



SMU Flat Rolled Market Trends Analysis

February 13-15, 2023, Market Survey Results

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**Where the steel community
comes together.**

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SMU Newsletter developed for active buyers and sellers of flat-rolled steel.

Prices | Momentum | Sentiment | Trends | Analysis

For more information visit www.steelmarketupdate.com

SMU Flat Rolled Market Trends Analysis



Steel 101 Workshop 2012, Dearborn, Mich.

Our goal is to provide quality information to the flat-rolled steel industry.

We invite over 800 companies to participate in our surveys.

All responses are kept confidential and are never attributed to the individual or company responding.

To become a data provider, contact:
david@steelmarketupdate.com

Upcoming Events



Steel 101 Workshop (LIVE)
April 11-12, 2023 | Cleveland, Ohio
Including a tour of Cleveland-Cliffs Cleveland Works

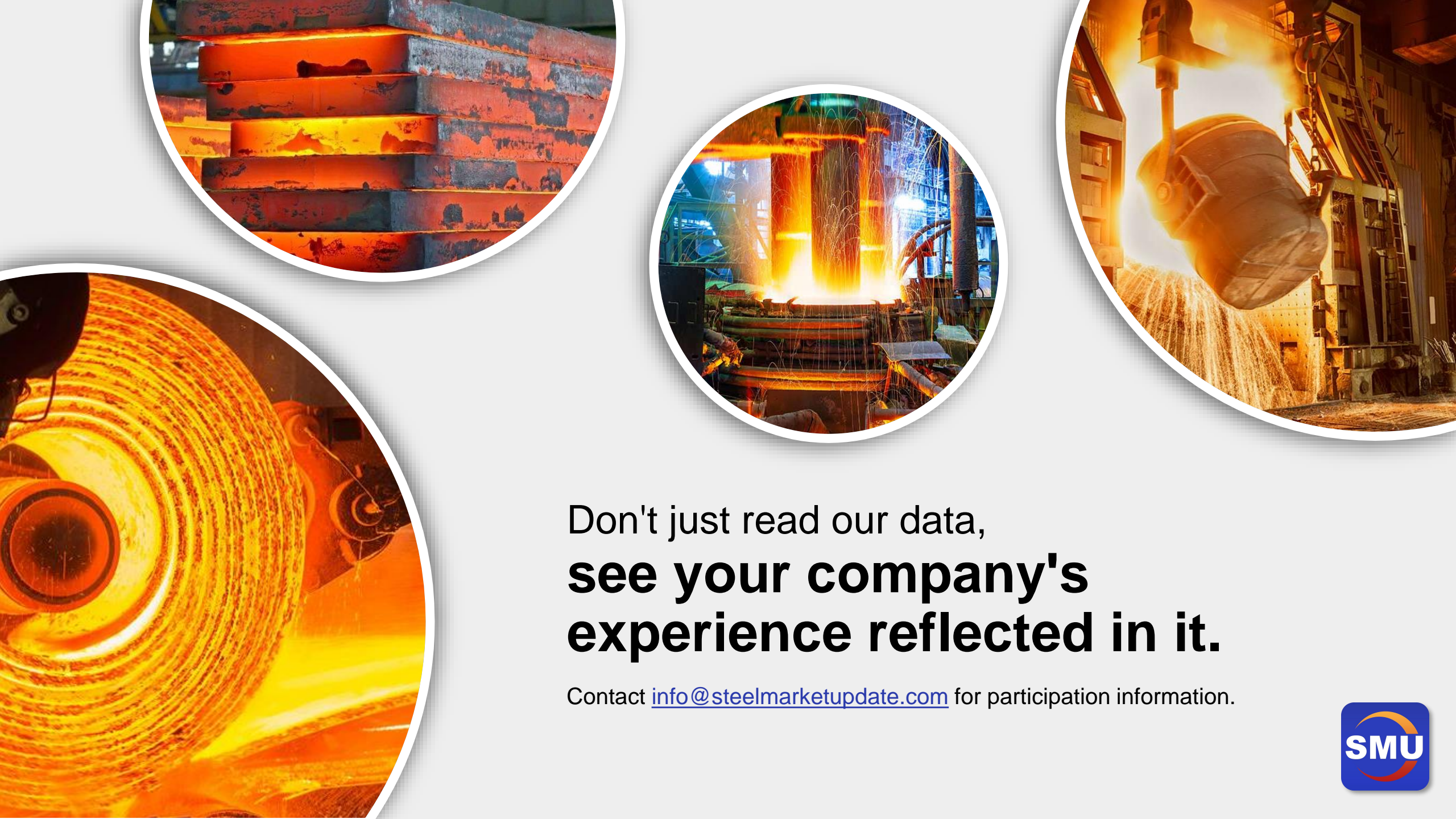


SMU Steel Summit 2023
August 21-23, 2023 | Atlanta, Ga.
Georgia International Convention Center



35th Tampa Steel Conference 2024
January 28-30, 2024 | Tampa, Fla.
JW Marriott Tampa Water Street

If you would like more information about any of our workshops and/or conferences, you may visit steelmarketupdate.com/events or e-mail our team at events@steelmarketupdate.com



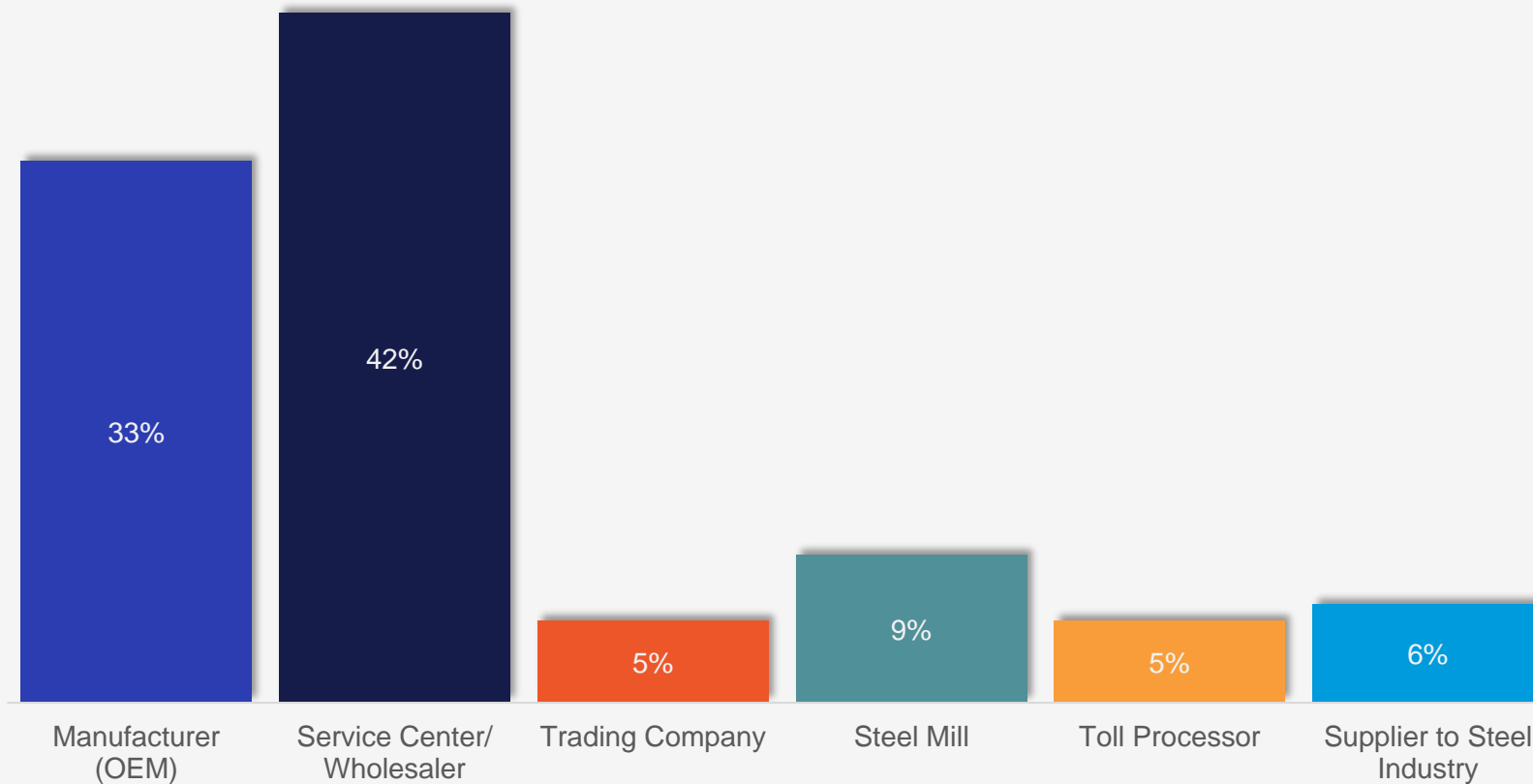
Don't just read our data,
**see your company's
experience reflected in it.**

Contact info@steelmarketupdate.com for participation information.



