MARKETREPORT

SOUTHEAST ASIA & GREATER CHINA | August 2026|

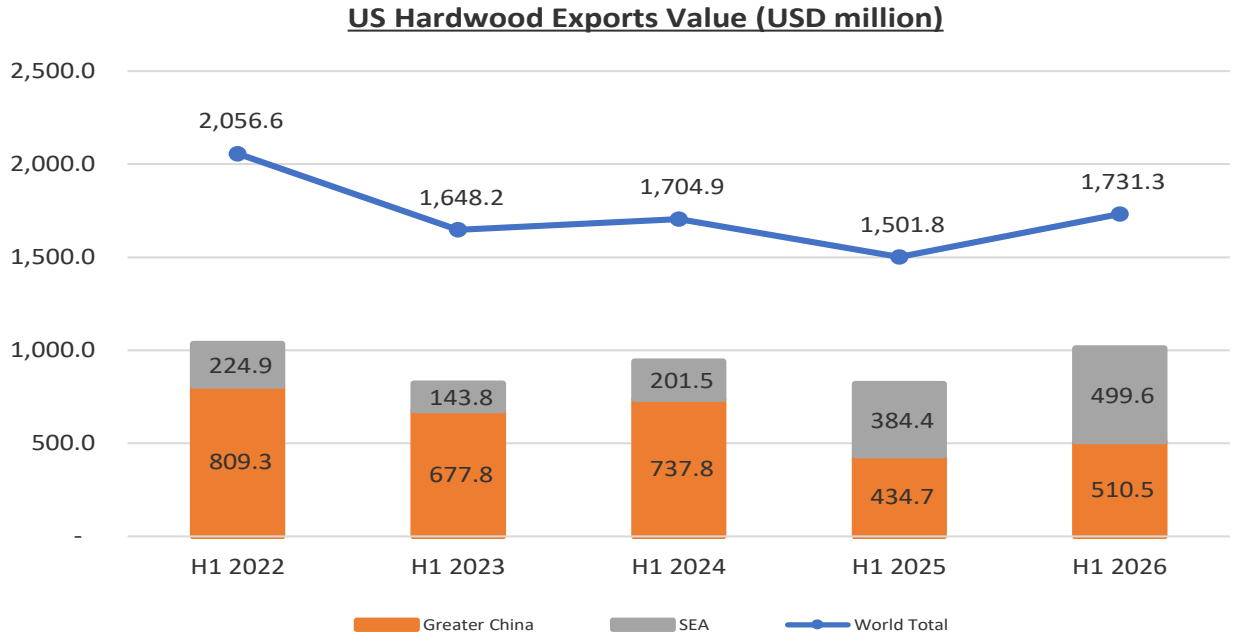
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U.S. Hardwood Exports Rebound Across Greater China and Southeast Asia in the First Half of 2026

U.S. hardwood exports to Greater China and Southeast Asia rebounded strongly in the first half of 2026. Hardwood exports to GRCH and SEA reached $1.01 billion, up 23.3% (YoY). Greater China increased 17.4% to $510.5 million, while Southeast Asia rose 30.0% to nearly $499.7 million, keeping both regions central to global U.S. hardwood demand.

The recovery was driven primarily by a sharp rebound in hardwood log exports, especially into Greater China and Southeast Asia. Greater China's log value rose 94.3% to $225.6 million and its log volume increased 74.3% to 316,764 (M3). Southeast Asia's log value rose 46.7% to $336.9 million and volume increased 44.9% to 551,987 (M3). Lumber was mixed: Greater China lumber value declined 10.7% to $283.0 million, while Southeast Asia lumber value edged up 4.8% to $147.2 million.

