

Stainless Steel in Turkey

**Market Volumes - Market Structures - Sales Channels -
Prices - End Use Segments - Outlook to 2020**



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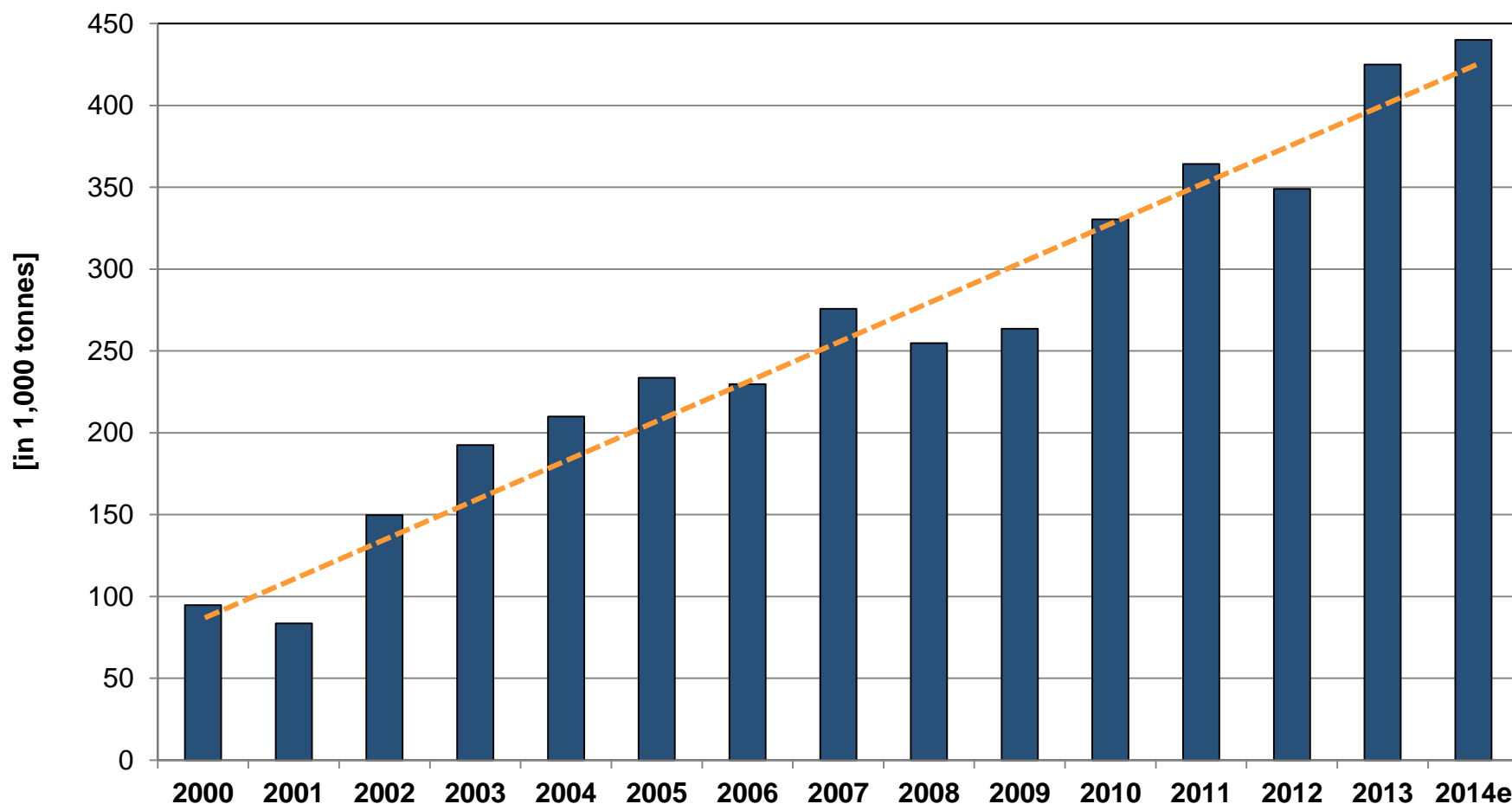


SMi

Steel Market Intelligence

The Turkish stainless steel market has been growing by 11 % per year between 2000 and 2014 and outperformed most other markets (e.g. World 6 %, Europe 0 %, America 1 %, Asia excl. China 2 %, Brazil 6 %, India 8 %). Turkey is one of the most dynamic stainless steel markets in the world!

Turkish Stainless Steel Demand (Apparent Consumption) 2000 – 2014e



A. Executive Summary (Page 2)



1. Market Volumes Turkey (Page 8)

1.1 Demand (Apparent Consumption)

- Stainless Steel Demand 2000 - 2014e
- Stainless Steel Demand by Product Form in 2000, 2007 and 2014e
- Per Capita Income vs. Stainless Steel Consumption (County Comparison)

