



PalletTrader™
PALLET MARKET SURVEY

2024 Quarter 1

PALLET MARKET SURVEY REPORT

After a challenging period, the pallet market has shown promising signs of stabilization. Our latest sentiment survey indicates that we have reached the bottom, with indications of a gradual recovery underway.

Introduction

Pallet Sentiment Survey Overview: Navigating Recovery

Market Assessment:

After a challenging period, the pallet market has shown promising signs of stabilization. Our 2024 Q1 sentiment survey indicates that we have reached the bottom, with indications of a gradual recovery underway.

Current Status:

Demand for whitewood pallets is beginning to rebound, marking a shift from previous downturns. This resurgence suggests growing confidence and activity within key industries.

Future Outlook:

Looking ahead, the next six months present an optimistic forecast for the pallet market. Anticipated increases in demand signify a positive trajectory, offering opportunities for growth and expansion.

Pricing Sentiment:

The sentiment towards pricing remains neutral to slightly increased. This suggests a balanced approach between supply and demand dynamics, with potential for incremental pricing adjustments in response to evolving market conditions.



Key Takeaways:

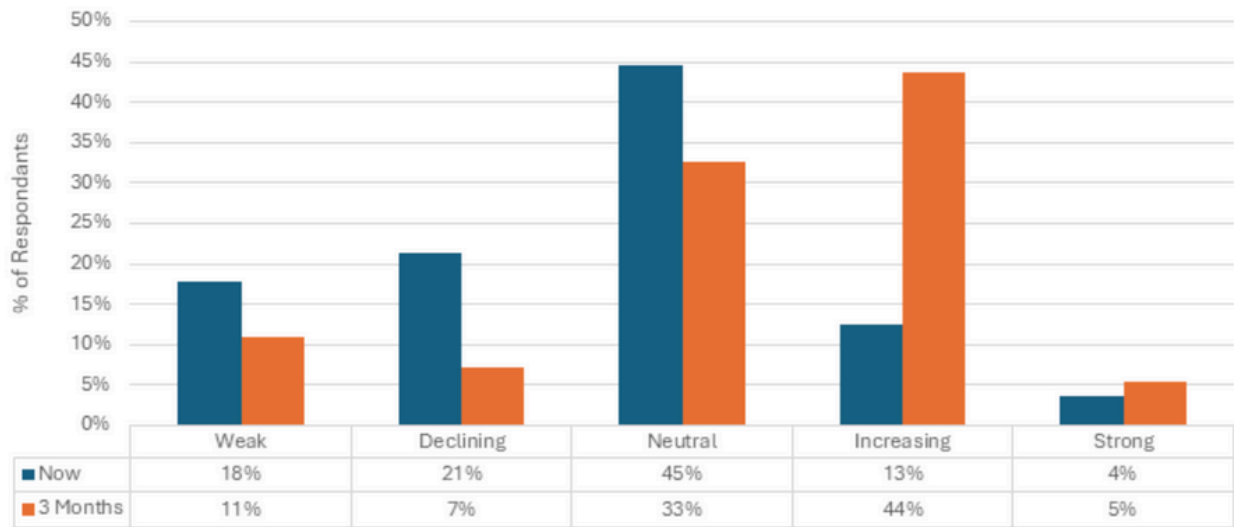
1. The market has bottomed out; signs of recovery are evident.
2. Anticipated increase in demand over the next six months.
3. Pricing sentiment remains stable with slight upward pressure.
4. Strategic adaptation and agility will be vital in capitalizing on emerging opportunities in the evolving market landscape.

