

E-COMMERCE NICHE GUIDE · 2026 EDITION

Made in Pakistan

A detailed guide to Pakistani products and crafts: where they are made, who buys them, and the niches and micro-niches where a new online seller can win.

14 product categories · 234 city products · 160 ranked micro-niches

For e-commerce students

EXECUTIVE SUMMARY

The guide on one page

Pakistan makes world-class products, but most leave the country unbranded, through middlemen. This guide maps 160 micro-niches, 234 city-level products and 49 export services so students can choose a niche they can actually source, afford and sell.

Five findings that should shape every student's choice

1. **Services are the lowest-risk entry.** IT and digital services earned about $4.6bn in FY2025-26, almost half of all services exports. They need no stock, no shipping and no customs duty.
2. **Small-parcel economics changed in 2025–26.** The US ended duty-free entry for parcels under $800 (29 Aug 2025), and the EU added a €3-per-item duty from 1 Jul 2026. Low-priced items shipped one by one from Pakistan now lose most of their margin. Sell higher-value, light products, or ship in bulk to a warehouse abroad.
3. **Win where Pakistan has a unique source or skill.** Sialkot leather, sports and instruments; Gilgit-Baltistan gems and dried fruit; Sindh and Balochistan embroidery; Khewra salt; truck art. Generic textiles compete head-on with China, India and Bangladesh on price.
4. **Regulated niches look attractive but cost more to do properly.** Food, supplements (especially shilajit), cosmetics, electrical lamps, children's products and knives need testing, labelling or licences. This edition subtracts a compliance-risk penalty from their scores.
5. **Customisation and B2B beat one-off retail.** Custom kits, patches, regalia, kilts and made-to-measure leather command higher prices and bring repeat orders, as proven by Pakistani sellers already succeeding on eBay and Etsy.

Top 10 micro-niches after the risk adjustment

#	Micro-niche	Source area	Budget (Rs)	Adj. score
1	**Certified Swat emerald studs**	Swat	150–600k	**23**
2	**Origin-traced Pakistani gemstones**	Hunza / Swat / Shigar	150–600k	**23**
3	**Pakistani-only birthstone jewellery**	Gilgit-Baltistan	150–600k	**23**
4	**Ajrak fabric for quilters & sewists**	Sindh	25–150k	**22**
5	**Balochi silver statement chokers**	Balochistan	150–600k	**22**
6	**Chitrali pakol for trekkers**	Chitral	25–150k	**22**
7	**Chitrali patti waistcoats for men**	Chitral	25–150k	**22**
8	**Embroidered Kashmiri shawl gift boxes**	Azad Kashmir	25–150k	**22**
9	**Framed Balochi embroidery panels**	Balochistan	25–150k	**22**
10	**Gilgiti wool caps**	Gilgit / Hunza	25–150k	**22**

Where to start, by budget

Very low budget (< Rs 25k): services and digital

- **Pakistani truck-art & calligraphy printables** (Anywhere, score 22)
- **Truck-art print-on-demand (cases, skins)** (Anywhere, score 21)
- **Bridal jewellery rental (diaspora)** (Lahore / Karachi, score 19)
- **Crochet & sewing patterns (PDF)** (Anywhere, score 18)
- **Machine embroidery design files** (Anywhere, score 18)
- Any service in the services section, e.g. Amazon assistant, SEO, video editing

Low budget (Rs 25k–150k): made-to-order crafts

- **Ajrak fabric for quilters & sewists** (Sindh, score 22)
- **Chitrali pakol for trekkers** (Chitral, score 22)
- **Chitrali patti waistcoats for men** (Chitral, score 22)
- **Embroidered Kashmiri shawl gift boxes** (Azad Kashmir, score 22)
- **Framed Balochi embroidery panels** (Balochistan, score 22)

Medium budget (Rs 150k–600k): small stock, light products

- **Certified Swat emerald studs** (Swat, score 23)
- **Origin-traced Pakistani gemstones** (Hunza / Swat / Shigar, score 23)
- **Pakistani-only birthstone jewellery** (Gilgit-Baltistan, score 23)
- **Balochi silver statement chokers** (Balochistan, score 22)
- **Hunza ruby-in-marble specimens** (Hunza, score 22)

High budget (> Rs 600k): bulk, FBA and B2B

- **Hunza Sharma rugs** (Hunza, score 20)
- **Small kilim prayer & meditation mats** (Balochistan / KP, score 20)
- **Custom-size hand-knotted rugs** (Lahore / Peshawar, score 19)
- **Truck-art café décor packages (B2B)** (Karachi, score 19)
- **Blue-pottery dinner sets for restaurants** (Multan, score 18)

Budgets are indicative starting amounts for samples, a first small batch and basic marketing (October 2026, Rs 277 ≈ US$1). Adjusted score = the five base ratings (max 25) minus a compliance-risk penalty of 0–3.

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1 · How to use this guide

Pakistan makes an extraordinary range of products, from Karakoram gemstones and Hunza apricots to Sialkot footballs, Multani camel-skin lamps and Balochi embroidery. Most of these products leave the country anonymously, through middlemen or under foreign brands. For an e-commerce seller, that gap between how good the product is and how weak its brand is creates the opportunity.

Each chapter covers one product category and contains:

OVERVIEW & HUBS
What the craft is and the cities or regions where it is made, so you know where to source.

PRODUCT LIST
Specific products with their region of origin and a short note.

SCOPE & OPPORTUNITY
Who buys it, when they buy, and where the market gap is.

NICHES & MICRO-NICHES
Narrow, testable business ideas you can launch with a small budget.

Reading the ratings

Each category gets five indicative ratings from 1 to 5, where **5 is always best for a new seller**. They are a starting point for discussion, not market data. Validate every idea with keyword tools, marketplace searches and test orders before you invest. Regulated categories (food, supplements, cosmetics, lamps, children's items, knives, protective gear) also get a **compliance-risk penalty** of 0–3, giving a risk-adjusted score.

Demand abroad	How strong is international and diaspora buying interest?
Ease of entry (low competition)	5 = few online sellers and an open field; 1 = crowded, price wars
Profit margin	Potential gross margin after product cost and platform fees
Ease of shipping	5 = small, light, unbreakable, few rules; 1 = heavy, fragile or regulated
Story & uniqueness	How unique, handmade or origin-specific is it? Can you tell a story?

SECTION 2

Finding your niche in 5 steps

A good niche sits where three things overlap: a product you can source well, customers who actively want it, and competition you can beat on story, quality, service or focus.

1. **Start with what you can reach**
   List the products you can source reliably: your city's crafts, family connections, a nearby market. Sourcing access is your first advantage. A Sialkot student has leather and sports goods on the doorstep; a Hunza student has apricots, gems and embroidery.

2. **Pick a customer, not just a product**
   Decide who you are selling to: diaspora families, Western décor lovers, chefs, gym owners, collectors. The same Balochi panel can be a dress for one buyer and framed art for another.

3. **Validate demand**
   Search the product on Etsy, Amazon, Google and TikTok. Check keyword volumes with Google Keyword Planner or a similar tool. Look at reviews on competitor listings: complaints about sizing, quality or slow shipping are your opening.

4. **Check the numbers and the rules**
   Work out landed cost: product + packaging + shipping + platform fees + returns + ads. Aim for at least 3x product cost as your selling price for handmade goods. Check the compliance notes in this guide for food, cosmetics, lamps, children's products and knives.

5. **Test small, then scale**
   Order 10 to 30 units, photograph them well, write the artisan story, and test on one channel. Use the scoring worksheet at the end of this guide to compare ideas, then double down on what sells.

STRONG SIGNS

Buyers search for it by name · reviews on competitor products complain about quality or fit · you can source it directly from makers · it is light, durable and giftable · it has a clear origin story.

WARNING SIGNS

Only big brands rank · price is the only differentiator · heavy or fragile with low price · health or safety claims needed to sell it · supply depends on one unreliable source.

Ways to stand out as a Pakistani seller

Origin & story

- Name the valley, city or artisan
- Show the making process on video
- Women-artisan and cooperative stories

Trust

- Lab reports (gems, shilajit, food)
- Honest material specs
- Clear size charts and returns

Customisation

- Names, monograms, custom colours
- Made-to-measure clothing
- B2B private label for small brands

SECTION 3

Reality check: duties, costs & risks

A good niche on paper can still lose money. These are the risks that most often decide whether a Pakistani e-commerce business survives its first year.

UNITED STATES

The $800 duty-free ("de minimis") threshold was suspended for all countries from 29 August 2025, and the suspension was made indefinite in 2026. Every commercial parcel now needs a customs entry and may pay duty. Decide whether you or the buyer pays.

EUROPEAN UNION

From 1 July 2026, parcels under €150 lost their duty exemption. A flat €3 duty per item category applies until the full reform in 2028, and an extra handling fee has been proposed. Import VAT rules are unchanged.

Risk	Impact	What happens	How to manage it
Import duties on small parcels	High	US: no duty-free threshold since 29 Aug 2025; EU: €3 per item since 1 Jul 2026	Price in duties (quote 'duties included'), raise order value, bundle, or ship in bulk to a 3PL/FBA warehouse
High international shipping cost	High	Courier costs from Pakistan often exceed the product cost for low-priced items	Choose light, high-value products; compare consolidators; offer bundles; use regional warehouses
Limited payment gateways	Medium	Global gateways used by Shopify stores are not directly available to Pakistan-based sellers	Sell via marketplaces (Etsy, Amazon, eBay) with Payoneer payouts; take B2B payments through official banking channels
Marketplace account suspension	High	Policy breaches, IP complaints, late shipping or verification problems can close a shop overnight	Read category rules, keep documents ready, ship on time, never copy brands; build your own site and email list as a back-up
Inconsistent handmade quality	Medium	Batch-to-batch variation causes returns and bad reviews	Written specs and approved samples; photograph each batch; keep backup artisans
Compliance & product safety	Medium	Food, supplements, cosmetics, lamps, toys and knives face testing and labelling rules	Start in unregulated niches or budget for lab tests and certifications before launch
Intellectual property	Medium	Brand look-alikes and 'replica' items lead to takedowns	Original designs only; register your own trademark early
Currency & cash cycle	Low–Medium	Rupee has been steady around Rs 277/US$ in 2026, but marketplace payouts can lag weeks	Price in dollars, keep 2–3 months of working capital, re-check pricing quarterly
Returns from abroad	Medium	Return shipping to Pakistan often costs more than the item	Accurate size charts and photos; offer exchanges or partial refunds; build a return allowance into the price

RULE OF THUMB

If a product sells for under about $25 and must be shipped one at a time from Pakistan, it rarely makes money after courier costs, duties and marketplace fees. Either raise the order value (bundles, sets, customisation), ship in bulk to a warehouse abroad, or sell services and digital products instead.

Sources: US Executive Order 14324 and CBP rule (2025–26) as reported by AP, Avalara and TIMEWELL; Council Regulation (EU) 2026/382 as reported by Deloitte, PwC and FedEx; exchange rates from Pakistan Observer and ProPakistani (Oct 2026).

SECTION 4

Unit economics: does the niche make money?

Five worked examples show how the same "good" product can be highly profitable or barely break even, depending on price, channel and shipping model. **All figures are illustrative assumptions** (October 2026, Rs 277 ≈ US$1). Replace them with your own supplier quotes, courier rates, platform fees and current duty rates before deciding.

Peshawari chappal, Etsy, single parcel to the US

Line item	US$
Selling price	**$89.00**
Product (Rs 4,500)	$16.25
Packaging	$1.50
Courier to US (~1.2 kg)	$22.00
Etsy listing, transaction & payment fees (~10% + $0.45)	$9.35
Etsy/Instagram ads	$8.00
Duty & brokerage allowance (15% of price)	$13.35
Returns allowance (5%)	$4.45
Profit per order	**$14.10 (16%)**

Lesson: Thin margin. Shipping and duties eat about 40% of the price. Fix: sell at $99+ with a leather-care kit, or ship pairs in bulk to a US warehouse.

Custom embroidered patches, 500 pcs, direct B2B order

Line item	US$
Selling price	**$450.00**
Patches (500 × $0.45)	$225.00
Digitising	$10.00
Courier (~2 kg)	$35.00
Bank / payment fees (~3%)	$13.50
Lead generation (LinkedIn, samples)	$20.00
Profit per order	**$146.50 (33%)**

Lesson: Healthy margin because the buyer pays import duty and one parcel carries the whole order. Retail single patches on Etsy are much tighter.

Himalayan salt lamp, Amazon FBA, sea freight to the US

Line item	US$
Selling price	**$29.99**
Lamp with certified cord & bulb	$5.00
Packaging	$0.80
Sea freight + clearance per unit	$2.50
US duty allowance	$1.20
Prep / 3PL	$1.00
FBA fulfilment fee (~3–4 lb)	$7.50
Amazon referral fee (15%)	$4.50
Advertising (PPC)	$4.00
Storage & returns	$1.50
Profit per order	**$1.99 (7%)**

Lesson: Commoditised: around $2 profit per lamp. Fix: sell a salt cooking-block BBQ kit at $39.99+, carved shapes, or B2B spa walls.

Machine-embroidery design file, Etsy digital download

Line item	US$
Selling price	**$4.50**
Etsy listing fee	$0.20
Transaction fee (6.5%)	$0.29
Payment processing (~3% + $0.25)	$0.39
Ads	$0.60
Profit per order	**$3.02 (67%)**

Lesson: High margin, no shipping or duties, but low price: needs volume (many designs, bundles) to matter.

Shopify SEO retainer, Upwork client (service)

Line item	US$
Selling price	**$400.00**
Upwork service fee (10%)	$40.00
Payoneer / bank conversion (~2%)	$7.20
SEO tools	$30.00
Profit per order	**$322.80 (81%)**

Lesson: Best margin and no stock. The real cost is your time and building a portfolio.

USE THIS FORMULA FOR EVERY IDEA

Profit per order = Price − (product + packaging + shipping + duties/brokerage + platform & payment fees + ads + returns allowance). Aim for at least 25–30% after all costs for physical products; below about 12% one bad month wipes out the profit.

SECTION 5

Ranked micro-niche directory

160 micro-niches, grouped by the province where the product is sourced and ranked by score inside each province. Each combines a distinctive Pakistani product with a specific buyer and a visible market gap. Scores are **risk-adjusted**: the five ratings explained in Section 1 (maximum 25) minus a compliance-risk penalty of 0–3 for regulated products such as food, supplements, cosmetics, lamps, children's items, knives and protective gear (marked *). The budget column shows an indicative starting amount. Items sourced from more than one province appear under each of them; items that can be made or sold from anywhere (digital products, nationwide foods) are listed under **Nationwide & digital**. Treat these as shortlists to research, not guarantees. A lower score can still be the right niche if it matches your sourcing access.

Punjab (incl. Islamabad): 88 | Sindh: 35 | Khyber Pakhtunkhwa: 28 | Balochistan: 12 | Gilgit-Baltistan: 16 | Azad Jammu & Kashmir: 4 | Nationwide & digital: 5

Punjab (incl. Islamabad) (88 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Truck-art name plates (custom)**	Home décor	Karachi / Rawalpindi	Personalised, viral	25–150k	22
2	**Vintage phulkari wall hangings**	Textile art	Punjab	Collectable textile art	25–150k	22
3	**Bahawalpur gota & hand-painted dupattas**	Clothing	Bahawalpur	Sanatzar artisans	25–150k	21
4	**Bridesmaid kundan sets**	Jewellery	Lahore	Diaspora weddings buy in multiples	150–600k	21
5	**Bullion-wire badges & blazer crests**	Patches	Sialkot	Schools, clubs, regiments	25–150k	21
6	**Kamalia khaddar fabric by the metre**	Textiles	Kamalia	Slow-fashion makers	25–150k	21
7	**Lacquer jewellery boxes & candy jars**	Home décor	Sillanwali / Hala	Giftable, colourful	150–600k	21
8	**Pindi truck-art merchandise**	Décor	Rawalpindi	Most ornate style	25–150k	21
9	**Truck-art kettles & café décor**	Home décor	Karachi / Rawalpindi	Viral visuals; almost no brand abroad	25–150k	21
10	**Bridal khussas with embroidered names**	Footwear	Multan / Lahore	Personalised, wedding peak	25–150k	20
11	**Jalalpur Jattan woollen shawls**	Shawls	Jalalpur Jattan	Export-quality, low brand presence	25–150k	20
12	**Kids' name-embroidered prayer mats**	Religious	Lahore	Personalised; Ramadan peaks	25–150k	20*
13	**Leather cosplay & LARP armour**	Leather	Sialkot / Jhelum	Passionate hobby buyers	150–600k	20
14	**Matching Eid family outfits**	Clothing	Lahore / Karachi	Diaspora buys sets, seasonal peak	25–150k	20
15	**Mini USB camel-skin lamps**	Camel crafts	Multan	Unique, giftable, solves wiring issues	25–150k	20*
16	**Personalised mini cricket bats**	Sports	Sialkot	Gift item	150–600k	20
17	**Sillanwali naqshi lacquer serveware**	Home décor	Sillanwali (Sargodha)	300-year craft; few online sellers	25–150k	20
18	**Blue-pottery tile coasters**	Home décor	Multan / Hala	Light and affordable	25–150k	19
19	**Bone-inlay keepsake boxes**	Camel crafts	Karachi / Lahore	Giftable décor	25–150k	19
20	**Bridal jewellery rental (diaspora)**	Jewellery	Lahore / Karachi	Service model, repeat use	<25k	19

