

In-Depth Market Analysis

# Stainless Steel in Turkey Where East Meets West

 **BRAND NEW**  
market study – all you  
need to know about  
stainless steel in Turkey!



Market Volumes & Structures | Sales Channels | Prices | End Users | Outlook



# Biographies of Authors

## Wolfgang Lipp

Wolfgang is the Managing Director of Austrian based Steel Market Intelligence GmbH. He holds a degree in International Marketing from the University of Applied Sciences, Kufstein, Austria. He had pursued a part of his studies at the California Lutheran University in the USA. In 2002, he joined SMR as a Market Analyst and later he was promoted to the position of Managing Director of the newly created SMI GmbH. Wolfgang has been following and analyzing the stainless and special steel industry for more than 10 years.

## Alina Racu

Alina Racu joined the SMI team in late 2010 as a Research Analyst and assists Wolfgang Lipp in conducting market studies. In 2014, she was promoted to the position of Market Analyst and now is responsible for her own projects. Prior to working at SMI, she earned a double degree in Business Administration and Political Science in Bucharest, Romania, and then pursued a graduate programme in Business Consultancy with focus on Marketing at the University of Applied Sciences Wiener Neustadt, Austria.

## Markus Moll

Markus is the Managing Director of Austrian based Steel & Metals Market Research GmbH (SMR) which he founded in 1994. He has been analyzing the stainless and special steel markets for more than 20 years. Markus holds a degree in mechanical engineering and a degree in economics from the University of Innsbruck, Austria.

# Table of Contents

## I. Executive Summary

### 1. Market Volumes 2000 - 2015

- 1.1 Stainless Demand by Product Form
- 1.2 Stainless Imports by Product Form
- 1.3 Domestic Stainless Production

### 2. Market Structures 2015

- 2.1 Demand by Region
- 2.2 Demand by End Use Segment
- 2.3 Demand by Grade
- 2.4 Demand by Size
- 2.5 Demand by Surface
- 2.6 Primary vs. Secondary Products

### 3. Sales Channels

- 3.1 Stainless Steel Supply Chain to End Users
- 3.2 Service Centers (42 listed incl. processing and product range)
- 3.3 Distributors (70 listed incl. product range)

### 4. Prices

- 4.1 Average Import Prices 2007 – 2015 (austenitic)
- 4.2 Average Import Prices 2007 – 2015 (ferritic/martensitic)
- 4.3 Current Market Prices

### 5. Stainless End Use Turkey

- 5.1 Appliances
- 5.2 Kitchenware/Sinks
- 5.3 Process Equipment
- 5.4 Building & Construction
- 5.5 Transport
- 5.6 Tube & Pipe

Each segment description includes a list of key accounts and end users as well as the following analysis: split by product forms, grades, dimensions, surfaces, regions and sales channels.

### 6. Outlook by End Use Segment



# Turkey – a Bright Spot in the Stainless Steel World

The Turkish market has outperformed most markets in terms of stainless demand growth since 2000. The market for stainless steel in Turkey reached around 450,000 tonnes in 2015 compared to 230,000 tonnes in 2005 and just 95,000 tonnes in 2000.

This corresponds to an average growth rate of 10 % per year which is higher than e.g. Brazil (5 %), Russia (5 %), or India (8 %). In comparison, the overall European market did not grow at all during this timeframe. Thus, Turkey can be considered as one of the bright spots in the stainless steel world!

In 2013, POSCO Assan TST started production of cold rolled coils in Turkey from imported hot band which significantly changed the competitive landscape in the market. Import duties of 8 % were imposed on cold rolled products which resulted in a drop of imports in 2014 and 2015.

The Marmara region around Istanbul only accounts for 9 % of the Turkish land and for 30 % of the population, but is the main hotspot for stainless steel with a share of

65 % from the total stainless steel demand. Turkey has a solid industrial base and stainless steel is widely used across all end use segments including appliances, sinks & kitchenware, process equipment, building & construction as well as transport.

