# 巴基斯坦家用电器行业

## 投资推介手册

### 1. 为何选择巴基斯坦

随着中国通过利用和部署新一代优质生产力提升经济水平，包括家用电器制造商在内的中国传统产业正在寻求兼顾成本效益、政策确定性和长期市场深度。巴基斯坦在这一转折点上脱颖而出，成为一个可行的合作伙伴。

巴基斯坦依托全天候战略合作伙伴关系和中巴经济走廊（CPEC），为高增长的消费市场和跨区域出口平台提供了产业价值链。凭借不断增长的国内需求、具有竞争力的生产经济效益以及政府对产业本地化的明确承诺，巴基斯坦既是理想的制造基地，也是重要的增长伙伴。

人口规模、地理优势和政策契合，使得当前巴基斯坦市场对中国企业而言具有独特的吸引力。

### 2. 巴基斯坦投资亮点

巴基斯坦的家用电器行业具有强劲的投资吸引力，这主要得益于五大核心因素。

首先，巴基斯坦国内市场快速扩张，这得益于城市化、电气化和不断壮大的中产阶级。

其次，巴基斯坦拥有极具竞争力的制造业，这得益于有利的劳动力经济、本地化的原材料供应以及具有竞争力的公用事业收费，尤其是在经济特区内。

第三，巴基斯坦的地理位置优越，并通过与中国的自由贸易协定、未来与海湾合作委员会成员国的自由贸易协定以及与欧盟的普惠制+待遇，享有进入区域和全球市场的优惠待遇。

第四，政府的大力支持体现在对进口产品的关税保护、本地化财政激励以及为外国投资者提供的快速通道便利机制。

第五，中巴经济走廊带来的互联互通使巴基斯坦成为连接中国与中东、非洲和中亚的生产和出口走廊。

### 3. 市场概览与机遇

巴基斯坦的家用电器市场目前规模约为 11.8 亿美元，预计将稳步增长。冰箱、空调、洗衣机和小家电的需求均有所增长，反映出家庭普及率的提高和购买力的增强。

人口基本面提供了持久的需求动力。巴基斯坦拥有 2.5127 亿人口，中位年龄为 20.8 岁，城镇化率为 2.7%，这既造就了庞大的消费群体，也提供了与家电制造业相匹配的稳定劳动力。

电气化程度的提高、消费金融的普及以及电子商务平台的快速发展进一步推动了需求增长，这些因素正在规范和扩大全国范围内的家电分销。

**4. 本地制造优势对比进口**

巴基斯坦目前依赖进口来满足其大部分家电需求。过去三年，巴基斯坦主要家用电器类别的进口额在2022、2023 和 2024 财年分别为 5.6056 亿美元、3.5673 亿美元和 4.9425 亿美元，详情见附件一。这种进口依赖性凸显了本地组装和制造的巨大机遇。

与整机进口（CBU）相比，本地生产具有诸多优势，包括更低的土地成本、更少的运费风险、更短的交货周期以及更高的营运资金效率。政府政策明确鼓励本地化，对整机进口产品征收更高的关税，并对原材料和半散件组装（SKD）套件给予优惠待遇，从而为本地制造创造了明确的经济激励。

**5. 出口潜力与市场准入**

巴基斯坦的地理位置使制造商能够从单一生产基地服务多个地区。通过中巴经济走廊，巴基斯坦实现了中国西部与国际市场的直接连接。

根据巴基斯坦-中国自由贸易协定、欧盟普惠制+待遇以及与东盟和海湾合作委员会国家的安排，巴基斯坦制造的家电可以以优惠或零关税进入主要市场。

中东、中亚和非洲等地区的家电需求持续增长，增长率分别为 8%、20%和 4%，进一步巩固了巴基斯坦作为区域出口中心的地位。

**6. 竞争优势：成本与资源**

巴基斯坦拥有关键家电原材料的国内产能，包括塑料、钣金、线束和包装，这些产品均符合国际质量和安全标准。

工业公用事业收费在区域内保持竞争力，经济特区还提供额外的优惠政策。非熟练工人、半熟练工人和熟练工人的劳动力成本仍然较低，而巴基斯坦不断增长的工程师和技术毕业生群体也为日益复杂的制造业提供了支持。

政府主导的将技术和职业培训项目与行业需求相衔接的努力，以及巴基斯坦企业与中国企业合作，在其合资企业中利用和部署技术、职业教育与培训（TVET）资源的意愿，进一步加强了巴基斯坦长期技术工人的供应。

**7. 产业生态系统和物流**

旁遮普省的拉合尔和古杰兰瓦拉周边地区已形成成熟的家电制造集群，可提供供应商网络、熟练劳动力和配套服务。

巴基斯坦的物流基础设施包括卡拉奇和瓜达尔的深水港、不断扩展的内陆港网络以及综合的公路和铁路连接，从而实现了高效的原材料进口和出口。

**8. 政府便利和经济特区框架**

巴基斯坦通过中巴经济走廊（CPEC）下的经济特区（SEZ）为外国投资者提供结构化的便利环境。优先区域，例如拉合尔附近的拉赫纳工业园（RIP）、白沙瓦附近的拉沙凯经济特区、费萨拉巴德附近的阿

拉马·伊克巴尔工业城和 M3 工业城，以及卡拉奇附近的达比吉、科兰吉河和宾卡西姆等，提供税收优惠、工厂和机械设备免税进口、公用事业补贴和一站式服务。

投资者受益于简化的审批流程，通过联邦和省级单一窗口机制获得批准，监管审批的时间表明确，以及包括争议解决和售后服务在内的投资后支持。

**9. 融资生态系统和投资模式**

投资者可从当地银行和发展金融机构获得长期项目融资，中国工商银行、中国银行和丝路基金等中国金融机构也参与其中。

投资结构可以采用合资企业、全资子公司或建设-运营-移交（BOT）模式，并可利用经济特区和国有工业用地储备中的土地资源。

**10. 成功案例**

Hair Pakistan 和 Dawlance 等合资企业和中国投资项目表明了巴基斯坦家电制造业的可扩展性和可持续性。这些企业经历了多个投资阶段，提高了本地化率，取得了市场领先地位，并拓展了出口业务。

