



IMPROVING THE USE OF DIGITAL MARKETING TECHNOLOGIES IN THE TEXTILE MARKET OF UZBEKISTAN

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Introduction. The rapid development of information technologies and digital communication channels has fundamentally transformed the structure of modern marketing. Traditional marketing methods are gradually losing their effectiveness as consumers increasingly rely on digital platforms to obtain information about products and services. In this environment, enterprises must adapt their marketing strategies by integrating digital technologies that enable more efficient communication with customers and more accurate targeting of potential buyers.

The textile industry occupies a special place in the economy of Uzbekistan. Over the past decade, Uzbekistan has actively pursued policies aimed at increasing the level of processing of cotton fiber within the country and expanding the production of finished textile products. As a result of these reforms, the textile industry has become one of the most rapidly developing sectors of the national economy. According to official statistics, the textile and garment industry currently accounts for a significant share of Uzbekistan's industrial output and export revenues.

According to the State Statistics Committee of the Republic of Uzbekistan, the volume of textile production has increased substantially in recent years. In particular, the textile industry produced goods worth more than 70 trillion Uzbek soums in 2023, demonstrating steady growth compared with previous years. At the same time, Uzbekistan has significantly expanded its textile exports. In 2022 the export of textile and garment products exceeded 3.2 billion US dollars, and by 2023



exports approached 3.5 billion US dollars, making the textile industry one of the largest export-oriented sectors of the national economy.

Despite these positive developments, many textile enterprises in Uzbekistan still rely primarily on traditional marketing channels such as intermediaries, trade exhibitions, and wholesale distribution networks. The limited use of digital marketing tools reduces the ability of companies to directly interact with international consumers and limits their opportunities for building strong global brands. Therefore, the improvement of digital marketing strategies has become an important task for increasing the competitiveness of Uzbekistan's textile enterprises.

The analysis of statistical data indicates that the digital economy in Uzbekistan is developing rapidly. In recent years, internet penetration and the use of digital technologies among businesses and consumers have increased significantly. According to official data, by 2023 the number of internet users in Uzbekistan exceeded 31 million people, representing more than 80 percent of the population. This rapid growth of internet usage creates favorable conditions for the development of digital marketing and electronic commerce.

At the same time, the development of the e-commerce sector in Uzbekistan has accelerated significantly. The total volume of e-commerce transactions in the country reached approximately 9–10 trillion soums in 2023, which demonstrates the growing role of digital platforms in the national economy. Online marketplaces, social media platforms, and digital advertising channels are increasingly used by companies to promote products and reach consumers.

In the textile sector, digital marketing tools provide a wide range of opportunities for improving product promotion and strengthening brand positioning. Social media platforms such as Instagram, Facebook, and TikTok play an important role in the promotion of textile products, especially in the fashion and apparel segments. These platforms enable companies to present their products visually,



communicate directly with consumers, and receive immediate feedback from customers.

Search engine optimization and targeted online advertising also contribute to improving the visibility of textile products in global markets. By optimizing their websites and digital content for search engines, textile enterprises can attract international buyers and expand their export opportunities. Furthermore, digital marketing analytics tools allow companies to analyze customer preferences and purchasing behavior, which helps to improve the effectiveness of marketing campaigns.

However, the research also reveals several challenges that limit the effective use of digital marketing technologies in Uzbekistan's textile industry. These challenges include insufficient digital marketing expertise among company managers, limited investment in digital marketing infrastructure, and the lack of strong internationally recognized textile brands. In many cases, enterprises focus primarily on production and export through intermediaries rather than developing direct digital sales channels.

International experience demonstrates that the successful integration of digital marketing strategies can significantly enhance the competitiveness of textile enterprises. For example, global fashion brands actively use digital platforms to promote their products, build brand identity, and establish direct communication with customers. The adoption of similar strategies by textile enterprises in Uzbekistan could significantly improve their market performance and strengthen their position in international markets.

In conclusion, the results of the research confirm that digital marketing technologies play a crucial role in improving the competitiveness of textile enterprises in the modern economy. The rapid development of internet infrastructure and digital platforms in Uzbekistan creates favorable conditions for the expansion of digital marketing activities in the textile sector.



The effective use of digital marketing technologies allows textile enterprises to reach a wider audience, strengthen their brand image, and increase sales in both domestic and international markets. In order to fully realize these opportunities, textile companies in Uzbekistan should focus on developing comprehensive digital marketing strategies, investing in digital marketing infrastructure, and improving the digital competencies of marketing specialists. The integration of modern digital marketing tools with traditional marketing practices will contribute to the sustainable development of Uzbekistan's textile industry and enhance its competitiveness in the global textile market.

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