Type of Respondents for each section

Pallet Demand	Seller, Broker, Other
Pallet Supply	Buyer, Seller, Broker, Other
Whitewood Prices	Buyer, Seller, Broker, Other
Whitewood Needs	Buyer, Broker, Other
Rental Needs	Buyer, Broker, Other
On Hand Inventory	Seller, Broker, Other

Pallet Demand

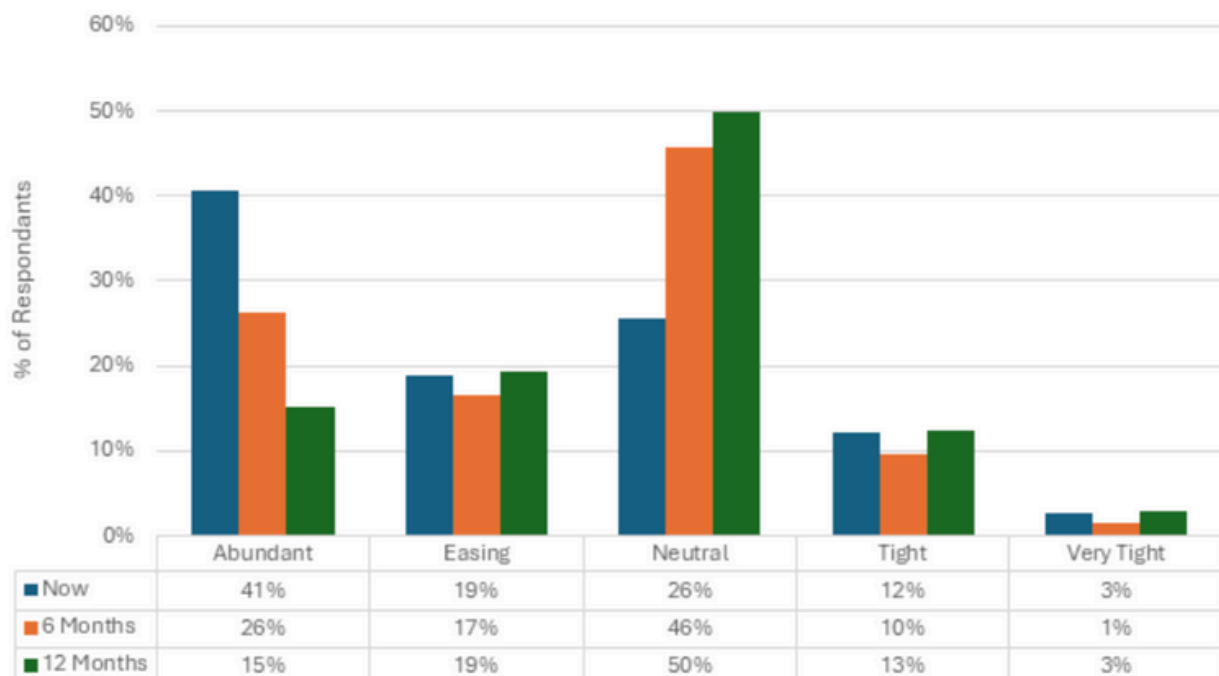
Pallet Demand - Now vs. 3 Months in Future



Takeaway: Anticipated pallet demand is poised to strengthen over the next three months according to sellers, brokers, and others.