除了家电之外，中国企业在电信和能源等领域的成功案例进一步凸显了投资者对巴基斯坦市场的长期信心。

**11. 投资路径**

在巴基斯坦开展业务遵循清晰的路径，从公司注册和土地分配到建设、审批和商业化生产。

巴基斯坦-中国家用电器 B2B 投资会议为中巴投资者提供了一个专属平台，使他们能够了解最新的项目信息，在会议前后直接交流，并进行实地考察。

鼓励投资者与巴基斯坦驻北京大使馆和巴基斯坦驻华总领事馆联系，以获取更多信息。

# 附件一

## 巴基斯坦家用电器行业概览

参考资料：巴基斯坦-中国 B2B 家用电器投资会议 - 2026

### 一、市场概况和机遇

**a.巴基斯坦家用电器市场规模及增长**

| 指标 | 价值 |
|---|---|
| 市场总规模（美元） | 11.8 亿 |
| 五年复合年增长率 | ~ 12 % |
| 家庭渗透率 | • 电风扇：约 90-95%<br>• 冰箱：约 60-65%<br>• 洗衣机：约 50-55%<br>• 空调：约 30-35%<br>• 饮水机：约 35-45%<br>• 冷冻柜：约 20-25%<br>• 微波炉：约 25-30%<br>• 电视（LED/LCD）：约 70-75%<br>• 小型厨房电器：约 45-55%<br>• 吸尘器/清洁电器：约 10-15% |

**b.按类别划分的市场细分**

| 序号 | 类别 | 市场规模（百万美元） | 复合年增长率 (%) |
|---|---|---|---|
| 1 | 饮水机 | 331 | 9–12 |
| 2 | 冰箱 | 225 | 8–11 |
| 3 | 冷冻柜 | 178 | 9–12 |
| 4 | 微波炉 | 166 | 9–12 |
| 5 | 空调 | 95 | 8–12 |
| 6 | 洗衣机 | 36 | 9–13 |
| 7 | 电视机（LED/LCD） | 24 | 6–9 |
| 8 | 小型厨房电器（例如：搅拌机、烤面包机、食品加工机等） | 71 | 10–14 |
| 9 | 家居护理 / 真空吸尘及清洁电器 | 24 | 9–13 |
| 10 | 其他小型家电（电熨斗、个人/家用小型电器等） | 36 | 8–12 |

**c. 人口结构利好因素**

| 指标 | 指标 |
|---|---|
| 人口 | 2.5127 亿 |
| 中位年龄 | 20.8 岁 |
| 城市化率 | 2.7 % |
| 中产阶级规模 | *约占总人口的 35%（扩大后的中产阶级估计）* |
| 家庭平均可支配收入 | 每月 82,179 巴基斯坦卢比（2024-2025 年） |

**d. 需求驱动因素**

| 驱动因素 | 现状 |
|---|---|
| 电气化率 | 95.6 % |
| 消费金融渗透率 | 8-12 % |
| 电子商务增长率 | 25-30 % |

## II. 本地生产与进口

**e.家用电器进口清单**

| 年份 | 进口额（百万美元） | 进口量 |
|---|---|---|
| 2022 年 | 560.56 | • 1145 万台<br>• 5 吨零部件 |
| 2023 年 | 356.73 | • 1334 万台<br>• 9 吨零部件 |
| 2024 年 | 494.25 | • 4600 万台<br>• 5 吨零部件 |

此外，巴基斯坦家用电器行业 2024 财年进口清单的详细项目如下所示。

| 序号 | 海关编码 | 产品描述 | 巴基斯坦进口额（2024 年）（百万美元） |
|---|---|---|---|
| 1 | 8414.30 | 制冷设备压缩机 | 206.57 |
| 2 | 8414.51 | 带输出功率 ≤ 125 瓦独立电机的台扇、落地扇、壁扇、窗扇、吊扇或屋顶扇 | 1.89 |
| 3 | 8415 | 包括电机驱动风扇和温度调节元件的空调机…… | 106.04 |
| 4 | 8416 | 用于液体燃料、粉状固体燃料或燃气的炉膛燃烧器；机械式加煤机，…… | 4.99 |
| 5 | 8418 | 冰箱、冷柜及其他制冷或冷冻设备，电动或其他；加热…… | 62.96 |
| 6 | 8450 | 洗衣机 | 13.39 |
| 7 | 8501.10 | 输出功率小于等于 37.5 瓦的电机 | 15.97 |

| | | | |
|---|---|---|---|
| 8 | 8508.11 | 带独立式电动机的吸尘器，包括干式吸尘器和湿式吸尘器，… | 0.66 |
| 9 | 8509 | 带独立式电动机的机电式家用电器；其零件（不包括……） | 5.88 |
| 10 | 8510.10 | 电动剃须刀 | 1.85 |
| 11 | 8510.20 | 带内置电机的理发器 | 0.56 |
| 12 | 8510.30 | 带内置电机的脱毛器 | 0.50 |
| 13 | 8510.90 | 带内置电机的电动剃须刀、理发器和脱毛器的零件…… | 0.51 |
| 14 | 8516.10 | 电热水器（即热式或储水式）和浸入式加热器 | 0.80 |
| 15 | 8516.31 | 电吹风 | 1.11 |
| 16 | 8516.40 | 电熨斗 | 1.32 |
| 17 | 8516.50 | 微波炉 | 0.34 |
| 18 | 8516.60 | 家用电烤箱、电炉、电热板、电烤炉和电烤箱 | 5.55 |
| 19 | 8516.71 | 家用电热咖啡机或茶壶 | 0.32 |
| 20 | 8516.72 | 家用电烤面包机 | 0.47 |
| 21 | 8516.79 | 家用电热器具（不包括理发器具和干手器……） | 1.95 |
| 22 | 8528 | 显示器和投影仪，不包含电视接收装置； | 21.43 |
| 23 | 8534 | 印刷电路板 | 17.85 |
| 24 | 8544.42 | 电压≤1.000V 的绝缘电导体，带连接器，其他未列明 | 21.37 |
| | | **总计** | **494.25** |