Survey Participants

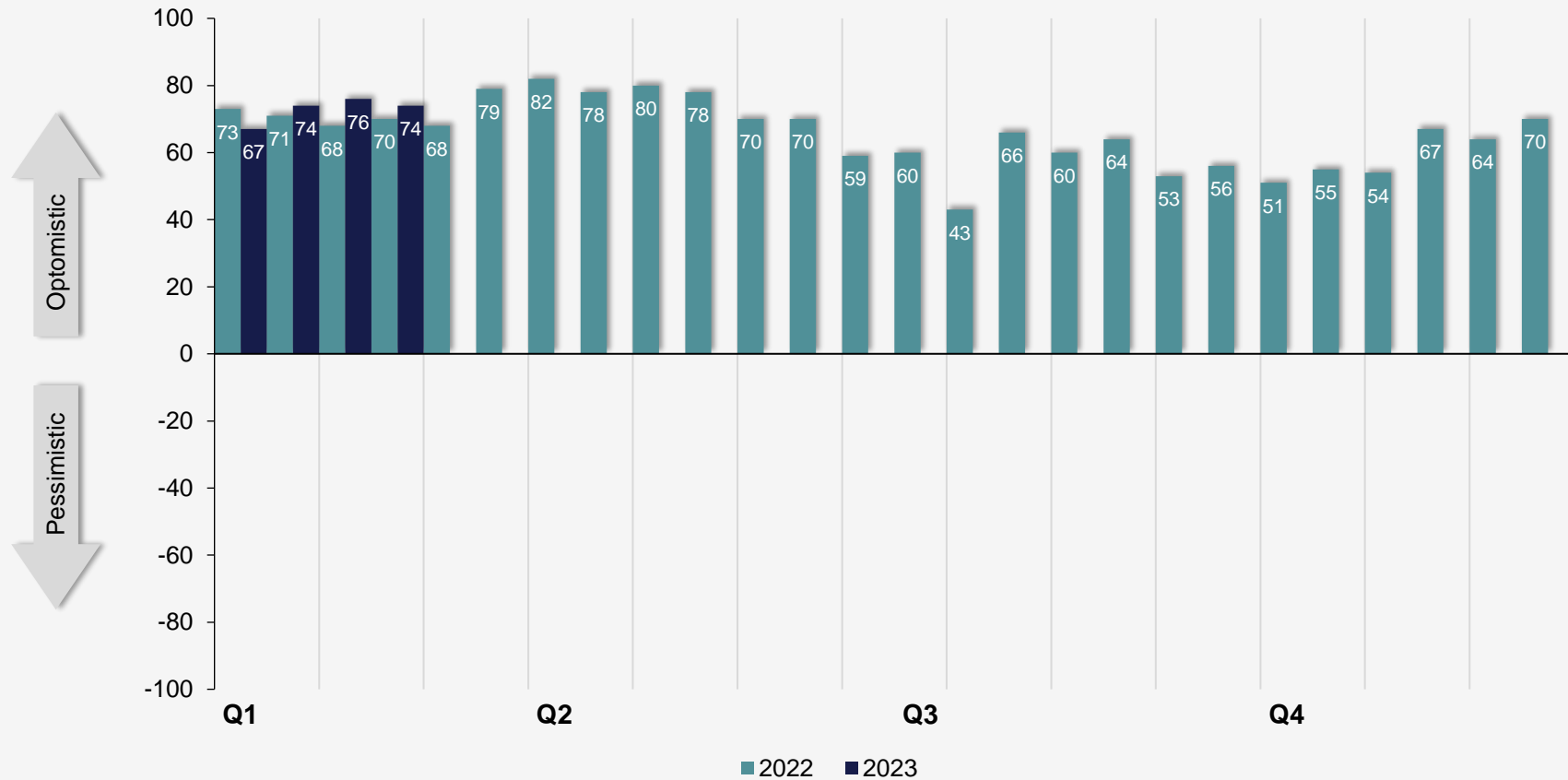
Our survey is by invitation only. Over 800 companies, mostly in the manufacturing or distribution industries are asked to participate. Here are the percentages of participation in this week's survey by market sector.



Steel Buyers Sentiment

Down 2 points to +74

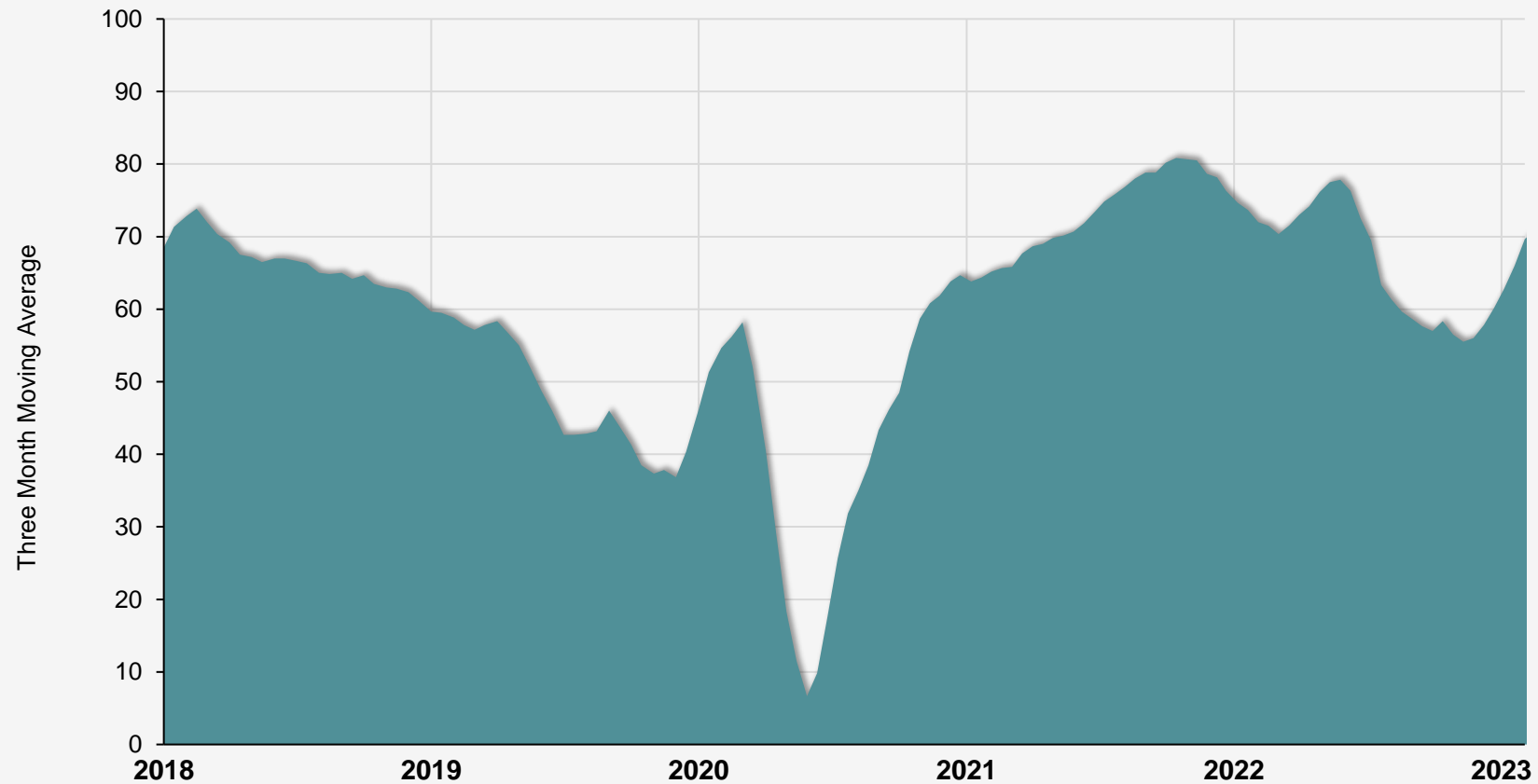
SMU's current steel buyers sentiment index, with data through Feb. 15, 2023.



