

COST & PRICING

How Much Does Custom Hunting Apparel Cost to Manufacture? 2026 Price Guide

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It's the first question every founder asks a factory — and the one most factories dodge with *"send us your tech pack and we'll see."* Fair enough: the honest answer really is "it depends." But "it depends" is useless when you're building a business plan.

So here are the **real, indicative FOB ranges** we quote in 2026, what pushes a garment toward the top or bottom of its range, and the hidden costs that catch new brands off guard.

2026 Indicative FOB Price Ranges

FOB = the price of the finished, packed garment handed over at the port in Pakistan. Ranges below assume **~100 pieces per style**, standard specs, your branding (woven label, hang tag, poly bag) included:

Garment	Typical spec	FOB range
Performance t-shirt	150–180gsm poly/cotton, screen print	\$4.50 - \$8
Heavyweight hoodie	320–420gsm fleece, print or embroidery	\$9 - \$16
Hunting / range vest	Ripstop or Oxford, multi-pocket, mesh back	\$14 - \$26
Softshell hunting jacket	Bonded softshell, DWR, YKK zips	\$18 - \$38
Insulated parka / late-season jacket	Membrane + synthetic insulation	\$32 - \$60
Hunting pants	Stretch woven, articulated knees, DWR	\$12 - \$24

Indicative 2026 ranges for planning only — your exact spec, quantity and fabric decide the final number. [Request a real quote](#) and we reply within 24 hours.

What Actually Moves the Price

1. Fabric — roughly half the cost

Fabric is typically **45–60% of a garment's cost**. A basic polyester ripstop and a 3-layer bonded softshell with membrane can differ by 3–4× per meter. This is why two "hunting jackets" that look similar in photos can be \$18 and \$38.

2. Membrane, lamination and DWR

Waterproof-breathable membranes, taped seams and durable water repellent finishes each add real cost — but they're also what separates a hunting garment from a fashion garment. Spend here before you spend on extra pockets.

3. Camo: open-market vs licensed

Open-market camo patterns cost little more than solid colours. **Licensed patterns** (the big-name camos) add a royalty per yard and usually a minimum — significant at small volumes. Most new brands launch on open-market or custom-printed camo and license later. More on this in our [private-label rules guide](#).

4. Trims and hardware

YKK zippers, quality snaps, laser-cut ventilation, bonded pockets, magnetic closures — each is a line item. A jacket with 7 zippers costs more than one with 3, every time.

5. Decoration and branding

Screen print is cheapest, embroidery costs more (and is priced by stitch count), TPU badges and heat transfers sit in between. Woven labels, printed hang tags and poly bags are minor per piece but real at the invoice level — we include standard branding in our quotes so there's no surprise.

6. Quantity

Setup costs spread across the order. As covered in [our MOQ guide](#): 100 pieces $\approx 0.85\times$ the 30-piece price, 500 pieces $\approx 0.72\times$, 1,000 pieces $\approx 0.65\times$. Validate small, then scale into the discounts.

The Hidden Costs New Brands Forget

- **Sampling:** a development sample is a one-off garment with real pattern work behind it — it's paid, and we quote the cost up front (see [how sampling works](#)).
- **Freight:** sea freight adds roughly \$1–3 per garment at small volumes; air freight can add \$4–10. Sea takes 30–40 days to the US East Coast — plan for it.
- **Import duty:** apparel duty rates vary by country and change — confirm the current rate for your HS code with your customs broker before you price your line. We provide the HS codes with every shipment.
- **Payment fees:** wire transfer charges and currency spread, typically 1–3%.

A Worked Landed-Cost Example

Say you order **100 softshell jackets at \$22 FOB**:

- Garments: $100 \times \$22 = \mathbf{\$2,200}$
- Sea freight + insurance: $\approx \mathbf{\$250}$
- Duty & clearance (rate depends on your country): $\approx \mathbf{\$300\text{--}500}$
- **Landed cost: $\approx \mathbf{\$27.50\text{--}29.50}$ per jacket**

At a standard 3–3.5 $\times$ DTC markup, that's an \$89–99 retail jacket — right in the sweet spot for a serious mid-market hunting brand.

"Price the landed cost, not the FOB. The brands that survive are the ones that knew their true per-unit number before they launched."

How to Lower Cost Without Killing Quality

- **Consolidate colourways** — 2 colours × 50 pieces beats 4 colours × 25 for both price and fabric minimums.
- **Use stocked fabrics** — we hold common ripstops, fleeces and softshells; stock fabric skips the mill minimum entirely.
- **Simplify trims** — one fewer zipper pocket is invisible to your customer and visible on your invoice.
- **Ship by sea, order early** — the calendar is a cost lever; see the [season ordering timeline](#).
- **Don't cut the fabric spec** — a cheap shell on a hunting garment produces returns and dead reviews. Cut anywhere else first.

The Bottom Line

A realistic test capsule — 2 styles, ~100 pieces total — typically lands between **\$2,000 and \$5,000 all-in**. That's the honest cost of finding out whether your brand has legs, with real product in hand and full branding on every piece.