**f. 成本比较（本地化与整车进口）**

| 成本构成 | 本地制造 | 整机进口 |
|---|---|---|
| 运费 | 低至中等（巴基斯坦境内卡车运输）。由于靠近消费市场和产业集群（拉合尔-古吉兰瓦拉-卡拉奇），通常具有成本优势。 | 高（国际海运+内陆运输）。取决于原产地（中国/韩国/泰国）和港口处理（卡拉奇）。 |
| 关税 | 根据零部件和 CKD/SKD 分类，税率为 0-20%。零部件通常享受较低的关税，以鼓励本地化生产。 | 成品实际关税负担较高。典型适用税率：<br>• 压缩机：0%<br>• 冰箱：20%<br>• 空调：20% |

| | | |
|---|---|---|
| | | • 显示器/投影仪：0% |
| 交货周期 | 7-30 天（本地采购+组装）。补货更快，生产计划更灵活。 | 45-60 天（运输、清关、内陆配送）。供应链风险较高。 |
| 营运资金占用 | 低-中：库存周期较短，生产与国内需求保持一致。营运资金占用约 1-2 个月。 | 高：资金被占用于运输、港口清关和大宗库存。营运资金占用约 3-4 个月。 |
| 总成本指数 | 100（基准）由于关税差异和物流成本节省，本地化通常会随着时间的推移将到岸成本降低 15-25%。 | 115-130 CBU 进口由于运费、关税、外汇风险和较长的现金周期，仍然更昂贵。 |

**g. 政府政策方向**

| 政策工具 | 说明 |
|---|---|
| 监管措施 | 在近期的关税政策改革中，巴基斯坦政府利用监管税（RD）作为保护和激励国内制造业的工具，包括家用电器等行业。根据法定监管税框架，家用电器和类似的机电产品进口需缴纳约 10%的监管税，以抑制成品进口并支持本地组装/生产能力。这些关税是更广泛的关税合理化战略的一部分，该战略中，联邦税务局（FBR）审查并调整投入品和最终产品的监管税率，以平衡进口控制与国内产业增长；与此同时，政府已宣布计划在中期内合理化关税，同时保留监管税项，以维持对本地产业的保护和财政收入。 |
| 附加关税 | 巴基斯坦政府近期的贸易政策大幅调整了附加关税（ACD），以支持产业竞争力并降低进口投入成本，特别是家用电器等制造业的投入成本。作为 2025-2030 年国家关税政策的一部分，联邦税务局（FBR）取消了低税率档次（0%、5%、10%）进口商品的附加关税，并降低了许多中间产品和资本货物的附加关税和监管税（RD），从而降低了本地制造业所需原材料和机械设备的实际关税壁垒。这些改革旨在简化关税结构，增强关税的可预测性，降低进口替代产业的生产成本，并鼓励出口导向型增长，同时通过对成品征收适度的关税，为本地生产商提供一定的保护。 |
| 进口替代激励措施 | 巴基斯坦政府一直在逐步鼓励进口替代制造业，通过合理化关税，并扩大对进口用于本地生产的机械、原材料和中间投入品的关税和税收豁免范围，包括家用电器、电气产品和工程产品等行业；这包括对厂房、机械设备和某些投入品减免关税，以降低制造成本并支持国内增值；同时，出口导向型和中小企业制造企业可享受联邦预算和产业政策框架下的优惠税收待遇和降低监管费用，旨在提高本地产量、减少进口依赖并提升国产产品的竞争力。 |

## III. 出口潜力与市场准入

**h.优惠贸易准入**

| 市场 | 贸易框架 | 优惠关税 |
|---|---|---|
| 中国 | 巴基斯坦-中国自由贸易协定 | 巴基斯坦制造商可在众多工业和工程产品线享受优惠关税待遇，使其能够根据商定的关税优惠以减免或零关税出口指定的电气和家电组件。 |
| 欧盟 | 普惠制+ | 巴基斯坦可享受约 66%的欧盟税号免税待遇，这为出口导向型制造业（包括电气产品和家电）提供了重大优势，但前提是必须符合欧盟的技术和可持续性标准。 |

| | | |
|---|---|---|
| 东盟 | 家长会/自由教师协会 | 巴基斯坦受益于双边优惠贸易协定（PTA）安排和正在进行的区域贸易合作，这些协定为巴基斯坦向东盟市场出口的工程和耐用消费品提供了一定的关税减免。 |
| 海湾合作委员会 | 优惠准入 | 与沙特阿拉伯、阿联酋、卡塔尔和其他海湾合作委员会成员国市场建立的牢固贸易联系，为巴基斯坦提供了有利的市场准入条件。此外，海湾地区对许多耐用消费品类别实行较低的关税，且对进口家用电器有着旺盛的需求。 |

**i. 区域需求概览**

| 地区 | 家用电器<br>（进口额，单位：十亿美元） | 需求增长<br>（五年年均增长率） |
|---|---|---|
| 中东 | 22.12 | 8 % |
| 中亚 | 2.50 | 20 % |
| 非洲 | 9.39 | 4 % |

## IV. 成本与资源分析

**j. 原材料供应情况**

| 投入 | 本地产能 | 合规标准 |
|---|---|---|
| 投入 - 1<br>用于箱体/柜体（冰箱、洗衣机、冰柜）的扁钢（冷轧钢板/镀锌板） | 高 | ASTM A1008 / EN 10130（冷轧钢）、ISO 9001 质量管理体系、RoHS 涂层合规性 |
| 输入 - 2<br>浮法玻璃（冰箱搁架/门、部分家电玻璃） | 高 | EN 572（浮法玻璃）、ISO 12543（安全玻璃）、IEC 电器玻璃要求 |
| 输入 - 3<br>PVC 树脂（电线绝缘层、型材、部分零件） | 高 | 符合 ASTM D1784（PVC 化合物）、REACH 法规、RoHS 材料限制标准 |
| 输入 - 4<br>**用于外壳、装饰条、内衬的其他聚合物（PP/ABS/HIPS/PC，工程塑料）** | 中等 | 符合 ISO 1873（PP）、ISO 2580（ABS）、UL 94 阻燃标准 |
| 输入 - 5<br>用于制冷管道、电机的铜（管材/绕组） | 中等 | 符合 ASTM B280（铜管）、IEC 标准 60317（绕线），ISO 9001 冶金标准 |
| 输入 – 6<br>用于翅片、热交换器、框架的铝（板材/挤压件） | 中等 | ASTM B209（铝板）、EN 573 合金、ISO 14001（环保合规性） |
| 输入 – 7<br>**冰箱/空调用全封闭式压缩机** | 低 | IEC 60335-2-34（压缩机安全）、ISO 5149 制冷系统、CE 合规性 |
| 输入 – 8<br>电机（风扇、鼓风机、洗衣机电机） | 中等 | IEC 60034（电机性能），IE2/IE3 能效标准，ISO 9001 质量保证 |
| 输入 – 9<br>**电子元件：**PCB、控制器、传感器、逆变器、显示器 | 低 | IEC 60730（控制安全）、EMC 指令、RoHS、CE 标志要求 |

| | | |
|---|---|---|
| 输入 – 10<br>制冷剂和化学品（冷却剂、发泡化学品/聚氨酯系统） | 中等 | 符合《蒙特利尔议定书》，ISO 817 制冷剂分类，ASHRAE 标准 |
| 输入 – 11<br>绝缘材料（聚氨酯泡沫、绝缘材料） | 中等 | ISO 9001 化学品质量保证，ASTM D2856（泡沫性能），防火安全合规性 |
| 输入 – 12<br>**橡胶零件、垫圈、密封件** | 中等 | ISO 1629 橡胶分类，ASTM D2000 弹性体规格 |
| 输入 – 13<br>**紧固件、配件、钣金零件** | 高 | ISO 898（紧固件）、DIN 标准、电器机械公差 |
| 输入 – 14<br>包装（纸箱、印刷盒、EPS） | 高 | ISO 186（包装回收）、FSC 认证、出口包装合规性 |

**k.公用事业成本**

| 公用事业 | 工业关税 | 经济特区关税 |
|---|---|---|
| 电力 | 每单位 0.08 美元 | 每单位 0.08 美元 |
| 天然气 | 每百万英热单位 8.42 美元 | 每百万英热单位 8.42 美元 |
| 水 | 根据具体情况而定 | 根据具体情况而定 |

**1. 劳动力成本结构**

| 类别 | 每名工人平均月成本（美元） |
|---|---|
| 非熟练工人 | 143 |
| 半熟练工人 | 160 ~ 200 |
| 熟练工人 | 214 ~ 286 |
| 工程师 / 技术员 | 357 + |

## V. 财政和关税激励措施

**税收制度概述**

| 税种 | 税率 |
|---|---|
| 企业所得税 | 29 % |
| 预扣税 | 15 ~ 20 % |
| 省级销售税（服务） | 16 % |
| 其他 | 视具体情况而定。 |

**n. 关税差异（激励信号）**

| 类别 | 关税税率 |
|---|---|
| 原材料 | 0 % - 35 % |
| SKD 套件 | 0 % - 35 % |
| 整车 | 0 % - 35 % |

## VI. 经济特区及便利措施

**o.家用电器优先经济特区**

| 经济特区 | 省份 | 准备状态 | 适用性 |
|---|---|---|---|
| 阿拉马·伊克巴尔工业城 | 旁遮普省 | 高 | 高 |
| M3 工业城 | 旁遮普省 | 高 | 高 |
| 拉赫纳工业园（已关闭） | 旁遮普省 | 高 | 高 |
| 拉沙凯经济特区 | 开伯尔-普赫图赫瓦省 | 高 | 中等 |
| 达贝吉 | 信德省 | 低 | 中等 |
| 科兰吉河 | 信德省 | 高 | 高 |
| 宾卡西姆 | 信德省 | 高 | 高 |
| 其他 | | | |

**p.审批时间表**

| 主管部门 | 预计时间表 |
|---|---|
| 证券交易委员会 (SECP) | 3-14 个工作日 |
| 环境保护局 (EPA) | 45-90 天 |
| 电力 | 30-60 天 |
| 天然气 | 90 天 |
| 水 | 15-20 个工作日 |

## VII. 投资项目

**q. 潜在可投资项目**

| 项目 | 地点 | 投资规模（百万美元） | 结构（合资或其他形式） | 内部收益率 (IRR) |
|---|---|---|---|---|
| **项目 A：**压缩机和电机制造厂（最高优先级） | 拉合尔-谢赫布拉 / 费萨拉巴德工业带（旁遮普邦） / 拉赫纳工业园 / 阿拉马·伊克巴尔工业城经济特区 | 80–120 | 巴基斯坦-中国合资企业（技术转让+本地化） | 18–22% |
| **项目 B：**变频交流电 PCB 和智能控制模块工厂 | 卡拉奇-枢纽工业走廊 / 达贝吉经济特区 | 35–60 | 中国战略投资 + 本地供应商合作 | 20–25% |
| **项目 C：**冰箱和深冷柜组装 + 出口导向型工厂 | 费萨拉巴德 / M3 工业城经济特区 | 50–90 | 合资组装模式（CKD → 3-5 年内实现完全本地化） | 16–20% |

| | | | | |
|---|---|---|---|---|
| **D 项目：**<br>HVAC 铜管+热交换器制造厂 | 古吉兰瓦拉-瓦济拉巴德集群（旁遮普邦） | 25–45 | 私人投资+中国设备供应商合作 | 17–21% |
| **项目 E：**<br>小家电及风扇出口集群发展（OEM 基地） | 古吉拉特-古吉兰瓦拉中小企业制造集群 | 15–30 | 中小企业联盟 + 中国 OEM 买家主导的投资 | 22–28% |

**r. 土地供应**

| 地点 | 地块面积（英亩） | 租赁/购买价格 | 公用设施 |
|---|---|---|---|
| 经济特区 | 根据位置不同，面积从 0.5 英亩到 100 英亩不等 | 根据位置不同，每英亩价格从 1500 万卢比到 8000 万卢比不等。 | 可在上述序号 o 提及的经济特区内获得。 |
| 非经济特区 | 取决于位置 | 取决于位置 | 可用 |

## VIII. 融资生态系统

**s.融资来源**

| 来源 | 工具 | 条款 |
|---|---|---|
| 本地银行/发展金融机构 | 项目融资 | Kibor + 3-5 % (14-16 %) |
| 中国银行 | 长期债务 | 3.5 % |
| 国家项目 | 信用担保 | 5 % |

# Pakistan's Home Appliances Sector

# Investment Pitch Book

## 1. Why Pakistan

As China upgrades its economy by harnessing and deploying the new frontier of New Quality Productive Forces, Chinese traditional industries including the home appliance manufacturers seek to combine cost efficiency, policy certainty, and long-term market depth. Pakistan stands out as a viable partner at this inflection point.