21	**Chakwal handmade khussa & zari khairi**	Footwear	Chakwal	Mochi Bazaar craftsmen	25–150k	**19**
22	**Custom Masonic lodge regalia**	Regalia	Sialkot	Repeat B2B orders	25–150k	**19**
23	**Custom embroidered & PVC patches**	Patches	Lahore / Karachi	Low weight, high margin	25–150k	**19**
24	**Custom-size hand-knotted rugs**	Rugs	Lahore / Peshawar	High ticket, made to order	>600k	**19**
25	**Hypoallergenic jhumkas**	Jewellery	Lahore	Solves allergy complaints	150–600k	**19**
26	**Khes throws for boho bedrooms**	Home textiles	Punjab / Sindh	Handloom story, décor trend	25–150k	**19**
27	**Kids' Eid khussas**	Footwear	Multan / Lahore	Under-served size range	25–150k	**19***
28	**Kilt wedding-hire packages**	Highland wear	Sialkot	Group orders	25–150k	**19**
29	**Leather dog collars & leashes**	Pets	Sialkot / Kasur	Few Pakistani sellers seen	150–600k	**19**
30	**Leather tool rolls for chefs & woodworkers**	Leather	Sialkot	Giftable, light	150–600k	**19**
31	**Made-to-measure leather jackets**	Leather	Lahore / Sialkot	Custom = margin	150–600k	**19**
32	**Padded comfort khussas**	Footwear	Multan	Solves a known pain point	25–150k	**19**
33	**Plus-size leather jackets**	Leather	Sialkot	Fit gap	150–600k	**19**
34	**Revert welcome boxes**	Religious	Lahore	Unique gift concept	25–150k	**19**
35	**Taunsa wooden combs**	Beauty	Taunsa (DG Khan)	Plastic-free hair care	25–150k	**19***
36	**Utility & gothic kilts**	Highland wear	Sialkot	Proven on eBay/Etsy	25–150k	**19**
37	**Attar discovery sets**	Fragrance	Lahore / Karachi	Halal, alcohol-free trend	25–150k	**18***
38	**Blue-pottery dinner sets for restaurants**	Home décor	Multan	B2B Pakistani restaurants	>600k	**18**
39	**Blue-pottery planters**	Home décor	Multan	Houseplant boom	25–150k	**18**
40	**Camel-skin pendant lanterns (B2B)**	Camel crafts	Multan	Restaurants and hotels	>600k	**18***
41	**Chakwal rewri & Khushab dhoda tins**	Food	Chakwal / Khushab	Regional sweets, gift tins	150–600k	**18***
42	**Custom-colour motorcycle race suits**	Leather	Sialkot	High ticket; Sialkot expertise	150–600k	**18***
43	**Custom-name bridles & halters**	Equestrian	Sialkot	Personalised horse gear	25–150k	**18**
44	**Damascus kitchen-knife sets**	Instruments	Wazirabad	Chef and gift market	150–600k	**18***
45	**Engraved wooden rehal for weddings**	Religious	Chiniot	Personalised gift	25–150k	**18**
46	**Gambesons for reenactors**	LARP	Sialkot	Textile + costume skills	25–150k	**18**
47	**Kids' Ramadan countdown calendars**	Religious	Lahore / Karachi	Annual peak	25–150k	**18***
48	**Matchy saddle-pad sets**	Equestrian	Sialkot	Proven demand	25–150k	**18**
49	**Modest wear for diaspora students**	Clothing	Lahore / Faisalabad	Large, under-served audience	25–150k	**18**
50	**Monogrammed corporate leather gifts**	Leather	Sialkot	B2B gifting	150–600k	**18**
51	**Naqashi camel-skin tea-light holders**	Camel crafts	Multan	Small, gift price point	150–600k	**18***
52	**Personalised leather aprons (barbers, BBQ)**	Leather	Sialkot	Trades buy repeatedly	150–600k	**18**

53	**Saidpur village pottery**	Ceramics	Islamabad	Tourist-craft story	25–150k	**18**
54	**Taxila Gandhara stone sculptures**	Décor	Taxila	Heritage art replicas	150–600k	**18**
55	**Vet dental instrument kits**	Instruments	Sialkot	Niche professional buyers	>600k	**18***
56	**Beginner bagpipe kits**	Music	Sialkot	Heritage hobby	>600k	**17**
57	**Bridal mehndi DIY kits**	Beauty	Punjab / Sindh	Wedding market	>600k	**17***
58	**Custom gym-branded boxing gloves**	Sports	Sialkot	Repeat gym orders	150–600k	**17***
59	**Custom-logo academy footballs**	Sports	Sialkot	B2B volume	150–600k	**17**
60	**Islamic alphabet wooden puzzles**	Kids	Chiniot / Lahore	Educational toys	25–150k	**17***
61	**Kids' motocross leather sets**	Leather	Sialkot	Small competition	150–600k	**17***
62	**Knife blanks for hobby makers**	Instruments	Wazirabad	B2B repeat buyers	150–600k	**17***
63	**Lash & brow tweezer kits**	Instruments	Sialkot	Professionals reorder	>600k	**17***
64	**Mehndi-night outfits for bridal parties**	Clothing	Lahore / Karachi	Wedding groups order multiples	25–150k	**17***
65	**Multani sohan halwa gift tins**	Food	Multan	Diaspora nostalgia	150–600k	**17***
66	**Pet-grooming scissor sets**	Instruments	Sialkot	Groomers reorder	150–600k	**17***
67	**RV & boat-bunk sheets**	Home textiles	Faisalabad	Odd sizes = low competition	>600k	**17**
68	**Salt shot glasses gift sets**	Stone & salt	Khewra	Novelty gift, viral	150–600k	**17**
69	**Salt-block BBQ kit with holder**	Stone & salt	Khewra	Better than generic salt lamps	150–600k	**17**
70	**US cricket club kits**	Sports	Sialkot	Growing sport in the US, B2B repeat	>600k	**17**
71	**Vintage café-racer jackets**	Leather	Sialkot	Retro trend	150–600k	**17**
72	**Women's-fit motorcycle jackets**	Leather	Sialkot	Under-served fit	150–600k	**17***
73	**Bhakkar karna hair oil**	Beauty	Bhakkar	Herbal hair-oil trend	150–600k	**16***
74	**Multani mitti clay masks**	Beauty	Punjab	Natural skincare	25–150k	**16***
75	**Organic henna cones for artists**	Wellness	Punjab / Sindh	Consumable, repeat orders	25–150k	**16***
76	**Salt-brick walls for spas (B2B)**	Stone & salt	Khewra	Large orders	>600k	**16**
77	**Sargodha kinnow marmalade**	Food	Sargodha	Value-add on 80% of kinnow	150–600k	**16***
78	**Sidr (beri) honey gift jars**	Food	Karak / Punjab	Premium honey	150–600k	**16***
79	**Women's-fit boxing gloves**	Sports	Sialkot	Under-served segment	150–600k	**16***
80	**Blank hoodies for POD brands**	Textiles	Lahore / Faisalabad	B2B supply	<25k	**15**
81	**Corporate mango-season gift boxes**	Food	Multan	Seasonal B2B	>600k	**15***
82	**Gujranwala steel & copper cookware**	Kitchenware	Gujranwala	Large cluster; copper trend	>600k	**15**
83	**Infused pink salt trios**	Food	Khewra	Gourmet kitchen gift	150–600k	**15***
84	**Kids' BJJ gis**	Sports	Sialkot	Growing sport	150–600k	**15***
85	**Rope-hung salt licks for horses**	Stone & salt	Khewra	Equine buyers reorder	150–600k	**15**
86	**Airbnb host linen bundles**	Home textiles	Faisalabad / Karachi	B2B repeat	>600k	**14**
87	**Gujrat white-ware mugs & tea sets**	Ceramics	Gujrat	Local pottery hub; custom prints	150–600k	**12***

88	**Energy-efficient Pakistani ceiling fans (B2B)**	Appliances	Gujrat / Gujranwala	98% of national fans made here	>600k	**11***

Sindh (35 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Ajrak fabric for quilters & sewists**	Textiles	Sindh	Hobby market, repeat buyers	25–150k	**22**
2	**Sindhi topi + ajrak cultural gift set**	Headwear	Sindh	Cultural day / diaspora gifts	25–150k	**22**
3	**Truck-art name plates (custom)**	Home décor	Karachi / Rawalpindi	Personalised, viral	25–150k	**22**
4	**Embroidered panel cushion covers**	Home textiles	Balochistan / Sindh	Light, giftable décor	25–150k	**21**
5	**Hyderabad glass-inlay jewellery**	Jewellery	Hyderabad	Unique local craft	150–600k	**21**
6	**Lacquer jewellery boxes & candy jars**	Home décor	Sillanwali / Hala	Giftable, colourful	150–600k	**21**
7	**Sindhi mirror-work crop jackets**	Clothing	Sindh	Boho fashion; distinctive craft	25–150k	**21**
8	**Truck-art kettles & café décor**	Home décor	Karachi / Rawalpindi	Viral visuals; almost no brand abroad	25–150k	**21**
9	**Ajrak-print bags & yoga mats**	Textiles	Sindh	Heritage print on modern product	25–150k	**20**
10	**Lacquer wooden toys (tops, rattles)**	Kids	Sindh / D.I. Khan	Heritage toys (test for safety)	25–150k	**20***
11	**Matching Eid family outfits**	Clothing	Lahore / Karachi	Diaspora buys sets, seasonal peak	25–150k	**20**
12	**Seashell calligraphy art**	Décor	Karachi / Hyderabad	Islamic décor niche	25–150k	**20**
13	**Susi-stripe table runners**	Home textiles	Sindh	Light handloom décor	25–150k	**20**
14	**Blue-pottery tile coasters**	Home décor	Multan / Hala	Light and affordable	25–150k	**19**
15	**Bone-inlay keepsake boxes**	Camel crafts	Karachi / Lahore	Giftable décor	25–150k	**19**
16	**Bridal jewellery rental (diaspora)**	Jewellery	Lahore / Karachi	Service model, repeat use	<25k	**19**
17	**Custom embroidered & PVC patches**	Patches	Lahore / Karachi	Low weight, high margin	25–150k	**19**
18	**Hyderabad bangle sets matched to outfits**	Jewellery	Hyderabad	Colour matching service	150–600k	**19**
19	**Khes throws for boho bedrooms**	Home textiles	Punjab / Sindh	Handloom story, décor trend	25–150k	**19**
20	**Ralli quilt wall art & baby quilts**	Home décor	Sindh	Handmade décor, strong story	25–150k	**19***
21	**Truck-art café décor packages (B2B)**	Home décor	Karachi	Desi restaurants abroad	>600k	**19**
22	**Attar discovery sets**	Fragrance	Lahore / Karachi	Halal, alcohol-free trend	25–150k	**18***
23	**Kids' Ramadan countdown calendars**	Religious	Lahore / Karachi	Annual peak	25–150k	**18***
24	**Kunri dandicut chilli flakes**	Food	Umerkot	Origin spice branding	150–600k	**18***
25	**Bridal mehndi DIY kits**	Beauty	Punjab / Sindh	Wedding market	>600k	**17***
26	**Karachi onyx coasters & candle holders**	Stone décor	Karachi (Manghopir)	Workshops ready for custom orders	150–600k	**17**
27	**Mehndi-night outfits for bridal parties**	Clothing	Lahore / Karachi	Wedding groups order multiples	25–150k	**17***

28	**Onyx chess sets, minimalist design**	Stone	Balochistan / Karachi	Luxury gift positioning	150–600k	**17**
29	**Ramadan date gift boxes**	Food	Panjgur / Khairpur	Predictable annual demand	150–600k	**17***
30	**Bleach-safe salon towels**	Home textiles	Karachi	Specific pain point	>600k	**16**
31	**Bone-inlay side tables for hotels**	Furniture	Karachi	High ticket B2B	>600k	**16**
32	**Organic henna cones for artists**	Wellness	Punjab / Sindh	Consumable, repeat orders	25–150k	**16***
33	**Shikarpuri achar for diaspora**	Food	Shikarpur	Exported to UK/US/Gulf	150–600k	**16***
34	**Marble mortar & pestle for cooks**	Stone	Mardan / Karachi	Kitchen creators	150–600k	**15**
35	**Airbnb host linen bundles**	Home textiles	Faisalabad / Karachi	B2B repeat	>600k	**14**

Khyber Pakhtunkhwa (28 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Certified Swat emerald studs**	Jewellery	Swat	Origin + certificate = trust	150–600k	**23**
2	**Origin-traced Pakistani gemstones**	Gemstones	Hunza / Swat / Shigar	Stones usually leave Pakistan unbranded	150–600k	**23**
3	**Chitrali pakol for trekkers**	Headwear	Chitral	Cheap to ship, iconic	25–150k	**22**
4	**Chitrali patti waistcoats for men**	Shawls & wool	Chitral	Heritage menswear	25–150k	**22**
5	**Kalash beaded festival necklaces**	Jewellery	Chitral	Colourful, artisan-credited	150–600k	**22**
6	**Kohistan peridot rings**	Jewellery	Kohistan	Large clean stones, strong origin	150–600k	**22**
7	**Gems for jewellery makers (loose stones)**	Gemstones	Peshawar / Gilgit	B2B repeat buyers	150–600k	**21**
8	**Islampur Swat shawls**	Shawls	Islampur (Swat)	4,000 looms; proven online	25–150k	**21***
9	**Kohat mazri hats & hot pots**	Eco décor	Kohat	Eco kitchen & beach trend	25–150k	**21**
10	**Peshawar wooden spoons & kneading plates**	Kitchenware	Peshawar	Zero-plastic kitchen trend	25–150k	**21**
11	**Upcycled Swati-embroidered denim jackets**	Clothing	Swat	One-of-a-kind slow fashion	25–150k	**21**
12	**Wide-fit Peshawari chappals**	Footwear	Peshawar	Niche fit problem	25–150k	**21**
13	**Lacquer wooden toys (tops, rattles)**	Kids	Sindh / D.I. Khan	Heritage toys (test for safety)	25–150k	**20***
14	**Lapis-and-silver men's rings**	Jewellery	Peshawar	Men's jewellery growth	150–600k	**20**
15	**Meditation & prayer shawls**	Shawls	Swat / Kashmir	Wellness and faith buyers	25–150k	**20**
16	**Small kilim prayer & meditation mats**	Rugs	Balochistan / KP	Light, cross-faith appeal	>600k	**20**
17	**Veg-tan Peshawari chappal + care kit**	Footwear	Peshawar	Heritage menswear positioning	25–150k	**20**
18	**Chilgoza pine nuts for chefs**	Food	Zhob / Waziristan	Premium ingredient	150–600k	**19***
19	**Custom-size hand-knotted rugs**	Rugs	Lahore / Peshawar	High ticket, made to order	>600k	**19**
20	**Dhakki dried dates**	Food	D.I. Khan	Unique boiled-and-dried dates	150–600k	**19***
21	**Dried guchhi morels for chefs**	Food	Swat / Chitral	Very high value per gram	150–600k	**19***
22	**Shinkiari green tea**	Food	Mansehra	Pakistan's own tea garden	150–600k	**19***

23	**Engraved copper water jugs & glasses**	Home décor	Peshawar	Wellness + heritage trend	25–150k	**18**
24	**Rajjar mithai gift boxes**	Food	Charsadda	Already exported; heritage brand	150–600k	**18***
25	**D.I. Khan walnut sohan halwa (sugar-free too)**	Food	D.I. Khan	Diet-friendly twist on a classic	150–600k	**17***
26	**Karak ber honey**	Food	Karak	Signature honey; Gulf demand	150–600k	**17***
27	**Sidr (beri) honey gift jars**	Food	Karak / Punjab	Premium honey	150–600k	**16***
28	**Marble mortar & pestle for cooks**	Stone	Mardan / Karachi	Kitchen creators	150–600k	**15**

Balochistan (12 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Balochi silver statement chokers**	Jewellery	Balochistan	Tribal fashion	150–600k	**22**
2	**Framed Balochi embroidery panels**	Textile art	Balochistan	Rare, high-value wall art; few online sellers	25–150k	**22**
3	**Embroidered panel cushion covers**	Home textiles	Balochistan / Sindh	Light, giftable décor	25–150k	**21**
4	**Mazri palm storage baskets**	Home décor	Balochistan	Eco décor trend	25–150k	**21**
5	**Mazri palm-leaf beach sandals**	Footwear	Balochistan	Eco and vegan angle	25–150k	**21**
6	**Small kilim prayer & meditation mats**	Rugs	Balochistan / KP	Light, cross-faith appeal	>600k	**20**
7	**Balochistan saffron vials**	Food	Pishin	High value, light	150–600k	**19***
8	**Chilgoza pine nuts for chefs**	Food	Zhob / Waziristan	Premium ingredient	150–600k	**19***
9	**Gwadari halwa for Gulf diaspora**	Food	Gwadar	70-year-old shops, Gulf demand	150–600k	**18***
10	**Onyx chess sets, minimalist design**	Stone	Balochistan / Karachi	Luxury gift positioning	150–600k	**17**
11	**Ramadan date gift boxes**	Food	Panjgur / Khairpur	Predictable annual demand	150–600k	**17***
12	**Eid dry-fruit hampers**	Food	Quetta / Gilgit	Gifting peak	150–600k	**16***

Gilgit-Baltistan (16 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Origin-traced Pakistani gemstones**	Gemstones	Hunza / Swat / Shigar	Stones usually leave Pakistan unbranded	150–600k	**23**
2	**Pakistani-only birthstone jewellery**	Jewellery	Gilgit-Baltistan	Unique brand concept	150–600k	**23**
3	**Gilgiti wool caps**	Headwear	Gilgit / Hunza	Iconic, light, cheap to ship	25–150k	**22**
4	**Hand-knitted Gilgiti wool socks**	Shawls & knits	Gilgit-Baltistan	Women-artisan story; winter gifting	25–150k	**22**
5	**Hunza ruby-in-marble specimens**	Gemstones	Hunza	Collectors pay premium	150–600k	**22**
6	**Hunza yak-wool throws**	Shawls & wool	Gilgit-Baltistan	Rare fibre, premium price	25–150k	**22**
7	**Gems for jewellery makers (loose stones)**	Gemstones	Peshawar / Gilgit	B2B repeat buyers	150–600k	**21**
8	**Sea buckthorn face oil**	Wellness	Gilgit-Baltistan	Skincare trend, little Pakistani supply online	150–600k	**21***

