



Title	Marketing Environment of Structural Lumber in Japan
Author(s)	Owari, Toshiaki
Citation	Scandinavian Forest Economics, 40, 319-328
Issue Date	2004
Doc URL	<a href="http://hdl.handle.net/2115/667">http://hdl.handle.net/2115/667</a>
Rights(URL)	<a href="http://creativecommons.org/licenses/by-nc-sa/2.1/jp/">http://creativecommons.org/licenses/by-nc-sa/2.1/jp/</a>
Type	article (author version)
Note	Pajuoja, H. and Karppinen, H. (eds.), Proceedings of the Biennial Meeting of the Scandinavian Society of Forest Economics, Vantaa, Finland, 12-15 May, 2004
Note(URL)	<a href="http://www.metla.fi/tapahtumat/2004/ssfe/index.htm">http://www.metla.fi/tapahtumat/2004/ssfe/index.htm</a> ; <a href="http://www.metla.fi/tapahtumat/2004/ssfe/proceedings-SSFE-2004-Jarvenpaa.pdf">http://www.metla.fi/tapahtumat/2004/ssfe/proceedings-SSFE-2004-Jarvenpaa.pdf</a> ; <a href="http://www.metla.fi/tapahtumat/2004/ssfe/presentations-byauthor.htm">http://www.metla.fi/tapahtumat/2004/ssfe/presentations-byauthor.htm</a>
Additional Information	There are other files related to this item in HUSCAP. Check the above URL.
File Information	ssfe-Owari-2004.pdf (Presentation)



[Instructions for use](#)



UNIVERSITY OF HELSINKI  
DEPARTMENT OF FOREST ECONOMICS

# Marketing Environment of Structural Lumber in Japan

Toshiaki Owari



## Background

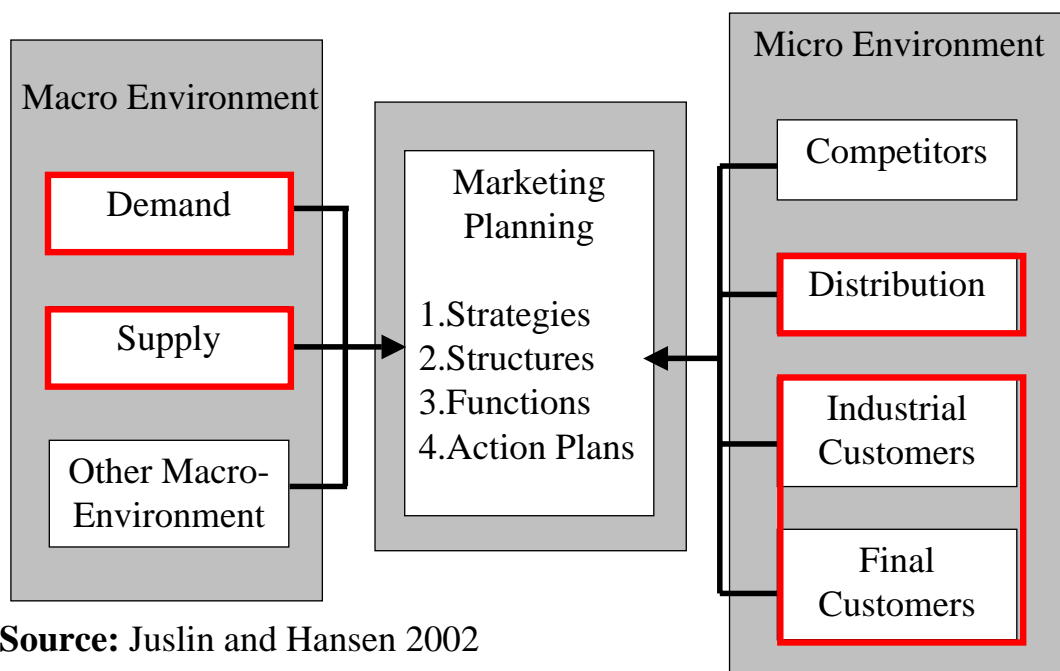
- ⌘ Europe has gained an impressive market share in Japan since the past decade.
- ⌘ European exports to Japan are going to become more important in the future.
- ⌘ Previous studies, e.g. Pesonen (1993); Nilsagård (1999); Cohen (2001)