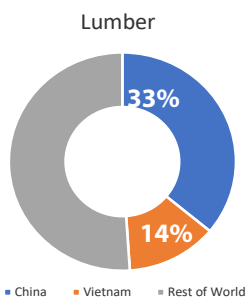


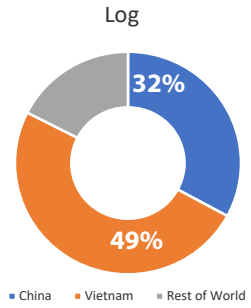
	Hardwood Lumber	% change	Hardwood Log	% change	Hardwood Veneer	% change
Greater China	$282.9 million	10.7%	$225.6 million	94.3%	$1.4 million	10.5%
Vietnam	$119.3 million	6%	$335.7 million	47%	$6 million	56%
Indonesia	$12.2 million	3%	$0.536 million	43%	$4.94 million	5%
Thailand	$7.9 million	39%	$0.537 million	7%	$1.2 million	56%
Malaysia	$7.2 million	23%	$0.067 million	14%	$1.9 million	28%
Philippines	$0.167 million	71%	-	-	$0.533 million	51%
Singapore	$0.174 million	1%	$0.05 million	69%	-	-

Year-on-Year changes in U.S. exports of hardwood lumber, logs and veneer to Greater China and SEA, 2026 (Source: USDA)

Greater China market – rose over 17% (YoY)

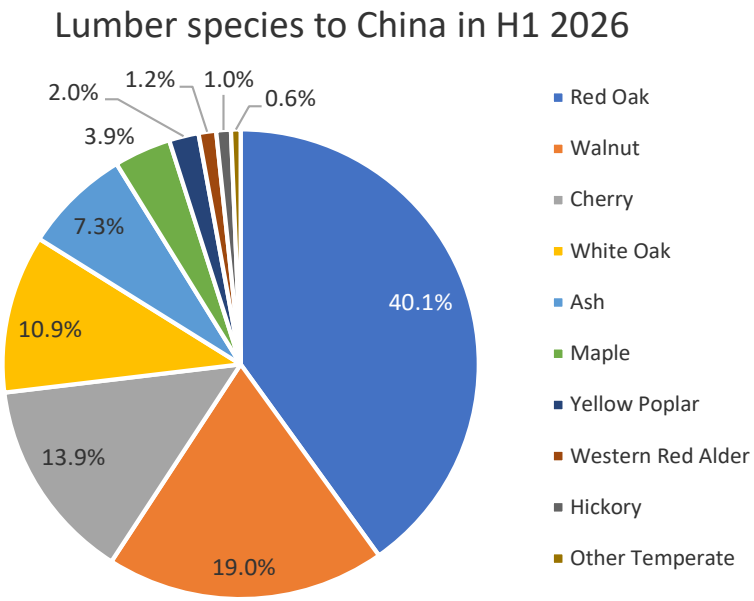
The first half of 2026 marked a rebound for the Greater China market. Total U.S. hardwood export value to the region rose 17.4% (YoY) to approximately $510.0 million, driven mainly by a sharp recovery in logs. Hardwood log exports surged 94.3% in value to $225.6 million, while volume increased 74.3% to 316,764 (M3). By contrast, lumber exports remained under pressure, with value down 10.7% to $283.0 million and volume falling 13.6% to 372,077 (M3). Veneer exports also improved, rising 10.5% to $1.4 million.



