**US Textile Import Analysis Report (H1 2024 vs H1 2025)**

**1. Objective**  
To analyze US textile imports (HS 52 & 63) and compare sourcing performance across key countries.

**2. Dataset**  
Source: [trade.gov/otexa](https://www.trade.gov/otexa)  
Period: Jan–Jun 2024 and Jan–Jun 2025

**3. Key Findings**

* **Total Imports (Value):** Grew from $27B in H1 2024 to $28B in H1 2025.
* **Total Imports (Quantity):** Increased from 3B to 4B units.
* **Average Unit Price:** Increased from $7.77/unit to $8.02/unit.
* **Country Trends:**
  + Bangladesh, Cambodia, Vietnam → Strong growth.
  + China → Negative growth, share declined.
  + India & Sri Lanka → Stable to moderate growth.

**4. Insights for Business**

* US buyers are **diversifying sourcing** away from China towards South Asian countries.
* Price competitiveness remains with Bangladesh & Cambodia.
* Vietnam and India emerging as reliable growth suppliers.

**5. Visualization (Power BI Dashboard)**  
Dashboard highlights country-level comparisons, growth %, and unit price differences with interactive filters.