9	**Framed Hunza caps as wall art**	Headwear	Gilgit-Baltistan	Textile décor	25–150k	**20**
10	**Hunza Sharma rugs**	Rugs	Hunza	Rare craft, collectors	>600k	**20**
11	**Hunza dried-apricot superfood box**	Food	Gilgit-Baltistan	Healthy snacking + origin story	150–600k	**19***
12	**Lab-tested Hunza shilajit with COA**	Wellness	Gilgit-Baltistan	Booming demand; trust is the winning edge	150–600k	**19***
13	**Apricot kernel oil (bulk for therapists)**	Wellness	Hunza	B2B repeat	150–600k	**17***
14	**Gilgit cherry & Hunza apricot jams**	Food	Gilgit-Baltistan	Fruit value-add	150–600k	**17***
15	**Sea buckthorn tea & juice**	Wellness	Gilgit-Baltistan	Superfood trend	150–600k	**17***
16	**Eid dry-fruit hampers**	Food	Quetta / Gilgit	Gifting peak	150–600k	**16***

Azad Jammu & Kashmir (4 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Embroidered Kashmiri shawl gift boxes**	Shawls	Azad Kashmir	Premium winter gifting	25–150k	**22**
2	**Neelum ruby & garnet jewellery**	Jewellery	Neelum (AJK)	Origin gemstones	150–600k	**22**
3	**Meditation & prayer shawls**	Shawls	Swat / Kashmir	Wellness and faith buyers	25–150k	**20**
4	**Papier-mâché Christmas ornaments**	Seasonal	Azad Kashmir	Q4 peak, light	25–150k	**20**

Nationwide & digital (5 micro-niches)

#	Micro-niche	Category	Source area	Why it's promising	Budget (Rs)	Score
1	**Pakistani truck-art & calligraphy printables**	Digital	Anywhere	Cultural digital art	<25k	**22**
2	**Truck-art print-on-demand (cases, skins)**	Digital / POD	Anywhere	No inventory	<25k	**21**
3	**Crochet & sewing patterns (PDF)**	Digital	Anywhere	No inventory	<25k	**18**
4	**Machine embroidery design files**	Digital	Anywhere	Zero shipping; top PK Etsy shops	<25k	**18**
5	**Achaar subscription boxes**	Food	Nationwide	Recurring revenue	150–600k	**15***

SECTION 6

Proof from eBay, Amazon & Etsy

We searched eBay, Amazon and Etsy (October 2026) for products marked as made in Pakistan or sold by Pakistan-based shops. eBay listings carry a "Country/Region of Manufacture" field and show the seller's city, so they are good evidence of what Pakistani makers already sell abroad. Prices are examples seen in listings, not averages.

Product	Hub	What we found	Prices seen	Angle for a new seller
Damascus knives, axes, knife blanks & leather sheaths	Wazirabad, Gujrat	eBay (US, DE): many listings marked 'Country/Region of Manufacture: Pakistan', incl. bulk lots of blanks	$25–$199 per knife	Honest steel specs, kitchen-knife sets, blanks for hobby knife-makers
Dental, surgical & veterinary instruments	Sialkot	eBay: oral-surgery kits, extraction forceps, vet dental elevator kits shipped from Sialkot	$90–$120 per kit	Niche kits (vet, implant, podiatry) with CE paperwork; B2B to clinics
Scottish kilts, sporrans & Highland wear	Sialkot	eBay & Etsy: 8-yard, utility and hybrid kilts, sporrans; one Sialkot seller grew from 1 person (2014) to 25	$55–$125 per kilt outfit	Clan tartans, gothic/utility kilts, wedding hire packages
Masonic regalia (aprons, collars, cases)	Sialkot	eBay: hand-embroidered aprons, chain collars, regalia cases	$50–$350	Custom lodge orders; matching sets; repeat B2B
Embroidered, PVC & bullion patches	Lahore, Karachi, Sialkot	Etsy & eBay: custom patch shops from Pakistan, incl. one of the top Pakistani Etsy shops	~$120 per 100 custom patches	Biker clubs, schools, scouts, small brands; low weight, high margin
Equestrian: saddle pads, matchy sets, bridles	Sialkot	eBay (UK, US, AU): saddle pads and bridles marked made in Pakistan; one seller with 5,000+ sales	£26–$189	Matching pad + fly veil + boots sets; custom embroidery with horse names
LARP, cosplay & reenactment gear	Sialkot, Jhelum	Etsy: leather armour, pauldrons, cosplay boots/belts made to measure by Pakistani workshops	$100–$400 per piece	Made-to-measure costumes; gambesons; Ren-faire belts and pouches
Custom race suits & leather jackets	Sialkot	Etsy & eBay: personalised racing suits and jackets	High ticket	Team colours, women's fit, kids' sizes
Leather aprons (barber, BBQ, blacksmith)	Sialkot	eBay: cowhide and sheepskin work aprons	$20–$90	Personalised aprons for barbers, baristas, woodworkers
Bath towels & washcloths	Karachi, Faisalabad	Amazon: Utopia Towels (country of origin Pakistan) is a top bath-towel best-seller	Mass market	Saturated: only enter with a narrow angle (salon, gym, hotel B2B)
Hand-knotted & miniature rugs	Lahore, Peshawar, Islamabad	Etsy: hand-knotted wool rugs and vintage miniature rugs listed as made in Pakistan	$36 (mini) to high ticket	Mini rugs as décor, runners, custom sizes
Mineral specimens & gemstones	Shigar, Skardu, Nagar (Gilgit-Baltistan)	Etsy & eBay: topaz, quartz, phenakite, peridot specimens from Pakistani sellers	$30–$360 per specimen	Origin-labelled specimens; gems for jewellery makers
Peshawari chappal & Pathani kurta	Peshawar	Etsy: among best-selling 'made in Pakistan' items	Mid ticket	Heritage menswear sets
Kundan / polki jewellery & Pakistani suits	Lahore, Karachi	Etsy: popular 'Pakistan' searches (bridal jewellery, suits, wedding dresses)	Varies	Bridesmaid sets, Eid outfits, size-inclusive ranges
Beaded handbags & clutches	Karachi, Lahore	Etsy: beaded and mirror-work bags listed as made in Pakistan	~$32	Wedding clutches, festival bags

Digital products (embroidery designs, crochet patterns, SVG, printables)	Anywhere in Pakistan	Etsy: many of the top Pakistan-based shops sell digital downloads	Low price, zero shipping	No inventory or customs; good first business for students

WHAT THIS TELLS STUDENTS

Pakistani sellers already succeed abroad in four groups: Sialkot's leather, embroidery and instrument trades (kilts, regalia, patches, equestrian, cosplay, dental tools); Wazirabad steel; textiles (towels, rugs); and the gem belt of Gilgit-Baltistan. Several of these are niche hobby or community markets (kilts, Freemasons, horse riders, LARPers, knife collectors). Those buyers are passionate, buy repeatedly and pay for custom work.

Easy to make in Pakistan, under-served by Pakistani sellers

These products fit Pakistan's existing skills and supply chains, but in the listings we checked most sellers came from other countries. They are worth researching as gaps.

Product	Where it could be made	Why it fits
Leather dog collars & leashes	Sialkot, Kasur	Sample eBay listings came from India, China and the US. Sialkot's leather skills fit perfectly.
Falconry gloves & archery gear (quivers, arm guards)	Sialkot	Same glove and leather skills as sports and moto gear.
Western holsters, gun belts & knife sheaths	Sialkot, Wazirabad	Pairs naturally with Wazirabad knives.
Leather tool rolls, chef knife rolls & notebook covers	Sialkot, Lahore	Small, light, giftable, easy to personalise.
Canvas tote bags, aprons & work wear	Faisalabad, Karachi	Cheap cotton canvas plus a large garment industry.
Martial-arts gis, gym belts & lifting straps	Sialkot	Existing combat-sports supply chain.
Gardening, welding & BBQ gloves	Sialkot, Karachi	Glove manufacturing is already a Sialkot strength.
Pipe-band uniforms & bagpipe accessories	Sialkot	Sialkot already makes bagpipes and military uniforms.
Modest wear & hijabs	Lahore, Karachi, Faisalabad	Strong textile base; global demand.
Horse rugs, dog coats & pet beds	Sialkot, Faisalabad	Quilting skills from saddle pads and home textiles.
Embroidered Christmas stockings, pennants & flags	Sialkot, Lahore	Hand-embroidery and flag makers already export.
Medical scrubs & salon wear	Faisalabad, Karachi	Textile and uniform industries; B2B repeat orders.

Method: web searches across eBay (US/UK/DE/AU), Etsy and Amazon-related listings in October 2026. Listing availability and prices change daily; verify current competition with your own searches before investing.

07

CATEGORY

Traditional & Embroidered Clothing

Hand-worked garments sold to the diaspora and to global buyers who want something handmade

Pakistan's clothing crafts change from region to region: Sindhi mirror-work, Balochi needle-work, Swati geometric silk, Punjabi phulkari, Multani and Lahori tilla, and Karachi/Lahore bridal couture. Pakistani wear has a large market abroad among the diaspora in the UK, the Gulf, North America and Australia, and there is growing interest from non-South-Asian buyers in embroidered jackets, kaftans and textile art.



Photo: Sindhi traditional women embroidered Gaj tunics · AngelicDevil29 · CC0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●●○○○
Profit margin	●●●●○
Ease of shipping	●●●●●
Story & uniqueness	●●●●●
Opportunity score	**21** / 25
Risk-adjusted score	**21**

Production hubs

Lahore & Karachi	Lawn, formal wear, bridal couture, unstitched suits
Multan & Bahawalpur	Tilla, chunri (tie-dye), Cholistani embroidery
Hyderabad, Tharparkar, Umerkot (Sindh)	Mirror-work (shisha), Sindhi and Thari embroidery, ajrak
Quetta, Turbat, Panjgur (Balochistan)	Balochi doch embroidery on dresses and panels
Swat & Kohistan	Swati geometric silk-thread work, Kohistani dresses
Hunza, Chitral, Kalash Valleys	Hunza embroidery, Kalash dresses and beadwork

Products

Product	Region	Note
Shalwar kameez (men & women)	Nationwide	Lawn, cotton, khaddar, linen; stitched and unstitched
Unstitched 3-piece lawn suits	Lahore, Faisalabad, Karachi	Seasonal collections, a huge diaspora market
Bridal lehenga, sharara, gharara	Lahore, Karachi	High ticket, made to measure
Chikankari & tilla-work suits	Lahore, Multan	Hand embroidery, a premium segment
Balochi doch dress	Balochistan	Front panel (pandol) pocket, dense needlework
Sindhi mirror-work kurta / choli	Sindh, Tharparkar	Shisha work, a strong boho appeal
Phulkari dupatta	Punjab	Darning-stitch silk on khaddar
Swati embroidered shirts & shawls	Swat	Geometric silk thread
Kalash dress (cheo)	Kalash Valleys, Chitral	Black robe with colourful borders
Ajrak (shawl, fabric, kurta)	Sindh (Bhit Shah, Matiari)	Block-printed indigo and madder
Men's waistcoat, sherwani, kurta	Lahore, Karachi, Peshawar	Eid and wedding seasons
Chunri / tie-dye dupattas	Multan, Bahawalpur, Sindh	Bright, festive

SCOPE: WHO BUYS

Diaspora buyers shop all year and spend most around Eid, wedding season (November to February) and Ramadan. Western buyers look for 'boho', 'ethnic embroidered jacket', 'mirror work top' and 'block print fabric'. B2B options include boutique wholesale, costume and theatre suppliers, and interior designers who use embroidered panels.

OPPORTUNITY

The big lawn brands dominate generic suits, so the real gap is in regional, hand-embroidered and story-led pieces, sold either as Western-fit garments or as framed textile art. Sizing and fit guidance is weak across most Pakistani sellers, and that is a ready way to stand out.

CHALLENGES

Sizing returns, colour variation between photos and product, competition from large brands on generic suits, and the time artisans need for heavy handwork.

Niches & micro-niches

Regional embroidery fashion

- Balochi embroidered kaftans for Western women
- Sindhi mirror-work crop jackets
- Swati-embroidered denim jackets (upcycled)
- Kalash-inspired beaded festival wear

Diaspora occasion wear

- Mehndi-night outfits for sisters of the bride
- Matching Eid outfits for families (mother-daughter, father-son)
- Modest Pakistani wear for UK/US university students
- Maternity-friendly shalwar kameez

Textile art & upcycling

- Framed antique Balochi panels
- Vintage phulkari as wall hangings
- Embroidered panel cushion covers
- Ajrak-print yoga mats and bags

Fabric by the metre

- Ajrak fabric for quilters and sewists
- Khaddar fabric for slow-fashion makers
- Hand block-print sampler packs

BEST SALES CHANNELS

Shopify store + Instagram/TikTok; Etsy for embroidered vintage and textile art; Amazon for unstitched suits; Daraz for local sales

COMPLIANCE NOTES

Fibre-content and country-of-origin labels are required in the US (FTC) and UK/EU. Avoid brand-copy 'replica' suits, which can mean IP takedowns.

08

CATEGORY

Shawls & Handwoven Textiles

Wool, pashmina and handloom cloth from the mountains and the Indus plains

Handwoven wool and cotton textiles are among the oldest crafts in Pakistan. In the north there are Chitrali patti, Swati shawls, Gilgiti shu and Baltistan pashmina. On the plains, Sindh and Punjab weave khes, susi and handloom cotton. Shawls are light, high-value and easy to ship, which makes them ideal for e-commerce.



Photo: Embroidered pashmina shawl · AG · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●○
Ease of entry (low competition)	●●●○○
Profit margin	●●●●○
Ease of shipping	●●●●●
Story & uniqueness	●●●●●
Opportunity score	**21** / 25
Risk-adjusted score	**21**

Production hubs

Chitral	Chitrali patti woollen cloth, chogha cloaks
Swat & Mingora	Swati wool shawls, handloom blankets
Gilgit, Hunza, Skardu	Shu cloth, yak-wool items, hand-knits
Azad Kashmir	Pashmina, raffal and sozni-embroidered shawls
Hala, Nasarpur (Sindh)	Susi and handloom cotton, khes
Kamalia, Jhang (Punjab)	Khaddar and khes

Products

Product	Region	Note
Pashmina shawls & stoles	Baltistan, AJK	Plain, kani-style or embroidered
Kashmiri sozni / aari embroidered shawls	Azad Kashmir	Hand needlework, premium gifting
Swati wool shawl	Swat	Warm, affordable, bold borders
Chitrali patti cloth & waistcoats	Chitral	Dense handwoven wool
Chogha (men's wool cloak)	Chitral, Gilgit-Baltistan	Ceremonial and winter wear
Yak-wool shawls, blankets, rugs	Gilgit-Baltistan	Rare fibre, strong story
Hand-knitted socks, gloves, mufflers	Hunza, Gilgit	Made by women's cooperatives
Khes (handloom cotton blanket)	Punjab, Sindh	Check patterns, summer throws
Susi striped handloom fabric	Sindh	Striped cotton/silk weave
Khaddar fabric	Kamalia, Punjab	Hand-spun cotton

SCOPE: WHO BUYS

Winter gifting from October to January drives sales in the Northern Hemisphere. Buyers include gift shoppers, the 'slow fashion' and 'natural fibre' communities, and meditation and prayer shawl buyers. Hotels, spas and interior stores buy throws and khes wholesale.

OPPORTUNITY

'Pashmina' is a crowded and often faked keyword. Fibre-specific, origin-specific products with proof (yak wool from Hunza, Chitrali patti, handloom khes) face little competition and justify premium prices. Cooperative-made, women-artisan stories also convert well.

CHALLENGES

Fake pashmina hurts trust, so certify fibre content honestly. Moths and wool care need clear instructions, and the market is seasonal.

Niches & micro-niches

Origin-specific wool

- Hunza yak-wool throws
- Chitrali patti waistcoats for men
- Hand-knitted Gilgiti wool socks (gift packs)
- Swati shawl as a picnic or travel blanket

Premium gifting

- Embroidered Kashmiri shawl in a gift box with an artisan card
- Wedding-favour stoles
- Mother's Day pashmina bundles

Home textiles from handlooms

- Khes throws for boho bedrooms
- Susi-stripe table runners
- Handloom khaddar tea towels

Spiritual & wellness

- Meditation shawls
- Prayer shawls / ihram-friendly wraps

BEST SALES CHANNELS

Etsy, Shopify, Amazon Handmade, Instagram; B2B wholesale to boutiques and hotels

COMPLIANCE NOTES

Accurate fibre claims (the US Wool Products Labeling Act; 'cashmere/pashmina' claims must be true). Never use shahtoosh, which comes from a protected antelope and is banned under CITES.

09

CATEGORY

Traditional Footwear & Headwear

Peshawari chappal, Multani khussa, Chitrali pakol and Sindhi topi

Pakistan's handmade leather footwear and traditional caps are instantly recognisable cultural products. The Peshawari chappal has become a global men's fashion item, khussas are popular with wedding and festival buyers, and the pakol and Sindhi topi are strong symbols of identity.



