



2025, Quarter 2

PALLET MARKET SURVEY REPORT

Published 06/17/25

Disclaimer: This survey offers insights into current market sentiment and conditions as reported by respondents. It is intended solely for informational purposes and does not constitute business, financial, or legal advice. PalletTrader makes no claims as to the accuracy or completeness of this information and assumes no liability for actions taken based on its findings.

SNAPSHOT



Thank you for your continued participation in our pallet sentiment survey. This quarter, we've expanded our analysis to include comparisons with responses from previous surveys. By maintaining distinct reporting for buyers and sellers, we aim to provide you with a nuanced perspective that empowers you to draw your own conclusions.

In addition to our regular questions on demand and pricing, we have introduced new inquiries regarding the potential impact of tariffs on the pallet market. These insights add another layer of depth to our understanding of the industry's dynamics and help clarify some of the uncertainty reported by participants.

Insights & Analysis

Market Demand

The Q2-2025 survey highlights mixed perspectives on pallet demand across the industry. Buyers predominantly reported demand as flat or slightly increasing, signaling stability or modest growth in the market. Conversely, several sellers observed a decrease in demand, indicating potential disparities in market conditions or variations based on regional or sector-specific dynamics. Optimism remains high, but uncertainty of the economic outlook seems to have an impact in few sectors.

Pricing Trends

Pricing trends revealed a similar divergence in viewpoints between buyers and sellers. Most buyers noted that prices remained mostly flat, reflecting consistency in cost across transactions. However, a number of sellers reported decreases in prices, suggesting that competitive pressures, changes in supply chain dynamics and economic uncertainty may have influenced pricing dynamics.

Future Outlook Sentiment

The short-term sentiment reported is similar from buyers and sellers: Demand will increase, and prices will start seeing some recovery as core inventories are tightening driving its prices higher, and pallet inventories have continued to decrease. Additionally, supplier sentiment is that lumber prices will increase, which will have an impact on pallet prices. All of these factors tied up to economic activity uncertainty due to tariffs concerns and the impact they may have.

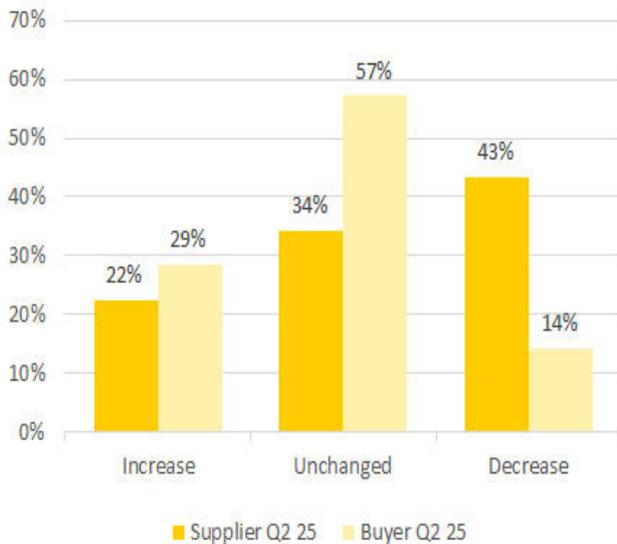
Pallet Demand: A Look Back

Demand seems to be trending in a positive direction. Per our Buyer respondents, demand has grown stronger compared to 6 months ago, with 43% reporting an increase. This is up 12% from our Q3 24 survey.

The Supplier respondents were more evenly mixed with most saying that demand has been neutral compared to 6 months ago. This is a positive shift from previous sentiments signaling that the pallet market has moved beyond the bottom of the market.



Pallet Prices: 6 Months Ago vs Now



The majority of Buyer respondents, 57%, said prices have been static compared to pallet prices 6 months ago, with nearly 30% reporting an increase.

In contrast, only 34% of Suppliers show prices have remained unchanged with only 22% citing an increase.

Pallet Demand: Future Sentiment

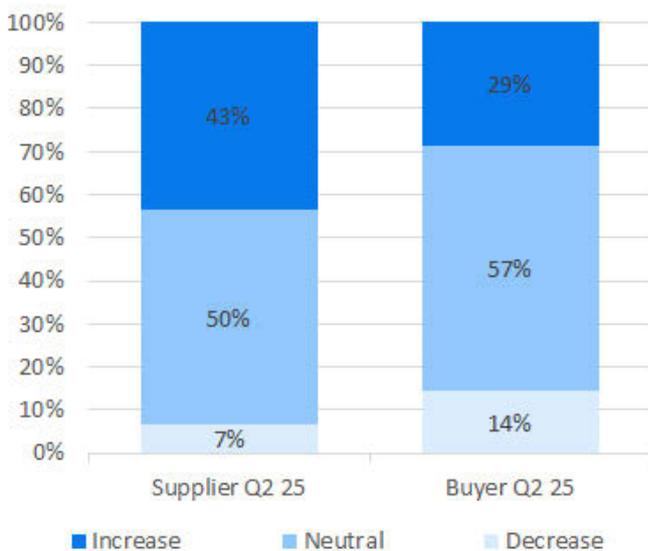
Most respondents expect demand to remain strong over the next three months, with nearly half of Suppliers and Buyers anticipating an increase.

