



# How does Metsä impact Finland's economy?

Findings of the assesment

# Metsä Group has a significant financial impact in Finland

**Jobs**  
all across  
Finland



A large share of  
**the value added**  
stays in Finland



**Tax revenues**  
create  
welfare



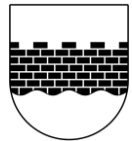
**Total impact**  
on the Finnish  
economy



More detailed breakdown on the following pages

# Work for more than 30,000 people

19,760  
jobs in the  
value chain



Metsä Group's employment impact equals the number of employed people in the city of Seinäjoki.



5,300  
jobs from income  
effects

Total  
**30,810**

5,750  
direct jobs

# Jobs are created where the forests are



Through its purchases, Metsä Group provides employment for people across many different sectors, all over Finland.



# A large share of the value added stays in Finland

Induced  
GDP impact  
**€570m**

Direct  
GDP impact  
**€890m**



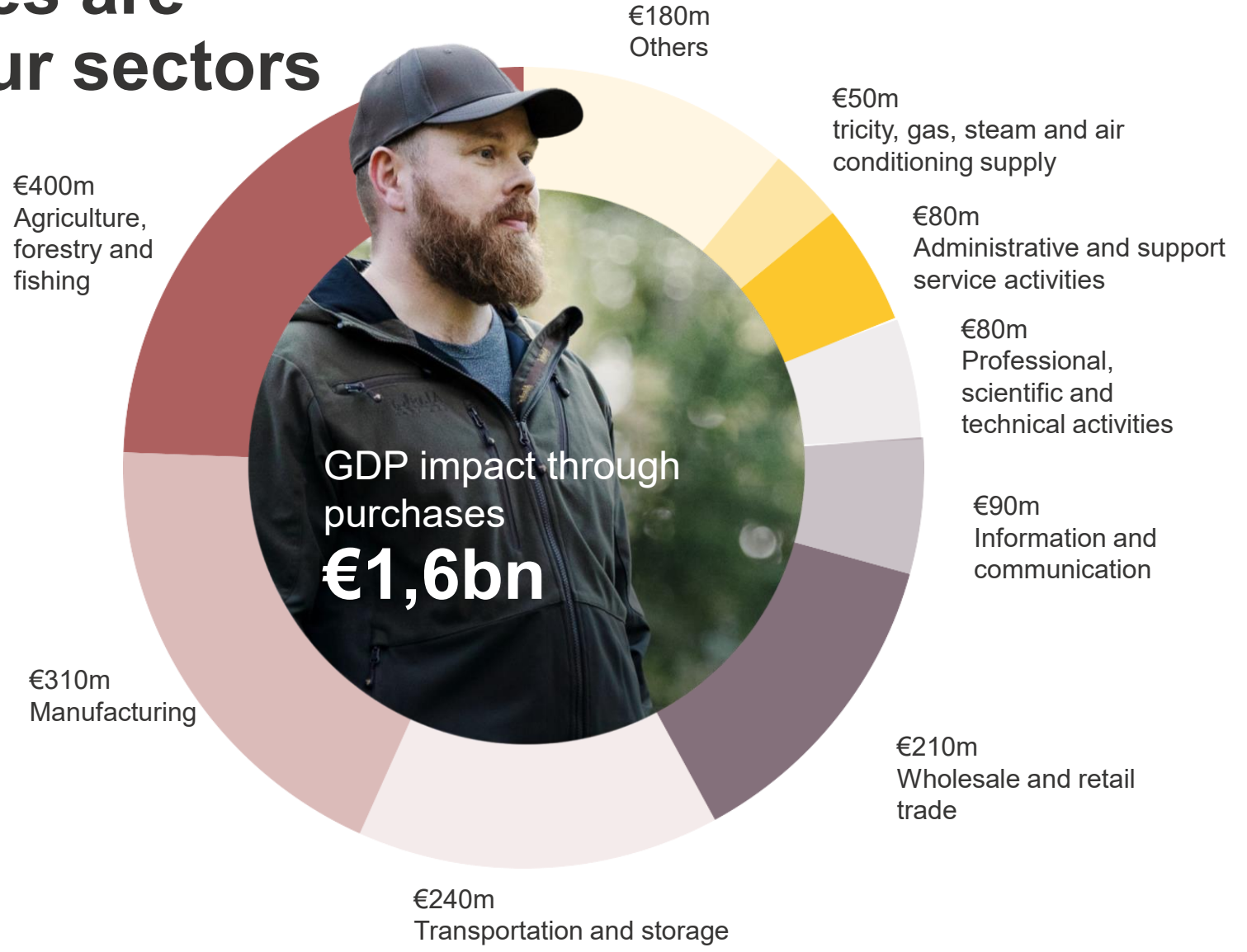
Of the euros generated by Metsä Group's operations, €3.4 billion stays in Finland. This is nearly a quarter of the entire forest sector's value added.

# Domestic purchases are concentrated in four sectors



Metsä Group's domestic purchases generated an estimated €1,640 million annual impact on gross domestic product. The impact falls mainly on:

- agriculture, forestry and fishing (26 %)
- manufacturing (24 %)
- transportation and storage (15 %)
- wholesale and retail trade (14 %).



# Tax revenues fund public services



Tax revenues come from, among other things, paid wages, purchases, investments, and the consumption made possible by those wages.

€930 million in tax revenues equals the annual salaries of 20,000 nurses.

Induced tax impact

€270m

Direct tax impact

€220m



**€930m**  
Of annual tax revenues

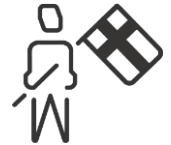
Value chain tax impact

€450m

# A significant contribution to the Finnish economy

€4,340m  
revenue

€1,090m  
induced impact of  
output



Metsä Group generates more than €10 billion in economic activity in Finland each year. That amounts to €1,800 per every Finn.

# Assessment of Metsä Group's financial impact in Finland

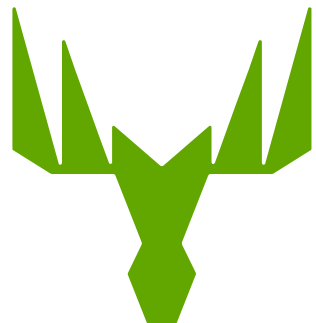


In 2026, KPMG conducted a study for Metsä Group on its impacts on the Finnish economy.

The impacts have been assessed from four different perspectives: employment, economic output, impact on gross domestic product (GDP), and tax impacts.

The assessment is based on data provided by Metsä Group for the years 2023–2025 as well as on Statistics Finland data. The analysis was carried out using an input–output model and covers the company's direct, indirect and income effects — that is, the impacts in Finland arising from the wage spending of directly and indirectly employed people.





**Metsä**

**Growth, with  
a future**