Anchored by the All-Weather Strategic Cooperative Partnership and China–Pakistan Economic Corridor (CPEC), Pakistan offers an industrial value chain into a high-growth consumption market and a multi-region export platform. With rising domestic demand, competitive production economics and a clear government commitment to industrial localization, Pakistan presents itself both as an alternative manufacturing location and a growth partner.

The convergence of demographic scale, geographic advantage, and policy alignment makes the current Pakistan window uniquely compelling for entry of Chinese enterprises.

## 2. Pakistan Investment Highlights

Pakistan's home appliances sector presents a strong investment case driven by five core factors.

**First,** Pakistan is a rapidly expanding domestic market underpinned by urbanization, electrification, and a growing middle class.

**Second,** Pakistan offers competitive manufacturing enabled by favourable labour economics, localized raw material availability, and competitive utility tariffs, particularly within Special Economic Zones.

**Third,** Pakistan's geographic location and its preferential access to regional and global markets through FTAs with China and the future FTA with countries member of the Gulf Cooperation Council and the GSP Plus scheme with the European Union.

**Fourth**, strong government backing reflected in tariff protection against imports, fiscal incentives for localization, and fast-track facilitation mechanisms for foreign investors.

**Fifth,** CPEC-enabled connectivity positions Pakistan as a production and export corridor linking China with the Middle East, Africa, and Central Asia.

## 3. Market Overview and Opportunity

Pakistan's home appliances market currently stands at approximately USD 1.18 billion and is expected to grow steadily. Demand is visible across refrigerators, air conditioners, washing machines, and small appliances reflecting rising household penetration and improving purchasing power.

Demographic fundamentals provide durable demand momentum. Pakistan's population of 251.27 million, with a median age of 20.8 years and an urbanization rate of 2.7 %, creates both a large consumer base and a sustained labor supply aligned with appliance manufacturing.

Demand is further accelerated by expanding electrification, increasing availability of consumer financing, and the rapid growth of e-commerce platforms, which are formalizing and scaling appliance distribution nationwide.

## 4. Local Manufacturing Advantage Versus Imports

Pakistan currently relies on imports to meet a significant share of its appliance demand, with import values of USD 560.56 Million, USD 356.73 Million, USD 494.25 Million in CY 2022, 2023 and 2024 respectively, in major categories of home appliances, over the past three years, details as given in the **Annexure-I.** This import dependence highlights a clear opportunity for local assembly and manufacturing.

Local production offers material advantages over Completely Built Unit (CBU) imports, including lower land costs, reduced freight exposure, shorter lead times, and improved working capital efficiency. Government policy explicitly favours localization through higher duties in CBUs and concessional treatment for raw materials and Semi-Knocked Down (SKD) kits, creating a clear economic incentive to manufacture locally.

## 5. Export Potential and Market Access

Pakistan's geographic position enables manufacturers to serve multiple regions from a single production base. Through CPEC, Pakistan provides direct connectivity between Western China and international markets.

Preferential market access under the Pak-China FTA, EU GSP+ status, and arrangements with ASEAN and GCC countries allows appliances manufactured in Pakistan to enter key markets at concessional or zero-duty rates.

Regional demand across the Middle East, Central Asia, and Africa continue to expand, with appliance demand growth rates of 8 %, 20 %, and 4 % respectively, reinforcing Pakistan's role as a regional export hub.

## 6. Competitive Advantages: Cost and Resources

Pakistan possesses domestic capacity in key appliance inputs including plastics, sheet metal, wiring harnesses, and packaging, produced in compliance with international quality and safety standards.

Industrial utility tariffs remain regionally competitive, with additional incentives available with Special Economic Zones. Labour costs for unskilled, semi-skilled, and skilled workers remain favourable, while Pakistan's growing base of engineers and technical graduates supports increasingly sophisticated manufacturing.

Government-led efforts to align technical and vocational training programs with sector requirements and the willingness of Pakistani enterprises to partner with Chinese counterparts to harness and deploy TVET resource in their joint venture spaces further strengthen long-term skilled labor availability.

## 7. Industrial Ecosystem and Logistics

Established appliance manufacturing clusters exist around Lahore and Gujranwala in Punjab, providing supplier networks, skilled labour, and ancillary services.

Pakistan's logistic infrastructure includes deep-sea ports at Karachi and Gawadar, an expanding network of dry ports, and integrated road and rail connectivity, enabling efficient inbound raw material movement and outbound export flows.

## 8. Government Facilitation and SEZ Framework

Pakistan offers structured facilitation environment for foreign investors through Special Economic Zones (SEZs) under CPEC. Priority zones such as Rachna Industrial Park (RIP) near Lahore city, Rashakai SEZ near Peshawar city, Allama Iqbal Industrial City and M3 Industrial City near Faisalabad city and Dhabijee, Korangi Creek and Bin Qasim near Karachi city and others provide tax holidays, duty-free import of plant and machinery, subsidized utilities, and one-window facilitation.

Investors benefit from streamlined, approvals through federal and provincial single-window mechanisms, defined timelines of regulatory clearances, and post-investment support including dispute resolution and after services.

## 9. Financing Ecosystem and Investment Models

Investors have access to long-term project financing from local banks and development finance institutions, contemplated by Chinese financial institutions including ICBC, Bank of China and the Silk Road Fund.

Investment structures may be configured as joint ventures, wholly-owned subsidiaries, or build-operate-transfer models, supported by land availability within SEZs and state-owned industrial land banks.