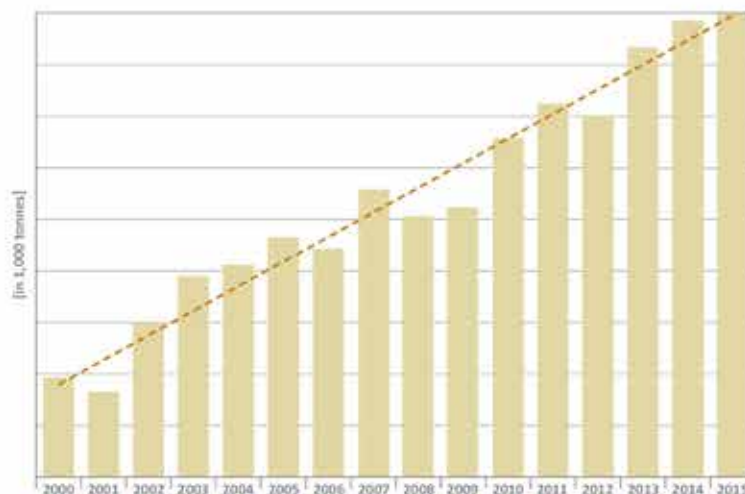
This report analyses the Turkish stainless steel demand by region and end use segment (including split by product forms, grades, dimensions, surfaces) and includes a list of key accounts for each sector.

Furthermore, the report presents the sales channels from the mills thorough service centers and distributors to the final end users. Finally, a realistic projection for the stainless steel demand is shown until 2020 based on future macroeconomic and industrial developments.

You can learn every detail about this market without even travelling there, saving travel costs and valuable time!

## Development of the Turkish Stainless Steel Demand

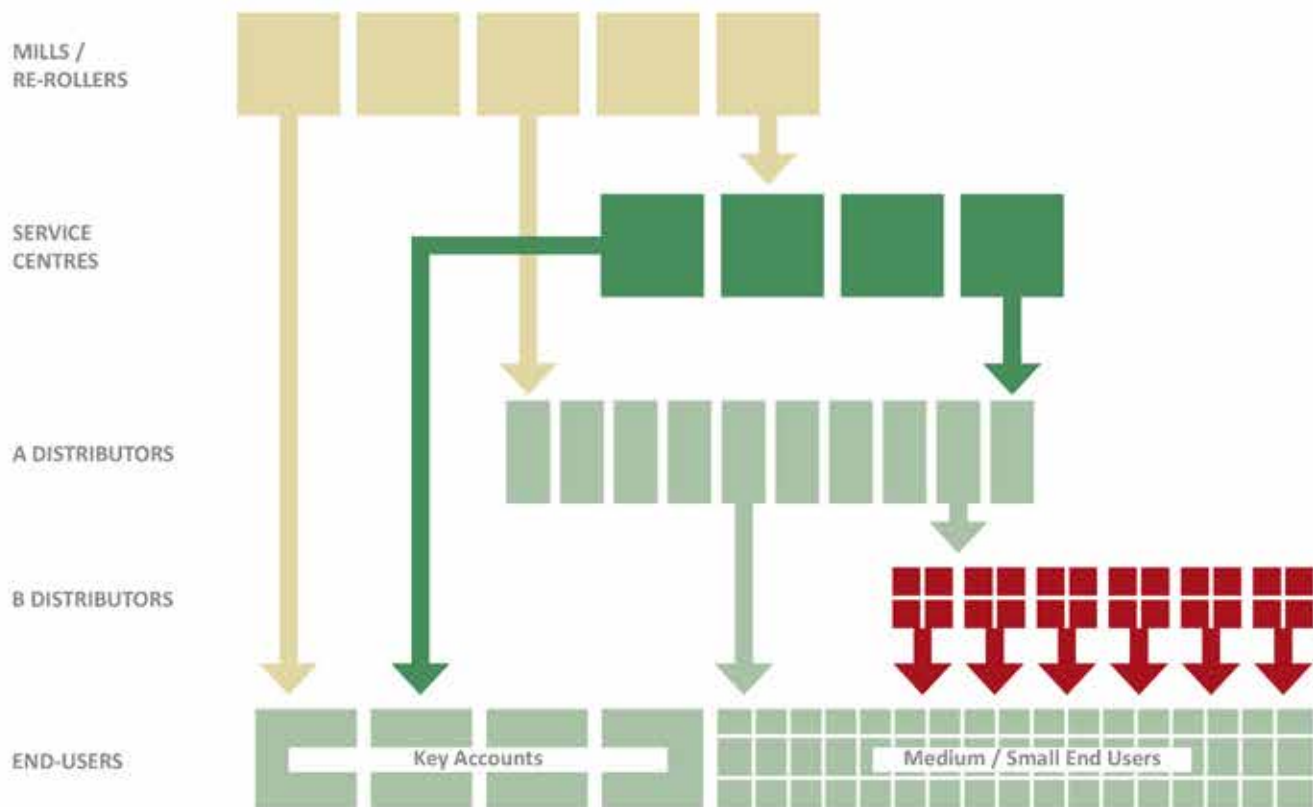
Turkish Stainless Steel Demand (Apparent Consumption) 2000 – 2015