Steel Buyers Sentiment

Three Month Moving Average at +70.83

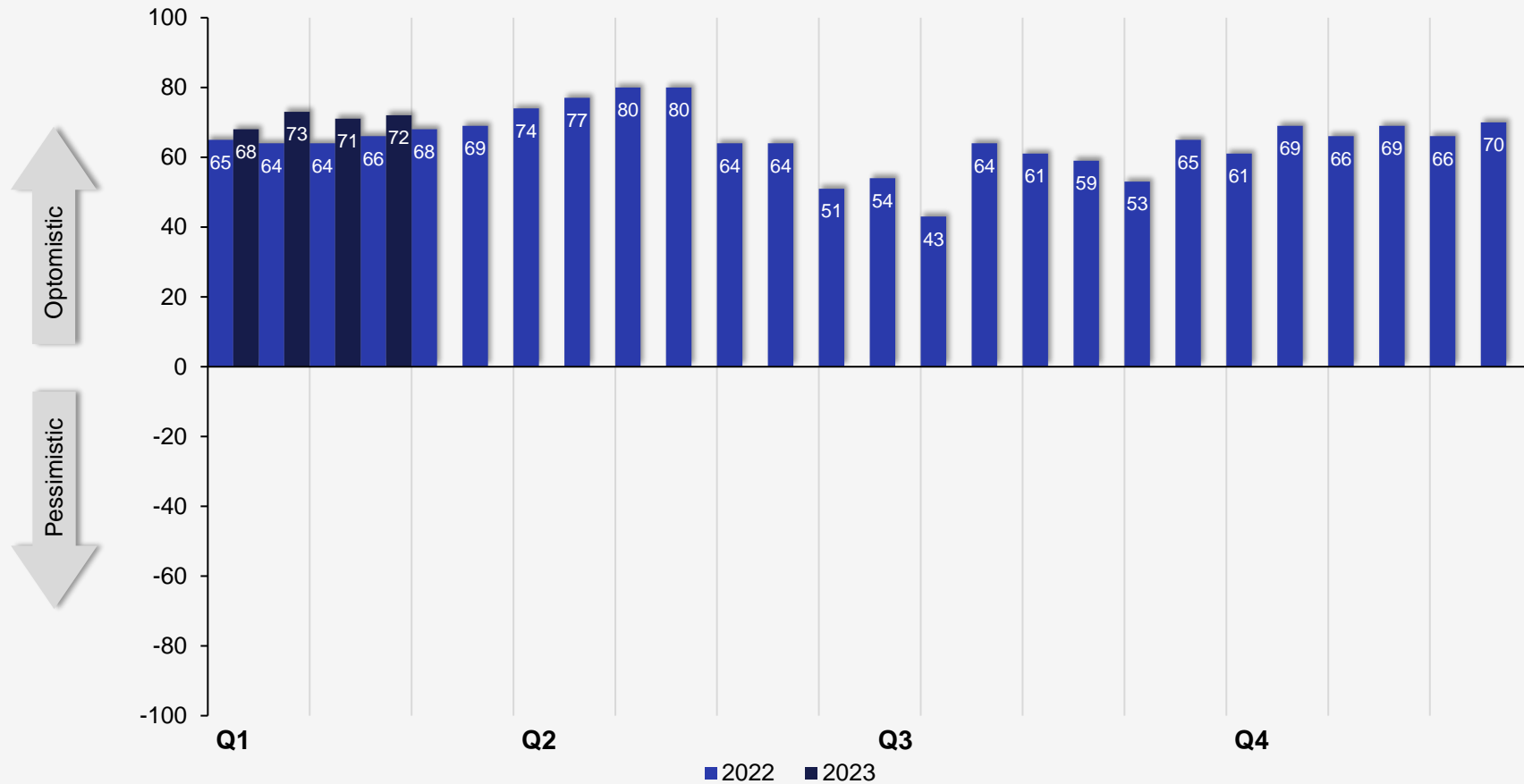
SMU's current 3MMA steel buyers sentiment index, with data through Feb. 15, 2023.



Steel Buyers Future Sentiment

Up 1 point to +72

SMU's future steel buyers sentiment index, with data through Feb. 15, 2023.



Steel Buyers Future Sentiment

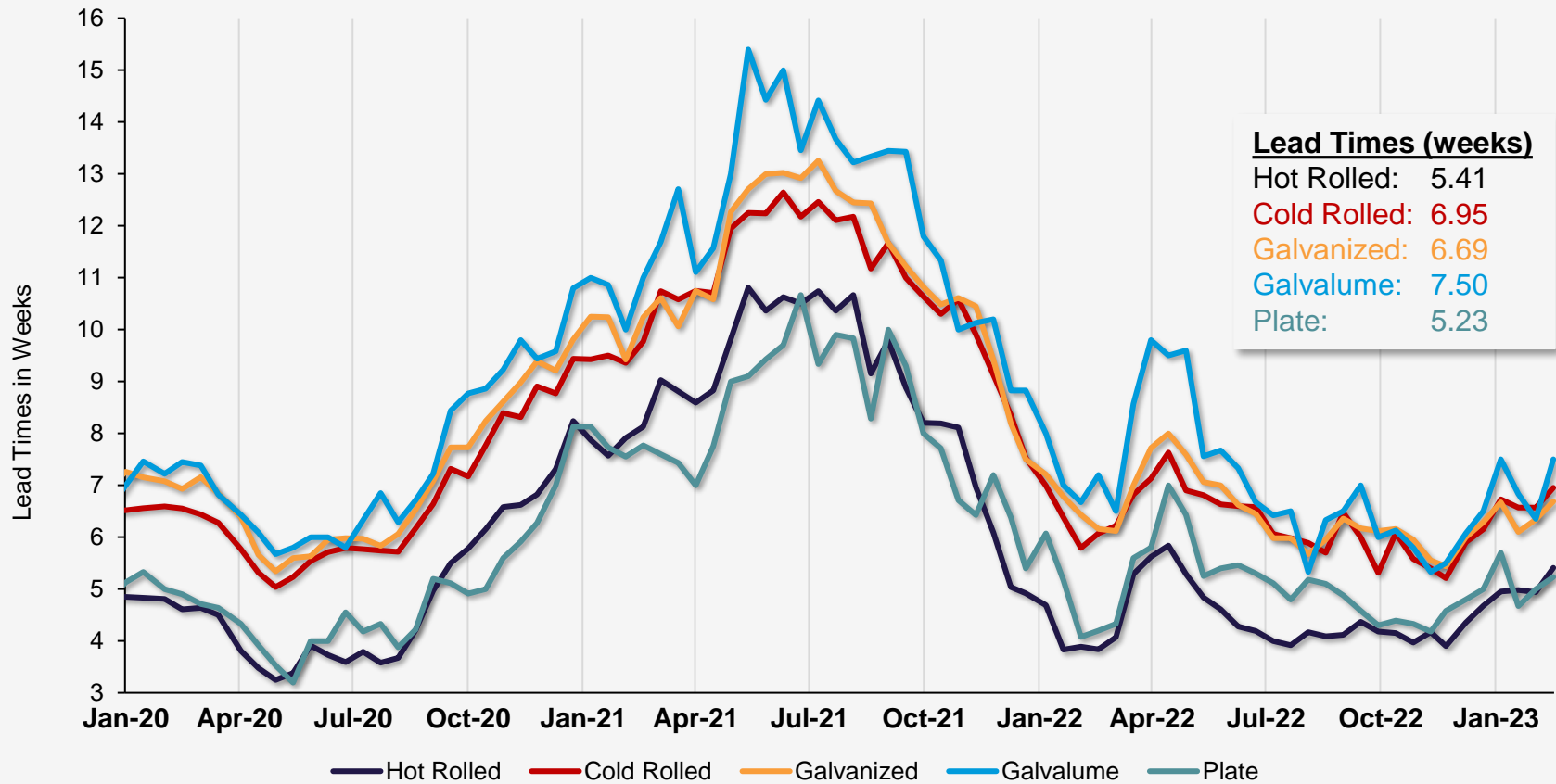
Three Month Moving Average at +70

SMU's future 3MMA steel buyers sentiment index, with data through Feb. 15, 2023.



Steel Mill Lead Times by Product

SMU lead times on new steel orders by product through Feb. 15, 2023

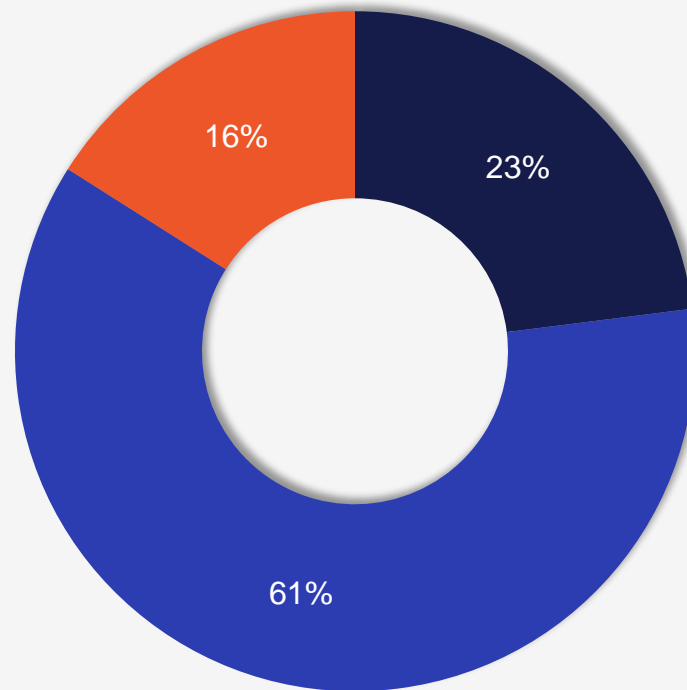


Direction of Steel Mill Lead Times

Two months from now, will lead times be extending, flat, or contracting?