## 10. Proven Success Stories

Joint ventures and Chinese investments such as Hair Pakistan and Dawlance illustrate the scalability and sustainability of appliance manufacturing in Pakistan. These enterprises have progressed through multiple investment phases, increased localization, achieved market leadership and expanded into exports.

Beyond appliances, Chinese success stories in sectors such as telecommunications and energy further underscores long-term investor confidence in Pakistan's market.

## 11. Pathway to Investment

Establishing operations in Pakistan follows a clear pathway from company incorporation and land allocation to construction, approvals and commercial production.

The Pakistan–China B2B Investment Conference on Home Appliances offers a dedicated platform for Chinese and Pakistani investors to access live project pipelines, engage directly with other prior to and during the Conference and conduct on-ground site visits.

Investors are encouraged to engage with Pakistan in Embassy Beijing and Pakistan Consulates-General in China for further information.

# Annex-I

## Pakistan's Home Appliances Sector Snapshot

Reference: Pakistan-China B2B Home Appliances Investment Conference - 2026

### I. Market Overview & Opportunity

**a. Pakistan Home Appliances Market Size & Growth**

| Indicator | Value |
|---|---|
| Total Market Size (USD) | 1.18 Billion |
| 5-Year CAGR | ~ 12 % |
| Household Penetration Rate | • Electric Fans: ~90–95%<br>• Refrigerators: ~60–65%<br>• Washing Machines: ~50–55%<br>• Air Conditioners: ~30–35%<br>• Water Dispensers: ~35–45%<br>• Deep Freezers: ~20–25%<br>• Microwave Ovens: ~25–30%<br>• Televisions (LED/LCD): ~70–75%<br>• Small Kitchen Appliances: ~45–55%<br>• Vacuum/Cleaning Appliances: ~10–15% |

**b. Category-Wise Market Breakdown**

| Sr. # | Category | Market Size (USD Million) | CAGR (%) |
|---|---|---|---|
| 1 | Water Dispensers | 331 | 9–12 |
| 2 | Refrigerators | 225 | 8–11 |
| 3 | Deep Freezers | 178 | 9–12 |
| 4 | Microwave Ovens | 166 | 9–12 |
| 5 | Air Conditioners | 95 | 8–12 |
| 6 | Washing Machines | 36 | 9–13 |
| 7 | Televisions (LED/LCD) | 24 | 6–9 |
| 8 | Small Kitchen Appliances (mix: blenders, toasters, food processors etc.) | 71 | 10–14 |
| 9 | Home Care / Vacuum & Cleaning Appliances | 24 | 9–13 |
| 10 | Other Small Appliances (electric irons, personal/home utility small electric items etc.) | 36 | 8–12 |

**c. Demographic Tailwinds**

| Indicator | Metric |
|---|---|
| Population | 251.27 Million |
| Median Age | 20.8 Years |
| Urbanization Rate | 2.7 % |
| Middle-Class Size | ~35% of population *(Expanded middle class estimate)* |
| Average Household Disposable Income | PKR 82,179 Per Month (2024–25) |

**d. Demand Drivers**

| Driver | Current Status |
|---|---|
| Electrification Rate | 95.6 % |
| Consumer Financing Penetration | 8-12 % |
| E-Commerce Growth Rate | 25-30 % |

## II. Local Production vs Imports

**e. Import Bill of Home Appliances**

| Year | Import Value (USD Million) | Import Volume |
|---|---|---|
| CY 2022 | 560.56 | • 11.45 Million Units<br>• 5 Ton Parts |
| CY 2023 | 356.73 | • 13.34 Million Units<br>• 9 Ton Parts |
| CY 2024 | 494.25 | • 46 Million Units<br>• 5 Ton Parts |

Moreover, the item-wise detail of import bill of Pakistan's Home Appliances Sector for CY 2024 is as given below.

| Sr. # | HS Code | Product Description | Pakistan's Imports (2024) ($ Million) |
|---|---|---|---|
| 1 | 8414.30 | Compressors for refrigerating equipment | 206.57 |
| 2 | 8414.51 | Table, floor, wall, window, ceiling or roof fans, with a self-contained electric motor of an output <= 125 W | 1.89 |
| 3 | 8415 | Air conditioning machines comprising a motor-driven fan and elements for changing the temperature ... | 106.04 |
| 4 | 8416 | Furnace burners for liquid fuel, for pulverised solid fuel or for gas; mechanical stokers, ... | 4.99 |
| 5 | 8418 | Refrigerators, freezers and other refrigerating or freezing equipment, electric or other; heat ... | 62.96 |
| 6 | 8450 | Washing machines | 13.39 |
| 7 | 8501.10 | Motors of an output <= 37,5 W | 15.97 |
| 8 | 8508.11 | Vacuum cleaners, incl. dry cleaners and wet vacuum cleaners, with self-contained electric motor, ... | 0.66 |
| 9 | 8509 | Electromechanical domestic appliances, with self-contained electric motor; parts thereof (excl. ... | 5.88 |
| 10 | 8510.10 | Electric shavers | 1.85 |
| 11 | 8510.20 | Hair clippers with self-contained electric motor | 0.56 |
| 12 | 8510.30 | Hair-removing appliances with self-contained electric motor | 0.50 |

| | | | |
|---|---|---|---|
| 13 | 8510.90 | Parts of electric shavers, hair clippers and hair-removing appliances, with self-contained ... | 0.51 |
| 14 | 8516.10 | Electric instantaneous or storage water heaters and immersion heaters | 0.80 |
| 15 | 8516.31 | Electric Hairdryers | 1.11 |
| 16 | 8516.40 | Electric iron | 1.32 |
| 17 | 8516.50 | Microwave ovens | 0.34 |
| 18 | 8516.60 | Electric ovens, cookers, cooking plates and boiling rings, electric grillers and roasters, for domestic use | 5.55 |
| 19 | 8516.71 | Electro-thermic coffee or tea makers, for domestic use | 0.32 |
| 20 | 8516.72 | Electric toasters, for domestic use | 0.47 |
| 21 | 8516.79 | Electro-thermic appliances, for domestic use (excl. hairdressing appliances and hand dryers, ...) | 1.95 |
| 22 | 8528 | Monitors and projectors, not incorporating television reception apparatus; | 21.43 |
| 23 | 8534 | Printed circuits | 17.85 |
| 24 | 8544.42 | Electric conductors for a voltage <= 1.000 V, insulated, fitted with connectors, n.e.s. | 21.37 |
| | | **Total** | **494.25** |

