep Integration of Supply Chain Upgrading and E-commerce Fashion

The ASEAN region has become one of the world's most dynamic sources of incremental apparel consumption growth in 2025-2026. Its young demographic structure and extremely high internet penetration have created a consumer base that is highly mobile-first, seeks instant gratification, and is acutely sensitive to climate and environmental factors.

Local Supply Chain Upgrading

ASEAN continues to face a significant fabric import gap. Vietnam, the region's largest apparel exporter, recorded textile and garment exports of approximately 46 billion USD in 2025, yet its domestic fabric production is only about 2.3 billion meters, meeting just 25 percent of demand. The remaining 75 percent relies on imports. In 2024, Vietnam imported 14.9 billion USD worth of fabrics (up 15 percent year-over-year), with 67 percent sourced from China.[41][42]

At the same time, the EU's CBAM mechanism and international brands' green procurement requirements are accelerating transmission into ASEAN. Some Vietnamese factories have adopted zero-discharge dyeing processes that reduce water consumption by 30 percent, while Indonesia and Thailand are focusing on recycled polyester and bio-based fibers.[43][44]

ASEAN is no longer merely a destination for low-cost garment orders. It is evolving into a hybrid market that combines high-quality fabric imports with local capacity upgrading. Keqiao companies can capitalize on this shift by offering integrated solutions of "fabrics + processing + certification," serving both export-oriented garment factories in Vietnam and Cambodia and the rising mid-to-high-end local brands in Indonesia and Thailand. This enables a transition from price competition to value embedding.

Suitable Fabrics: From Basic Breathability to Technology-Driven Cooling

Rapid urbanization has led ASEAN consumers to frequently move between air-conditioned indoor spaces and hot outdoor environments, driving strong demand for all-day temperature-regulating fabrics. Market data shows that lightweight cotton, linen, and Lyocell blends perform particularly well in premium segments in Singapore and Malaysia due to their excellent skin-friendly feel and natural breathability.[45] In mass-market segments, however, technologically enhanced synthetic fibers dominate. These fabrics use engineered weave structures to mimic the micro-porous properties of natural fibers, combined with UV protection (UPF) and long-lasting antibacterial functions, effectively addressing odor and fading issues common in tropical climates.[46]

Rise of E-commerce Fashion and Small-Batch Flexible Sourcing



The ASEAN e-commerce market is projected to reach 230 billion USD in GMV by 2026, with a compound annual growth rate of 22 percent.[47] Indonesia, the region's largest e-commerce market, is expected to hit 121 billion USD in GMV by 2026, with 84 percent of purchases occurring on mobile devices.[48] This mobile-first consumption model is deeply integrated with social media, giving rise to "shoppertainment", shopping as entertainment.

Platforms such as TikTok Shop and Shopee use live streaming and short videos to create real-time fashion trends, dramatically shortening fashion cycles. Consumers no longer follow traditional seasonal releases but instead make fragmented purchases driven by KOLs and social topics. This trend requires supply chains with strong small-batch, multi-replenishment, and fast-response capabilities. Cross-border orders accounted for 34 percent of total orders in 2026 surveys, while average order value (AOV) in more mature markets such as Singapore reached 127 USD.[49]

2026 ASEAN E-commerce Market Forecast by Key Country

COUNTRY	GMV (BILLION USD)	INTERNET PENETRATION (%)	SMARTPHONE PENETRATION (%)	AVERAGE ORDER VALUE (USD)
INDONESIA	121.0	73.7	89.0	47
THAILAND	38.0	85.2	92.0	63
VIETNAM	28.0	77.3	86.0	41
PHILIPPINES	24.0	68.1	83.0	33
MALAYSIA	16.0	91.2	94.0	58
SINGAPORE	7.2	96.1	98.0	127

Data source: Cloud Ecommerce, SEA Ecommerce Overview 2026

4.2 North America: Normalization of Athleisure and Structural Upgrade in Home Lifestyle

The North American market in 2025-2026 displays a distinct "comfort pragmatism" characteristic. Long-term remote and hybrid work arrangements have completely blurred the boundaries between different clothing occasions. Athleisure has evolved from a niche category into the everyday baseline for mass consumption.