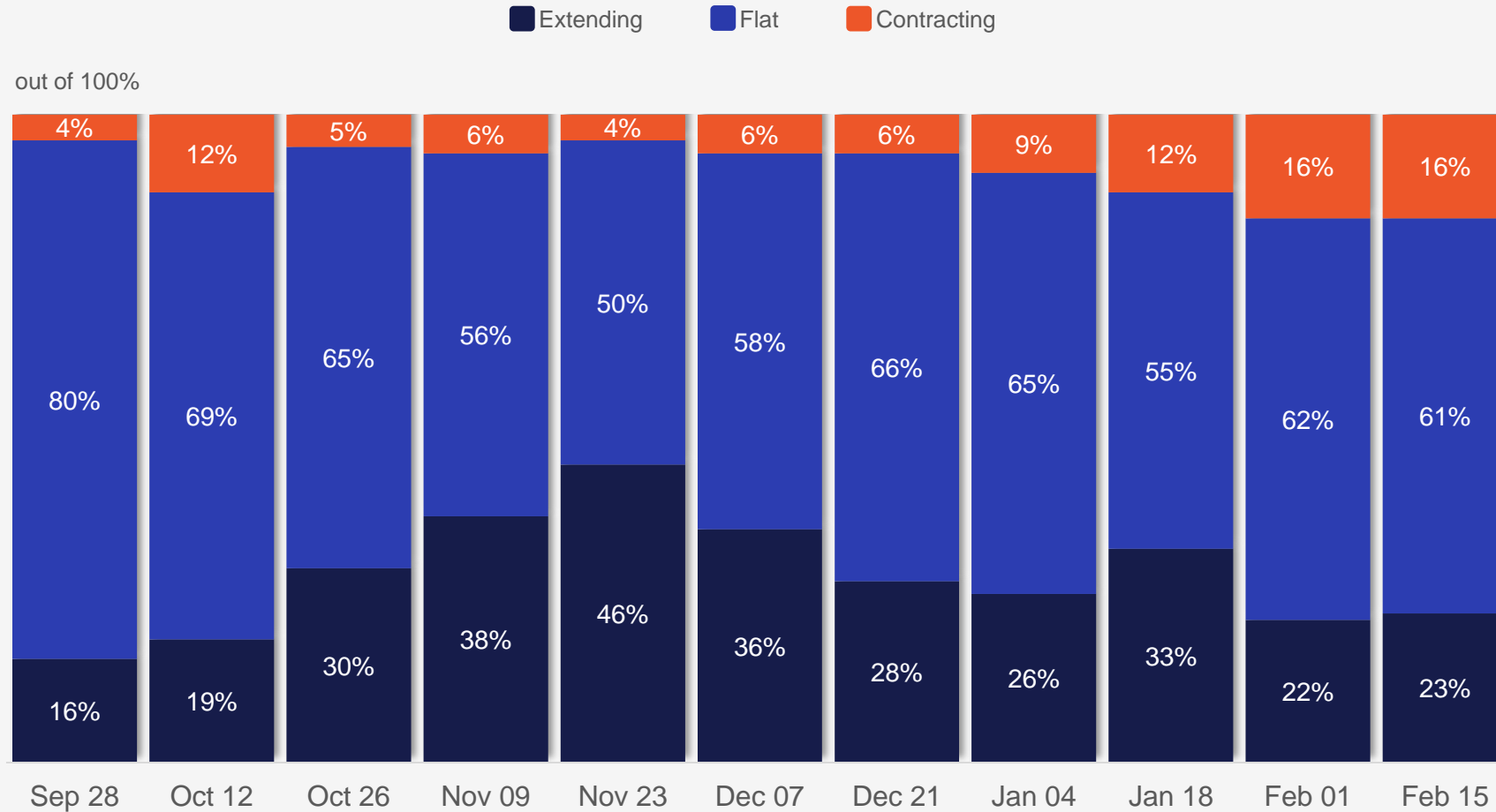
■ Extending ■ Flat ■ Contracting

Feb. 15, 2023



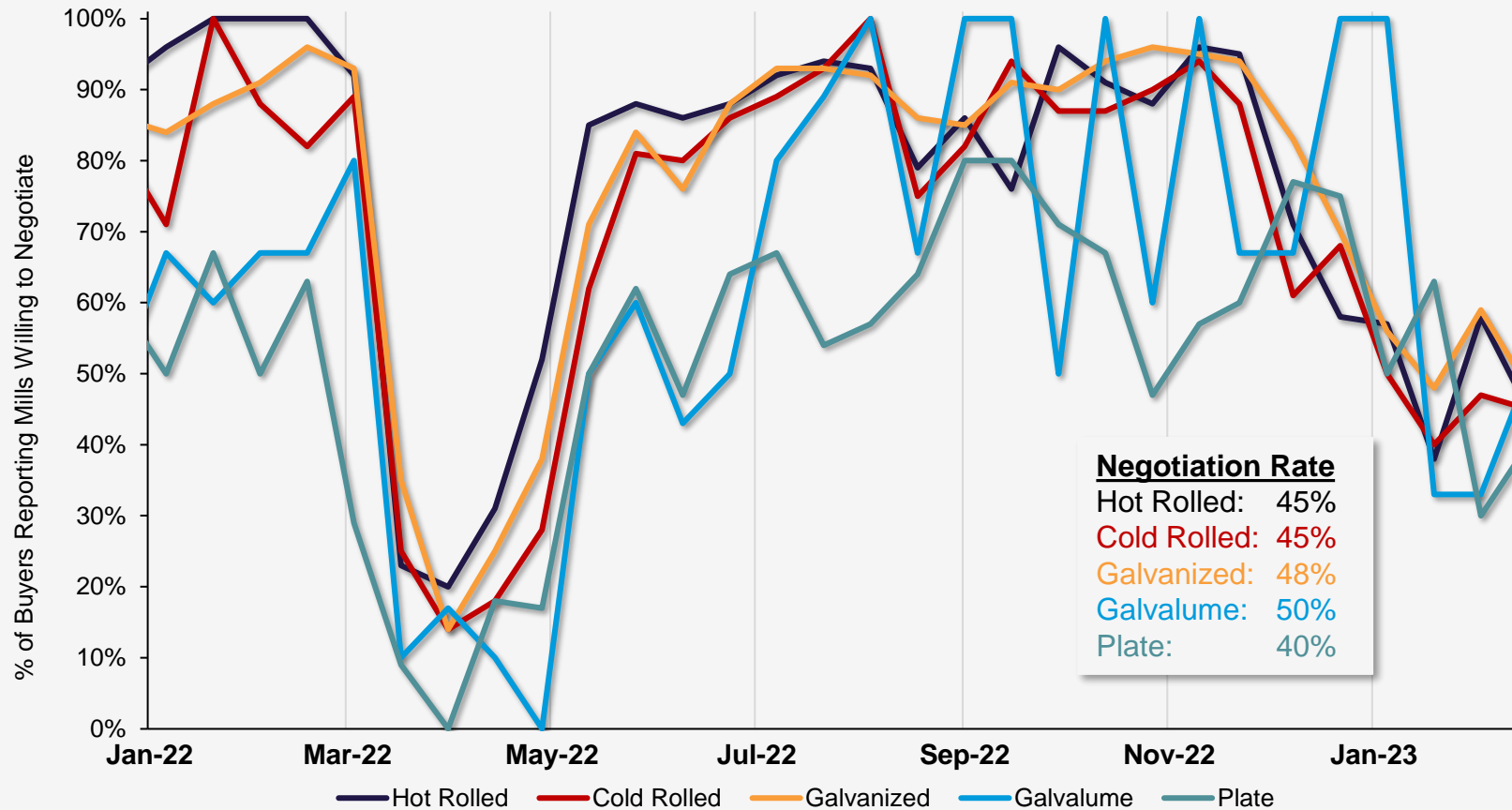
Direction of Steel Mill Lead Times

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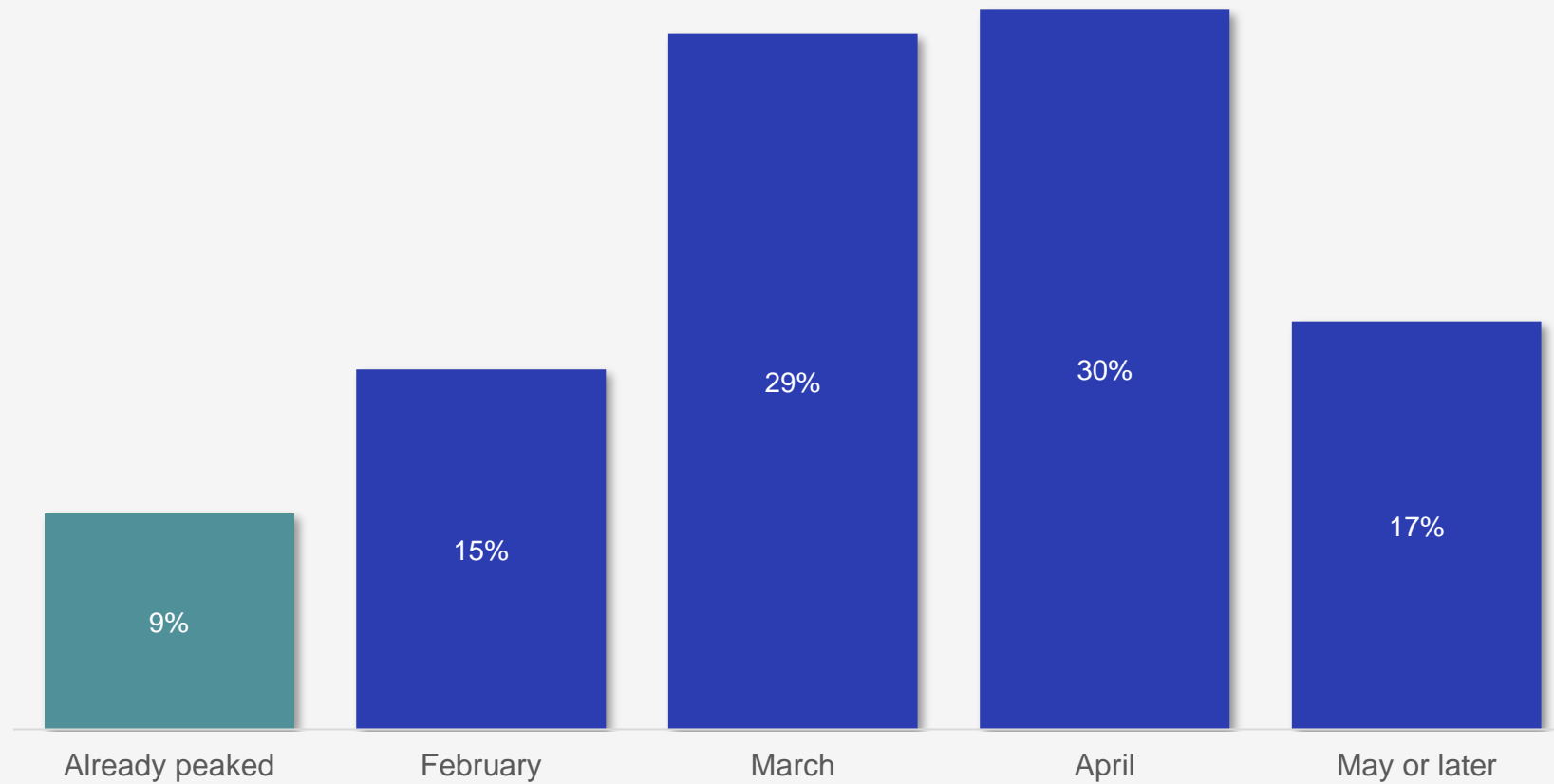
Steel Mill Negotiations

SMU's price negotiations on new steel orders by product through Feb. 15, 2023