An increase in new customers is seen as the key driver of this demand shift by both Suppliers and Buyers, 42% & 56% respectively. Suppliers also anticipate increased orders from existing customers.



This ties to the Buyer's sentiment as well, where they cited an increase in seasonal demand and inventory builds.

Pallet Prices: 3 Month Future Sentiment



Similar to Q3 24, the majority of Buyers and Suppliers agree that pricing will not decrease in the coming months. The majority of respondents predict pricing will remain static or increase.

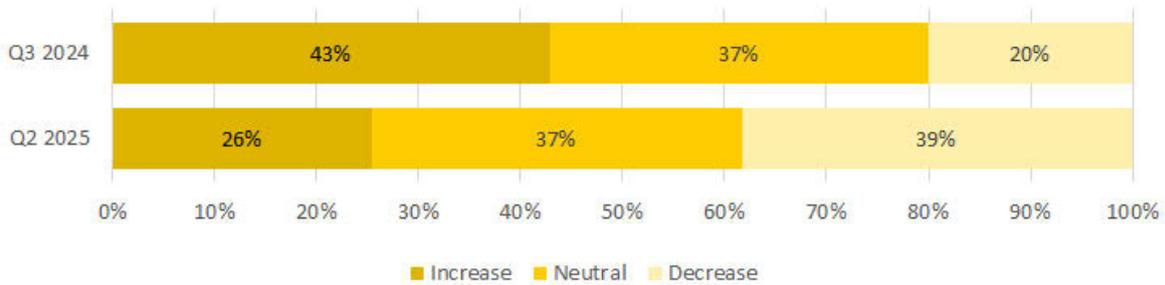
About 43% of Supplier respondents believe there will be an increase in pricing, citing the cost of lumber, and an increase in demand throughout the summer as the drivers.



SUPPLIER SENTIMENT: PALLET SUPPLY & COSTS

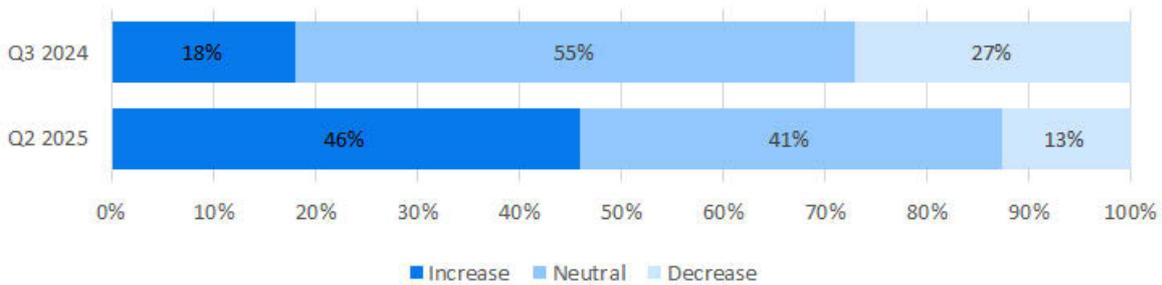
Core Availability

Compared to Q3 2024, more Supplier respondents have cited a tightening in cores overall compared to 6 months ago (39%). Where 37% cited availability to be consistent, unchanged from previous survey. And 26% reporting an increase, a 17 point drop from last year.



Core Pricing

Looking ahead, 46% of respondents anticipate core pricing to rise in the coming months, while 41% expect pricing to remain stable.