Deep Penetration of Athleisure and Functional Comfort

The North American athleisure market reached 138.54 billion USD in 2025 and is projected to maintain growth above 9.2 percent in 2026, accounting for 32 percent of the global athleisure market. Consumer expectations have shifted from basic "wearable for sports" to "all-day high-performance comfort."[50]

2026 consumer psychology surveys show extremely high sensitivity to “technical performance.” Fabrics with four-way stretch, moisture-wicking, wrinkle-resistant, and easy-care properties have become standard in the mass segment, which contributed 68.2 percent of category revenue in 2025. In the premium segment, demand is moving toward more advanced solutions, such as sensor-integrated smart fibers and performance fabrics made from bio-based materials (including organic cotton and recycled nylon). In particular, Gen Z and Millennials view athleisure as an identity marker of a healthy lifestyle, driving the acceptance of hoodies, yoga pants, and joggers in formal settings.[51]

Home Lifestyle and Soft Furnishings Upgrade: Reshaping the Second Space

The North American home textiles market is experiencing strong growth driven by housing renovation and new living philosophies. The market is forecast to reach 37.01 billion USD by 2030. Consumers are shifting from purely aesthetic demands to “physical and mental wellness” functions.[52]

High-end bedding, blackout and sound-insulating curtains, and high-density carpets remain in strong demand. The concept of “wellness home textiles” is gaining popularity, with significant sales growth in 2025-2026 for anti-allergen fabrics, weighted blankets with pressure-relief functions, and similar products.[53] Advances in digital printing technology now enable large-scale customization at low cost, perfectly meeting North American consumers’ desire for personalized living spaces.

Customization Demand and the Challenge of Fast Replenishment Supply Chains

Competition in the North American retail market has become a race for supply chain responsiveness. Influenced by fast fashion and social commerce, the traditional “order six months in advance” model no longer fits the 2026 market rhythm. Brands such as Nike and Adidas are using AI forecasting models and localized warehousing to shorten delivery cycles.[54]



North America Key Textile and Apparel Segment Scale (2025-2026)

SEGMENT	2025 (BILLION USD)	2026 (FORECAST, BILLION USD)	CAGR (FORECAST)
GLOBAL ATHLEISURE MARKET	368.61	402.74	9.7%
NORTH AMERICA ATHLEISURE MARKET	138.54	151.28	9.2%
GLOBAL ACTIVEWEAR MARKET	430.20	458.70	7.1%
NORTH AMERICA HOME TEXTILE MARKET	29.17	30.59	4.87%

Data source: Fortune Business Insights, Global Market Insights, Mordor Intelligence

4.3 EU: Sustainable, Compliant, and Traceable Fabric Demand Market

The EU market is undergoing the most profound institutional transformation in the history of the textile industry. The years 2025 to 2026 mark the official implementation of several core directives under the European Green Deal targeting textiles. This has transformed the EU from a fashion leader into a mandatory compliance market centered on "green access."

Implementation of ESPR and Digital Product Passport (DPP)

The EU's Sustainable Products Ecodesign Regulation (ESPR) explicitly requires that textiles be included as one of the first regulated product categories starting in 2026.[55] Every garment or fabric entering the EU market must be accompanied by a traceable "Digital Product Passport" (DPP). End consumers can obtain detailed data on the origin of raw materials, carbon footprint of the production process, proportion of recycled materials, and presence of hazardous substances simply by scanning a QR code or RFID tag.[56]

This transparency requirement poses stringent challenges for fabric suppliers. 2026 trends show that single-component fabrics (monolithic fabrics) are gradually replacing complex cotton-polyester blends due to their recyclability. Brands must also prove that their products meet ecodesign standards in terms of durability, repairability, and recyclability.[57] This means that the low-cost but non-degradable and non-durable fiber structures common in fast fashion will face high environmental taxes or even bans in the EU market.