Pallet Supply: Current & Future Sentiment

Pallet Supply

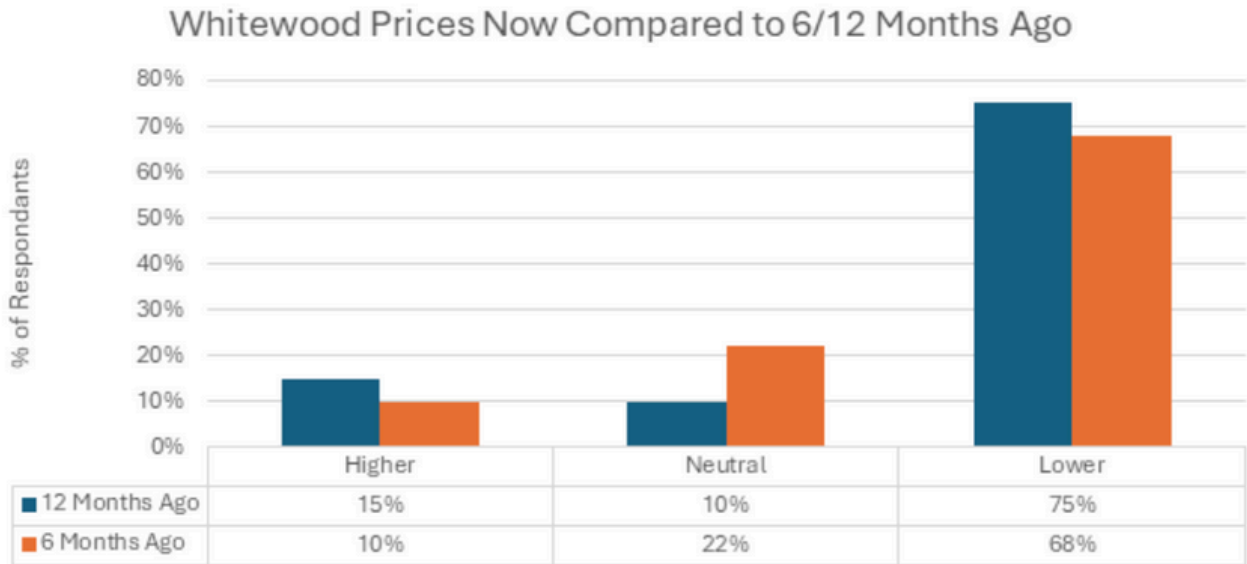


Takeaway: The majority of respondents believe that the abundance of supply in the market will continue to contract over the next year bringing pallet volumes back to more normalized levels.

Whitewood Pallet Prices

Prices Now vs 6/12 Months Ago

While prices for whitewood pallets have declined over the past year, the contrast between price differentials from 12 months ago and those from 6 months ago reveals a diminishing trend in pricing concessions, indicating a stabilization in the whitewood pallet market.



Prices Now vs 6/12 Months in Future

While over **one-fourth of respondents** expect to see an increase in whitewood pallet prices over the course of the next 6 months, that number jumps up to where nearly half believe increases will happen within 12 months.



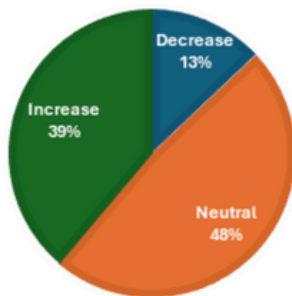


Takeaway: Buyers anticipate that demand for both the white-wood and rental pallet categories will increase over the next few months.