Photo: Peshawari chappal · Wikimedia Commons contributor · CC BY 3.0 · Wikimedia Commons

Demand abroad	●●●●○
Ease of entry (low competition)	●●●○○
Profit margin	●●●●○
Ease of shipping	●●●●○
Story & uniqueness	●●●●●
Opportunity score	**20** / 25
Risk-adjusted score	**20**

Production hubs

Peshawar (Jahangirpura, Namak Mandi)	Peshawari chappal, Kaptaan chappal
Multan, Bahawalpur, Lahore	Khussa / jutti, embroidered and tilla-work
Chitral, Gilgit	Pakol / Chitrali cap
Hala, Hyderabad, Thatta	Sindhi topi with mirror-work
Quetta	Balochi chappal, Kandahari caps
Lahore	Karakul / Jinnah cap

Products

Product	Region	Note
Peshawari chappal	Peshawar	Classic, Kaptaan and Norozi styles
Khussa / jutti (women & men)	Multan, Lahore, Bahawalpur	Plain leather, tilla or beaded
Balochi chappal	Quetta	Thick sole, strap design
Mazri (dwarf palm) sandals	Balochistan, Kohat	Eco, a vegan-friendly niche
Pakol / Chitrali cap	Chitral, Gilgit	Rolled-brim wool cap
Sindhi topi	Sindh	Embroidered, mirror-work, with a window cut-out
Karakul (Jinnah) cap	Lahore, Peshawar	Lambskin, formal
Hunza / Balti women's embroidered cap	Gilgit-Baltistan	Pillbox shape, geometric embroidery
Turbans (pagri, lungi)	KP, Balochistan, Punjab	Ceremonial and cultural

SCOPE: WHO BUYS

Men's fashion buyers want Peshawari chappals as 'leather sandals'. Weddings and South Asian festivals drive khussa sales. Hikers and travellers buy pakols as souvenirs. There is also a costume, theatre and film-props market.

OPPORTUNITY

Sizing confidence (accurate size charts, exchanges) is the main gap. Premium vegetable-tanned chappals with resoleable construction can be positioned as 'heritage menswear', while kids' khussas and bridal khussas are under-served.

CHALLENGES

Size returns, leather smell and quality, and counterfeit 'Norozi' copies. Cultural-appropriation sensitivities mean the products should be marketed respectfully and with credit to their makers.

Niches & micro-niches

Heritage menswear

- Veg-tan Peshawari chappals with leather care kit
- Wide-fit chappals for larger feet
- Kaptaan chappal + kurta 'Eid look' bundle

Wedding & festival

- Bridal khussas with custom names embroidered
- Comfortable padded khussas for long wedding days
- Kids' khussas for Eid

Caps & identity wear

- Chitrali pakol for hikers & trekkers
- Sindhi topi + ajrak cultural gift set
- Hunza cap as framed wall art

Eco footwear

- Mazri palm-leaf beach sandals
- Undyed natural-leather khussas

BEST SALES CHANNELS

Shopify + Instagram/TikTok (try-on videos), Etsy, Amazon

COMPLIANCE NOTES

Footwear needs material labelling in the EU and UK (upper/lining/sole). For the EU, leather should be tested for chromium VI under REACH.

10

CATEGORY

Traditional Jewellery & Gemstones

Kundan, jadau, tribal silver, Hyderabad bangles and gems from the Karakoram

Pakistan has two big jewellery assets: traditional styles (kundan, jadau, polki, Balochi and Kalash tribal silver, Hyderabad glass bangles) and a world-class gemstone belt in the north that produces emerald, ruby, spinel, aquamarine, topaz, tourmaline and peridot. Jewellery is small, light and high-margin, which makes it one of the best categories for international e-commerce.



Photo: Kashmiri waash kundan halka bandh (choker) · Khajawalsons · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●●●○○
Profit margin	●●●●●
Ease of shipping	●●●●●
Story & uniqueness	●●●●●
Opportunity score	**23** / 25
Risk-adjusted score	**23**

Production hubs

Hyderabad (Sindh)	Glass and lac bangles, the 'city of bangles'
Lahore (Suha Bazaar), Karachi	Kundan, jadau, polki, bridal sets
Quetta, Turbat	Balochi silver, tawk necklaces
Chitral (Kalash)	Beaded necklaces and headdresses
Peshawar (Namak Mandi gem market)	Rough and cut stones from the north and Afghanistan
Swat (Mingora), Hunza, Shigar, Skardu	Emerald, ruby, spinel, aquamarine, topaz

Products

Product	Region	Note
Kundan & polki bridal sets	Lahore, Karachi	Necklace, jhumkas, tikka, jhoomar
Jadau jewellery	Lahore, Karachi	Stone-set gold or gold-plated
Jhumkas, chandbalis, nath, tikka	Nationwide	Statement pieces
Glass & lac bangles	Hyderabad	Sets by colour and occasion
Balochi silver (tawk, anklets, rings)	Balochistan	Heavy tribal silver
Kalash beaded necklaces & headdress	Chitral	Multi-strand bright beads
Hunza / Kohistani silver	Gilgit-Baltistan, Kohistan	Tribal motifs
Swat emerald jewellery	Swat	A collector's origin
Hunza ruby & spinel	Hunza	Ruby in marble, raw specimens
Aquamarine & topaz	Shigar, Skardu	Rough, cut, or set
Peridot	Kohistan (Supat valley)	Large, high-clarity stones
Lapis, turquoise, agate in silver	Peshawar, Quetta	Bohemian jewellery

SCOPE: WHO BUYS

Diaspora bridal and Eid shoppers, Western boho and tribal-jewellery fans, gem collectors and jewellery designers buying loose stones, and crystal and wellness buyers.

OPPORTUNITY

Selling origin-traced gemstones ('Hunza ruby', 'Shigar aquamarine', 'Swat emerald') direct to designers is a gap, because most of these stones leave Pakistan as anonymous rough. Tribal silver needs to be presented as wearable modern jewellery, and bridal kundan rental or 'bridesmaid sets' are under-served abroad.

CHALLENGES

Trust and authenticity: lab certificates are essential for gems. Silver purity needs to be stamped and tested. Plating quality and tarnish, and skin allergies to nickel.

Niches & micro-niches

Origin gemstones

- Hunza ruby-in-marble specimens for collectors
- Certified Swat emerald studs
- Shigar aquamarine rough for designers
- Birthstone jewellery using only Pakistani stones

Tribal & boho silver

- Balochi silver statement chokers
- Kalash beaded necklaces for festival fashion
- Lapis-and-silver men's rings

Bridal & occasion

- Bridesmaid kundan sets (matching sets of 4-6)
- Mehndi floral-and-gota jewellery
- Bridal jewellery rental for diaspora weddings

Bangles & accessories

- Hyderabad bangle sets matched to outfit colours
- Personalised bangle boxes for Eid gifting
- Hypoallergenic jhumkas for sensitive ears

BEST SALES CHANNELS

Etsy (very strong for gems and tribal silver), Instagram, Shopify; gem shows and B2B for loose stones

COMPLIANCE NOTES

Gem treatment disclosure is required in the US (FTC Jewelry Guides). Silver hallmarking rules apply in the UK, and the EU limits nickel release. Get gem lab reports from GIA, AGL or a recognised local lab.

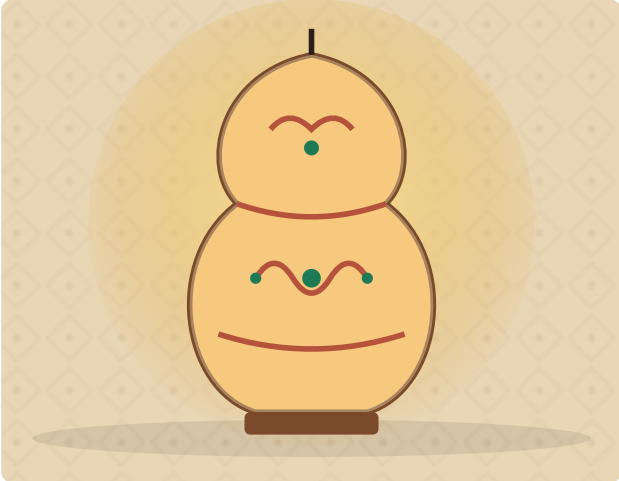
11

CATEGORY

Camel Hide & Camel Bone Crafts

Multan's glowing naqashi lamps and inlaid bone décor

Camel-skin lamps are among South Asia's most distinctive crafts: thin camel hide is stretched over a clay mould, dried, then hand-painted with naqashi floral designs in gold and colours, so the lamp glows warmly when lit. Camel bone is carved and inlaid into boxes, mirror frames, jewellery boxes and furniture, a cruelty-conscious alternative to ivory.



Demand abroad	●●●○○
Ease of entry (low competition)	●●●●●
Profit margin	●●●●○
Ease of shipping	●●●○○
Story & uniqueness	●●●●●
Opportunity score	**20** / 25
Compliance-risk penalty	−1
Risk-adjusted score	**19**

Production hubs

Multan	Camel-skin lamps, vases, naqashi painting
Bahawalpur & Cholistan	Camel-hide items, decorative pieces
Karachi	Camel-bone inlay furniture and boxes
Lahore	Bone-inlay frames and mirrors

Products

Product	Region	Note
Camel-skin table lamps	Multan	Hand-painted naqashi, various sizes
Camel-skin vases, jars, lanterns	Multan	Décor without lighting
Camel-skin wall hangings & bowls	Multan, Bahawalpur	Small, gift-size
Camel-bone inlay jewellery boxes	Karachi, Lahore	Geometric and floral inlay
Bone-inlay mirrors & photo frames	Lahore, Karachi	Mid-ticket décor
Bone-inlay furniture (side tables, chests)	Karachi	High ticket, freight shipping
Camel-leather pouffes & bags	Multan, Bahawalpur	Rustic textures

SCOPE: WHO BUYS

Interior décor shoppers interested in 'Moroccan / Bohemian / global' looks, boutique hotels, restaurants and event decorators, and souvenir and cultural-gift buyers.

OPPORTUNITY

Very few online sellers present Multani camel lamps with good photography and safe, certified electrics. Bone-inlay furniture competes with Indian (Rajasthan) suppliers, but a Pakistani origin story and custom colours stand out.

CHALLENGES

Lamps are fragile and bulky to ship. Electrical components must meet destination standards. Some buyers have animal-product concerns, so explain the materials honestly.

Niches & micro-niches

Lighting

- Mini camel-skin night lamps (USB / battery LED)
- Hanging camel-skin pendant lanterns for restaurants
- Matching lamp pairs for weddings and mehndi décor

Gift décor

- Naqashi-painted camel-skin tea-light holders
- Bone-inlay Quran/keepsake boxes
- Personalised bone-inlay photo frames

Furniture (B2B)

- Bone-inlay side tables for boutique hotels
- Custom-colour inlay chests for interior designers

BEST SALES CHANNELS

Etsy, Instagram, Shopify; B2B to interior designers and hotels

COMPLIANCE NOTES

Lamps sold with wiring need UL/ETL (US), CE/UKCA (EU/UK) parts, or ship the lamp with a certified LED kit. Camel products are not CITES-restricted, but some countries apply animal-product import checks.

12

CATEGORY

Onyx, Marble & Himalayan Salt

Stone from Chagai, Ziarat and Khewra, turned into lamps, décor and kitchenware

Balochistan's onyx (Chagai), white and coloured marble (Ziarat, Khuzdar, KP), and the pink Himalayan salt of the Khewra and Salt Range give Pakistan unique, naturally sourced products. Salt lamps and salt cooking blocks are global best-sellers. Onyx and marble are made into vases, bowls, chess sets, coasters and tables.



Photo: Himalayan salt lamp · Khsalinas · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●●○○○
Profit margin	●●●●○
Ease of shipping	●●○○○
Story & uniqueness	●●●●○
Opportunity score	**17** / 25
Compliance-risk penalty	−1
Risk-adjusted score	**16**

Production hubs

Khewra, Kalabagh (Salt Range, Punjab)	Pink salt mines, salt lamps and blocks
Chagai, Quetta (Balochistan)	Onyx raw blocks
Karachi, Peshawar	Onyx and marble workshops
Ziarat, Khuzdar, Buner, Mardan	Marble varieties

Products

Product	Region	Note
Himalayan salt lamps (natural & carved)	Salt Range	Global best-seller
Salt cooking slabs & serving blocks	Salt Range	For BBQ and gourmet buyers
Salt tea-light holders, bowls, inhalers	Salt Range	Wellness décor
Edible pink salt (fine, coarse, infused)	Salt Range	Food category rules apply
Bath salts & salt scrubs	Salt Range	Cosmetics rules apply
Salt animal licks	Salt Range	For horses and livestock, a B2B niche
Onyx vases, bowls, ashtrays, coasters	Chagai / Karachi	Translucent green and banded
Onyx chess sets & backgammon	Karachi, Peshawar	Popular gift
Onyx lamps & tiles	Karachi	Back-lit translucent
Marble mortar & pestle, trays, tables	Ziarat, Mardan	Kitchen and décor

SCOPE: WHO BUYS

Wellness and home-décor buyers, gourmet cooking and BBQ fans, spa and salt-room builders (B2B), horse owners, gift shops, and interior designers who want stone tiles and back-lit panels.

OPPORTUNITY

Basic salt lamps are commoditised on Amazon, but carved shapes, salt-brick walls for spas, salt cooking kits with holders, and certified wiring create space. Onyx décor with modern minimalist design (instead of dated shapes) is a clear gap.

CHALLENGES

Heavy and freight-intensive, so plan for wholesale or regional warehouses. Salt lamps 'sweat' in humid climates. Avoid unproven health claims (for example 'purifies air', 'releases negative ions').

Niches & micro-niches

Gourmet salt

- Salt cooking block + steel holder BBQ kit
- Salt shot glasses (tequila) gift sets
- Infused pink salt trio for kitchens

Wellness & spa

- Salt-brick walls and salt-room tiles for spas
- Salt massage stones
- Bath-salt subscription boxes

Modern stone décor

- Minimalist onyx candle holders
- Onyx chess sets for luxury gifting
- Marble mortar & pestle for cooking creators

Equine & pet

- Rope-hung salt licks for horses
- Salt licks for goats and livestock farms

BEST SALES CHANNELS

Amazon FBA (pre-shipped stock), Shopify, B2B wholesale; Etsy for carved and onyx items

COMPLIANCE NOTES

Lamp cords and bulbs need UL/CE certification (there have been US recalls of uncertified salt lamps). Edible salt needs food-grade processing, FDA facility registration (US) and labelling. Avoid medical claims.

13

CATEGORY

Home Décor & Handicrafts

Blue pottery, truck art, Ralli quilts, carved wood, lacquer, brass and hand-knotted rugs

This is the widest craft category: Multani blue pottery, Hala tiles, Sindh's Ralli quilts and lacquer (jandi) work, Chiniot and Swat wood carving, Peshawari brass and copper, Kashmiri papier-mâché and walnut wood, truck-art painting, and hand-knotted carpets from Lahore and Peshawar. Each craft can support a whole brand of its own.

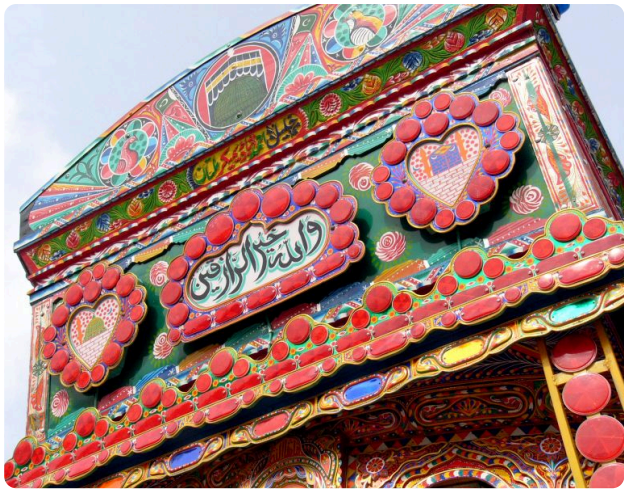


Photo: Pakistani truck art · Murtaza Imran Ali · CC BY 2.0 · Wikimedia Commons

Demand abroad	●●●●○
Ease of entry (low competition)	●●●●○
Profit margin	●●●●○
Ease of shipping	●●●○○
Story & uniqueness	●●●●●
Opportunity score	**20** / 25
Risk-adjusted score	**20**

Production hubs

Multan, Hala	Blue pottery, kashi tiles
Hala, Kandhkot, D.I. Khan	Lacquer (jandi) furniture and toys
Sindh (Tharparkar, Badin, Hyderabad)	Ralli quilts, appliqué
Chiniot, Swat, Sheesham belt	Carved wooden furniture and panels
Peshawar (Qissa Khwani, Kohati)	Brass, copper, engraved ware
Karachi, Rawalpindi	Truck art studios
Lahore, Peshawar, Gujranwala	Hand-knotted rugs, kilims
Muzaffarabad (AJK)	Papier-mâché, walnut carving, namda rugs

Products

Product	Region	Note
Multani blue pottery	Multan, Hala	Plates, vases, tiles, mugs
Truck-art kettles, trunks, signs, chairs	Karachi, Rawalpindi	Pop-culture appeal
Ralli quilts & cushion covers	Sindh	Patchwork appliqué
Lacquer (jandi) furniture, toys, rolling pins	Sindh, D.I. Khan	Colourful striped lacquer
Chiniot carved furniture	Chiniot	Sheesham and rosewood
Swati carved doors, panels, chests	Swat	Wooden architecture salvage
Brass & copper trays, lamps, jugs	Peshawar, Lahore	Engraved and embossed
Hand-knotted rugs (Bokhara, Persian)	Lahore, Peshawar	High ticket
Kilims & flat weaves	Balochistan, KP	Tribal designs
Namda & gabba rugs	Azad Kashmir	Felt with chain-stitch

Papier-mâché boxes and ornaments	Azad Kashmir	Christmas ornaments too
Cane, bamboo, mazri & wheat-straw weaving	Punjab, Sindh, Balochistan	Baskets, trays, mats

SCOPE: WHO BUYS

Western boho and 'global maximalist' décor fans, the diaspora (nostalgic truck art), restaurants and cafés (truck art and blue pottery), wedding and event decorators, rug buyers and interior designers.

OPPORTUNITY

Truck art is visually viral on social media and almost untapped as a product brand abroad. Ralli quilts and blue pottery sell well when styled in modern rooms. Rugs can be sold through 'custom size' and 'design your own rug' services.

CHALLENGES

Fragility (pottery), bulk (furniture and rugs), consistency between handmade batches, and lead times.

