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Market Potential and Value Addition Opportunities for *Pinus caribaea* Products in Sri Lanka: A Stakeholder Analysis

Devage, D.N.N. *, Amarasekera, H.S.

Department of Forestry and Environmental Science, Faculty of Applied Sciences, University of Sri Jayewardenepura, Nugegoda, Sri Lanka
**nethmiddevage@gmail.com*

Abstract

The current oversupply of *Pinus caribaea* (Pine) timber in Sri Lanka presents both a challenge and an opportunity for value addition in the timber industry. This study investigated the potential for developing value-added Pine products, addressing common misconceptions about Pinewood properties while identifying viable market opportunities. A comprehensive qualitative survey was conducted using semi-structured interviews with industry stakeholders. Data analysis employed a hybrid approach combining thematic and content analysis methodologies. The investigation encompassed multiple dimensions: current value-added product portfolios, production methodologies, market dynamics, distribution channels, and economic viability. Environmental sustainability and resource utilization were also evaluated to provide a holistic industry assessment. The findings revealed a potential for Pine value addition with a diverse range of existing value-added Pine products in the Sri Lankan market, primarily in the furniture, construction, joinery, assembly, and accessories sectors. However, the study identified several barriers to market expansion, including inherent material limitations, policy constraints, technical challenges, and research gaps. These constraints, while significant, can be addressed through targeted interventions and strategic industry development. Market analysis revealed emerging opportunities for popularizing Pine value-added products in the Sri Lankan timber market, driven by increasing environmental consciousness among consumers seeking durable, cost-effective local products. The export potential for value-added Pine products shows promise, with identified demand in regional markets including Seychelles, Maldives, Mauritius, and India. These findings suggest a viable pathway for transforming Sri Lanka's Pine timber surplus into an economic advantage through strategic value addition. The study provides evidence-based recommendations for developing Sri Lanka's Pine value-addition industry, emphasizing the need for coordinated efforts among stakeholders to overcome identified challenges and capitalize on market opportunities. This research contributes to the broader discourse on sustainable forestry resource utilization and value-chain development in developing economies.

Keywords: *Pinus caribaea, Oversupply, Value addition, Market potential, Stakeholder analysis*