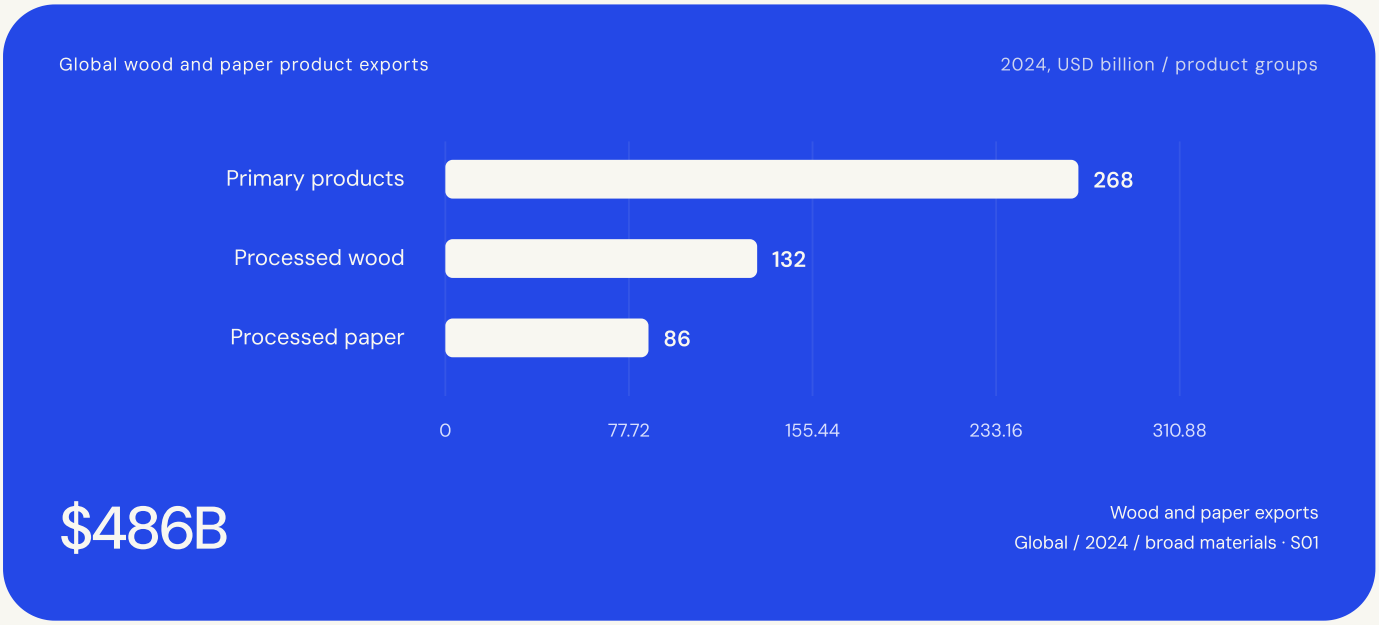
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Commercial furniture suppliers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Commercial furniture research starts with the spaces your range can serve. Offices, hotels and education facilities have different requirements for everyday use.

$486B
Wood and paper exports
Global / 2024 / broad materials [S01]

$132B
Processed wood exports
Global / 2024 / incl. varied products [S01]

393M m³
Wood-panel production
Global / 2024 [S01]

01 What you can offer

Offer furniture suited to the room's purpose, dimensions and project schedule.

02 Where to start

Research office or hospitality projects that fit your range.

03 What to ask

Establish dimensions, quantities and material requirements before quoting.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Forest-product trade describes the broader production and trade environment connected to furniture. Choose project buyers by the product's use and the space it will furnish.

Wood and paper exports

Global / 2024 / broad materials [S01]

$486B

Processed wood exports

Global / 2024 / incl. varied products [S01]

$132B

Wood-panel production

Global / 2024 [S01]

393M m³

What these figures cover

Total exports include wood, paper and other forest products. Panel output is a volume; exports are a monetary value. Neither separately measures commercial furniture sales.

Consider international customers

Foreign project buyers and contract-furniture distributors are separate from domestic office buyers.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global wood and paper product exports

2024, USD billion / product groups

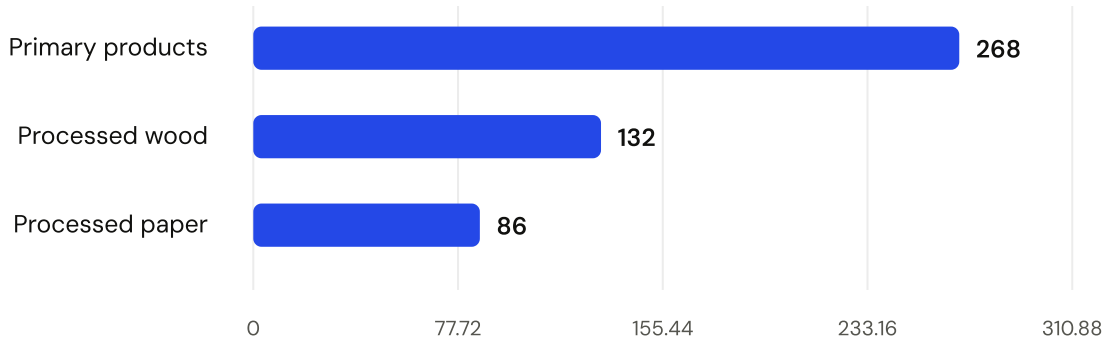


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Research office or hospitality projects that fit your range. Separate standard product orders from work requiring custom manufacture.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign project buyers and contract-furniture distributors are separate from domestic office buyers.

Total exports include wood, paper and other forest products. Panel output is a volume; exports are a monetary value. Neither separately measures commercial furniture sales.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Office occupiers

What to discuss
Discuss workspace dimensions and required furniture types with office occupiers.

Who to speak with
Procurement lead or interior project owner

PROFILE 02
Potential buyer

Hotels

What to discuss
Offer hotel buyers relevant products for guest rooms or shared areas.

Who to speak with
Procurement lead or interior project owner

PROFILE 03
Potential buyer

Education operators

What to discuss
Ask education operators who will use the furniture and under what daily conditions.

Who to speak with
Procurement lead or interior project owner

PROFILE 04
Potential buyer

Interior contractors

What to discuss
Discuss manufacture and delivery against the interior contractor's project specification.

Who to speak with
Procurement lead or interior project owner

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Research office or hospitality projects that fit your range. Separate standard product orders from work requiring custom manufacture.

Next step

Research a small group of relevant firms.

02

Define the work together

Establish dimensions, quantities and material requirements before quoting. Agree sample approval, delivery dates and installation responsibility.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign project buyers and contract-furniture distributors are separate from domestic office buyers.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Global production and trade in forest products in 2024**

FAO · 2025 / 2024 data

www.fao.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/commercial-furniture-suppliers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION