



The timber industry in 2024:

Growth and growing societal utility of the material of the future.

The Carrefour International du Bois, the event of reference for the entire forestry and timber sectors, returns to Nantes, France on 28, 29 and 30 May 2024. After an exceptional show in 2022 at the end of the Covid-19 pandemic, with a considerable proportion of internationals, the situation is now very different. Now that the period of "euphoric" market recovery has come to an end, professionals must learn how to operate in an almost shrinking economy. The world economy is stalling, construction is going through a major crisis, but here again the wood material is doing well and is already growing more strongly than other materials.

2022 FIGURES ...

+ 8% of exhibitors compared to 2018

+ 20% of visitors

+ 10% of internationals: 39% of visitors and 37% of exhibitors.

TIMBER, A VIRTUOUS MATERIAL WITH GROWING SOCIETAL UTILITY

The place of wood in society has changed considerably in recent decades. A virtuous material by nature, its use is commensurate with the urgency of the environmental transition. The major energy crisis we are going through bears witness to this, wood energy is an alternative that is constantly developing.

Its use is also growing in the construction sector. Particularly dynamic and buoyant for the timber industry, the latter is currently going through turbulence. Interesting economically, environmentally and for its innate properties, wood is present in our infrastructures and homes. However, construction still represents only a small market share for the timber industry. The crisis in the building industry therefore affects it less than other materials such as concrete. This situation could thus be an opportunity to increase the market share of wood in construction and, paradoxically, generate growth in a shrinking market.



"We sincerely believe that wood is the material of the future, now more than ever. It's a philosophy that has driven us for more than 20 years and led to the creation of the show in 1992, at a time when wood was considered "old-fashioned". The idea was to provide the timber industry with a tool to allow companies to have a place to present their products and know-how," says Jean Piveteau, who succeeded his brother Pierre Piveteau as President of the tradeshow.

Today, wood responds to many problems in the construction and energy sectors and plays a major societal role in the decarbonisation of our economy.

"This change in the place of wood in society can be seen directly on the exhibitors' stands: at the very beginning of the Carrefour International du Bois, there were far fewer processed products than there are today. Companies in the sector are innovating and designing increasingly elaborate products with high added value that meet the needs of the market, such as acoustic ceilings. Interior architects and designers are bringing more of nature into the interior environment, this is a real opportunity of development for the industry," he continues.

A UNIQUE EVENT, A PLACE FOR THE INTERNATIONAL TIMBER TRADE IN THE MAKING



The show quickly became a success, to the point of taking on an international dimension from a point of view of both exhibitors and visitors. A unique event for the industry, it has become an international timber trading centre by attracting buyers from all sectors: mass distribution, importers, etc.

France represents only a small part of timber export volumes, it cannot compete with the United States or China, but it has know-how and many particularly high-quality products that are highly sought after for export.

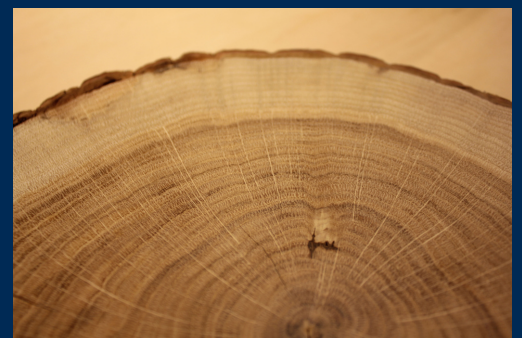


The United States, in order to avoid recession, has adapted supply to demand and drastically reduced its production (to the same level as in 1945). But as construction restarts, great opportunities could emerge for export.

The various geopolitical crises are also impacting and reshaping international flows: the markets of India and the Middle East have become more important recently due to the difficulties that the European market is going through.

"At the moment, timber circulates quite well internationally. But not all markets restart at the same time, and that's the whole point of Carrefour International du Bois. It's an opportunity to diversify its customers in order to keep a sufficient flow of business at all times," explains Jean-François Guilbert, CEO of French Timber, a professional association representing the interests of the French timber industry.

FRENCHTIMBER
MADE IN FRANCE



Despite market fluctuations, **the Carrefour International du Bois retains its DNA: a tradeshow organised by the industry, for the industry**, based on the needs and realities of professionals of the sector.

CONTACT PRESSE

Martha RP, agence B17 Communication

Calypso Goulet - calypso.goulet@b17.fr - 06 43 05 56 39

Astrid Largement - astrid.largement@b17.fr - 02 40 89 49 23