Bamboo products are distributed to both domestic and export markets. The domestic market is segmented for furniture and handicraft. The high-quality products are directed to high-end markets (i.e., hotels, restaurants, condominiums, and residential houses) while low-quality ones are sold to low-and-medium income consumers.

In terms of local market, the furniture and handicraft industries topped the local user/market of bamboo product in the country accounting for about 40% of the total production. Next to this, in terms of total volume of consumption, the fish pen and the housing and construction sectors pegged at about 25% while the vegetable (crates) and fruit (props and crates) industries accounted for about 10%. Registered bamboo firms are located mostly in Metro Manila, Pangasinan, Cebu, Iloilo, and Bacolod. Enterprising individuals or groups are now also in Rizal, Laguna, Batangas, Cagayan, Isabela, Quirino, and other provinces.