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Characteristics of Creation of the Wood Pellets Market in Russia

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In the article the results of the conducted research of production and consumption of wood pellets in the world are given. The analysis of the wood pellets market in Russia is carried out and characteristics of its creation are recognized. The consumers groups of pellets are examined and variants of sale strategies for Russian produces are suggested. Future trends of production and consumption of wood pellets in Russia are determined, as well as possible measures of government support of the market.

Keywords: wood pellets, market, production, consumption, strategy, pellets plants, government support.

Introduction

During the last 20 years the amount of wood used for energy has been increased. According to the JWEE Report (Steierer, 2007), the volume of consumption of wood for energy generation in Europe and North America is greatly higher than reported by official international statistics. Use of wood pellets as a fuel in stoves and kilns in households, and also for energy receiving in thermoelectric power stations had a stunning success in developed countries for the last decade. From the end of 1990s, when increased interest in pellets was limited by several European markets (Sweden, Denmark, Austria, Germany and Italy), sales of heating equipment for pellets at these countries have been raised, in average, from 30% to 50% yearly during the decade. The

key characteristic of the world pellets market is becoming a globalization.

In 2006 rapid growth took place in the European pellets market, and experts of the UNECE European Economic Commission connected it with the active government support and the record oil price level for the last 25 years (*Forest Products...*, 2007). In spite of slowing down of the market's growth rate in 2007, it is expected that the sharp raising of activity in the pellets market will occurred within the next three years.

Creation of the Russian wood pellets market is being a subject of great interest of wood enterprises, because pellets production allows to utilize wood wastes and to get a profit out of them (especially from export sales). At the same time future trends of this industry is not understood

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