1.2 Imports

- Stainless Steel Imports by Product Form 2000 - 2014e
- Stainless Steel Cold Rolled Imports by Region (Europe, Asia, Others) 2000 - 2014e
- Import Duties for CRC > 500 mm Width
- Stainless Steel Cold Rolled Imports by Country (26 countries shown) 2000 - 2013
- Stainless Steel Hot Rolled Coil Imports by Region (Europe, Asia, Others) 2000 - 2014e (excl. coils for re-rolling)
- Stainless Steel Hot Rolled Coil Imports by Country (20 countries shown) 2000 - 2013 (excl. coils for re-rolling)
- Stainless Steel Hot Rolled Coil Imports by Region (Europe, Asia, Others) 2000 - 2014e (incl. coils for re-rolling)
- Stainless Steel Hot Rolled Coil Imports by Country (20 countries shown) 2000 - 2013 (incl. coils for re-rolling)
- Stainless Steel Quarto Plate (PMP) Imports by Region (Europe, Asia, Others) 2000 - 2014e
- Stainless Steel Quarto Plate (PMP) Imports by Country (18 countries shown) 2000 - 2013

1.3 Domestic Production

- Turkish Stainless Steel Cold Rolled Coil Production 2008 - 2014e
- POSCO Assan TST – Company Profile

2. Market Structures Turkey (Page 35)



2.1 Demand by Region

- The 7 Regions of Turkey and Main Cities
- Stainless Steel Demand by Region in 2014e
- Comparison of Regions in Turkey (Area, Population, Stainless Steel Demand)
- Per Capita Income vs. Stainless Consumption by Region 2014e

2.2 Demand by End Use Segment

- Stainless Steel Demand by End Use Segment (Total Market) in 2014e
- Stainless Steel Demand by End Use Segment (Cold Rolled Flat) in 2014e
- Stainless Steel Demand by End Use Segment (Hot Rolled Flat) in 2014e
- Stainless Steel Demand by End Use Segment (Long Products) in 2014e

2.3 Demand by Grade

- Turkish Stainless Steel Demand by Grade in 2014e
(304, 310, Other 300 Series, 430, 409 L, Other 400 Series, 200 Series, Others)

2.4 Demand by Size

- Turkish Stainless Steel Flat Products Demand by Thickness in 2014e
- Turkish Stainless Steel Flat Products Demand by Width in 2014e

2.5 Demand by Surface

- Turkish Stainless Steel Flat Products Demand by Surface in 2014e
(No. 1, 2D, 2B, BA, Brushed, Polished, Anti-Finger-Print)

2.6 Demand by Surface

- Turkish Stainless Steel Demand by Quality in 2014e
- Primary vs. Secondary Share by End Use Segment

3. **Sales Channels (Page 63)**

- Stainless Steel Supply Chain to End Users
(Mills, Service Centers, A Distributors, B Distributors, End Users)
- Ranking of Service Centers by Estimated Sales Tonnage in 2014e
- Locations of Stainless Steel Service Centers
- Brief Service Centre Profiles
(Saritas, ThyssenKrupp, Aperam, Budinoks, Engin Metal, Diva, Cemsun, Gözdem)
- List of 42 Service Centers incl. Processing Range (Cutting, Slitting, Polishing) and Product Range
- Locations of Distributors
- List of 70 Distributors incl. Product Range



4. **Prices (Page 80)**

- Average Import Prices for Cold Rolled Sheet & Strip (austenitic & ferritic/martensitic) 2007 – 2013
- Average Import Prices for Austenitic Cold Rolled Sheet & Strip by Region (Europe, Asia, ROW) 2007 – 2013
- Average Import Prices for Ferritic/Martensitic Cold Rolled Sheet & Strip by Region (Europe, Asia, ROW) 2007 – 2013
- Average Import Prices for CRC vs. European Mill Prices 2007 – 2013
- Monthly European Mill Prices vs. Monthly Turkish Import Prices for Austenitic CRC (January 2012 – June 2014)
- Monthly European Mill Prices vs. Monthly Turkish Import Prices for Ferritic/Martensitic CRC (January 2012 – June 2014)
- Effective Turkish Market Prices in May 2014 (430, 304, 316)

5. Stainless End Use Turkey (Page 88)



5.1 Appliances

5.2 Kitchenware/Sinks

5.3 Process Equipment

5.4 Building & Construction

5.5 Transport

5.6 Tube & Pipe

For each of the above mentioned segments, the following information is shown for 2014e:

- Demand by Product Form (Cold Rolled, Hot Rolled, Long Products)
- Demand by Quality Level (Primary vs. Secondary)
- Demand by Grade (304, 310, Other 300 Series, 430, 409 L, Other 400 Series, 200 Series, Others)
- Flat Products Demand by Thickness, Width and Surface
- Locations of End Users
- Sales Channels to the Customers (Mills, Service Centers, A Distributors, B Distributor, End Users)
- Names of Key Accounts
- List of End Users (300 end users listed)

6. Outlook (Page 143)

- Turkish Stainless Steel Demand – Historical and Forecast 2000 - 2020f
- Turkish Stainless Steel Demand by End Use Segment 2014 - 2020f
- Per Capita Income vs. Stainless Consumption 2013 and 2020f

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Total 150 pages incl. company lists (42 Service Centers, 70 Distributors, 300 End Users)

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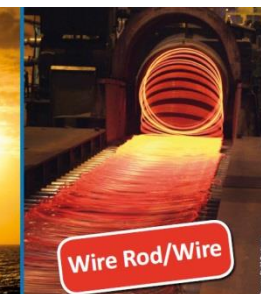
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Tube & Pipe



Oil & Gas



Wire Rod/Wire



China



India



Brazil



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