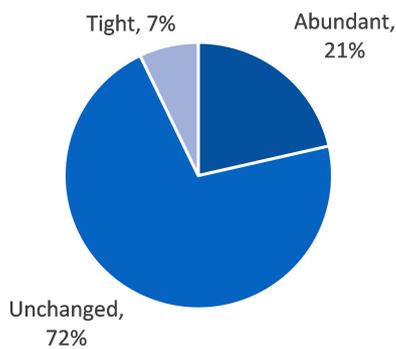




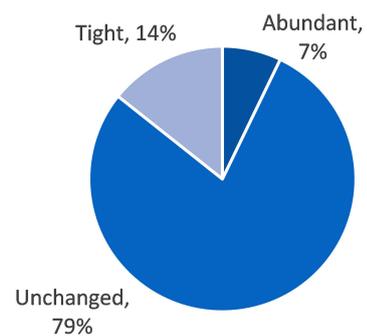
PALLET SUPPLY

A vast majority of Buyer respondents (71%) noticed no change in pallet supply compared to 6 months ago, with only 7% notice a tightening. Similar to the past 6 months, 79% of Buyers are predicting no change in supply 3 months from now.

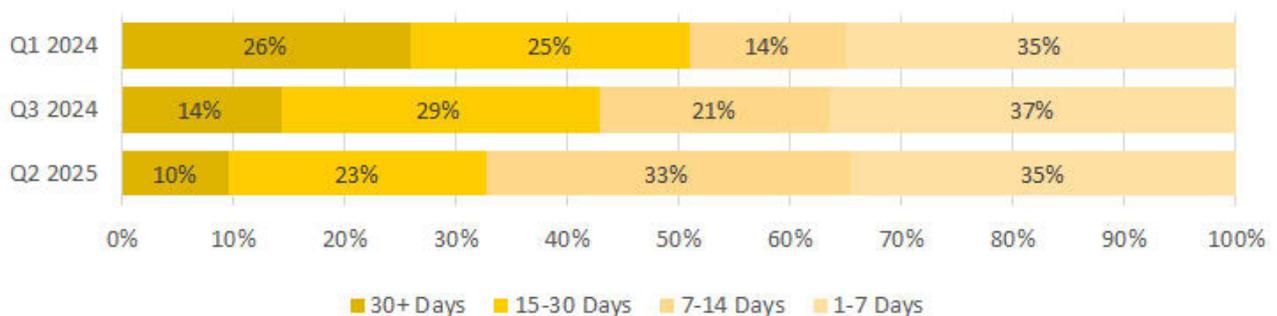
Today vs 6 Months Ago



Today vs 3 Months from Now



On-Hand Inventory



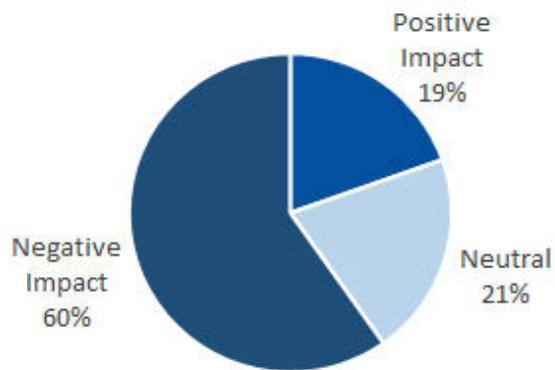
Inventory levels have continued to retreat to more normalized levels where 67% of our respondents reported 2 weeks or less of inventory on hand, which is an increase of 10% from the last survey. Only 10% reported inventory levels greater than 30 days.

MARKET PRESSURES: RISING COSTS & TARIFFS

Tariff Concerns

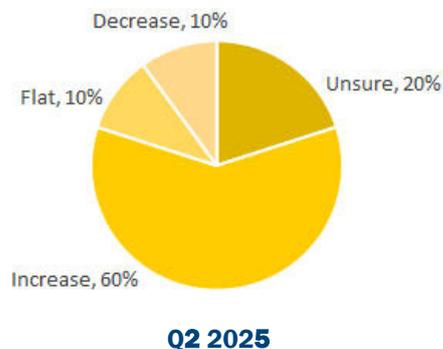
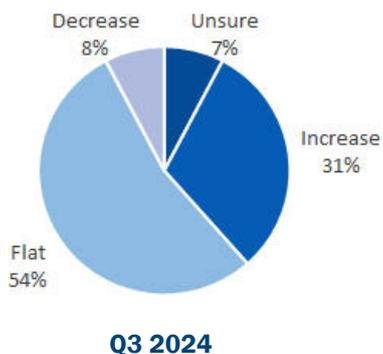
Over half of overall respondents predict a negative impact when it comes to the current and potential future global trade tariffs. Majority stating tariffs may lead to some pricing increases and possible sourcing challenges.

While the rest of the respondents are tied between expecting a positive or neutral impact, indicated by possible new opportunities and reduced competition. Of the 21% neutral voters, majority of Suppliers believe tariffs are not expected to affect pallet-related operations.



Cost of Lumber

Supplier sentiment has shifted since Q3 2024, with 60% now expecting lumber costs to rise and 20% unsure about what lies ahead.



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.



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