

Steelmakers - World

Market Analysis – 2015-2020 Trends – Corporate Strategies

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Exclusive extracts from this 203-page-long report:

- What is the business?

Steel can take many chemical and physical forms offering a variety of properties. It is a basic foundation material for a wide range of sectors ranging from construction and the automotive industry to appliances and packaging. This gives steelmakers room for product diversification and specialisation, which are useful tools in an increasingly globalised and competitive environment. Construction is the largest end-user market, accounting for around half of global demand. [...]

- Who are the key players?

Over the last ten years there has been a reshuffling of the world's largest steelmakers due to the emergence of China as a major steel power. Only in 2000 did the first Chinese producer rank in the top ten. By 2010, six of the 10-biggest steel companies were Chinese. [...] Companies analysed in the report include: **ArcelorMittal, NSSMC, Hebei, Baosteel, WISCO, United States Steel Corporation, Gerdau, POSCO, Severstal, Tata Steel Group and ThyssenKrupp.**

- How intense is competition?

The industry is highly fragmented and yields relatively low profit margins, intensifying competition. Liberalisation and globalisation of the industry with, in particular, the emergence of China as a low-cost, high-volume steel producer have put additional pressure on prices as well as leading to overcapacity and subsequent claims of dumping [...]

- What are the main markets?

In 2003, China consumed 27.3% of the world's steel. By 2013, it consumed 47.3%. This exponential growth trend is mirrored in terms of supply: in 2003, China's crude steel production represented just 22.9% of total world output. By 2013 its share had soared to 48.5%, making it the world's biggest steel producer and the centre of gravity of the steel industry. China's current economic deceleration thus jeopardises the industry. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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