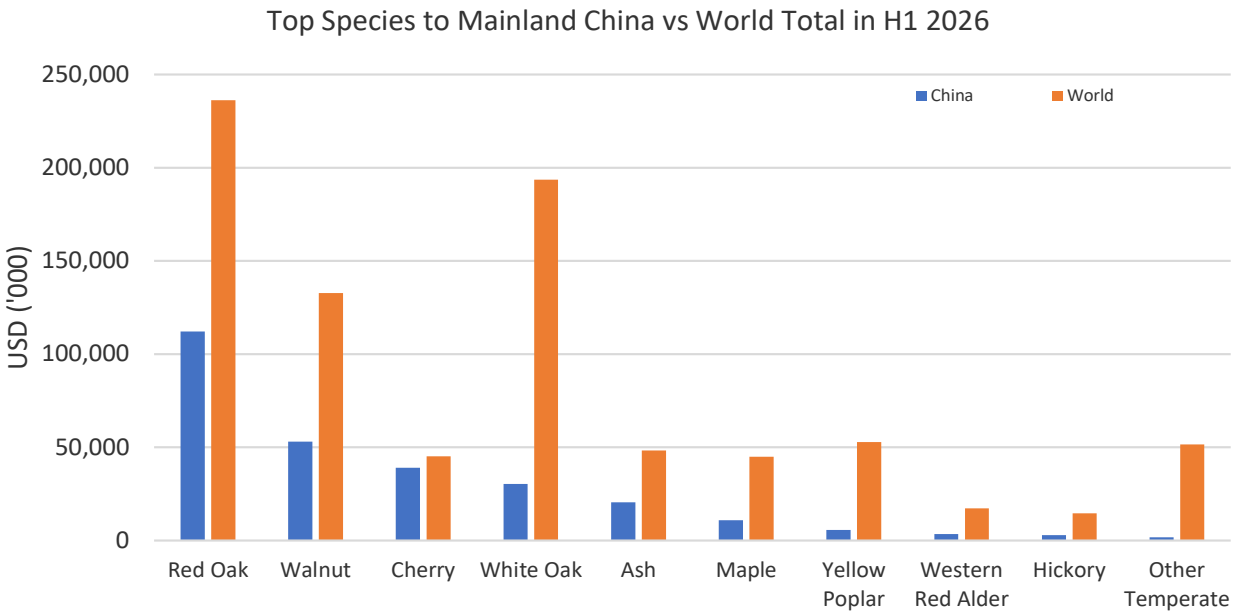


Lumber Species	Export Value (US$)	YoY % change	Export Qty (M3)	YoY % change
Red Oak	$112 million	6%	166,112	8%
Walnut	$53 million	15%	34,734	20%
Cherry	$38.9 million	5%	49,685	6%
White Oak	$30.4 million	2%	42,186	3%
Ash	$20.4 million	26%	30,019	31%
Maple	$10.8 million	15%	13,496	15%
Yellow Poplar	$5.6 million	23%	13,553	30%
Red Alder	$3.3 million	9%	10,248	9%
Hickory	$2.7 million	52%	4,489	54%

US Hardwood Lumber Exports to Mainland China by Species in H1 2026 (Source: USDA)



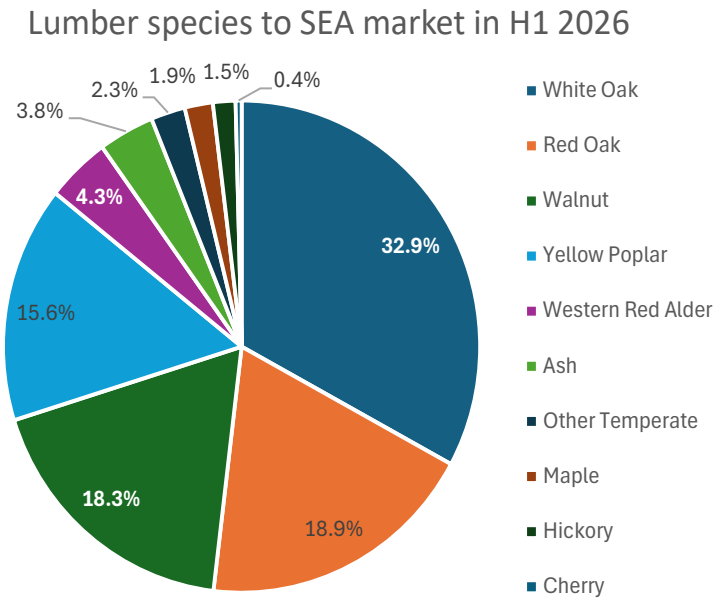
In the first half of 2026, U.S. hardwood lumber exports to China were concentrated among key species including red oak, walnut, cherry, white oak, ash, and maple. Together, these species accounted for more than $265.9 million in export value, representing over 95% of all U.S. hardwood lumber shipments to the market. China remained a particularly important destination for several species, purchasing over 86% of all U.S. cherry exports, 47.5% of red oak exports, 40% of walnut exports, 42.2% of ash exports and over 24% of maple exports globally.