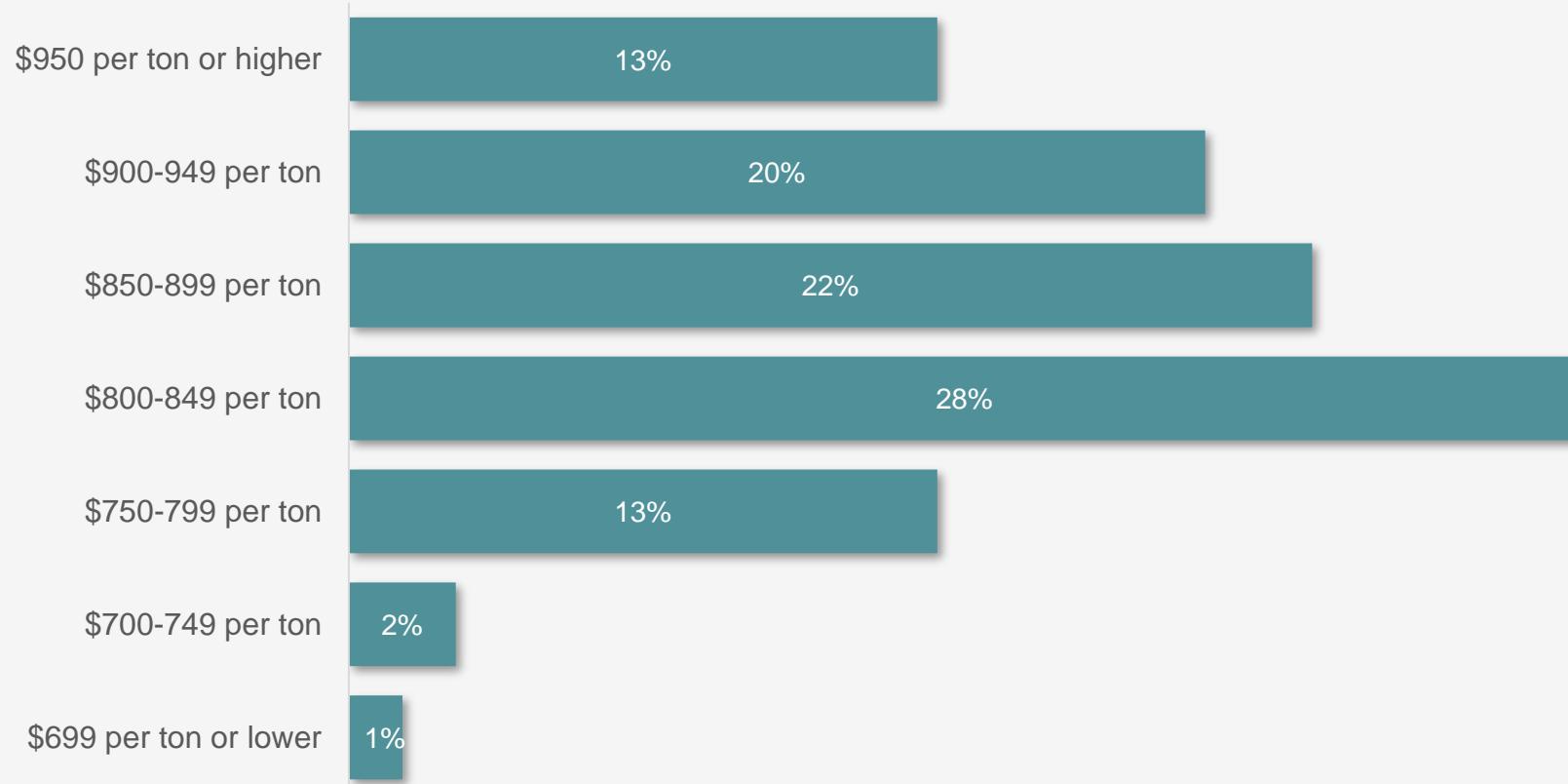
Hot Rolled Inflection Point

When do you think steel prices will peak, and why?



Future Hot Rolled Prices

Where do you think HRC prices will be in two months?

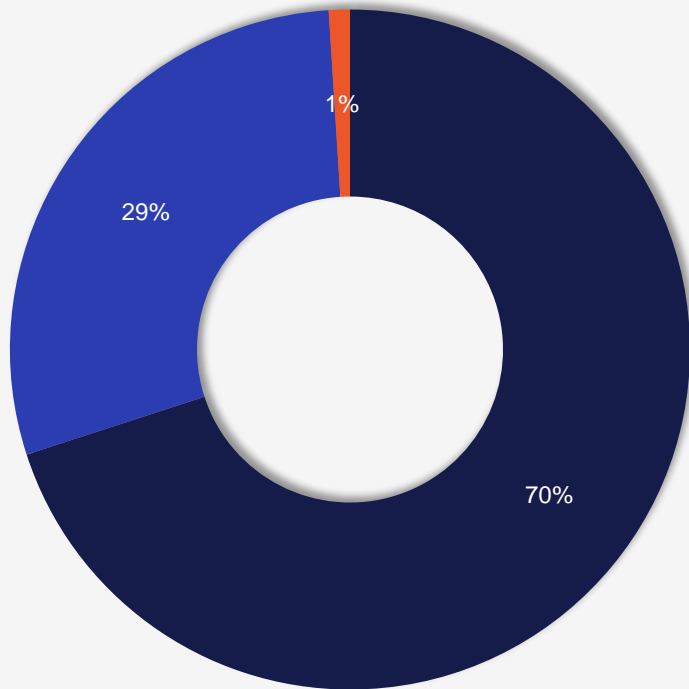


February Scrap

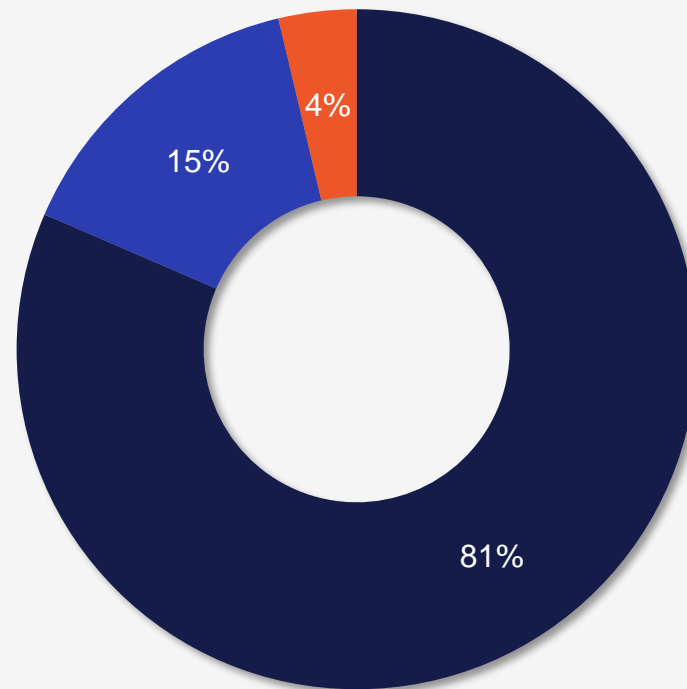
Prime scrap prices in February will be:

Up
 Sideways
 Down

Feb. 1, 2023



Feb. 15, 2023

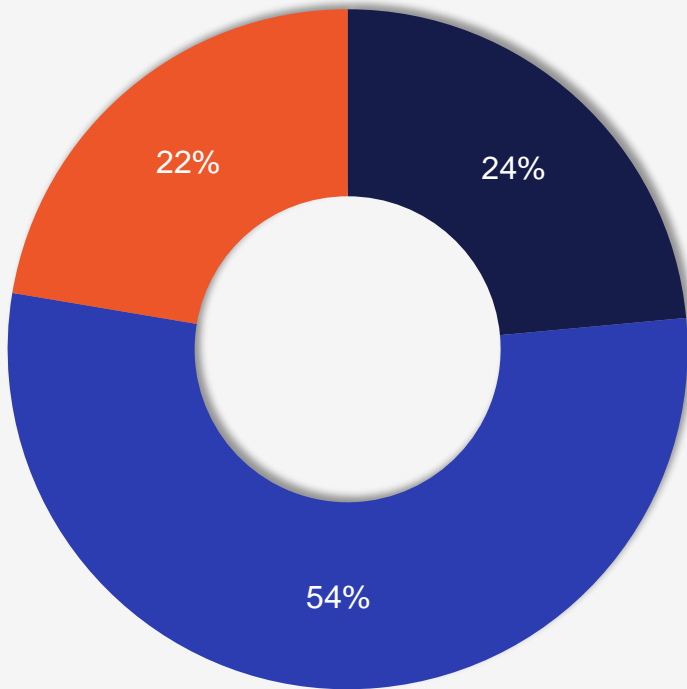


Business Forecasts

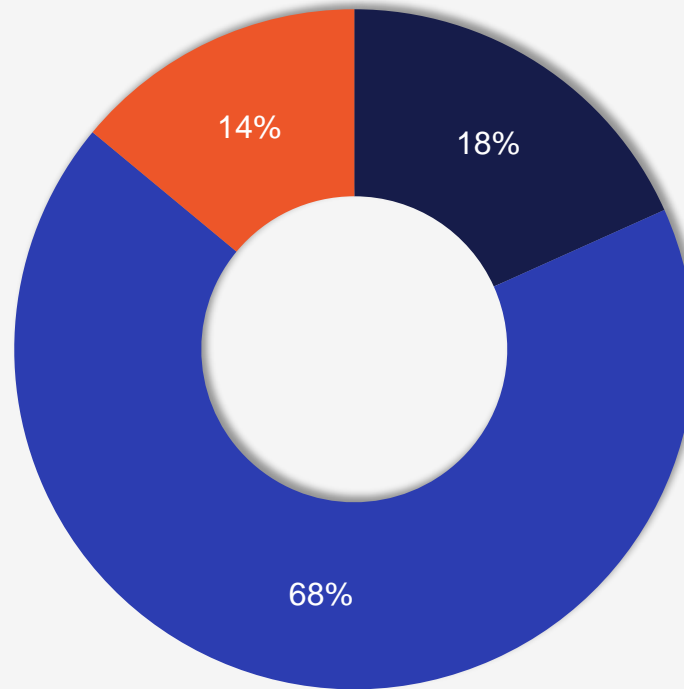
How did your company perform last month compared to your forecast?

■ We will exceed forecast
 ■ We will meet forecast
 ■ We will not meet forecast

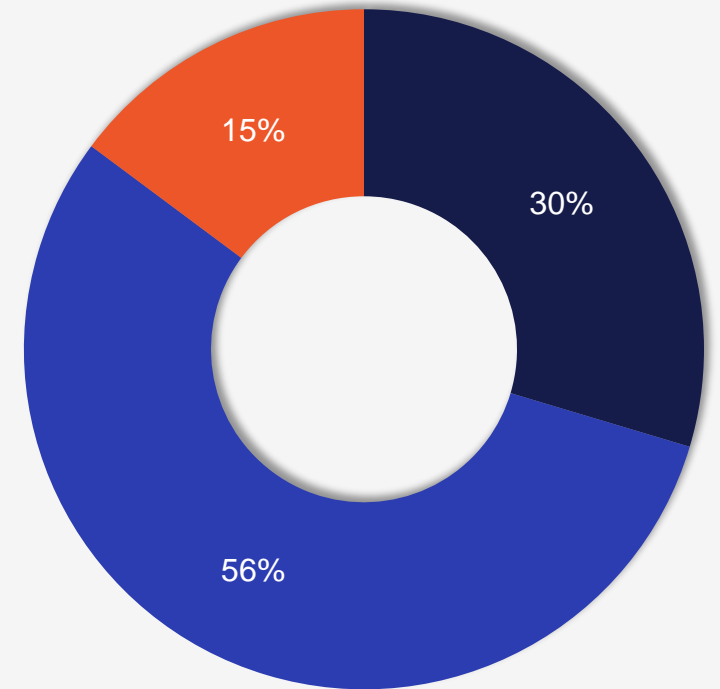
Dec. 21, 2022



Jan. 18, 2023



Feb. 15, 2023

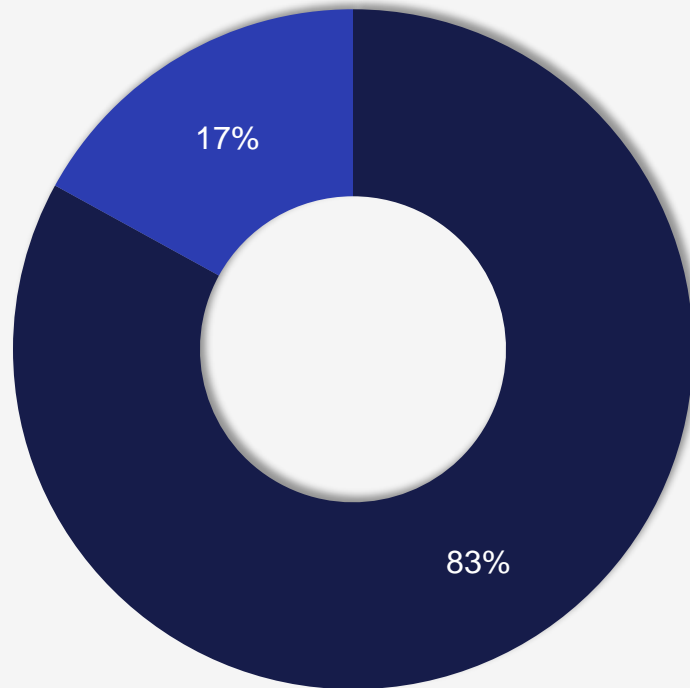


Future Prospects

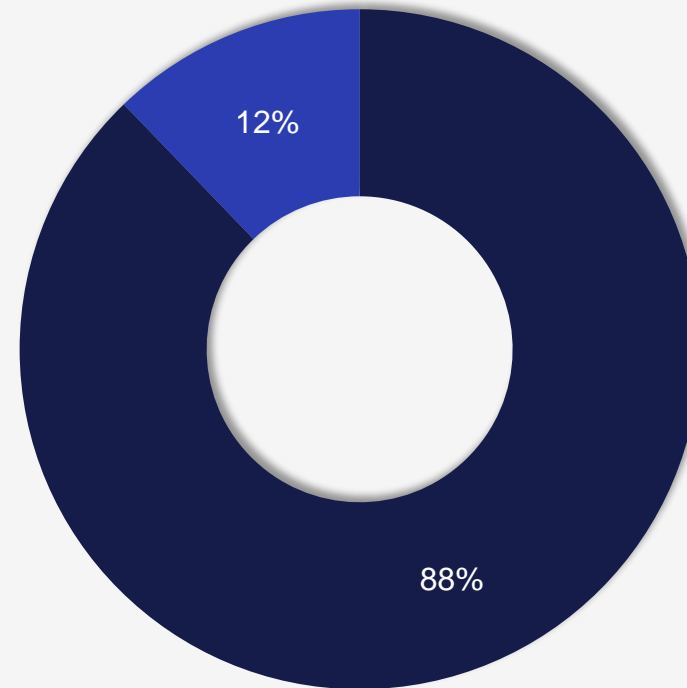
Are you optimistic or pessimistic about your prospects for the first half of 2023?