# Purpose

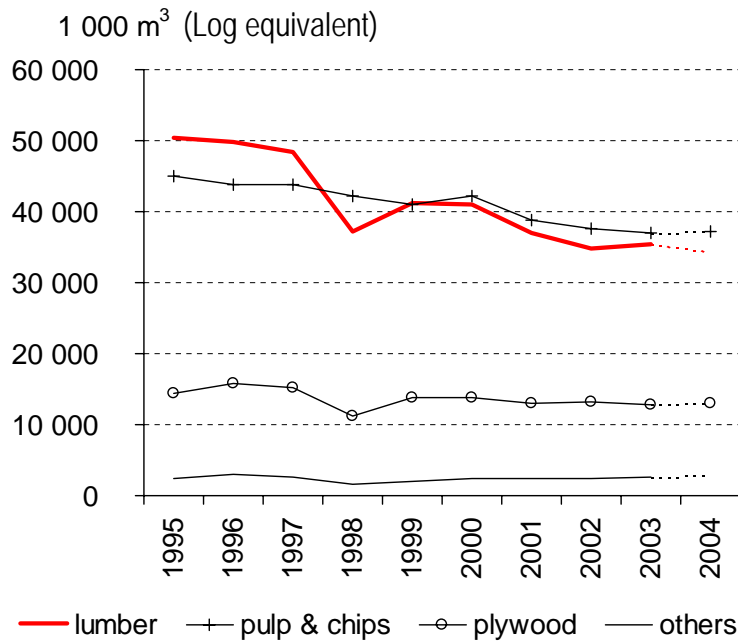
- ⌘ The purpose is to provide the information on the marketing environment in Japan.
- ⌘ The analysis will focus on structural lumber used for house construction.
- ⌘ The Japanese marketing environment has drastically changed and is changing further.

# Topics

## The Information Environment Model



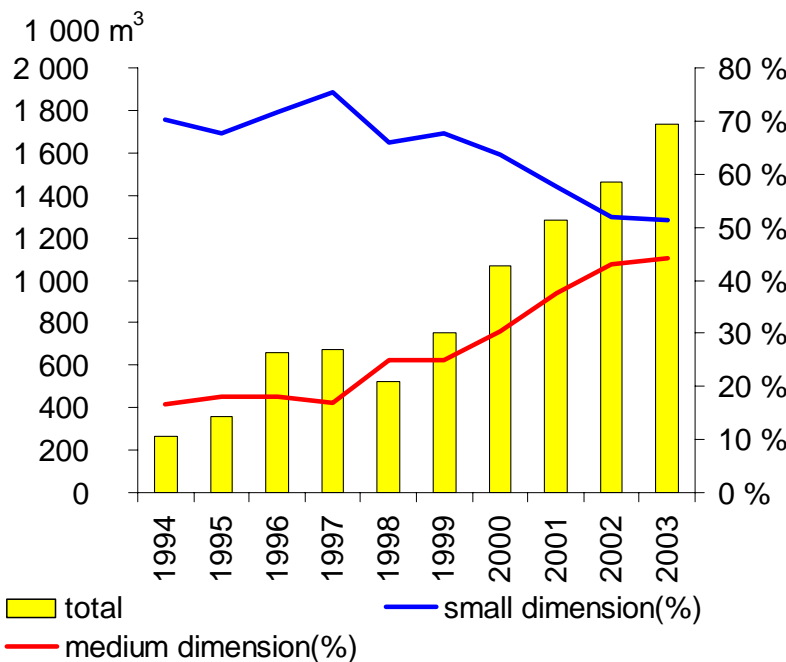
# Demand for Lumber



- ⌘ 35.4m m³ (2003)
- ⌘ Decrease since the late 1990's
- ⌘ Increase in 2003
- ⌘ Long term -> ??
- ⌘ New houses: ↓
- ⌘ Reform/rebuild: ↑