Southeast Asia Market – surged 30% (YoY)

Vietnam continued to anchor Southeast Asia's hardwood demand in the first half of 2026, driving the overall U.S. hardwood exports to SEA jumped 30% (YoY), reaching more than $499 million.

Hardwood lumber exports to SEA remained relatively stable, edging up 4.8% YoY, totaling $147.2 million and volum to 256,952 (M3). In contrast, the value of log exports saw continuous growth: value rose over 46.7% (YoY) to $336.9 million, with volume to 551,987 (M3). Veneer exports also saw a healthy increase of 7.5% YoY, reaching $14.6 million. Vietnam continues to be the primary driver of Southeast Asia's expansion, with its purchases of U.S. hardwood logs increasing sharply.



SEA Markets	Top Lumber Species (US$, YoY % change)	Top Lumber Species (M3, YoY % change)
Vietnam	White Oak ($40 million, 6%) Walnut ($23 million, 40%) Yellow Poplar ($21.9 million, 28%)	White Oak (59,434, --) Walnut (23,106, 55%) Yellow Poplar (65,635, 29%)
Indonesia	White Oak ($4.1 million, 60%) Red Oak ($2.6 million, 11%) Walnut ($1.6 million, 12%)	White Oak (5,807, 72%) Red Oak (3,556, 22%) Walnut (1,406, 11%)

SEA Markets	Top Lumber Species (US$, YoY % change)	Top Lumber Species (M3, YoY % change)
Thailand	Red Oak ($2.2 million, 87%) Ash ($1.6 million, 31%) White Oak ($1.4 million, 19%)	Red Oak (3,171, 91%) Ash (2,797, 58%) White Oak (2,244, 17%)
Malaysia	White Oak ($2.6 million, 30%) Walnut ($1.8 million, --) Red Oak ($1.6 million, 15%)	White Oak (3,438, 26%) Walnut (1,212, 19%) Red Oak (2,462, 15%)
Philippines	Red Oak ($0.048 million, 39%) White Oak ($0.036 million, 66%) Ash ($0.034 million, 73%)	Red Oak (66, 21%) White Oak (67, 62%) Ash (59, 69%)
Singapore	White Oak ($0.123 million, 24%) Ash ($0.036 million, 343%) Other Temperate ($0.01 million, --)	White Oak (202, 37%) Ash (66, 1000%) Other Temperate (24, --)

Market Survey for SEA & GRCH conducted by John Chan

John Chan collected the market survey information through interview by telephone, whatsApp, wechat, physical and e-meeting etc. from the architects, interior designers, furniture designers and producers, lumber and veneer importers and distributors and associations leaders of SE Asia and GRCH and the information/remarks collected only represented their own opinions.

China
1. China Trader (from Shanghai)

"The 10% base tariff on U.S. lumber is being implemented as usual, and I haven't seen an official cancellation notice yet. Do you have any news on your end?"

First, to my understand let me correct two points based on different news I have: there is no $300 billion tax cut agreement, nor was it a formal agreement finalized on the spot at this Beijing summit. Both sides only agreed in principle to discuss lowering tariffs on $30 billion worth of goods each, and specific product categories are not yet decided. Lumber-related tariffs are not on the public tax cut list for now, and whether they will eventually be cut depends on future negotiations.

On the demand side, the domestic mid-to-high-end furniture and interior decoration sectors still rely heavily on North American hardwoods like ash and red oak. However, on the supply side, due to past trade friction, many importers have diversified their sourcing channels to Europe, Southeast Asia, and even via transshipment through Vietnam to mitigate risks. Long-term, the market share of U.S. timber is being diluted and that is what we should worry.