Traceability and Authenticity of Environmental Claims

To combat greenwashing, the EU strengthened the Green Claims Directive (GCD) in October 2025. The directive requires that all claims of "eco-friendly," "organic," or "circular" must be verified by accredited third-party bodies and based on scientific lifecycle assessment (LCA).

European consumers' attention to textile sustainability continues to rise. BCG research shows that approximately 45 percent of European consumers regularly consider sustainability factors in their purchase decisions.[58] By 2026, authoritative certifications such as GOTS, GRS, and OEKO-TEX® have become important supporting tools for brands to enter mainstream European retail channels and effectively address the EU Green Claims Directive.[59] In addition, the EU Extended Producer Responsibility (EPR) scheme officially took effect in October 2025, requiring brands to bear the costs of collection and treatment at the end of a product's lifecycle. This further encourages brands to prioritize recyclable and traceable fabrics during sourcing.[60]



EU Textile & Apparel Regulatory Compliance Timeline (2025-2027)

TIME	REGULATION / DIRECTIVE NAME	CORE REQUIREMENTS	IMPACT ON BUYERS / BRANDS
JANUARY 2025	Competitiveness Compass	Simplify implementation of existing climate and environmental regulations and reduce administrative burden on SMEs	Benefits small and medium-sized suppliers by reducing some compliance costs, but core environmental requirements remain unchanged
OCTOBER 2025	Revised Waste Framework Directive	Officially introduces textile EPR (Extended Producer Responsibility); member states must establish textile collection and recycling systems	Brands must pay for end-of-life product disposal, driving priority selection of recyclable and traceable fabrics
MARCH 2026	Empowering Consumers Directive (ECD)	Prohibits misleading environmental claims and increases transparency on durability and repairability	Must provide verifiable environmental claims or face fines; importance of certifications (OEKO-TEX®, GOTS) significantly increased
AUGUST 2026	Packaging and Packaging Waste Regulation (PPWR)	Reduce empty space in e-commerce packaging by 50 percent and increase recycling and reuse rates	Affects packaging design and costs for all exports to the EU; requires early coordination with suppliers
2026	Green Claims Directive (GCD)	Prohibits unverified "greenwashing" claims; all environmental claims must be verified by third parties	Environmental certifications (GOTS, GRS, OEKO-TEX®) shift from "nice-to-have" to actual market access thresholds
WITHIN 2027	Digital Product Passport (DPP)	Textiles must carry QR codes providing full lifecycle traceable data (composition, durability, recyclability, etc.)	Significantly raises supply chain transparency requirements; Keqiao suppliers prepared for DPP will gain clear competitive advantage

Data source:
European Commission, Revised Waste Framework Directive (2025)
EU Empowering Consumers Directive (ECD)
EU Packaging and Packaging Waste Regulation (PPWR)
Digital Product Passport for Textiles (2027)
Competitiveness Compass (2025)



4.4 Japan: High-Quality, Stable Delivery, and Segmented Functional Fabric Market

The Japanese textile market is an extremely mature and highly disciplined market. Its core characteristics can be summarized as "craftsmanship quality (Monozukuri)" and "refined functionality." Although growth in Japanese textile retail sales slowed in 2025 (expected year-over-year growth of 1.8 percent), import demand for high-value-added and functional fabrics remains strong.[61]

High-Quality and "Zero-Defect" Delivery Standards

Japanese consumers pursue quality with near-strict standards. High-end menswear, professional womenswear, and home textile products in Japan have extremely high requirements for fabric wrinkle resistance, drape, color fastness after multiple washings, and tactile details. This extreme pursuit of "stable delivery" leads Japanese importers to prefer long-term strategic partnerships with suppliers that have complete quality management systems, including AI visual inspection.[62]

Segmented Functional Fabrics: The Balance Between Aging Society and Ultimate Functionality