Niches & micro-niches

Truck art brand

- Truck-art kettles and enamel mugs
- Custom name plates in truck-art style
- Truck-art phone cases and laptop skins (print-on-demand)
- Truck-art café décor packages (B2B)

Modern pottery

- Blue-pottery planters for houseplant lovers
- Blue-pottery tile coasters
- Blue-pottery dinner sets for Pakistani restaurants

Quilts & textile décor

- Vintage Ralli quilts as wall art
- Ralli baby quilts
- Appliqué cushion covers in modern colours

Rugs

- Custom-size hand-knotted rugs
- Small kilim prayer or meditation mats
- Rug-repair and washing service (local)

Kids & seasonal

- Lacquer wooden toys (spinning tops, rattles)
- Papier-mâché Christmas ornaments
- Ramadan / Eid décor (lanterns, calendars)

BEST SALES CHANNELS

Etsy, Shopify, Instagram/Pinterest, Amazon Handmade; B2B for cafés, hotels and interior designers

COMPLIANCE NOTES

Ceramics used for food must be lead-free and tested (FDA / EU limits). Children's toys need safety testing (CPSIA in the US, EN71 in the EU), and lacquer paints must be lead-free. Wood items may need fumigation certificates (ISPM-15 for packing).

14

CATEGORY

Leather Goods

Sialkot, Lahore and Karachi: one of the world's leading leather-apparel bases

Pakistan is a major exporter of leather apparel, motorcycle gear, gloves and saddlery. Sialkot is especially known for motorcycle leathers, gloves and equestrian goods, and Lahore and Karachi for fashion jackets and bags. Leather is the category where Pakistani manufacturers already compete globally, so new sellers win on branding, niche fit and customisation.



Photo: Black worn leather jacket · W.carter · CC0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●●○○○
Profit margin	●●●●○
Ease of shipping	●●●●○
Story & uniqueness	●●●○○
Opportunity score	**18** / 25
Risk-adjusted score	**18**

Production hubs

Sialkot	Motorcycle suits, jackets, gloves, saddlery
Lahore	Fashion jackets, bags, belts
Karachi (Korangi)	Tanneries, garments, bags
Kasur	Tanneries
Multan	Camel and goat leather items

Products

Product	Region	Note
Motorcycle jackets, suits, gloves	Sialkot	Racing, touring, café racer
Fashion leather jackets (men & women)	Lahore, Sialkot	Biker, bomber, trench
Shearling / aviator jackets	Sialkot, Lahore	Winter premium
Bags: messenger, duffel, laptop, tote	Lahore, Karachi	Full-grain and crazy-horse
Wallets, belts, card holders	Nationwide	Small, giftable
Saddlery, bridles, horse rugs	Sialkot	Equestrian market
Work & welding gloves, aprons	Sialkot, Karachi	B2B industrial
Leather costume & cosplay items	Sialkot	Armour, holsters, corsets
Leather pet accessories	Sialkot, Lahore	Collars, leads, carriers
Leather pouffes & home items	Multan, Karachi	Moroccan-style pouffes

SCOPE: WHO BUYS

Motorcyclists, fashion buyers, equestrian riders, cosplay and costume buyers, corporate gifting (personalised wallets and portfolios), and private-label B2B for brands abroad.

OPPORTUNITY

Made-to-measure jackets, custom motorcycle suits in team colours, and personalised leather gifts are the strongest margins. Sellers who show real stitching, leather grade and armour certification win trust over cheap anonymous listings.

CHALLENGES

Intense competition and price wars, photo-versus-reality complaints, and leather grade honesty. Motorcycle gear sold as protective must be certified.

Niches & micro-niches

Moto gear

- Custom-colour one-piece race suits for track-day riders
- Women's-fit motorcycle jackets
- Vintage café-racer jackets
- Kids' motocross leather sets

Fashion & personalisation

- Made-to-measure leather jackets with online measuring guide
- Monogrammed leather wallets / portfolios for corporate gifts
- Plus-size leather jackets

Equestrian

- Custom-name bridle and halter sets
- Leather riding gloves
- Saddle-care kits

Costume & hobby

- Leather cosplay armour
- Renaissance-fair leather goods
- Leather tool rolls for woodworkers and chefs

BEST SALES CHANNELS

Shopify (custom orders), Etsy (custom and costume), Amazon (standard items), B2B private label via Alibaba and trade shows

COMPLIANCE NOTES

Protective motorcycle clothing in the EU/UK must be certified to EN 17092 (garments) and EN 13594 (gloves). Check chromium VI limits (REACH). In the US, label the leather type honestly (FTC rules).

15

CATEGORY

Sports Goods

Sialkot's footballs, Sialkot and Lahore cricket gear, boxing and martial-arts equipment

Sialkot is famous for hand-stitched footballs and is a global supplier of sports gear. Pakistan also makes cricket bats, balls and protective gear, hockey sticks, boxing gloves, MMA equipment, martial-arts uniforms and team sportswear. Much of it is made for big international brands, so a new seller has an existing quality supply base to start from.



Photo: Sialkot football small industry · MShaAwan · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●○
Ease of entry (low competition)	●●○○○
Profit margin	●●●○○
Ease of shipping	●●●●○
Story & uniqueness	●●●○○
Opportunity score	**16** / 25
Risk-adjusted score	**16**

Production hubs

Sialkot	Footballs, gloves, boxing, MMA, sportswear
Sialkot & Lahore	Cricket bats, balls, pads
Sialkot	Hockey sticks
Lahore, Faisalabad	Team uniforms, sublimated kits

Products

Product	Region	Note
Hand-stitched & thermo-bonded footballs	Sialkot	Match, training, futsal
Cricket bats (English & Kashmir willow)	Sialkot, Lahore	Plus custom grips
Cricket balls, pads, gloves, helmets	Sialkot	Club and school level
Hockey sticks	Sialkot	Wooden and composite
Boxing gloves, pads, bags	Sialkot	Leather and synthetic
MMA gloves, shin guards, rash guards	Sialkot	Combat sports
Martial-arts uniforms (gi), belts	Sialkot	Karate, judo, BJJ
Sublimated team kits & jerseys	Sialkot, Lahore	Custom clubs
Gym & fitness accessories	Sialkot	Weight belts, lifting straps

SCOPE: WHO BUYS

Grassroots clubs, schools and academies, combat-sports gyms, cricket clubs across the UK, Australia, the US and the Gulf, and promotional and corporate merchandise buyers.

OPPORTUNITY

Selling custom team kits and club-branded balls direct to clubs (B2B) is high-volume with repeat orders. Growing US cricket participation is an under-served market for gear, and women-specific boxing and MMA gear is a gap.

CHALLENGES

Price competition and the need for official quality standards (FIFA Quality for match balls), plus the long sampling cycles B2B buyers expect.

Niches & micro-niches

Clubs & teams (B2B)

- Custom-logo footballs for academies
- Full cricket kits for new US/Canada clubs
- Sublimated kits for amateur leagues

Combat sports

- Women's-fit boxing gloves
- Custom gym-branded gloves for boxing/MMA gyms
- BJJ gis for kids

Collectors & gifts

- Personalised mini cricket bats (signed-style gifts)
- Retro leather footballs as décor

BEST SALES CHANNELS

B2B outreach to clubs and gyms, Shopify, Amazon

COMPLIANCE NOTES

FIFA Quality marks need licensing; never copy brand logos. Helmets and protective gear may need safety certification in some markets.

16

CATEGORY

Surgical, Beauty & Precision Instruments

Sialkot steel and Wazirabad cutlery

Sialkot is one of the world's largest makers of surgical, dental and beauty instruments, and Wazirabad is known for cutlery and knives. Sialkot also makes musical instruments, especially bagpipes and drums. These are mainly B2B categories, but beauty tools, knives and bagpipes also sell directly to consumers.

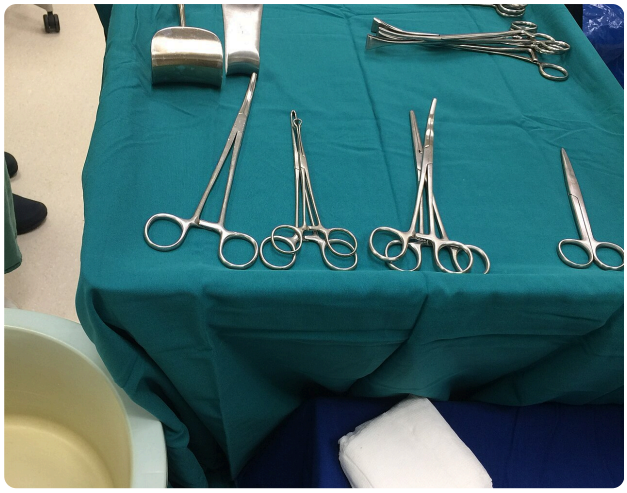


Photo: Surgical instruments arranged in a theatre · Ibrahim Achiri · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●○
Ease of entry (low competition)	●●●○○
Profit margin	●●●●○
Ease of shipping	●●●●●
Story & uniqueness	●●●○○
Opportunity score	**19** / 25
Compliance-risk penalty	−1
Risk-adjusted score	**18**

Production hubs

Sialkot	Surgical, dental, beauty and veterinary instruments
Wazirabad	Cutlery, kitchen and chef knives, Damascus steel
Sialkot	Bagpipes, drums, brass band instruments
Dir (KP)	Hand-made folding knives (Dir chaqu)

Products

Product	Region	Note
Surgical & dental instruments	Sialkot	B2B: hospitals, distributors
Veterinary instruments	Sialkot	B2B: vets, farms
Beauty tools: scissors, tweezers, cuticle nippers	Sialkot	Salons and consumers
Barber scissors & razors	Sialkot	Professional barbers
Pet-grooming scissors and clippers	Sialkot	Groomers
Damascus chef knives & hunting knives	Wazirabad	Collectors and chefs
Kitchen cutlery sets	Wazirabad	Household
Bagpipes, practice chanters	Sialkot	Pipe bands worldwide
Marching drums & band gear	Sialkot	Schools and bands

SCOPE: WHO BUYS

Salons, barbers, pet groomers, nail technicians, chefs and knife collectors, pipe bands and Scottish heritage buyers, and medical distributors (B2B).

OPPORTUNITY

Professional beauty and grooming tools under your own brand (with sharpening services and warranty) earn strong repeat sales. Damascus knives are popular on social media; honest steel specifications are a differentiator.

CHALLENGES

Medical devices are heavily regulated. Knife shipping is restricted in some countries (for example the UK has age-verification rules), and fake 'Damascus' (etched patterns) damages trust.

Niches & micro-niches

Pro beauty & grooming

- Lash & brow tweezer kits for lash artists
- Left-handed barber scissors
- Pet-grooming scissor sets
- Nail-tech nipper kits with sharpening service

Knives

- Damascus chef knives with honest layer counts
- Personalised engraved hunting knives (where legal)
- Knife-making blanks for hobbyists

Music

- Beginner bagpipe kits with online lessons
- Practice chanters for pipe bands

BEST SALES CHANNELS

Amazon, Shopify, B2B distributors; Etsy for knives and personalised tools

COMPLIANCE NOTES

Surgical instruments need FDA registration (US) and CE/MDR (EU) and are mostly for B2B with certified factories. Knife age-verification and shipping rules vary by country.

17

CATEGORY

Home Textiles (Industrial)

Faisalabad and Karachi bed linen, towels, denim and knitwear

Textiles are Pakistan's largest export. Faisalabad, Karachi and Lahore mills produce bed linen, towels, terry products, denim, knitwear and socks for global brands. Students can access this supply base for private label: your own brand of sheets, towels or socks.



Photo: Folded towels · Wikimedia Commons contributor · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●○○○○
Profit margin	●●●○○
Ease of shipping	●●●●○
Story & uniqueness	●●○○○
Opportunity score	**15** / 25
Risk-adjusted score	**15**

Production hubs

Faisalabad	Bed linen, home textiles, yarn
Karachi	Towels, terry, denim, garments
Lahore	Knitwear, denim
Sialkot	Sportswear

Products

Product	Region	Note
Bed sheets, duvet covers, pillow cases	Faisalabad	Percale, sateen, organic cotton
Towels, bathrobes, kitchen towels	Karachi, Faisalabad	Terry, waffle, Turkish-style
Denim jeans & jackets	Karachi, Lahore	Private label
Knitwear, hoodies, T-shirts	Lahore, Faisalabad	Blanks for print-on-demand
Socks & hosiery	Lahore, Karachi	Bamboo, cotton, compression
Hospital & hotel linen	Faisalabad, Karachi	B2B

SCOPE: WHO BUYS

Mass market via Amazon, plus B2B for hotels, hospitals, salons, gyms and Airbnb hosts.

OPPORTUNITY

Don't compete on generic sheets. Target narrow uses, such as cooling sheets for hot sleepers, bamboo-cotton socks for diabetics or runners (comfort claims only), RV and boat-bunk sheets, or salon towels that hide bleach stains.

CHALLENGES

Very high competition, minimum order quantities (MOQs) and the need for Amazon FBA logistics. Organic and sustainability certifications (GOTS, OEKO-TEX) cost money but matter.

Niches & micro-niches

Specific-use bedding

- RV, truck-cab and boat-bunk sheets
- Adjustable-bed split sheets
- Organic crib sheets (GOTS)

Hospitality B2B

- Airbnb host linen bundles
- Bleach-safe salon towels
- Gym towel subscription for fitness studios

Socks & basics

- Seamless socks for sensitive feet
- Modest-wear basics (long sleeve undershirts)
- Blank hoodies for print-on-demand brands

BEST SALES CHANNELS

Amazon FBA, B2B wholesale, Shopify

COMPLIANCE NOTES

Textile labelling (fibre, origin, care), plus OEKO-TEX / GOTS certification if making 'organic' or 'non-toxic' claims.

18

CATEGORY

Food, Fruits & Dry Fruits

Basmati, mangoes, dates, apricots, pine nuts and sweets

Pakistan's agricultural products have strong global brand value: Basmati rice, Chaunsa and Sindhri mangoes, kinnow, Panjgur and Khairpur dates, Gilgit-Baltistan's dried apricots, walnuts and chilgoza pine nuts, and Balochistan's fruits. Regional sweets and pickles serve a strong diaspora market.



Photo: Dried apricots · Fumikas Sagisavas · CC0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●●●○○
Profit margin	●●●○○
Ease of shipping	●●●○○
Story & uniqueness	●●●●○
Opportunity score	**18** / 25
Compliance-risk penalty	−2
Risk-adjusted score	**16**

Production hubs

Punjab (Gujranwala, Sheikhupura)	Basmati rice
Multan, Rahim Yar Khan, Mirpur Khas	Mangoes
Sargodha	Kinnow citrus
Khairpur (Sindh), Panjgur & Turbat (Balochistan)	Dates
Hunza, Skardu, Chitral	Dried apricots, mulberries, walnuts, almonds
Zhob, Sherani, Waziristan	Chilgoza pine nuts
Quetta, Kalat, Pishin	Apples, grapes, pomegranates, melons, saffron
Swat, Dir, Chitral	Guchhi (morel mushrooms)

Products

Product	Region	Note
Basmati rice (Super Kernel, 1121)	Punjab	Mass market
Fresh mangoes (Chaunsa, Sindhri, Anwar Ratol)	Punjab, Sindh	Seasonal air freight
Dates (Aseel, Begum Jangi, Dhakki)	Khairpur, Panjgur, D.I. Khan	Ramadan peak
Dried apricots & apricot kernels	Gilgit-Baltistan	Sun-dried, organic by default
Dried mulberries, figs, cherries	Gilgit-Baltistan	Superfood snacks
Chilgoza (pine nuts)	Zhob, Waziristan	Premium priced
Walnuts & almonds	GB, Chitral, Balochistan	Snacking and baking
Guchhi (morel mushrooms)	Swat, Dir, Chitral	Very high value per kg
Saffron	Pishin, Quetta	An emerging crop
Honey (Sidr/beri, acacia, palosa)	KP, Punjab, Balochistan	Mono-floral honeys

Sohan halwa, chikki, mithai	Multan, Peshawar, Hyderabad	Diaspora gifting
Achaar, murabba, spice mixes	Nationwide	Diaspora pantry
Buckwheat, barley flour	Gilgit-Baltistan	Gluten-free / ancient grain
Olive oil	Zhob, Loralai, Potohar	A new, growing sector

SCOPE: WHO BUYS

The diaspora (gift boxes and pantry staples), healthy-snack and superfood buyers, gourmet chefs (morels, saffron, pine nuts), corporate and Eid/Ramadan gift buyers.

OPPORTUNITY

Premium, traceable, beautifully packaged dry-fruit gift boxes ('From Hunza') are a gap. So are morel and saffron sales to chefs, and Ramadan date boxes. Domestic e-commerce for northern produce delivered to Karachi and Lahore also works well.

CHALLENGES

Food export registration, labelling, aflatoxin and pesticide limits, shelf life, and seasonality. Fresh fruit needs cold-chain air freight.

Niches & micro-niches

Superfood snacks

- Sun-dried Hunza apricots (no sulphur) for health shoppers
- Dried mulberry snack packs
- Apricot-kernel and walnut trail mix

Gourmet & chef supply

- Dried guchhi morels for restaurants
- Chilgoza pine nuts for pesto makers
- Balochistan saffron in small vials

Gifting

- Ramadan date boxes with dua cards
- Eid dry-fruit hampers for diaspora families
- Corporate mango-season gift boxes

Diaspora pantry

- Mother's-recipe achaar subscription
- Multani sohan halwa gift tins
- Regional spice-mix bundles

BEST SALES CHANNELS

Shopify + Instagram; Amazon (after compliance); Daraz and domestic e-commerce; B2B to restaurants and Asian grocers

COMPLIANCE NOTES

US: FDA food facility registration, Prior Notice, and FDA labelling. EU/UK: aflatoxin and pesticide limits, plus a health certificate. Domestically, PSQCA / provincial food authority rules apply. Organic claims need certification.