Therefore, I believe that on one hand, domestic buyers have real demand, and on the other hand, they are actively de-risking. This is precisely the value of that proposal: if premium hardwood lumber can be included in the tariff optimization list, it would be equivalent to giving American hardwoods a favorable policy to re-enter the Chinese market, which is beneficial for both diplomacy and industrial upgrading.

2. Trader (from Guangdong)

Chinese Hardwood Trader and AHEC exporter: Hi John I'm traveling in Qingdao. It seems orders not very good for factories. And some lumber importers and furniture producers are importing hardwood lumbers from EU and Vietnamese sawmills which makes the direct import of U.S. hardwood more difficult.

3. Trader (2 traders from Shanghai)

The sales of U.S hardwoods are very poor. The price is one reason, but the weak market demand should be the main reason due the property market is China is still under the cloud.

Hope US hardwood lumber to be included onto the list to benefit from the $30B tariff reduction US-China.

4. Traders (from 3 traders with similar comments)

There are three traders from Shanghai Beijing and Qingdao strongly suggested under 30 Billion Products included 10% tariffs removed by China and they suggested the local China 's wood product trade and furniture associations to pass the following information to Chinese department trade and commerce : Under the current China-US economic and trade cooperation framework, incorporating high-quality American hardwood lumber into tariff optimization arrangements can lower raw material costs, boost the global competitive...ness of China's wood-processing sector, support high-quality manufacturing growth, and better serve the dual-circulation development pattern.

It is recommended that, under the current framework of China-US economic and trade cooperation and in light of the practical development needs of China's wood-processing industry, we study the inclusion of high-quality imported hardwood lumber from the United States into the current round of tariff optimization arrangements. By optimizing import policies for basic manufacturing raw materials, we can further enhance the international competitiveness of China's wood-processing industry, promote high-quality development, and better serve the domestic and international dual-circulation development pattern."

Southeast Asia
Vietnam (Replied from 5 traders)

A Vietnamese importer/has sent the following request to a AHEC member." For current temporarily, this factory from Vietnam is asking for wood suppliers to add the following clause on invoice/ packing list/Bill of Lading: " Plantation -grown wood, rough sawn timber, kiln-dried ". Here is what they are saying is causing the requirement fot this decoration on invoice, etc.

Currently Vietnam Custom Dept. and Tax Dept in Vietnam is having conflict on how to process to re-fund on how to process to re-fund VAT after furniture using hardwood export. These questions were receivers by another key U.S. hardwood importer as well.

Here are five key traders and importers/exporters/distributors and producers from Vietnam replied through WhatsApp and Wechat:

1. Trader replied: Sorry missed your calls "our customers haven't asked about it and we just ship with standard export documents"

2. Trader replied "about the documents to Vietnam we process the same as we did in the past, nothing changed, most documents forwarders prepare for us. About VAT, it also same as it was. In Vietnam, they have two types, one is free tax permits, one is paying VAT, I know they refund all after export if lumber or timber bring in Vietnam by paying VAT. I did not hear anything in Vietnam changed as far. Hope my information won't be so wrong"

3. The third Trader is importer and producer and exporter said "for this question, we did not face with yet".

4. The fourth Trader is an importer and distributor with warehouse replied "Our company is facing this question and replied " I add unplanned wood." And put an additional note "Currently we need to prove the legal traceability of timber from the forest to the importer in Vietnam. A closed-loop supply Chain and add unplanned wood. on the supply side, there are increasing number of sources from Europe and Canada and in addition from African and SE Asia (Indonesia, Thailand and local Vietnamese species) which are not US hardwood and European species entered Vietnam.

5. Key importer and warehouse/distributor

The market in Vietnam for US hardwood still quite strong, especially logs imported from USA.