Source: Forestry Agency

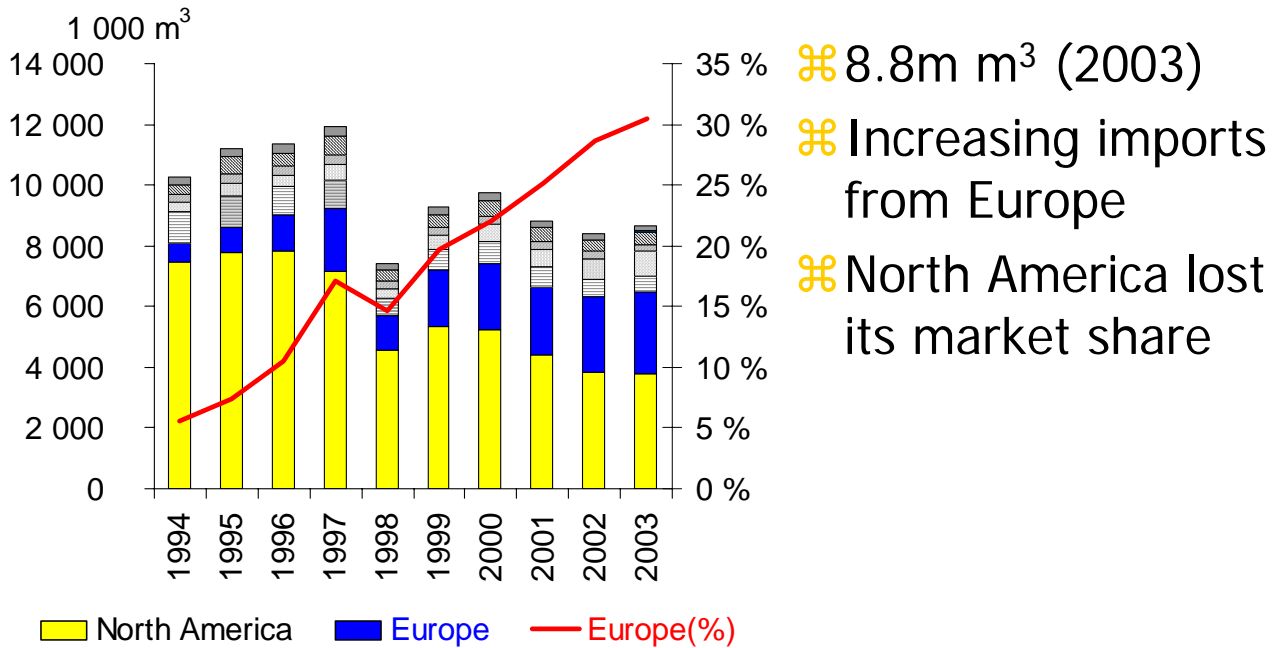
# Demand for Structural Laminated Lumber



- ⌘ Increasing rapidly
- ⌘ 1.7m m³ (2003)
- ⌘ Small dimension was dominant first
- ⌘ Medium dimension has increased
- ⌘ Builders' needs for reliable structural materials

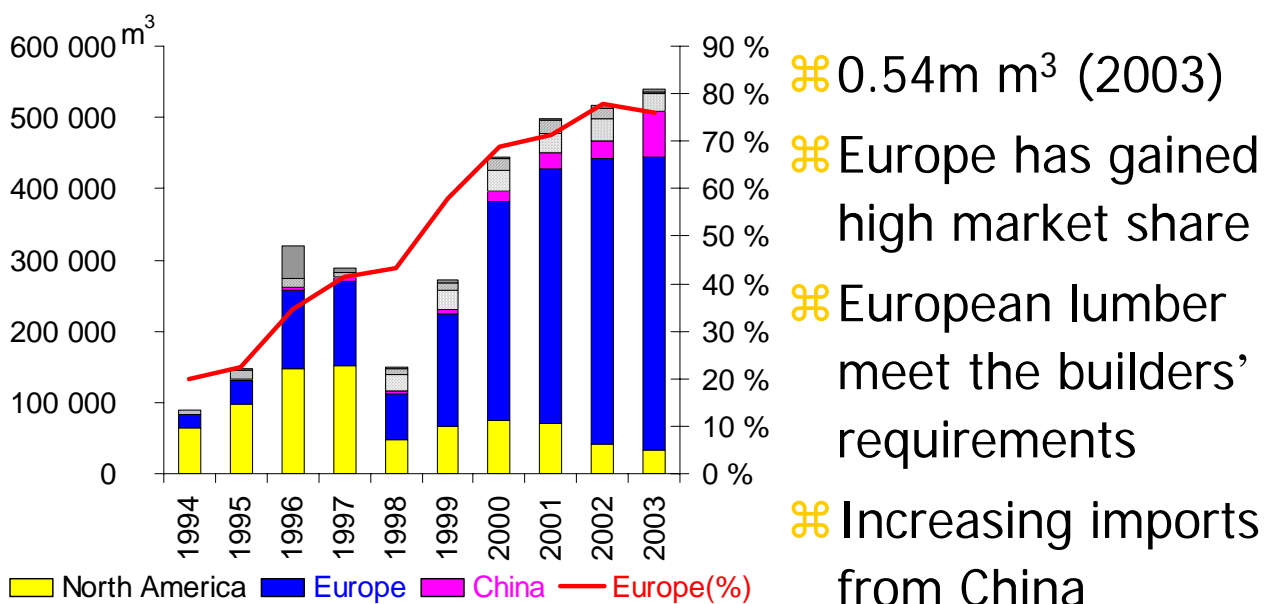
Source: Japan Laminated Lumber Industry Association