19

CATEGORY

Natural Wellness & Beauty

Shilajit, sea buckthorn, honey, henna, attar, multani mitti and herbal products

Pakistan's mountains and traditions supply natural products with global demand: shilajit (a resin from the Karakoram and Himalaya), sea buckthorn from Gilgit-Baltistan, mono-floral honeys, henna, multani mitti (fuller's earth), surma, attar perfume oils, and herbal (Unani) remedies. These are among the fastest-growing online categories, but also the most regulated.



Photo: Purified shilajit · Valentin · CC BY-SA 4.0 · Wikimedia Commons

Demand abroad	●●●●●
Ease of entry (low competition)	●●○○○
Profit margin	●●●●●
Ease of shipping	●●●●○
Story & uniqueness	●●●●●
Opportunity score	**21** / 25
Compliance-risk penalty	−2
Risk-adjusted score	**19**

Production hubs

Gilgit-Baltistan, Chitral	Shilajit, sea buckthorn, herbs
Hunza	Apricot kernel oil, walnut oil
Karak, Swat, Punjab	Beri (Sidr) and other honeys
Lahore, Karachi	Attar, henna cones, herbal brands
Multan, D.G. Khan	Multani mitti

Products

Product	Region	Note
Shilajit resin, capsules, drops	Gilgit-Baltistan	Huge global demand
Sea buckthorn oil, juice, tea, skincare	Gilgit-Baltistan	Omega-7 rich
Apricot kernel oil, walnut oil	Hunza	Cosmetic and culinary
Sidr (beri), acacia, palosa honey	KP, Punjab	Premium honeys
Henna powder & mehndi cones	Punjab, Sindh	Body art and hair dye
Multani mitti face masks	Punjab	Clay skincare
Attar (alcohol-free perfume oils)	Lahore, Karachi	Halal fragrance
Surma / kohl	Nationwide	Strict testing needed (lead)
Herbal teas & Unani blends	Nationwide	Wellness
Rose water & essential oils	Punjab	Skincare

SCOPE: WHO BUYS

Wellness and supplement shoppers, natural-skincare buyers, henna artists, halal-cosmetics buyers in the Gulf, Malaysia and the West, and herbal-tea drinkers.

OPPORTUNITY

Shilajit is booming globally, and lab-tested, purified, traceable shilajit with honest claims is the winning position. Sea buckthorn and apricot kernel oil skincare from Hunza is still nearly untapped. Henna-artist supply kits (cones, aftercare) are a steady micro-niche.

CHALLENGES

Heavy-metal contamination (shilajit, surma), strict supplement and cosmetic rules, no disease or cure claims allowed, and fake products in the market.

Niches & micro-niches

Purified shilajit

- Third-party lab-tested shilajit resin with COA
- Shilajit + honey sticks
- Shilajit sample packs for first-time buyers

Hunza skincare

- Sea buckthorn face oil
- Apricot kernel oil for massage therapists (bulk)
- Walnut-shell exfoliating scrub

Henna & mehndi

- Organic henna cones for henna artists
- Henna aftercare kits
- Bridal mehndi DIY kits

Halal fragrance & beauty

- Attar discovery sets
- Multani mitti clay masks for oily skin
- Rose-water toners

BEST SALES CHANNELS

Shopify + content marketing; Amazon (strict category approvals); TikTok Shop where available; B2B to spas and therapists

COMPLIANCE NOTES

US: supplements fall under DSHEA (FDA rules, no disease claims, cGMP labelling). EU: novel food and cosmetics regulations apply. Test for lead, arsenic and mercury in shilajit and surma. Cosmetics need ingredient (INCI) labels.

20

CATEGORY

Religious & Cultural Items

Prayer mats, tasbeeh, calligraphy, Quran stands and Ramadan décor

Pakistani artisans make Islamic cultural products in wood, stone, textile and metal. These sell to a global Muslim market of nearly two billion people, with predictable peaks around Ramadan, Eid, Hajj and Umrah seasons, and for weddings and births.



Photo: Prayer rug (The Met collection) · The Metropolitan Museum of Art · CC0 · Wikimedia Commons

Demand abroad	●●●●○
Ease of entry (low competition)	●●●○○
Profit margin	●●●●○
Ease of shipping	●●●●○
Story & uniqueness	●●●●○
Opportunity score	**19** / 25
Risk-adjusted score	**19**

Production hubs

Lahore, Karachi	Calligraphy art, wooden rehal, prayer mats
Peshawar, Quetta	Gemstone and onyx tasbeeh
Chiniot	Carved wooden rehal and boxes
Gujranwala, Faisalabad	Machine and hand-knotted prayer rugs

Products

Product	Region	Note
Prayer mats (janamaz)	Lahore, Gujranwala	Padded, travel, hand-knotted
Tasbeeh in wood, onyx, gemstone	Peshawar, Quetta	Gift boxed
Wooden rehal (Quran stand)	Chiniot, Lahore	Carved and inlaid
Hand-painted calligraphy art	Lahore, Karachi	Canvas and wood
Quran covers & gift boxes	Lahore	Velvet, embroidered
Ramadan & Eid décor	Karachi, Lahore	Lanterns, garlands, calendars
Hajj & Umrah travel kits	Karachi	Ihram, pouches, mats

SCOPE: WHO BUYS

Muslims worldwide (gifting, new homes, weddings, new babies, reverts), mosques and Islamic schools (B2B), and Ramadan and Eid seasonal shoppers.

OPPORTUNITY

Personalisation (names on prayer mats, rehals, tasbeeh boxes), kids' Islamic learning décor, and 'new Muslim / revert' welcome boxes are clear gaps. Ramadan calendars and décor for diaspora families sell out each year.

CHALLENGES

Respectful handling and marketing, and strong seasonality, so stock must be ready well before Ramadan.

Niches & micro-niches

Personalised gifts

- Name-embroidered prayer mats for children
- Engraved wooden rehal for weddings
- Bride & groom tasbeeh sets

Kids & learning

- Kids' Ramadan countdown calendars
- Islamic alphabet wooden puzzles
- Children's prayer-mat + cap sets

Seasonal

- Eid décor boxes for diaspora homes
- Hajj/Umrah gift bundles
- Revert welcome boxes

BEST SALES CHANNELS

Shopify, Etsy, Amazon; Instagram; B2B to mosques and Islamic bookstores

COMPLIANCE NOTES

General product safety; children's products need safety testing (CPSIA / EN71).

SECTION 21

Regional spotlights

Products grouped by where they come from. Students living in or connected to a region can use this as a sourcing map.

Gilgit-Baltistan Hunza, Nagar, Gilgit, Skardu, Shigar, Ghizer

Pakistan's high Karakoram region, home of the world's densest cluster of peaks, mineral wealth and apricot orchards. Its products carry a powerful 'pure mountain' story.

Shilajit · Sea buckthorn products · Dried apricots, kernels, apricot oil · Dried mulberries, cherries, figs · Walnuts, almonds, walnut oil · Hunza ruby & spinel · Aquamarine, topaz, tourmaline, garnet · Soapstone cooking pots · Hunza embroidery (caps, bags, cushions) · Shu cloth, chogha cloaks · Yak-wool shawls & rugs · Hand-knitted socks & gloves · Balti carpets · Organic buckwheat & barley · Mountain honey, herbal teas

Micro-niche ideas: Lab-tested shilajit · Hunza apricot superfood box · Shigar aquamarine for designers · Soapstone handi for slow-cooking fans · Hunza embroidered laptop sleeves

Chitral & Kalash Valleys Chitral, Bumburet, Rumbur, Birir

A remote valley known for Chitrali patti wool, the original pakol cap, and the unique culture of the Kalash people.

Chitrali patti cloth · Pakol / Chitrali cap · Chogha and wool waistcoats · Kalash dresses (cheo) · Kalash beaded necklaces & headdresses · Embroidered shawls and bags · Guchhi (morel mushrooms) · Dried fruits & walnuts · Chitrali honey · Wood carving

Micro-niche ideas: Pakol caps for trekkers · Kalash bead jewellery (ethically sourced, artisan credited) · Patti waistcoats for menswear · Chef-grade dried morels

Swat, Dir, Kohistan & Hazara Northern Khyber Pakhtunkhwa

Green valleys famous for emeralds, Swati embroidery, wood carving, honey and handloom wool.

Swati shawls & handloom blankets · Swati embroidery · Carved wooden doors, furniture · Swat emeralds · Swat honey · Guchhi mushrooms · Swat peaches, persimmon (amlok), apples · Dir folding knives · Kohistani embroidered dresses · Kohistani silver & peridot · Hazara shawls & walnut crafts

Micro-niche ideas: Certified Swat emerald studs · Antique Swati carved panels for interiors · Swati embroidered cushion covers · Kohistan peridot rings

Azad Jammu & Kashmir Muzaffarabad, Neelum, Mirpur

Kashmiri craft traditions such as sozni embroidery, papier-mâché, walnut carving and felted rugs.

Kashmiri shawls (pashmina, raffal, sozni) · Papier-mâché boxes & ornaments · Walnut-wood carving · Namda (felted) rugs · Gabba rugs · Chain-stitch cushions & wall hangings · Kashmiri pink tea blends

Micro-niche ideas: Papier-mâché Christmas ornaments · Walnut-wood jewellery boxes · Kashmiri pink tea kits with recipe

Balochistan Quetta, Panjgur, Turbat, Kalat, Zhob, Chagai, Gwadar

Pakistan's largest province, rich in onyx and marble, dates, dry fruits, and some of South Asia's finest needle-work.

Balochi doch / pashk dresses · Embroidered Balochi panels · Balochi pag (turban) & caps · Kandahari (khamak) and Hazargi embroidery · Balochi rugs & kilims · Camel & goat wool bags · Balochi chappal & mazri sandals · Balochi silver (tawk, anklets, nose rings) · Lapis, turquoise, agate jewellery · Mazri palm mats, baskets, fans · Chagai onyx, Ziarat & Khuzdar marble · Panjgur Begum Jangi dates · Quetta dry fruits & pistachio · Chilgoza pine nuts · Kalat grapes, Quetta apples & pomegranates · Saffron, olive oil · Ziarat honey · Dried fish (Gwadar, Pasni, Jiwani)

Micro-niche ideas: Framed Balochi embroidery panels · Balochi embroidered kaftans · Mazri palm storage baskets · Begum Jangi date gift boxes · Minimalist Chagai onyx décor

Sindh Hyderabad, Hala, Bhit Shah, Tharparkar, Thatta, Karachi

The land of ajrak, Ralli quilts, mirror-work, lacquer and bangles, with Karachi as the country's industrial and export hub.

Ajrak · Ralli quilts · Sindhi topi · Mirror-work embroidery · Hala blue pottery & kashi tiles · Lacquer (jandi) wood · Hyderabad bangles · Susi handloom · Khairpur dates · Sindhri mangoes · Karachi leather, towels, denim, truck art

Micro-niche ideas: Ajrak fabric for quilters · Ralli baby quilts · Lacquer wooden toys · Bangle sets matched to outfits

Punjab Lahore, Multan, Sialkot, Faisalabad, Wazirabad, Chiniot, Khewra

Pakistan's manufacturing heartland: Sialkot's sports and surgical goods, Faisalabad textiles, Multan's camel-skin lamps and blue pottery, and Khewra's salt.

Leather jackets & moto gear (Sialkot) · Footballs, cricket, boxing (Sialkot) · Surgical & beauty instruments (Sialkot) · Cutlery & knives (Wazirabad) · Camel-skin lamps & blue pottery (Multan) · Khussa (Multan, Lahore) · Phulkari · Chiniot furniture · Himalayan salt (Khewra) · Basmati, kinnow, mangoes · Bed linen & home textiles (Faisalabad) · Kundan jewellery, bridal wear (Lahore)

Micro-niche ideas: Custom race suits · Lash-artist tweezer kits · Mini camel-skin lamps · Salt-block BBQ kits

Peshawar & Central KP Peshawar, Charsadda, Mardan, Kohat

Historic trading city: the Peshawari chappal, brass and copper, gem markets and Pashtun crafts.

Peshawari chappal · Brass & copper ware · Gem market (Namak Mandi) · Karakul caps · Charsadda khaddar & shawls · Peshawari chikki & sweets · Kilims · Onyx & marble workshops

Micro-niche ideas: Veg-tan chappal + care kit · Engraved copper water jugs · Lapis bead strands for jewellery makers

SECTION 22

City-by-city product directory

234 products mapped to the cities, towns and districts that make them. Sources: Punjab Directorate of Industries district profiles, PSIC craft books, TDAP sector reports, the KP Board of Investment, SMEDA, district government sites, and national news reports (research done October 2026). **Evidence** shows how well documented each entry is: High = official or several sources, Med = one good source, Low = weak or historical.

FOUR EXAMPLES CHECKED

Sillanwali (Sargodha): famous for naqshi lacquer woodturning on sheesham: serveware, candy jars, fruit baskets, jewellery boxes. "Lacquered serveware and décor" is more accurate than "crockery"; check finishes are food-safe. Plain wooden kitchenware (spoons, bowls, kneading plates) is a Peshawar bazaar craft. **Karachi marble:** confirmed. Workshops around Manghopir, Qasba and Banaras turn Chagai onyx into bowls, vases, lamps and coasters. **Ceramics:** Gujrat is the main crockery and pottery hub (about 130 units). Gujranwala also makes ceramics, but is bigger in sanitary ware, steel and copper cookware. **Gujrat electronics:** mainly electric fans and air coolers. Gujrat and Gujranwala make about 98% of Pakistan's fans; other appliances are emerging.

Punjab (95 entries)

City / area	Product	Note	Evidence
Ahmedpur East (Bahawalpur)	Earthenware pottery	Craft	Med
Alipur Syedan (Rawalpindi)	Wheat-straw baskets	Craft	Med
Bahawalnagar	Wooden toys, Quran rehal, painted charpai, khes	GI	Med
Bahawalpur	Chunri tie-dye	Official cluster project	**High**
Bahawalpur	Appliqué, patchwork, falasi rugs	GI / PSIC	Med
Bahawalpur	Gota, mukesh, hand-painted dupattas, beaded bags	Sanatzar Bahawalpur	**High**
Bahawalpur	Khussa & earthen matka pots	Cottage industries	Med
Bhakkar	Karna hair oil & dates	Karna-flower essence oil	Med
Bhera	Wood carving; pheni & patisa sweets	Old town crafts	Med
Bhera (Sargodha)	Pesh-kabz knives with serpentine/horn handles	Traditional blades	Med
Chakwal	Rewri (gurr sweet)	'Pehlwan Revary'	**High**
Chakwal – Mochi Bazaar	Khussa, zari khairi, Kohati chappal	Handmade leather shoes	**High**
Chiniot	Hand-carved furniture	~80% of national carved furniture	**High**
Chiniot	Brass inlay, khussa, paranda	GI crafts	Med
Chiniot	Mutton kunna	Food specialty	**High**
Cholistan	Ralli quilts & khes	Desert village textiles	Med
Daska (Sialkot)	Surgical & sports goods belt; rice polishing	Along Daska–Sialkot road	**High**
Dera Ghazi Khan	Rugs, wooden toys, embroidery, sohan halwa	Traditional crafts	Med
DG Khan	Date-leaf mats, baskets, hand fans	Palm crafts	Med
DG Khan	Sakhi Sarwari chappal; shesha pattri mirror work	GI	Med
Faisalabad	Hosiery (socks, leggings)	~800 units, 70% exported	**High**

Faisalabad	Power-loom cloth & home textiles	90,000+ looms	**High**
Faisalabad	Khes bedsheets	Woven cotton sheets	**High**
Fateh Jang (Attock)	Calico-printed bedsheets & table covers	Craft	Med
Fort Munro (DG Khan)	Goat-hair carpets	Craft	Med
Gojra (Toba Tek Singh)	Barfi	Local sweet	Med
Gujranwala	Steel utensils & cookware	459 units, the district's largest category	**High**
Gujranwala	Sanitary fittings (taps, showers)	218 units	**High**
Gujranwala	Cutlery & knives	196 units; knives are a GI product	**High**
Gujranwala	Fans, coolers, motors, pumps, washing machines	Broad home-appliance base	**High**
Gujranwala	Ceramics, crockery & pottery	76 ceramic + 32 pottery units	**High**
Gujranwala	Melamine utensils & gas appliances	Kitchenware cluster	Med
Gujranwala	Rasgulla & burfi	GI sweets	Med
Gujranwala	Iron safes	Historic specialty	**High**
Gujranwala	Copper, brass & aluminium utensils	Historic utensil town	**High**
Gujranwala	Plastic/PVC goods & farm machinery	Light engineering	Med
Gujrat	Electric fans & air coolers	345 units; GI product; 3/4+ of national fan output	**High**
Gujrat	Pottery & ceramic goods	~130 pottery units; 'major pottery hub'	**High**
Gujrat	Melamine utensils & washing machines	Smaller appliance and kitchenware units	Med
Gujrat	Solid-wood furniture	TDAP: famous for solid wood	**High**
Gujrat (villages)	Parandas, embroidery, reed furniture, hand fans	Domestic crafts	Med
Hafizabad	Basmati rice	'City of Rice'	Med
Jalalpur Jattan (Gujrat)	Woollen & 'Gram' shawls, pashmina, khaddar	100+ units; export-quality shawls	**High**
Jhang	Woollen blankets & durries	GI / PSIC	Med
Kahuta (Rawalpindi)	Namda felt rugs	Craft	Med
Kalabagh (Mianwali)	Handmade footwear; makhandi halwa	Local specialities	Med
Kamalia (Toba Tek Singh)	Khaddar fabric & handmade carpets	Nationally known khaddar	**High**
Kasur	Leather (364 tanneries)	GI 'chamra'	**High**
Kasur	Khes bedsheets, lungi, durrie, moorha, peera	Weaving crafts; khes is GI	**High**
Kasur	Tilla-inlaid shoes	Embroidered footwear	Med
Kasur	Andrassa sweets & turmeric	GI food items	Med
Kasur	Falooda & Kasuri methi	District food specialities	Med
Khanpur (Rahim Yar Khan)	Pairay & khoya sweets	Milk sweets	Med
Khewra (Jhelum)	Himalayan salt lamps	'Salt Village' project	**High**
Khushab	Tilla shoes, khes, salara shawls	GI	Med
Khushab	Dhoda (milk-wheat sweet)	Since about 1912	**High**
Kot Abdul Malik	Metal craft	PSIC artisan village	Med
Lahore	Hand-knotted carpets, embroidery, jewellery	City crafts	**High**
Lahore	Brass inlay, block & screen printing	Crafts	Med