The new factories to set up in Vietnam from China have slowed down and some lumber factories have gradually downscaled lumber production The production factories of veneer in the Vietnam maintain strong because the veneer products exported to USA and other foreign countries including Indonesia.

Logs imported from US and Europe are still on rise but the speed is gradually slowing down compared to two months ago.

Indonesia

The US hardwood market both lumber and veneer are too expensive amongst the low Rupiad currency against USD. The furniture and doors order encountering difficulty the high raised freight rate and some factories turn from Vietnam sawmills on veneer and lumber and some sawmills have start to buy some products such as local plantation teak, Mahongany and Meranti and veneer imports from Vietnam has become very active.

Thailand
Furniture Producer and Trade Association leader: Thailand has been on the tendency to look for higher quality hardwood products from US and Europe to add value to furniture and decorative wood products for domestic application market especially to meet the demand of architectural and interior design projects. He said teak and Para-wood is for export market. He said US hardwood has become among favorable import species such as red and white oak and walnut.

Thai Architects commented that US hardwood has become the preferential choice as decorative materials by some architects and interior designers for upper market projects - Architects 49 chose white oak for 3 Starbuck projects in Bangkok. It is expected this tendency will continue to rise.

Conclusion:

China's market for hardwood logs and lumber is undergoing a rapid transformation in response to U.S.-China trade tensions including tariffs and an 8 months ban on the U.S. log imports. These changes disrupted traditional supply chains, prompting a realignment of sourcing and processing strategies. Vietnam has emerged as a key processing hub, reshaping the flow of U.S. logs and lumber into China. Despite these disruptions, demand for high-quality U.S. hardwood remains strong, especially in China's high-end furniture manufacturing sector. This report details those challenges and opportunities. Vietnam is a major and rapidly growing market for U.S. hardwood products, serving as a primary processing hub that imports raw timber to manufacture finished furniture.

The U.S. remains Vietnam's top supplier of hardwood products—with imports reaching hundreds of millions of dollars—driven by Vietnam's large-scale export manufacturing sector and Vietnam has gradually become the Circular Trade Loop bringing Vietnam imports substantial volumes of U.S. logs and sawn lumber to process into high-end furniture, a large share of which is ultimately exported back to the United States and other global markets including China.

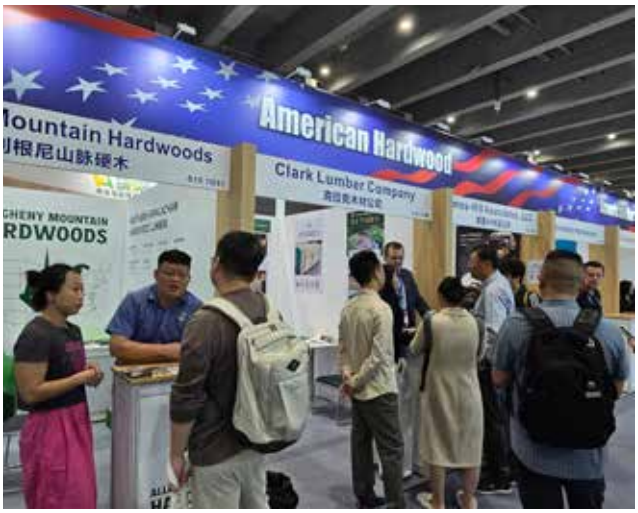
Events Review

Interzum Guangzhou 2026

Interzum Guangzhou 2026, held from 28–31 March, delivered a strong and highly visible platform for the American Hardwood Export Council (AHEC), reinforcing the position of American hardwoods in the Asian furniture manufacturing sectors. Spanning 180,000 sqm and hosting around 1,600 exhibitors, AHEC pavilion spanned 200 sqm with 23 member companies, including Allegheny Mountain Hardwoods, American Lumber, Amos-Hill Associates, LLC, Atunion Inc, Baillie Lumber, Battle Lumber, Bingaman & Son Lumber Inc, Cascade Hardwood, Clark Lumber Company, CLC Hardwoods, Hartzell Hardwoods, Thompson Hardwoods/Beasley Forest Products, Mayfield Lumber Company, Merrick