**f. Cost Comparison (Localization vs. CBU Imports)**

| Cost Component | Local Manufacturing | CBU Imports |
|---|---|---|
| Freight | Low–Moderate (domestic trucking within Pakistan). Typical cost advantage due to proximity to consumer markets and clusters (Lahore–Gujranwala–Karachi). | High **(**international sea freight + inland transport). Depends on origin (China/Korea/Thailand) and port handling (Karachi). |
| Customs Duties | 0–20% depending on parts and CKD/SKD classification. Components often enjoy lower duties to encourage localization. | Higher effective duty burden on finished goods. Typical applied rates:<br>\n• Compressor: 0%<br>\n• Refrigerator: 20%<br>\n• Air Conditioner: 20%<br>\n• Monitor/Projector: 0% |
| Lead Time | 7–30 Days (local sourcing + assembly). Faster replenishment and production scheduling flexibility. | 45–60 Days (shipping, customs clearance, inland delivery). Longer supply chain exposure. |
| Working Capital Lock | Low–Medium**:** Inventory cycles shorter, production aligned with domestic demand. Working capital tied up for ~1–2 months. | High**:** Capital blocked in transit + port clearance + bulk stocking. Working capital tied up for ~3–4 months. |
| Total Cost Index | 100 (Baseline) \nLocalization typically reduces landed cost by 15–25% over time due to tariff differential + logistics savings. | 115–130 \nCBU imports remain more expensive due to freight, duties, FX risk, and longer cash cycle. |

**g. Government Policy Direction**

| Policy Instrument | Description |
|---|---|
| Regulatory Duties | In recent tariff policy reforms, the Government of Pakistan has used regulatory duties (RDs) as a tool to protect and incentivise domestic manufacturing, including in sectors such as home appliances. Under the Statutory Regulatory Duty framework, home appliances and similar electro-mechanical goods have been subject to RDs of around 10 % on imports to discourage finished imports and support local assembly/production capacity. These duties are part of the broader tariff rationalisation strategy where the Federal Board of Revenue (FBR) reviews and adjusts the RD rates on inputs and final goods to balance import control with domestic industry growth; at the same time the government has announced plans to rationalise tariffs over the medium-term while retaining RD lines to sustain local industry protection and revenue generation. |
| Additional Customs Duty | In recent trade policy, the Government of Pakistan has significantly recalibrated Additional Customs Duty (ACD) to support industrial competitiveness and reduce the cost of imported inputs, especially for manufacturing sectors including home appliances. As part of the National Tariff Policy 2025–2030, the Federal Board of Revenue (FBR) abolished ACD on imports falling under the lower duty slabs (0%, 5%, 10%) and reduced ACD and Regulatory Duty (RD) on many intermediate and capital goods, thereby lowering effective tariff barriers on raw materials and machinery needed for local manufacturing. These reforms aim to simplify the tariff structure, enhance predictability, reduce production costs for import-substitution industries, and encourage export-led growth, while still affording some protection to local producers through calibrated duty retention on finished goods. |
| Import Substitution Incentives | The Government of Pakistan has been progressively encouraging import-substitution manufacturing by rationalizing tariffs and extending duty and tax exemptions on the import of machinery, raw materials, and intermediate inputs for local production, including sectors such as home appliances, electrical goods and engineering products; this includes customs duty relief on plant and machinery and certain input goods to lower manufacturing costs and support domestic value addition, while export-oriented and SME manufacturing units benefit from preferential tax treatments and reduced regulatory duties under federal budgets and industrial policy frameworks, aimed at boosting local output, reducing import dependence and improving competitiveness of domestically manufactured products. |

## III. Export Potential & Market Access

**h. Preferential Trade Access**

| Market | Trade Framework | Concessional Duty |
|---|---|---|
| China | Pak-China FTA | Preferential tariff access on a large number of industrial and engineering product lines, enabling Pakistani manufacturers to export selected electrical and appliance components at reduced or zero customs duty under agreed tariff concessions. |
| EU | GSP+ | Pakistan enjoys duty-free access on ~66% of EU tariff lines, providing a major advantage for export-oriented manufacturing, including electrical goods and appliances, subject to compliance with EU technical and sustainability standards. |
| ASEAN | PTA/FTA | Pakistan benefits from limited preferential access through bilateral PTA arrangements and ongoing regional trade cooperation, offering select tariff |

| | | |
|---|---|---|
| | | reductions for engineering and consumer durable exports into ASEAN markets. |
| GCC | Preferential Access | Strong trade linkages with Saudi Arabia, UAE, Qatar and other GCC markets provide favourable market entry conditions, supported by low applied tariffs on many consumer durable categories and high demand for imported home appliances in Gulf markets. |

**i. Regional Demand Snapshot**

| Region | Home Appliances (Import Bill USD Billion) | Demand Growth (5 Years YoY Avg. Growth) |
|---|---|---|
| Middle East | 22.12 | 8 % |
| Central Asia | 2.50 | 20 % |
| Africa | 9.39 | 4 % |