■ Optimistic ■ Pessimistic

Feb. 1, 2023



Feb. 15, 2023

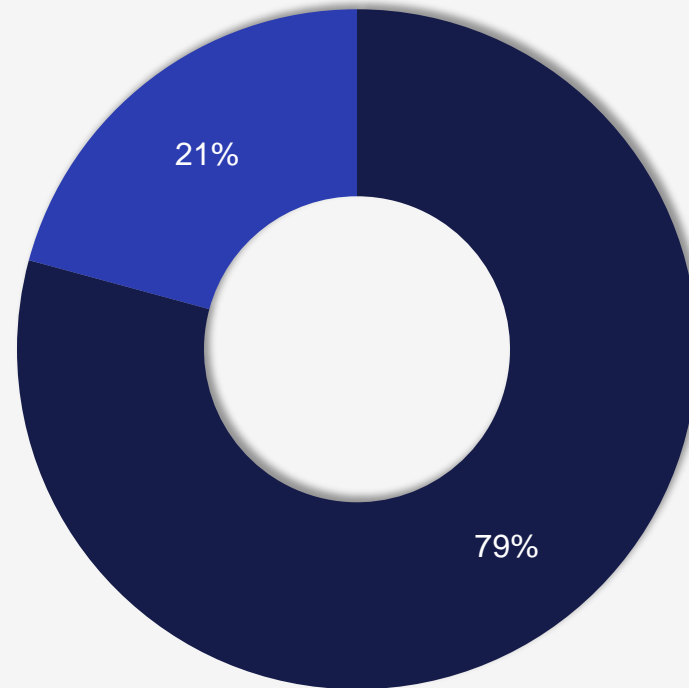


Staying on the Sidelines?

Are you an active buyer or on the sidelines?

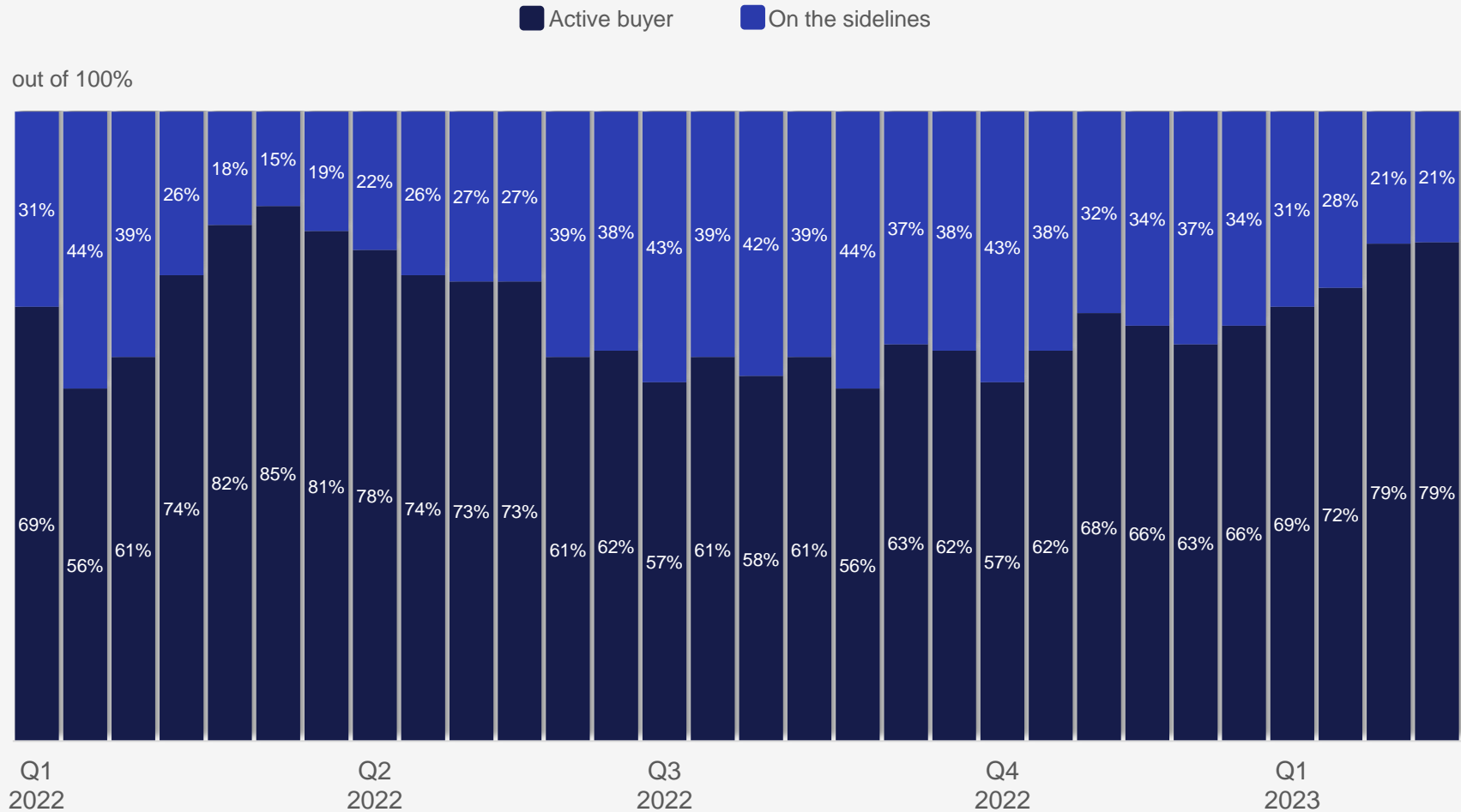
■ Active buyer ■ On the sidelines

Feb. 15, 2023



Staying on the Sidelines?

Are you an active buyer or on the sidelines?

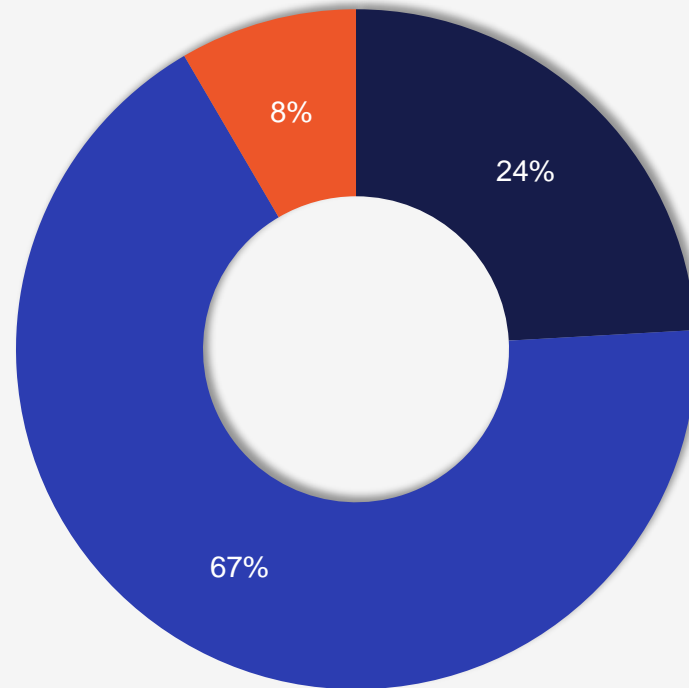


Overall Demand

How is demand for your products?