Turkey has outperformed most other countries in terms of stainless steel growth. The report compares the Turkish per capita consumption of stainless steel with other major stainless steel markets globally.



# Sales Channels for Each End Use Segment



## Detailed Discussion of the Turkish Stainless Steel Supply Chain

The report includes an in-depth analysis of the Turkish stainless steel supply chains from mills/re-rollers through service centers and distribution to the final end users. The flows will be shown individually for each end use segment:

- appliances
- building & construction
- kitchenware/sinks
- transport
- process equipment
- tube & pipe

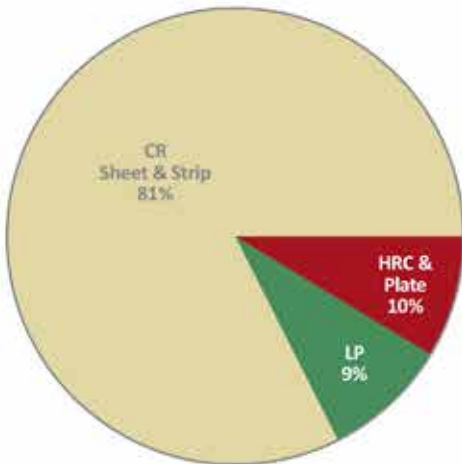
This report includes the following company lists:

- List of around 40 service centres including processing range and product range (CRC, HRC, plate, round bars, flat bars, profiles/angles, tube & pipe)
- List of around 70 distributors including product range (CRC, HRC, plate, round bars, flat bars, profiles/angles, tube & pipe)
- List of around 300 end users across all end use segments

# Turkish Stainless Steel Demand

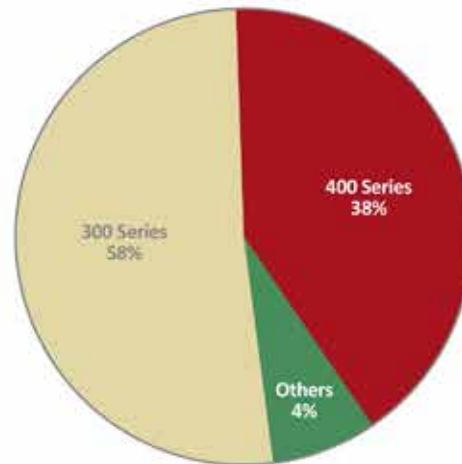
## By Product Form

The Turkish stainless steel market is dominated by cold rolled sheet & strip, but the demand for other product forms is strongly growing as well.



## By Grade Series

The grade structure is different for each end use segment. The report breaks down the following grades for each segment: 304, 316, other 300, 430, 409, other 400, 200 series, others.



## Stainless Steel Demand Analysis by Region



This report analyses the stainless steel demand of 7 different regions in Turkey. The per capita stainless steel demand is shown individually for each region and the main demand hotspots are highlighted within the regions.



**If you would like to order this report, please contact us:**

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