## IV. Cost & Resource Analysis

**j. Raw Material Availability**

| Input | Local Capacity | Compliance Standards |
|---|---|---|
| Input – 1<br>**Flat steel (CRC/galvanized sheets)** for bodies/cabinets (fridges, washers, deep freezers) | High | ASTM A1008 / EN 10130 (cold rolled steel), ISO 9001 QA, RoHS coating compliance |
| Input - 2<br>**Float glass** (refrigerator shelves/doors, some appliance glazing) | High | EN 572 (float glass), ISO 12543 (safety glass), IEC appliance glazing requirements |
| Input - 3<br>**PVC resin** (wire insulation, profiles, some parts) | High | ASTM D1784 (PVC compounds), REACH compliance, RoHS material restrictions |
| Input - 4<br>**Other polymers (PP/ABS/HIPS/PC, engineering plastics)** used for housings, trims, interior liners | Medium | ISO 1873 (PP), ISO 2580 (ABS), UL 94 flammability standard |
| Input – 5<br>**Copper (tubing/winding)** for refrigeration tubing, motors | Medium | ASTM B280 (copper tubing), IEC 60317 (winding wire), ISO 9001 metallurgy |
| Input – 6<br>**Aluminium (sheets/extrusions)** for fins, heat exchangers, frames | Medium | ASTM B209 (aluminum sheet), EN 573 alloys, ISO 14001 (eco compliance) |
| Input – 7<br>**Compressors (hermetic)** for refrigerators/AC | Low | IEC 60335-2-34 (compressor safety), ISO 5149 refrigerant systems, CE compliance |
| Input – 8<br>**Motors** (fans, blowers, washer motors) | Medium | IEC 60034 (motor performance), IE2/IE3 efficiency standards, ISO 9001 QA |
| Input – 9<br>**Electronics:** PCBs, controllers, sensors, inverters, displays | Low | IEC 60730 (controls safety), EMC Directive, RoHS, CE marking requirements |
| Input – 10<br>**Refrigerants & chemicals** (coolants, foaming chemicals/PU systems) | Medium | Montreal Protocol compliance, ISO 817 refrigerant classification, ASHRAE standards |
| Input – 11<br>**Insulation** (PU foam, insulation materials) | Medium | ISO 9001 chemical QA, ASTM D2856 (foam properties), fire safety compliance |
| Input – 12<br>**Rubber parts, gaskets, seals** | Medium | ISO 1629 rubber classification, ASTM D2000 elastomer specs |
| Input – 13 | High | ISO 898 (fasteners), DIN standards, |

| | | |
|---|---|---|
| **Fasteners, fittings, sheet metal parts** | | appliance mechanical tolerances |
| Input – 14<br>**Packaging** (cartons, printed boxes, EPS) | High | ISO 186 (packaging recycling), FSC certification, export packaging compliance |

**k. Utility Costs**

| Utility | Industrial Tariff | SEZ Tariff |
|---|---|---|
| Electricity | $ 0.08 Per Unit | $ 0.08 Per Unit |
| Gas | $ 8.42 Per MMBTU | $ 8.42 Per MMBTU |
| Water | As applicable on case to case basis | As applicable on case to case basis |

**l. Labor Cost Structure**

| Category | Average Monthly Cost Per Worker ($) |
|---|---|
| Unskilled | 143 |
| Semi-Skilled | 160 ~ 200 |
| Skilled | 214 ~ 286 |
| Engineers / Technicians | 357 + |

## V. Fiscal & Tariff Incentives

**m. Tax Regime Overview**

| Tax Type | Rate |
|---|---|
| Corporate Income Tax | 29 % |
| Withholding Taxes | 15 ~ 20 % |
| Provincial Sales Tax (Services) | 16 % |
| Others | As may be applicable on case to case basis. |

**n. Tariff Differential (Incentive Signal)**

| Category | Duty Rate |
|---|---|
| Raw Materials | 0 % - 35 % |
| SKD Kits | 0 % - 35 % |
| CBUs | 0 % - 35 % |

## VI. SEZs & Facilitation

**o. Priority SEZs for Home Appliances**

| SEZ | Province | Readiness Status | Suitability |
|---|---|---|---|
| Allama Iqbal Industrial City | Punjab | High | High |
| M3 Industrial City | Punjab | High | High |
| Rachna Industrial Park (RIP) | Punjab | High | High |
| Rashakai SEZ | Khyber Pakhtunkhwa | High | Medium |
| Dhabeji | Sindh | Low | Medium |
| Korangi Creek | Sindh | High | High |
| Bin Qasim | Sindh | High | High |
| Others | | | |

**p. Approval Timelines**

| Authority | Estimated Timeline |
|---|---|
| SECP | 3-14 Working Days |
| EPA | 45-90 Days |

| | |
|---|---|
| Electricity | 30 – 60 Days |
| Gas | 90 Days |
| Water | 15-20 Working Days |

## VII. Investment Projects

**q. Potentially Investable Projects**

| Project | Location | Investment Size (USD Million) | Structure (JV or otherwise) | IRR |
|---|---|---|---|---|
| **Project A:** Compressor & Motor Manufacturing Plant (Highest Priority) | Lahore–Sheikhupura / Faisalabad Industrial Belt (Punjab) / Rachna Industrial Park / Allama Iqbal Industrial City SEZ | 80–120 | Pakistan–China Joint Venture (Technology Transfer + Localization) | 18–22% |
| **Project B:** Inverter AC PCB & Smart Control Module Facility | Karachi–Hub Industrial Corridor / Dhabeji SEZ | 35–60 | Chinese Strategic Investment + Local Vendor Partnership | 20–25% |
| **Project C:** Refrigerator & Deep Freezer Assembly + Export-Oriented Plant | Faisalabad / M3 Industrial City SEZ | 50–90 | JV Assembly Model (CKD → Full Localization in 3-5 Years) | 16–20% |
| **Project D:** HVAC Copper Tubing + Heat Exchanger Manufacturing Unit | Gujranwala–Wazirabad Cluster (Punjab) | 25–45 | Private Investment + Chinese Equipment Supplier Partnership | 17–21% |
| **Project E:** Small Appliances & Fan Export Cluster Development (OEM Base) | Gujrat–Gujranwala SME Manufacturing Cluster | 15–30 | SME Consortium + Chinese OEM Buyer-Led Investment | 22–28% |

**r. Land Availability**

| Location | Plot Size (Acres) | Lease/purchase rates | Utilities |
|---|---|---|---|
| SEZ | 0.5 Acre to 100 Acre depending on location | Rs. 15 Million to 80 Million Per Acre depending upon location. | Available in SEZs mentioned at Sr. # o above. |
| Non-SEZ | Depends on location | Depends on location | Available |

## VIII. Financing Ecosystem

**s. Financing Sources**

| Source | Instrument | Terms |
|---|---|---|
| Local Banks/DFIs | Project Finance | Kibor + 3-5 % (14-16 %) |
| Chinese Banks | Long-Term Debt | 3.5 % |
| State Programs | Credit Guarantee | 5 % |