

**BUSINESS  
FINLAND**

# **Indian Market**

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- Who you work with and in what role
- Summary of your market
  - o Market size in volume terms
  - o Main importing (and possible exporting) countries
  - o End uses for wood based products in your market area
- What are the future challenges in relation to wood product industries
  - o Supply (disruptions with the Ukrainian situation, Central European beetle infested forests, logistics (conventional shipping, containers and trailers)
  - o Demand (is wood winning, what are the challenges from competitive material, demographic changes)

# About myself

- Hello!



# Market Summary

- Market size: about 57 million m<sup>3</sup> per annum (2020).
- Main importing (and possible exporting) countries
- Europe: Germany (market leader in European softwood)+ Sweden, Estonia, Finland, Bulgaria, Hungary, Poland, Ukraine
- North America: Canada (log house), USA
- Asia: China (flooring, veneer, loghouses, builders joinery & carpentry), Russia, Malaysia
- Africa: Tropical Hardwood from Ghana, Gabon, Tanzania

# End uses

- Construction: builders joinery & carpentry, exterior & interior cladding, flooring, kitchen cabinet, pergola
- children furniture, furniture in general
- Log-houses & wooden building
- Packaging & pellets including Packing cases, boxes, crates, drums and similar packings.
- Tableware, kitchenware, frames for paintings, photograph, mirrors, etc

# Target customers

- Importers (association)
- Builders, Furniture manufacturers (association),
- Architects & designers (institute)



# Future challenges

- Supply (disruptions with the Ukrainian situation, wood being diverted to meet European demand), logistics (non availability of containers and trailers and as a result prices skyrocketing)
- Demand situation: huge demand backlog leading to new suppliers from Europe (Estonia) and Africa consolidating their presence.

# Future Market

- Sustainable wood becoming popular with builders, real estate sector
- Children's furniture
- Wooden building and log houses
- Thermopine and glulam

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