Panel Surfacing up to 2020
Supply, demand and dynamics of the global wood panel surfacing business
REPORT BACKGROUND

New edition of THE point of reference for the decorative surfacing industry

We are pleased to announce the publication of our new global panel surfacing report. The last highly successful and well received report was published in 2010 and has established itself as the point of reference for the decorative surfacing materials for wood panels.

At that time Pöyry stated that demand and investment were moving East and that Europe and North America would face the challenges of maturing markets. The new edition has confirmed this prediction.

- Our report presents three market demand scenarios based on assumed set of different macroeconomic conditions and comments on how those are expected to impact on the surfacing sector demand and trade flows.
- The competition between different surfacing materials and main changes since our last report have been addressed. Key substitution dynamics were taken into account when we formed our strategic conclusions of where the sector is expected to be heading in the next five years.
- In today’s increasingly competitive environment it is tough for CEOs to make decisions and anticipate future dynamics. Our report aims to be a supportive tool to top management executives as well as sales and marketing managers providing real global macroeconomic, supply, demand and industry insights.
KEY QUESTIONS ANSWERED

What does the future hold for decorative surfaces?

- What is the impact of global economic uncertainties?
- Which region is going to experience the highest growth and why?
- Which surfacing material will grow faster than others and why?
- Who are the top 10 players in the value chain?
- Which macro-economic scenarios are emerging?
- What are the key trends driving innovation?
REPORT SCOPE

Six main surfacing materials are covered. Edgebanding is added as a new feature

Products covered

- Paper-based:
  - low pressure / thermofused melamine *(does not include backer and overlay)*
  - HPL and CPL laminates *(does not include backer and overlay)*
  - paper foils *(incl. pre / post impregnated and low basis weight paper)*

- Non-paper based:
  - liquid coatings *(only liquid coatings directly applied on the substrate panels)*
  - thermoplastic foils *(incl. PVC, PP, PET, PMMA/ABS)*
  - veneer *(only veneer applied for decorative surfacing purposes)*

- Other *(powder coating, directly printed wood panels, etc, are covered on a global basis with out the regional split)*

- Edgebanding *(NEW)*
  - paper, plastic, laminates, veneer, other
REPORT SCOPE

We look into the future because we understand the past. We have unique insights based on over 20 years of industry experience.

Market dynamics and segmentation

- Market drivers
  - macroeconomic
  - furniture, construction and flooring

- Supply/demand situation
  - historical: 2010 - 2015
  - outlook: 2015 - 2020, three scenarios: high, central and low (NEW)

- Substitution dynamics

- Costs analysis

Industry structure

- Key industry participants: suppliers and users (NEW)

- M&A activities in the panel and surfacing material value chain

Innovation and trends
DEMAND FOR SURFACING MATERIALS – APPROACH & SCOPE

The demand for surfacing materials in a country/region is measured at the point of panel consumption, i.e. when a panel is consumed in the production of furniture, laminate flooring or interior decoration.

Production of surfacing materials → Net export of surfacing materials → Application of surfacing materials on wood based panels → Net trade of surfaced wood based panels → 2015 DECORATIVE SURFACING market by country / region

Demand for wood based panels

Share of panels (MDF, particleboard, plywood) used in the production of:
- Furniture
- Laminate flooring
- Doors
- Interior decoration

- One vs. double sided surfacing
- Panel thickness
Our proprietary methodology is robust and proven

Pöyry’s proprietary demand scenarios for panels and surfacing materials link economic macro developments with specific industry trends through econometric models and expert discussions with key stakeholders in the value chain.

### Economic development
- GDP and Industrial output
- Unemployment and Demographics
- Asset prices and Interest rates

### Construction
- Residential housing
- Commercial projects
- Renovation and remodelling

### Furniture consumption
- Value
- Volume
- Type of furniture

### Furniture production
- Value
- Volume
- Type of furniture

### Wood based panel demand
- Particleboard raw/surfaced
- MDF/HDF raw/surfaced
- Plywood raw/surfaced

### Surfacing material demand
- LPM
- Laminates
- Paper foils
- Thermoplastic foils
- Liquid coatings
- Veneer
- Edgebanding

- Industry competitiveness
- Market penetration
- Capacity investments

- Substitution
- Market penetration

- Capacity investments
- Substitution
- Market penetration

- Consumer trends
- Costs
- Quality
- Environment
Countries underlined and in bold are profiled
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Q&A session: complimentary

customisation: to be quoted

**TOTAL** 34,000

**TOTAL**
*If all 4 regions ordered (10% discount)* 30,600

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