Hardwoods, Midwest Hardwood Company LLC, Missouri Walnut, NWH, Penn-Sylvan International, Robinson Lumber Company, Ron Jones Hardwood, Rossi Group, Sonoking Corporation and Snowbelt Hardwoods. Independent booths by CX Joy and Baillie Group further expanded AHEC's presence. Acting ATO Director of GZ, Emily Scott visited AHEC pavilion and conducted in depth discussions with AHEC members on supply dynamics, export trends, and current market challenges. A well-attended networking reception co-organised with ATO and Softwood Export Council, bringing together a mix of traders, manufacturers, designers and association leaders and long-standing partners. The networking reception provided a valuable platform for strengthening relationships, exchanging market insights, and reinforcing AHEC's role as a key industry connector in the region.





Qingdao International Furniture Fair 2026

AHEC's participation at the 23rd Qingdao International Furniture Fair (QIFF 2026), held from May 15–18 at the Qingdao International Exhibition and Convention Centre, strengthened the visibility of American hardwoods in one of China's most important furniture manufacturing regions. The fair, which covered 160,000 square meters and attracted over 350,000 visitors, showcased a full chain ecosystem spanning design, customization, lifestyle concepts, machinery, and materials. As noted in the report, QIFF emphasized a "differentiated full chain furniture feast," reflecting the industry's shift toward whole home solutions and new retail models.

AHEC hosted a dedicated pavilion featuring 19 member companies including American Lumber, Baillie Lumber, Battle Lumber, Penn-Sylvan International, Kennebec Lumber, Tioga Hardwoods, Matson Lumber, Wheeland Lumber, NWH, Ron Jones Hardwood, Thompson Hardwoods/Beasley Forest Products, Atunion Inc, Hermitage Hardwood Lumber Sales, Sonoking Corporation, Midwest Timber Exports, CLC Hardwoods, Missouri Walnut, Banks Hardwoods and Hardwood States Exports Group. Additional members exhibiting independently further demonstrated the depth and diversity of U.S. hardwood supply. Engagements with the Shandong Furniture Association, ATO representatives, and key timber traders provided valuable insights into current market sentiment.





Archidex 2026

Archidex 2026, held from July 29–August 1 at MITEC in Kuala Lumpur, provided the American Hardwood Export Council (AHEC) with a strong platform to promote American hardwoods and deepen engagement with Southeast Asia's design and construction community. Represented by Peggy Yu and Winnie Wong, AHEC met with architects, PAM leaders, and the Malaysian Wood Moulding & Joinery Council, while also exploring collaborations with FIND for upcoming expos in Thailand and Singapore. The exhibition highlighted Malaysia's growing demand for alternatives to local timber, with imports of American hardwoods nearly doubling between 2023 and 2025.

Meetings with Qian Shu Construction (Shanghai) and KLK Hardwood Flooring further underscored regional opportunities, as both expressed interest in sourcing American hardwoods for projects and exports. The trip reinforced AHEC's role as a strategic partner, with clear opportunities to expand awareness, provide technical guidance, and position American hardwoods as a sustainable, innovative choice across Southeast Asia.



Upcoming Events in 2026

***AHEC pavilion**

September 8-11
FMC Premium 2026*
The 31st Furniture Manufacturing & Supply China (FMC China 2026)
Shanghai, China

September 16-18
Thailand International Woodworking & Furniture Exhibition*
Bangkok, Thailand

September 23-26
IFMAC WoodMac
Jakarta, Indonesia

September 30-October 3
Vietnam Interior & Build Expo & Hoa Mai Design Awards
Ho Chi Minh City, Vietnam

December 10-13
The 38th Taipei International Building, Construction and Decoration Exhibition 2026
Taipei, Taiwan

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