Article published on April 2nd 2012 | Business

Thailand: Steel covers the global, ASEAN and Thailand steel industry overview, the country's industry performance in terms of production, capacitlity utilisation, imports and exports and prices. It also covers the market trends in terms of investment, anti-dumping duties, impact of Thai floods, impact of Chinese exports, government strategies and market outlook, plus the comparative matrix and SWOT analysis for the industry leading players: Sahaviriya Steel Industries Public Company Limited (SSI), G J Steel Public Company Limited (GJS) and Tata Steel (Thailand) Public Company Limited (TSTH).

Executive Summary

The global steel industry was faced with a challenging environment in 2010 and 2011, arising from higher input costs and the increasingly adverse external environment. International steel demand was soft while raw material prices remained volatile. Despite these challenges, Thailandâ€™s steel consumption reached 14.1mn tonnes in 2010, up 31% y/y. Likewise, production of crude steel increased 13.7% y/y to 4.1mn tonnes.

The Iron and Steel Institute of Thailand (ISIT) forecast the countryâ€™s crude steel output to reach 4.4mn tonnes in 2011. However, a decline is expected in Q4/2011 as a result of the Thai floods which disrupted supply chains and operations during Sep-Nov 2011. ISIT estimated that steel consumption in 2011 would grow by only 5.2% y/y due to the high base in 2010 and negative impact of the floods. http://www.bharatbook.com/market-research-reports/metals-and-minerals-market-research-report/thailand-steel-industry-2h11.html

The devastating floods affected domestic production and exports, causing the government to lower its 2011 growth forecast to 1.1% from 4.5% in 2010. It is expected that reconstruction spending from both the public and private sectors after the flooding crisis will bolster demand for steel by 4-5% in 2012. Industry Analysis

Many domestic steel companies were affected by the floods and global economic slowdown, which eroded their operating margins. The leading players covered in the report include Sahaviriya Steel Industries Public Company Limited (SSI), G J Steel Public Company Limited (GJS) and Tata Steel (Thailand) Public Company Limited (TSTH).

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Thailand Steel Industry 2H11

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Article Keywords:
Thailand, Steel, Industry, Market Research Report, Market

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