Whitewood Pallet Needs

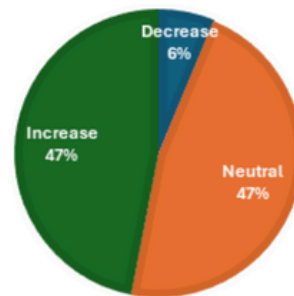
WHITWOOD PALLET NEEDS - NOW

■ Decrease ■ Neutral ■ Increase



WHITWOOD PALLET NEEDS - 3 MONTHS

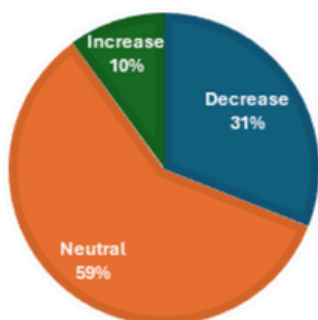
■ Decrease ■ Neutral ■ Increase



Rental Pallet Needs

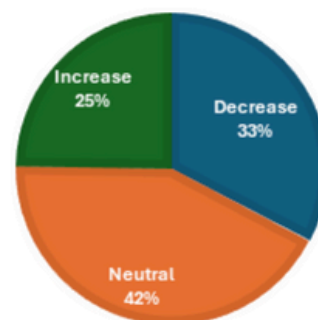
RENTAL PALLET NEEDS - NOW

■ Decrease ■ Neutral ■ Increase



RENTAL PALLET NEEDS - 3 MONTHS

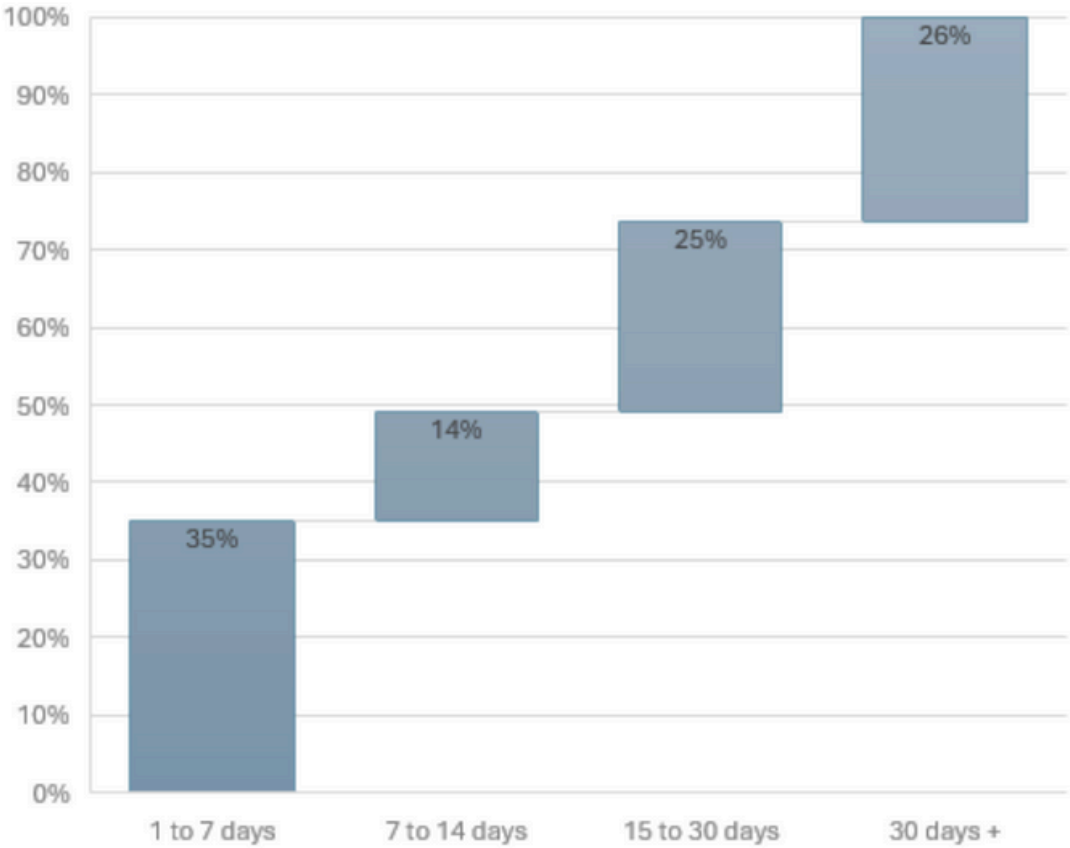
■ Decrease ■ Neutral ■ Increase





ON-HAND INVENTORY

Inventory of Top-Selling Pallets



Takeaway: More than 50% of respondents report having over two weeks' worth of inventory of top-selling pallets on hand, suggesting supply remains in hand.

HOW CAN PALLETTRADER HELP?

At PalletTrader, we're transforming the way businesses handle pallets. Leveraging advanced technology, we provide comprehensive pallet solutions spanning a wide spectrum of services.

Our fully managed solutions offer a seamless experience for our users, simplifying complex processes and enhancing efficiency.

More than just a service provider, we've created a centralized marketplace empowering both buyers and sellers of pallets with more control, convenience, and choice.

Trust PalletTrader to reshape your pallet needs—where innovation meets practicality.



CONTACT US.



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