# Imports in Lumber



Source: Ministry of Finance

# Imports in Structural Laminated Lumber

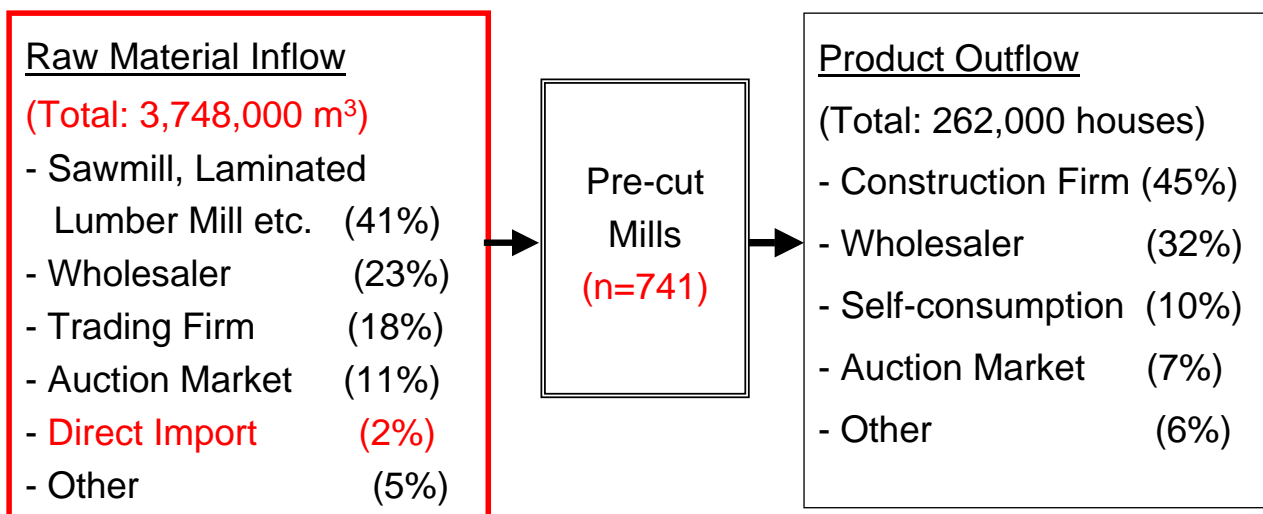


Source: Ministry of Finance

# Changing Distribution Systems

- ⌘ The **pre-cut mills** has reduced the items distributed through conventional routes.
- ⌘ An opportunity has arisen for **Home centres** to take over the needs of lumber users.
- ⌘ The **Trans-Siberian Railways** could become a possible alternative route from Europe.

## Pre-cut Industry 2001













# Trends in the Pre-cut Industry

---

- ⌘ The pre-cutting of semi-structural lumber and structural plywood is increasing.
- ⌘ The pre-cut mills in the metropolitan area are becoming larger.
- ⌘ The pre-cut mills have an influential role in the structural item selection.

## Summary

---

- ⌘ The changes in end-users' needs have created a new marketing opportunity.
- ⌘ Europe succeeded in meeting the changing end-users' needs.
- ⌘ One could use the changes in distribution systems for the marketing.
- ⌘ Building a closer relationship with the pre-cut industry is a key to success.

# Conclusion



⌘ In order to grow further in the Japanese market, one needs to adjust its marketing to the changing environment.

---

## Contact Address - Owari, T.



Until December 2004:

Dept. of Forest Economics, Univ. of Helsinki

Phone +358 9 191 57992 Fax +358 9 191 57984

E-mail [toshiaki.owari@helsinki.fi](mailto:toshiaki.owari@helsinki.fi)

After January 2005:

Graduate School of Agriculture, Hokkaido Univ.

Kita-9, Nishi-9, Sapporo 060-8589, Japan

Phone +81 11 706 2522 Fax +81 11 706 4935

E-mail [owari@for.agr.hokudai.ac.jp](mailto:owari@for.agr.hokudai.ac.jp)