



Market Report

A Snapshot of your Marketing Sector

Forest Industries including Tree Surgery

This pack has been designed to provide information on setting up a business in the **Forest Industries including Tree Surgery** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

What do I need to know about the Forest Industries including Tree Surgery market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ **The total area of woodland in the UK was estimated at 3.29 million hectares as at 31 March 2025**, with woodland creation continuing across the UK during 2024/25. 15.58 thousand hectares of newly created woodland were reported in the UK in 2024/25. ([Forestry Statistics 2025 - Forest Research](#))
- ◆ Wood products imported into the UK in 2024 were valued at £9.2 billion and included 6.3 million cubic metres of sawnwood, 3.1 million cubic metres of wood-based panels, 9.3 million tonnes of wood pellets and 5.1 million tonnes of paper. ([Forestry Statistics 2025 - Forest Research](#))
- ◆ There has been a significant increase in tree planting in England, rising from 4,550 hectares in 2023/24 to 5,770 hectares in 2024/25 an increase of over 25%. Fast-growing conifer planting rose by 58% within the same timeframe. This trend is seen as positive, but industry leaders emphasize the need for even more productive forest planting to reduce the UK's dependency on timber imports and to support sustainable, climate-resilient construction. England, Wales, and Northern Ireland showed slight increases, but **Scotland saw a notable decline**, leading to an overall fall in UK-wide woodland creation (from 20,660 hectares to 15,690 hectares). Nevertheless, this remains the second-highest annual planting total in the last twenty years. (Global Data Explorer, *Forestry industry welcomes increase in tree planting in England*, news article, 27th June 2025, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ In 2025, the UK's commercial forestry market saw an improvement in activity, with 18,100 hectares traded (above the 10-year average of 16,000 hectares). The average gross price per hectare decreased by 15.5% to about £15,500, yet current prices are still 2.5 times higher than in 2016, a result of exceptional growth leading up to 2022. The total value of commercial forestry sales reached a record high of £304.4 million in the 2025 forest year. (Global Data Explorer, *UK Commercial Forestry Market Steadies in 2025 as Long-Term Outlook Strengthens*, news article, 26th March 2026)
- ◆ [Forestry Statistics 2024](#) from Forest Research provides detail on woodland area and cover, timber and wood products, imports and exports to economics, employment, woodland visits and the environment in the UK.
- ◆ The national organisation for this industry is [Forestry and Land Scotland](#). Other industry bodies include the [Royal Scottish Forestry Society](#), [Scottish Forestry](#), the [Arboriculture Association](#), [Scottish Forest and Timber Technologies](#), [Horticultural Trades Association](#) and the [Institute of Chartered Foresters](#).

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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

There are also a number of online resources you may find helpful:

- ◆ The revenue of the European forest products industry contracted during 2019–24. The industry witnessed moderate growth in 2024 and is projected to grow at a healthy rate over the forecast period of 2024–29. In 2024, the consumption of European forest products grew by 2.2% annually, fueled by the increased proportion of the urban population. According to the World Bank, in 2024, the UK's proportion of the urban population grew by 84.9%. (Global Data Explorer, Forest Products in Europe, July 2025)
- ◆ Sustainability is a growing issue globally - While some governments have begun to prioritize conservation, others have begun to weaken protections. The value of the global forest products industry is expected to grow with a compound annual growth rate (CAGR) of 4.7% over 2024 - 2028, with consumption volume expected to grow by 3.5% over the same period. According to the WWF Living Forests Report, even with increased recycling, reuse, and efficiency, wood demand could triple from 2010 numbers by 2050. (Global Data Explorer, Global Forest Products Industry Supply Chain Analysis, September 2025)
- ◆ **National Library of Scotland** – free registration offers access to [eResources for Business](#) such as **IBISWorld** and their report *Forestry & Logging in the UK Industry Data and Analysis, January 2026*. *The Forestry and Logging industry's revenue is set to contract at a compound annual rate of 2.4% over the five years through 2025-26, owing to persistently sluggish downstream markets, particularly in construction and manufacturing.*

There are also a number of online resources you may find helpful:

- ◆ **Scottish Government Publication** – [Scotland's Forestry Strategy 2019-2029](#) and [Scotland's Forestry Strategy Implementation Plan 2022-2025](#). These provide a 10-year framework for action to help achieve a 50-year vision for Scotland's woodlands and forests.
- ◆ [The Scottish Timber Industry and Scotland's Timber Resources](#). Industry information provided by Forestry and Land Scotland (formerly the Forestry Commission Scotland). [The Timber Marketing Framework 2020-2029](#) sets out how Scotland markets timber.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: May 2026

Updated by: Rachel

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