Lahore	Qandeel/fanoos lamps, aftaba, wall plates	GI products	Med
Lahore	Leather footwear & denim	Cluster schemes	**High**
Lahore	Kites & string (Basant)	Revived 2026; regulated, check rules	Med
Lahore	Truck-art trays & décor	Punjab handicrafts portal	Low
Mailsi (Vehari)	Sohan halwa	Sweet	Med
Mian Channu (Khanewal)	Khushi barfi	Sweet	Med
Multan	Blue pottery & kashi tiles	GI	**High**
Multan	Multani khussa, sohan halwa, mangoes	GI	**High**
Multan	Khadi, block printing, tie-dye	PSIC handloom centre	Med
Multan	Camel-bone jewellery, glazed tiles, multani mitti	Crafts and natural products	Med
Multan / Cholistan	Camel-skin lamps	GI	**High**
Multan, Karor Pacca, Shujabad	Embroidery, carpets, camel-bone goods	~4,000 artisans	Med
Narowal	Aromatic rice	Main claim to fame	Med
Okara & Sahiwal	Wood products & furniture	Timber markets	Med
Pattoki (Kasur)	Flowers & plant nurseries	'City of Flowers'	Med
Pind Dadan Khan (Jhelum)	Zari khussa & khes	~300 artisan families	Med
Pindi Gheb (Attock)	Lacquered woodwork & toys	Craft	Med
Quaidabad (Khushab)	Salt lamps	TDAP	Med
Rahim Yar Khan	Gurr (jaggery)	Channi Goth, Khan Bela	Med
Rawalpindi	Furniture (~2,000 units)	Some export-oriented	Med
Sadiqabad	Doodh maisu	Milk sweet	Med
Sargodha	Khes, darri, salara shawls; Bakelite goods	GI products	Med
Sargodha	Kinnow mandarins	~80% of Pakistan's kinnow	**High**
Sargodha district	Lacquer-art furniture & woodware	~207 units (TDAP)	**High**
Shujabad (Multan)	Date-leaf baskets & mats	Palm crafts	Med
Sialkot	Surgical, dental & veterinary instruments	1,000+ units	**High**
Sialkot	Footballs, hockey sticks, cricket bats	459 units; GI products	**High**
Sialkot	Leather garments, gloves, tanneries	380+ garment units	**High**
Sialkot	Bagpipes, drums, brass instruments	Pakistan's only cluster	**High**
Sialkot	Sportswear, locks, agri implements	Smaller clusters	Med
Sillanwali (Sargodha)	Naqshi lacquer woodcraft	Serveware, candy jars, fruit baskets, toys, clocks, surmadani	**High**
Talagang (Chakwal)	Peanuts	Major Potohar crop	Med
Tandlianwala (Faisalabad)	Mahipasand sweet	Local sweet	Med
Taunsa Sharif (DG Khan)	Wooden combs	GI	Med
Taxila (Rawalpindi)	Gandhara stone carving	GI; PSIC artisan village	**High**
Wazirabad	Cutlery, hunting knives, daggers	Official cluster; Damascus knives online	**High**

Sindh (35 entries)

City / area	Product	Note	Evidence

Bhit Shah / Matiari	Ajrak & Sindhri mangoes	Holds a mango & handicraft expo	Med
Chachro (Tharparkar)	Handloom weaving	Around 6,000 handlooms	Med
Dhandh (near Mohenjo Daro)	Appliqué (tuk) work	Women artisan group	Med
Hala	Kashi tiles & blue pottery	Historic glazed-tile centre	**High**
Hala & Khanoth	Jandi (lathe lacquer woodwork)	Cradles, furniture legs, boxes	**High**
Hala, Gambat, Tando M. Khan	Susi & khes handloom	Striped and checked cotton cloth	Med
Hyderabad	Glass-inlay jewellery	Layered glass jewellery, a spin-off of the bangle trade	Med
Hyderabad	Lacquerware, silver work, embroidered saddles	Traditional city crafts	Med
Hyderabad	Bombay Bakery coffee cake	Bakery 100+ years old, a classic gift	**High**
Hyderabad – Churi Para	Glass bangles	Makes almost all of Pakistan's ornamental glass bangles	**High**
Hyderabad – Shahi Bazaar	Haji Rabri	Rabri maker since 1948, a city icon	Med
Kandhkot / Kashmore	Traditional khussa	TDAP	Med
Karachi	Seashell handicrafts	Shell décor and shell calligraphy art	Med
Karachi	Karachi halwa	Cornflour-and-milk confection, a gift sweet	Low
Karachi – Fish Harbour	Seafood & frozen shrimp	Around 90% of national catch, 95% of seafood exports	**High**
Karachi – Korangi	Leather (tannery cluster)	Pakistan's main tanning cluster; garments and bags	Med
Karachi – Manghopir Road	Marble & onyx décor	Vases, bowls, lamps, fountains, candle holders, tables; mostly Chagai onyx finished here	**High**
Khairpur Nathan Shah (Dadu)	Bhujki embroidered purse	Traditional dowry pouch	Med
Kunri (Umerkot)	Dandicut red chillies	Pakistan's largest chilli market	**High**
Larkana / Naudero	Guavas	Called the 'hub of guavas'; exported regionally	**High**
Matiari district	Sindhi topi	District government says it produces the most topis in Sindh	**High**
Matiari, Hala, Bhit Shah, Moro	Ajrak block printing	Production towns	**High**
Mirpurkhas / Sindhri	Sindhri mango	Home of the variety; National Mango Festival	**High**
Mithi & Diplo (Tharparkar)	Pakko & gaj embroidery	Dense Thari embroidery, ghagra, odhani	Med
Nara Valley (Umerkot, Sanghar)	Appliqué ralli quilts	Regional ralli style	Med
Nasarpur	Kashi ceramics, galeecha carpets, lungi	Ceramics and weaving town	Med
Nasarpur (Tando Allahyar)	Double-weave khes	Major khes centre	**High**
Shikarpur	Shikarpuri achar	12+ factories; exported to the UK, US and Gulf	**High**
Shikarpur	Kulfi-falooda, teak woodcarving, brass	Historic sweets and crafts	Med
Sukkur & Khairpur	Aseel dates	80–85% of Sindh's dates; date SEZ in Khairpur	**High**
Sukkur & Khairpur	Date-palm baskets, mats, fans	Palm-leaf crafts	Med
Tharparkar	Wool carpets, khatho wraps, bandhani, puppets	Desert crafts; large wool output	Med
Tharparkar	Sangri, kair, guar (dried desert foods)	Packaged-food potential	Med
Thatta	Stone carving	Heritage craft	Med

Thatta & Sehwan	Khes and khaddar	Handloom cotton; Thatta has tilework heritage	Med

Khyber Pakhtunkhwa (52 entries)

City / area	Product	Note	Evidence
Bajaur	Green & black marble, plums, nephrite	Stone and fruit	Med
Bannu	Gajar halwa & honey	Local sweet; good honey district	Med
Bannu	Khaddi cloth	Handloom	Med
Buner	Marble City (200+ units)	Marble cluster	**High**
Charsadda	Handmade footwear, shawls, caps	Exported to the Gulf	**High**
Charsadda – Matta Mughal Khel	Khaddar handwoven cloth	Named cluster	**High**
Charsadda – Rajjar Bazaar	Rajjar mithai (jaggery sweet)	Since 1930; exported to KSA, USA, Iran	**High**
Chitral	Dried apricot, kitori mulberry, walnut oil	Exported to the Gulf	**High**
Chitral	Shoshp halwa; trout; aquamarine, tourmaline	Food and gems	Med
D.I. Khan	Lacquer work	Lacquered wood furniture and toys	Med
D.I. Khan	Copper & stone jewellery	Expo listing	Med
D.I. Khan – Bazar Kalan	Sohan halwa (~500 shops)	Crisper than Multani style; 20+ varieties	**High**
Dhakki (D.I. Khan)	Dhakki dried dates	Boiled and sun-dried large dates	**High**
Haripur	Cables, ceramics, soap, furniture	Industrial estate	**High**
Haripur	Stonework	TDAP	Med
Hazara Division	Hazara phulkari	Darning-stitch embroidery on white cotton	Med
Islampur (Swat)	Islampur woollen shawls	4,000 looms; already sells online abroad	**High**
Karak	Ber (sidr) & phulai honey	Signature product	**High**
Karak	Rock salt	Mineral for salt products	Med
Katlang (Mardan)	Pink topaz	Gem deposits	**High**
Khanpur (Haripur)	Blood oranges & lychee	Seasonal speciality fruit	**High**
Kohat	Guava (Hangu Road)	Historic 'best guava' district	**High**
Kohat	Mazri palm mats, baskets, hats, hot pots	Main mazri source	**High**
Kohat (and Chakwal/Attock)	Kohati chappal	Named after Kohat; now also made in Punjab	**High**
Kohistan (Soppat)	Peridot	Gem	Med
Kurram / Parachinar	Peanuts, beans, wild olives	Known nationally	Med
Malakand	Malta oranges & olives	Export quality	**High**
Manki (Nowshera)	Malta citrus	District's famous fruit	**High**
Mansehra	Fruit preserves, dairy, soapstone	Agro products	Med
Mardan	Mardani pera (milk sweet)	Popular gift	Med
Mardan	Furniture, mazri products, embroidery	SMEDA clusters	**High**
Mohmand	Ziarat super-white marble	Exported to the Gulf	**High**
North & South Waziristan	Chilgoza pine nuts	80–85% of Pakistan's output	**High**
Nowshera / Risalpur	Marble City	Marble units cluster	**High**
Peshawar	Honey trading hub	Exports to Arab countries	Med
Peshawar	Chapli kebab (spice-mix potential)	City's signature kebab	**High**

Peshawar	Hand-knotted 'Peshawar rugs'	Recognised rug trade name abroad	Med
Peshawar	Copper & brass handmade items	Listed on TDAP trade portal	Med
Peshawar	Matka pottery	Earthen pots, live craft demos	Med
Peshawar	Truck art with wood carving	Regional truck-art style	Med
Peshawar – Ashraf Road	Dry-fruit wholesale	Main route for Afghan dry fruit	**High**
Peshawar – Chitrali Bazaar	Chitrali caps, clothes, jewellery	Bazaar named after the Chitrali people	Med
Peshawar – Mochi Lara	Leather jackets, boots & shoes	Oldest market in Peshawar, wholesale	Med
Peshawar – Namak Mandi	Karahi, qehwa, gem shops	Food street and gem market	**High**
Peshawar – Qissa Khwani, Misgaran	Wooden spoons, kneading plates, bowls	Wooden kitchenware (declining)	Med
Peshawar – Warsak Road	Marble processing (~600 units)	Stone cluster	**High**
Shangla	Mushrooms & medicinal herbs	Forest products	Med
Shinkiari (Mansehra)	Local green & black tea	Pakistan's first tea garden	Med
Swat	Embroidery, blankets, stone art, furniture	KPBOIT handicraft list	**High**
Swat	Apples, trout, walnuts, figs; coloured marble	Food and stone	**High**
Takht Bhai (Mardan)	Agri light engineering, room coolers	200+ SMEs	**High**
Upper Dir	Aquamarine, walnut, apricot, timber	Minor products	Med

Balochistan (26 entries)

City / area	Product	Note	Evidence
Chagai	Onyx bowls, tiles, bangles, fruit trays	Largest onyx reserves; ~60 small units	**High**
Chagai & Nushki	Rugs, namda, stone carving, jewellery	Desert crafts	Med
Dera Bugti / Kohlu	Saddle bags, shoes, Marri beadwork	Tribal crafts	Med
Gwadar	Gwadari halwa	Shops 70+ years old; Gulf diaspora demand	**High**
Jaffarabad	Basmati rice	Most of Balochistan's rice	Med
Kachhi (Dhadar, Bhag)	Pottery	Earthenware	Med
Kalat	Wood carving, leatherwork, attar	Traditional crafts	Med
Kech	Kanchati & shirgi nah (date-sesame sweets)	Canned date products	Med
Kech / Turbat	Begum Jangi dates	Kech and Panjgur supply 40%+ of dates used in Pakistan	**High**
Kharan & Sarawan	Goat-hair weaving, woollens, perfume	Nomadic weaving	Med
Khuzdar	Silver jewellery & mirror work	Tribal jewellery	Med
Killa Saifullah, Zhob, Ziarat	Apples (Tor Kulu, Gaja, etc.)	About a third of Pakistan's apples	Med
Loralai	Copper utensils & jewellery	Metal crafts	Med
Panjgur	Dates (Muzawati and others)	Top producer	**High**
Pishin	Rugs, namda, jewellery, apples	Several crafts plus fruit	Med
Quetta	Sajji (Lehri Sajji House)	Salt-roasted lamb; spice-mix potential	Med
Quetta – Hazara Town	Hand-knotted qaleen carpets	Declining craft, often finished in Lahore	Med
Quetta – Prince Road	Balochi chappal	Tyre-sole leather sandals; Marri, Bugti, Mengal cuts	**High**
Quetta, Kalat, Khuzdar, Panjgur	Fine mirror-work embroidery	Balochi mirror work	Med

Quetta, Kalat, Pishin	Felt namda, daris, khurzeen saddle bags	Wool crafts	Med
Quetta, Mastung, Kalat, Pishin	Grapes & raisins	70–80% of Pakistan's grapes	**High**
Sibi	Sibi Mela crafts	Annual fair for tribal dress and handicrafts	Med
Turbat / Makran	Makrani patti wool cloth	Waistcoat cloth	Med
Zhob & Sibi	Gold-thread embroidery	Zari-style work	Med
Zhob / Shirani	Chilgoza pine nuts	FAO priority product; processing unit at Zhob	**High**
Ziarat	Juniper berries & medicinal herbs	Herbal and wellness niche	Med

Gilgit-Baltistan (14 entries)

City / area	Product	Note	Evidence
Chilas (Diamer)	Diopside, zircon, tourmaline	Gems	Med
GB-wide	Guchhi morels, buckwheat, butter tea, chapshuro	Food specialities	Med
GB-wide	Basket weaving, stone carving, instruments	Lok Virsa documented	Med
Ghizer	Dugli apricot & kernel oil; iraghi bridal embroidery	Rare cultivar and craft	Med
Gilgit (Rahimabad)	Cherries (14 varieties)	First export to China in 2024	**High**
Gilgit / Hunza / Skardu	Gilgiti woollen cap	Roll-up wool cap	**High**
Hunza	Gemstone jewellery (aquamarine, topaz, ruby)	Handmade jewellery	Med
Hunza	Embroidered caps, purses, belts, slippers	Geometric embroidery	**High**
Hunza	Alishah Kakas apricots	Named cultivar for drying	Med
Karimabad (Hunza)	Sharma rugs (yak/goat/sheep wool)	Rare traditional floor rug	**High**
Karimabad (Hunza)	Woodcarving (bowls, spoons, doors)	Workshop tradition	Med
Khaplu (Ghanche)	Balti woodwork & textiles; aquamarine, amethyst	Balti crafts	Med
Nagar	Aquamarine-on-muscovite specimens, topaz, garnet	Collector specimens	**High**
Shigar / Dassu / Braldu	Aquamarine, golden topaz, tourmaline, morganite	Gem cluster	**High**

Azad Kashmir (7 entries)

City / area	Product	Note	Evidence
AJK	Gabba patchwork felt rugs	Official craft list	**High**
AJK	Kangri fire-pot baskets	Official craft list	**High**
AJK	Phiran & Kashmiri needlework	Official craft list	**High**
AJK	Kani & sozni shawls	Government Kashmir Bazar	**High**
AJK craft centres (Muzaffarabad, Mirpur, Neelum…)	Shawl weaving, carpets, chain stitch, loi/pattu	Official craft centres	**High**
Muzaffarabad	Walnut & deodar wood carving	Major market	Med
Neelum (Nangimali)	Ruby, spessartine garnet, tourmaline	Gems	**High**

Islamabad & Rawalpindi (5 entries)

City / area	Product	Note	Evidence
Islamabad – Lok Virsa	National crafts (Lok Mela)	Sourcing hub for every region	**High**
Rawalpindi	Pindi-style truck art	Most ornate style; décor and merchandise	Med
Rawalpindi	Wooden furniture market	Large furniture market	Med
Rawalpindi – Raja Bazaar	Jewellery, wedding clothes, wooden articles, spices	Specialised sub-bazaars	**High**
Saidpur Village (Islamabad)	Pottery & handicrafts	Remodelled craft village	**High**

Not suitable for e-commerce and therefore excluded: firearms (Darra Adam Khel), coal, cement, tobacco and other heavy industry. Check local rules for regulated items such as kites.

SECTION 23

Services you can sell globally

Not every student needs stock. Services need no inventory, no shipping and no customs, and they are already Pakistan's biggest services export.

$4.6 BILLION
IT, telecom & computer services exports in FY2025-26, up about 21%: almost 46% of all services exports (State Bank of Pakistan).

~$959 MILLION
Freelancer export receipts in July 2025 to April 2026, up 49% year on year (SBP / PAFLA).

+43%
Growth in call-centre service exports in the first ten months of FY2025-26.

Below are 49 services across 15 categories, each with a micro-niche idea and the skill level needed to start. **Beginner** = can start in weeks with free courses; **Intermediate** = needs months of practice or a portfolio; **Advanced** = needs a degree, certification or years of experience.

Software & tech

Service	Who buys	Micro-niche idea	Entry level
Web & mobile app development	Startups, SMEs worldwide	Flutter apps for clinics; booking apps for salons	Advanced
Shopify / Magento / WordPress development	Online store owners	Shopify speed optimisation; Magento upgrades	Intermediate
QA & software testing	Software companies	Mobile app test automation	Intermediate
Cloud, DevOps & cybersecurity	SaaS firms, agencies	AWS cost reduction; website security audits	Advanced
Data engineering & dashboards	E-commerce, finance	Power BI dashboards for Amazon sellers	Intermediate

AI services (fastest growing)

Service	Who buys	Micro-niche idea	Entry level
AI automation & chatbots/agents	SMEs, agencies	n8n/Make workflows for real-estate agents	Intermediate
Data labelling & AI training data	AI companies	Urdu/Punjabi speech and text datasets	Beginner
Custom GPTs & prompt engineering	Coaches, consultants	AI customer-support bots for Shopify stores	Intermediate

Digital marketing

Service	Who buys	Micro-niche idea	Entry level
SEO (local, e-commerce, technical)	Local businesses, stores	Local SEO for US dentists	Intermediate
Google, Meta & TikTok ads	E-commerce brands	Meta ads for modest-fashion brands	Intermediate
Social media management	SMEs, creators	Short-video management for restaurants	Beginner
Email marketing	DTC brands	Klaviyo flows for Shopify stores	Intermediate

E-commerce services

Service	Who buys	Micro-niche idea	Entry level
Amazon assistant (PPC, listings, FBA)	Amazon sellers	Amazon PPC for home & kitchen brands	Intermediate
Store management (Shopify, Walmart, eBay, Etsy)	Store owners	Etsy shop management for handmade sellers	Beginner
Product research & listing copy	New sellers	A+ content and listing images	Beginner

3D product renders & photo editing	Brands, sellers	3D renders for furniture sellers	Intermediate

Sourcing & trade services

Service	Who buys	Micro-niche idea	Entry level
Sourcing agent	Brands buying from Pakistan	Leather and sportswear sourcing in Sialkot	Intermediate
Quality inspection & sample development	Importers	Pre-shipment inspection for apparel	Intermediate
Tech packs, pattern making, embroidery digitising	Fashion brands, patch makers	Tech packs for streetwear startups	Intermediate

Creative & design

Service	Who buys	Micro-niche idea	Entry level
Graphic design & branding	Startups, SMEs	Halal food brand packaging	Beginner
UI/UX design	Apps, SaaS	Dashboard UI for SaaS	Intermediate
Video editing & animation	YouTubers, brands	YouTube Shorts editing for podcasters	Beginner
Architectural & interior visualisation	Architects, developers	3D renders for US home builders	Advanced
Truck-art & calligraphy commissions	Diaspora, restaurants	Custom truck-art wall murals and logos	Intermediate

Writing, language & voice

Service	Who buys	Micro-niche idea	Entry level
Content & copywriting	Brands, agencies	SEO blogs for e-commerce stores	Beginner
Translation (Urdu, Punjabi, Sindhi, Pashto, Arabic, Persian)	NGOs, courts, apps	App localisation into Urdu	Intermediate
Transcription, subtitles & voice-over	Media, researchers	Urdu/Punjabi subtitling for films	Beginner

Outsourced business work (BPO)

Service	Who buys	Micro-niche idea	Entry level
Virtual assistants	Founders, real estate, insurance	Real-estate VA for US agents	Beginner
Call centre & customer support	SaaS, e-commerce	Live chat support for Shopify stores	Beginner
Lead generation & appointment setting	B2B companies	LinkedIn lead generation for agencies	Beginner
US truck dispatching	US owner-operators	Dispatch for small trucking fleets	Beginner

Finance & professional

Service	Who buys	Micro-niche idea	Entry level
Bookkeeping & accounting (QuickBooks, Xero)	Small businesses	Bookkeeping for Amazon sellers	Intermediate
Tax-preparation support (US, UK, Canada)	Accounting firms	Seasonal tax-prep support	Advanced
Recruitment & HR support	Companies	Tech recruitment sourcing	Intermediate
Islamic finance & Shariah advisory	Fintechs, funds	Shariah screening for halal investment apps	Advanced

Healthcare support

Service	Who buys	Micro-niche idea	Entry level
Medical billing & coding (RCM)	US clinics	Billing for physiotherapy clinics	Intermediate

Virtual medical scribes & transcription	Doctors	Remote scribes for urgent-care clinics	Intermediate

Engineering & technical design

Service	Who buys	Micro-niche idea	Entry level
CAD, MEP & structural drafting, BIM	Engineering firms	Revit/BIM modelling for contractors	Advanced
GIS mapping, PCB & mechanical design	Utilities, hardware startups	PCB design for IoT startups	Advanced

Education & tutoring

Service	Who buys	Micro-niche idea	Entry level
Online Quran, Arabic & Urdu teaching	Diaspora families	Quran classes for UK children	Beginner
Maths, science, coding tutoring; IELTS/PTE	Students worldwide	Coding classes for kids	Intermediate
Online course creation	Learners	Courses on Amazon FBA or Canva	Intermediate

Research & analysis

Service	Who buys	Micro-niche idea	Entry level
Market research & competitor analysis	Startups, investors	Amazon niche research reports	Intermediate
Excel automation & data analysis	SMEs	Excel/Sheets automation for retailers	Intermediate

Travel & tourism

Service	Who buys	Micro-niche idea	Entry level
Northern Pakistan tours & trekking	Foreign tourists	K2 base-camp and Hunza tours	Intermediate
Cultural, religious & halal travel planning	Diaspora, Muslim travellers	Sufi shrine heritage tours	Beginner

Services for overseas Pakistanis

Service	Who buys	Micro-niche idea	Entry level
Wedding & event planning in Pakistan	Diaspora families	Destination mehndi packages	Intermediate
Property management & rent collection	Overseas owners	Monthly property care reports	Intermediate
Gifting & courier within Pakistan	Diaspora	Eid gift delivery to family	Beginner

How to start a service business

Platforms

- Fiverr: packaged gigs, best for beginners
- Upwork: proposals and long-term contracts
- Toptal, Contra, Arc: vetted, higher-paid tech work
- LinkedIn and direct outreach for B2B clients

Getting paid

- Payoneer is the standard payout for marketplaces
- Transfer to a Pakistani bank, SadaPay or NayaPay
- Keep receipts in official banking channels
- Register with PSEB for freelancer/IT-export benefits

Positioning

- Pick one service and one industry ("SEO for dentists")
- Build 3 portfolio samples before pitching
- Offer fixed-price packages, not hourly rates

Rules to respect

- Healthcare work needs HIPAA-aware processes
- EU clients need GDPR-safe data handling
- Medical, legal and accounting advice need licences in the client's country; offer support work under a licensed firm

Sources: State Bank of Pakistan balance-of-payments data as reported by Express Tribune, Business Recorder and Aaj News (July–August 2026); Pakistan Freelancers Association via Nukta; Pakistan Economic Survey 2025-26.

SECTION 24

Who you compete with

Buyers abroad compare your listing with sellers from other countries, not just other Pakistani sellers. Know your main rival countries and the advantage you can claim.

Category	Main rival countries	How a Pakistani seller can win
Traditional & embroidered clothing	India, Bangladesh	Regional embroidery authenticity (Balochi, Sindhi, Swati); diaspora fit and sizing
Shawls & handwoven textiles	India (Kashmir), Nepal, China	Origin proof (yak wool from Hunza, Chitrali patti, Islampur); honest fibre labels
Footwear & headwear	India (juttis, kolhapuris), Morocco (babouches)	The Peshawari chappal and pakol are uniquely Pakistani; quality veg-tan leather
Jewellery & gemstones	India (Jaipur), Thailand (cutting), Afghanistan (rough via Peshawar)	Origin-traced Pakistani stones with lab reports; tribal silver styles
Camel hide & bone crafts	India (Rajasthan bone inlay)	Multani naqashi camel-skin lamps have almost no foreign equivalent
Onyx, marble & salt	Mexico, Iran, Turkey (onyx); resellers in China/US (salt)	Pakistan owns the Khewra salt source and Chagai onyx; modern designs
Home décor & handicrafts	India, Morocco, Turkey	Truck art, Multani blue pottery and Ralli quilts are distinctively Pakistani
Leather goods	China, India, Bangladesh, Turkey	Sialkot reputation, customisation, made-to-measure, team colours
Sports goods	China, India	Hand-stitched quality, custom club kits, combat-sports expertise
Surgical & precision instruments	Germany (premium), China, India	German-pattern quality at lower prices; niche kits (vet, grooming)
Home textiles	China, India, Turkey, Bangladesh	Only niche sizes and B2B angles; avoid generic sheets
Food & dry fruits	India (rice, mango), Iran (dates, saffron, pistachio), Turkey (apricots)	Named origins (Hunza apricots, Begum Jangi dates, Chaunsa mangoes, chilgoza)
Natural wellness & beauty	India, Nepal, Central Asia (shilajit), China (sea buckthorn)	Gilgit-Baltistan origin plus third-party lab tests
Religious & cultural items	Turkey, China, India	Personalisation and diaspora-specific gifting

POSITIONING TEST

Finish this sentence before you launch: "Unlike sellers from ___, my ___ is ___ because ___." If the only answer is "cheaper", choose a different niche or angle.

SECTION 25

Seasonality calendar (2027)

Most Pakistani product niches are seasonal. Stock must arrive in the destination country 4–8 weeks before the peak, and production in Pakistan takes 2–6 weeks, so plan about three months ahead.

Month	Events & demand drivers	Niches to push
January	Winter shawls & knitwear (last weeks), wedding season, Valentine's prep	Shawls, jewellery, bridal wear
February	Ramadan begins ~8 Feb 2027*, Valentine's Day	Dates, prayer items, Ramadan décor, jewellery
March	Eid al-Fitr ~9–10 Mar 2027*, UK Mothering Sunday 7 Mar	Eid clothing, khussas, bangles, mithai gift boxes
April	Spring; lawn season in Pakistan; Easter	Lawn suits, home décor
May	Eid al-Adha ~16–17 May 2027*, US Mother's Day 9 May, mango season starts	Eid outfits, gifts, fresh mangoes
June	Father's Day 20 Jun, mango exports peak, Hajj travel	Leather gifts, knives, mangoes
July	Summer sales; mango and cherry season	Fruit boxes, light textiles
August	Pakistan Independence Day 14 Aug (diaspora), back to school	Cultural décor, sports kits, gis
September	Autumn; Q4 stock planning; Ren-faire season	LARP/cosplay gear, kilts
October	Halloween; winter range launch; wedding season starts	Costumes, shawls, leather jackets
November	Black Friday 26 Nov & Cyber Monday 29 Nov 2027; weddings	Gifts, jackets, jewellery, bridal
December	Christmas, winter peak, year-end corporate gifting	Ornaments, shawls, onyx, leather gifts

* Islamic dates are approximate and depend on moon sighting. Western dates are for the US/UK. Check the latest dates each year.

SECTION 26

Sales channels

Match the channel to the product. Most successful sellers start on one channel, prove the product, then add a second.

Channel	Best for	Notes
Shopify / own website	Brands, custom orders, high-story products	Full control and best margins, but you must drive your own traffic (Instagram, TikTok, Google, email)
Amazon	Standardised products: salt, leather basics, sports, textiles, instruments	Pakistan was added to Amazon's approved seller list in May 2021. Strong demand, but FBA logistics, fees and strict category approvals
Etsy	Handmade, vintage, textile art, jewellery, gems, custom leather	The ideal audience for crafts. Pakistani sellers typically receive payouts via Payoneer; check Etsy's current seller eligibility for Pakistan before starting
Amazon Handmade	Artisan goods	Application-based; less competition than main Amazon
Instagram, TikTok, Pinterest	Visual crafts: truck art, embroidery, jewellery, lamps	Video of the making process builds trust and goes viral
Daraz & local social commerce	Domestic sales (e.g. northern dry fruits to Karachi/Lahore)	Low risk way to test products and build reviews locally
B2B: Alibaba, trade shows, direct outreach	Leather, sports, textiles, salt, instruments, décor for hotels/cafés	Larger orders and repeat business, but needs samples, MOQs and patience

Payments & logistics basics

GETTING PAID

Common options for Pakistani sellers include Payoneer, marketplace payouts to local bank accounts, and payment gateways supported by Pakistani banks for your own store. Keep export proceeds coming through official banking channels. That keeps your records clean for tax and lets you use the export facilities banks offer.

SHIPPING

For small parcels, compare international couriers (DHL, FedEx, UPS, TCS/Leopards international services) and Pakistan Post. For heavier items such as salt, onyx, furniture and rugs, consider shipping in bulk to a warehouse abroad (for example Amazon FBA or a third-party logistics company) and fulfilling locally.

PACKAGING

Double-box fragile items (pottery, onyx, camel lamps). Use moisture barriers for salt and food. Include an artisan story card, which helps repeat buying and reviews.

PRICING FORMULA

Selling price ≥ (product + packaging + shipping + platform fees + payment fees + ad cost per sale + return allowance) + your profit. Recalculate whenever the exchange rate or courier rates change.

SECTION 27

Compliance checklist

Rules depend on the product and the destination country, and they change. Use this as a checklist of questions to research, not as legal advice. When in doubt, ask the platform, a customs broker or the relevant authority.

Product type	What to check
Food (dry fruits, dates, honey, salt, spices)	US: FDA facility registration, Prior Notice and labelling. EU/UK: aflatoxin and pesticide limits, health certificates. Organic claims need certification.
Supplements (shilajit, herbal products)	No disease or cure claims. Test for heavy metals (lead, arsenic, mercury). US supplements follow FDA (DSHEA) rules; the EU may treat some items as novel foods.
Cosmetics (oils, henna, multani mitti, surma)	Ingredient (INCI) labels and safety assessment (EU/UK). Kohl/surma must be tested for lead; some countries restrict it.
Electrical items (salt lamps, camel lamps)	Use UL/ETL (US) or CE/UKCA (EU/UK) certified cords, bulbs and switches, or LED/USB kits.
Children's products (toys, kids' clothes)	US CPSIA testing, EU EN71 toy safety, lead-free paints and lacquers, small-parts warnings.
Textiles & footwear	Fibre content, country of origin and care labels. Footwear material labelling (EU). Chromium VI limits in leather (EU REACH).
Protective gear (motorcycle, sports)	EU/UK: EN 17092 (motorcycle garments), EN 13594 (gloves), plus CE marking for protective claims.
Jewellery & gems	Disclose gem treatments; obtain lab reports. Respect nickel limits (EU) and silver hallmarking rules (UK).
Knives & sharp tools	Age-verification and shipping restrictions in some countries (e.g. UK); some knife types are banned in certain countries.
Wildlife & protected materials	Never trade shahtoosh, ivory, markhor parts, protected corals, turtle shell or similar CITES-listed materials.
Intellectual property	No copied brand designs, logos or 'replica' items, which lead to account bans. Register your own trademark early.
Pakistani export side	Register with FBR for tax and keep export proceeds in official banking channels. TDAP (Trade Development Authority of Pakistan) offers exporter support and trade-fair programs. Check if your product needs phytosanitary or other certificates.

SECTION 28

From idea to first sale

A simple 12-week plan for students launching their first Made-in-Pakistan store.

Weeks 1–2: Research

- Shortlist 5 micro-niches from this guide
- Search Etsy, Amazon, Google and TikTok for each
- Read 50+ competitor reviews and note the complaints
- Score each idea on the worksheet

Weeks 3–4: Source

- Visit or call 3+ makers per product
- Order samples and check quality, size and consistency
- Agree on price, lead time and packaging
- Check compliance needs

Weeks 5–6: Build

- Professional photos and a making-of video
- Write the product and artisan story
- Set up one channel (Etsy, Shopify or Amazon)
- Calculate final pricing

Weeks 7–12: Launch & learn

- List 10–20 products
- Post content daily on one social platform
- Run small ad tests
- Collect reviews, then improve and expand the best sellers

Content ideas that sell Pakistani products

MAKING-OF VIDEOS

A camel-skin lamp being painted, a Peshawari chappal stitched, apricots drying on Hunza rooftops.

MEET THE MAKER

Short artisan profiles with names, villages and photos (with consent).

STYLING CONTENT

Balochi panels framed in a modern living room; ajrak worn with denim; blue pottery holding houseplants.

Common beginner mistakes

Mistake	Better approach
Selling everything Pakistani in one store	Pick one niche and one customer; expand later
Competing on price with big sellers	Compete on story, quality, customisation and service
Poor or stolen product photos	Shoot your own on a clean background, plus lifestyle shots
Ignoring shipping weight	Calculate shipping before choosing a product; prefer light items at first
Making health claims	Describe origin, ingredients and use, never cures
Not paying artisans fairly	Fair pay builds supply loyalty and a story buyers trust

SECTION 29

Niche scoring worksheet

Print this page. Write down up to 10 micro-niche ideas and score each from 1 to 5 on the five factors (5 is always best for you). Ideas scoring **20 or more** deserve sample orders; **15–19** need a sharper angle; **below 15**, move on.

Micro-niche idea	Demand abroad (1–5)	Ease of entry (low competition) (1–5)	Profit margin (1–5)	Ease of shipping (1–5)	Story & uniqueness (1–5)	Total

Questions to answer before you commit

Customer

- Who exactly is the buyer, and where do they shop online?
- What words do they type to search for this?
- What do they dislike about current options?

Supply

- Can I get consistent quality at 10x today's volume?
- What is the lead time in peak season?
- Do I have a backup supplier?

Money

- What is my landed cost per unit?
- Is selling price at least 3x product cost?
- How many sales a month do I need to break even?

Risk

- Any certifications or restricted claims?
- Fragile, heavy or seasonal?
- Could a big brand copy this easily?

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