Affected by a deeply aging society (the proportion of the population aged 65 and above has exceeded 29 percent), Japan's medical and wellness textile market is showing significant growth during 2025-2026. End consumers have strong demand for homewear, underwear, and bedding with functions such as pressure-ulcer prevention, long-lasting antibacterial properties, and moisture absorption with heat generation. At the same time, "functional commuting style" continues to lead trends. Japanese consumers prefer fabrics that appear formal but actually possess professional outdoor performance, that is, maintaining the appearance of natural fibers while delivering nano-level water repellency, stain resistance, and dynamic temperature control as "invisible functions." The smart textiles market is also expanding steadily, mainly for health monitoring and athletic performance tracking.[63]



4.5 Cross-Market Common Sourcing Opportunities

Although major markets such as Europe, North America, Southeast Asia, and the Middle East show clear differences in cultural preferences, consumption levels, and policy regulations, several cross-regional high-potential sourcing areas can still be clearly identified from a global perspective in 2025-2026. These common opportunities not only reflect converging consumer lifestyles but also point to the direction of technological upgrading for upstream suppliers, providing clear export positioning for Keqiao suppliers.[64]

Common Opportunity One: Seamless Boundary Between Performance and Fashion (Hybrid Performance)

"Mixed-scene wear" (Gym-to-Office/Athleisure-to-Street) has become a global consensus. Consumers no longer prepare multiple wardrobes for different occasions but seek fabrics with a business appearance (Formal Look) yet an active core (Active Core). Such fabrics typically use high-count blends or special weaving processes to visually simulate the texture of wool, linen, or silk while delivering four-way stretch, machine-washable, and rapid moisture-wicking performance.[65]
In 2026, this trend maintains high heat across major global markets. It is especially suitable for commuting, travel, and light exercise scenarios and represents the highest-premium track that Keqiao functional fabric suppliers can most easily enter.

Common Opportunity Two: Digitally Driven "Small-Batch, Instant" Demand

End consumers' tolerance for "waiting time" continues to decline. Whether in Southeast Asia's TikTok live-streaming sales, North America's personalized customization platforms, or Europe's e-commerce fast fashion, spot SKUs plus rapid response have become core competitiveness.[66] This trend directly drives the popularization of digital printing, 3D knitting, and on-demand production technologies. These technologies can significantly reduce minimum order quantities (MOQ), shorten sampling cycles, and decrease inventory waste. Keqiao suppliers with flexible small-batch, fast-response capabilities will gain clear competitive advantages among global buyers.

Common Opportunity Three:
From "Passive Environmental Protection" to "Active Wellness"

Global consumers are redefining "luxury." Environmental protection has upgraded from "passive non-harm" to "active health empowerment." Fabrics with microcapsule release technology (gradual release of skincare ingredients, vitamins, or fragrances), far-infrared therapy functions, phase-change temperature-control materials, and antibacterial and anti-mite properties are rapidly moving from medical/professional fields into everyday consumption.[67] This "great health" concept is highly sought after in Europe (sustainability + health), Japan (aging-related demand), North America (performance wellness), and the Middle East (premium wellness) markets and has become a cross-border source of premium pricing.



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Conclusion

CHAPTER 5

Conclusion

The rise of Keqiao marks a fundamental leap of China's textile industry from pure scale advantage to a modern, intelligent, and sustainable supply chain ecosystem. It is no longer a low-cost spot market, but a strategic partner for global brands to build resilient supply chains, achieve rapid innovation, and ensure ESG compliance.

Through its highly vertically integrated industrial chain, world-class environmental protection and technological innovation capabilities, and small-batch, fast-response flexible supply system, Keqiao provides global buyers with a unique platform to reduce risks, improve efficiency, and create differentiated value in a complex global environment.

Facing the continuous advancement of the EU Green Deal, the Digital Product Passport (DPP), and global consumers' dual demands for sustainability and performance, choosing Keqiao means choosing a long-term strategic partner that can iterate together with brands, share risks, and share growth benefits.

Global procurement decision-makers are recommended to immediately initiate in-depth engagement with Keqiao suppliers and arrange on-site visits. Keqiao is ready to collaborate with leading global brands to jointly write the next chapter of high-quality development in the textile industry.



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