■ Improving ■ Stable ■ Declining

Feb. 15, 2023

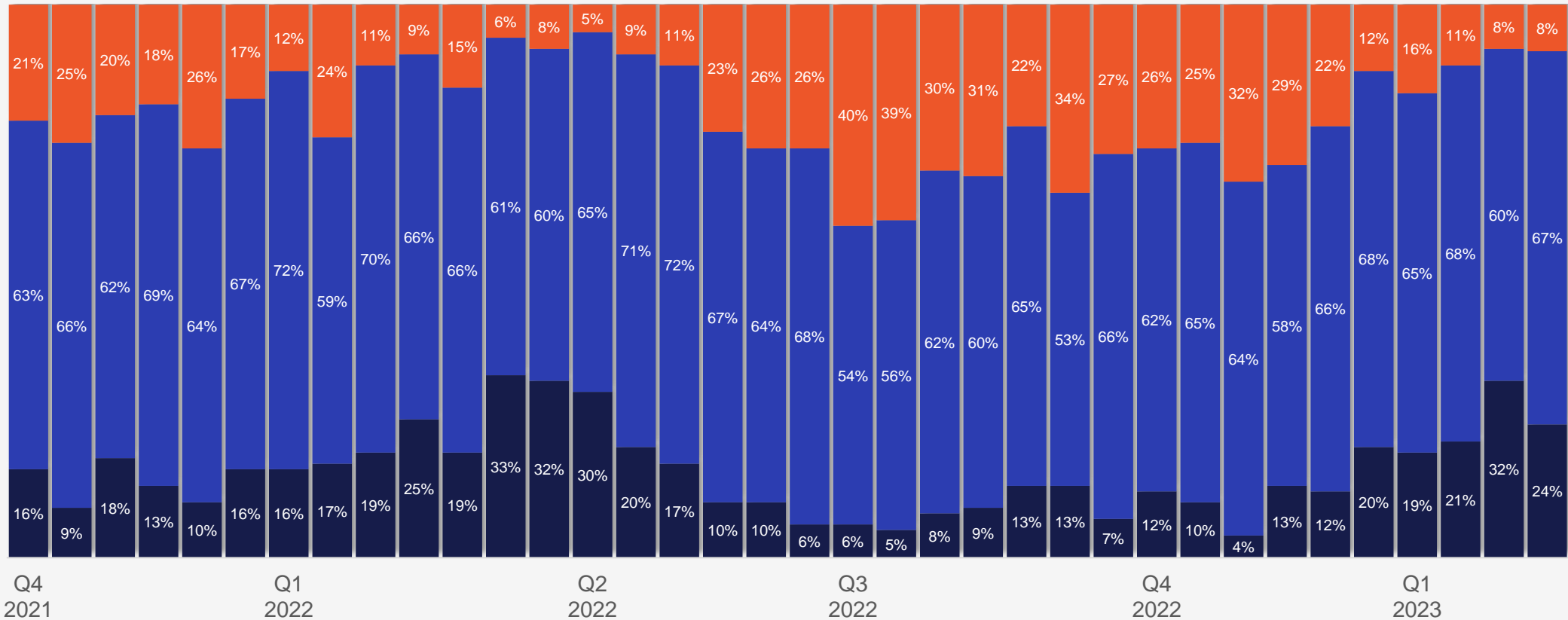


Overall Demand History

How is demand for your products?

■ Improving
 ■ Stable
 ■ Declining

out of 100%



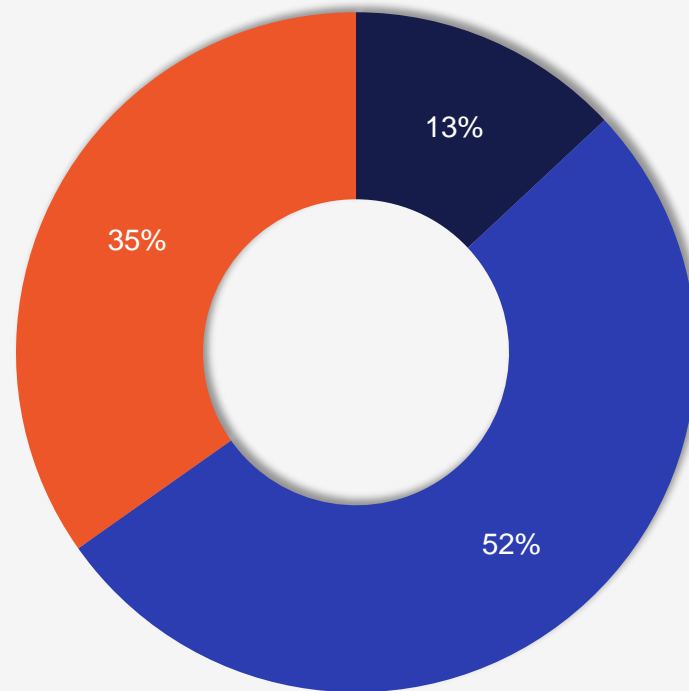
Manufacturer Purchases

Manufacturers

Is your company buying more, less, or the same amount of flat-rolled steel compared to one year ago?

More Same Less

Feb. 15, 2023



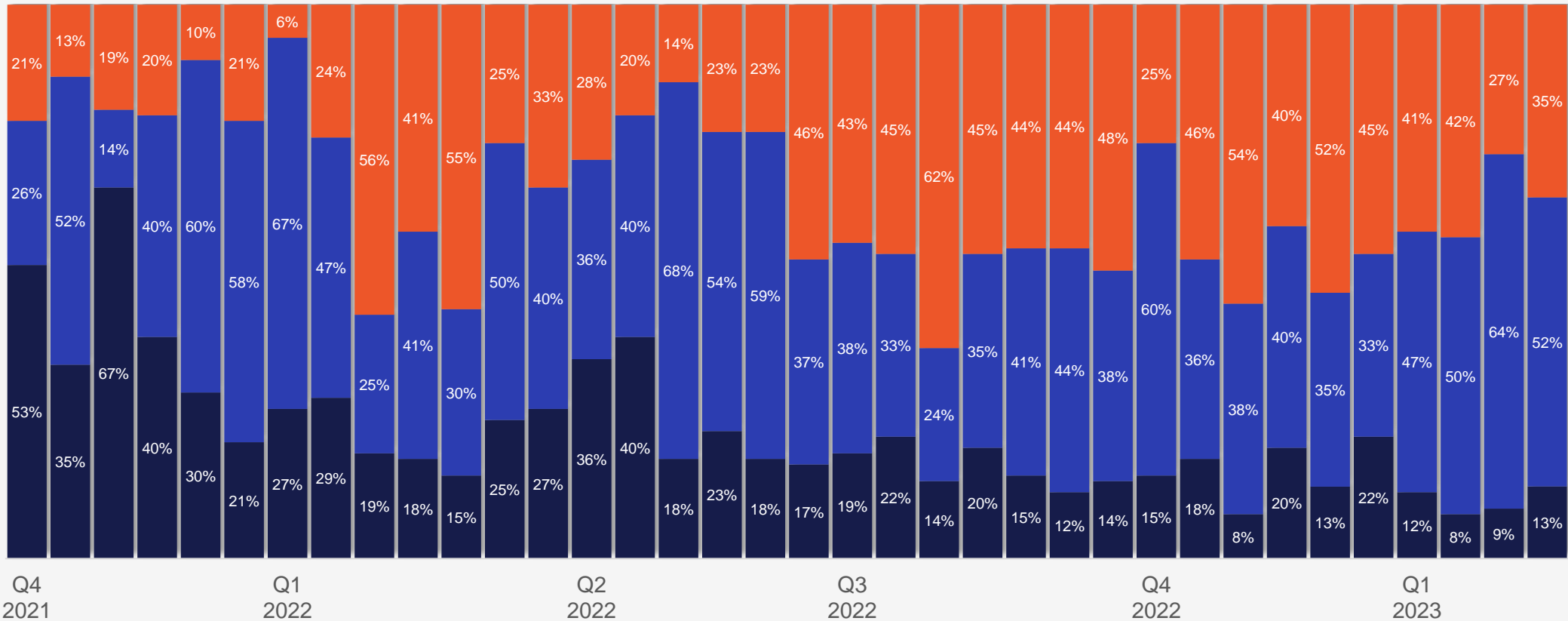
History of Manufacturer Purchases

Manufacturers

Is your company buying more, less, or the same amount of flat-rolled steel compared to one year ago?

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out of 100%



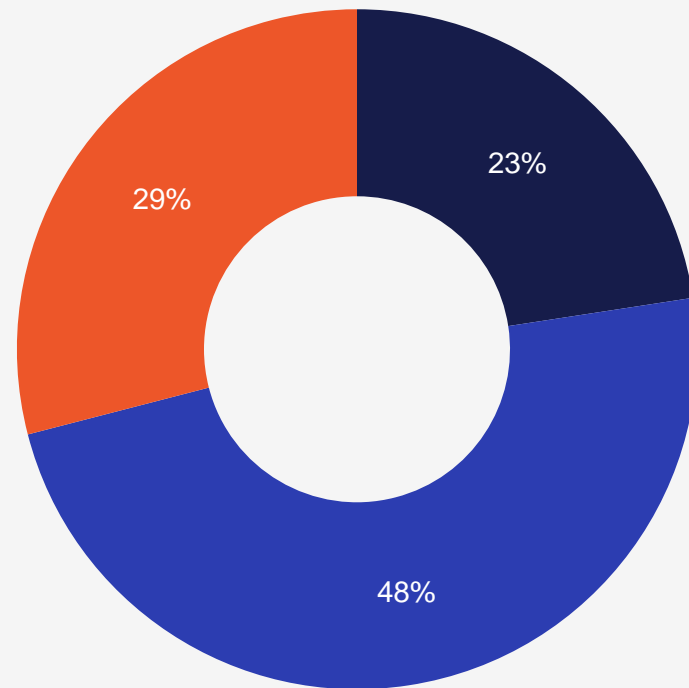
Service Center Releases

Service Centers

How do you see your customer releases (demand) for your products compared to one year ago?

■ Releasing more steel ■ Releasing the same amount of steel ■ Releasing less steel

Feb. 15, 2023



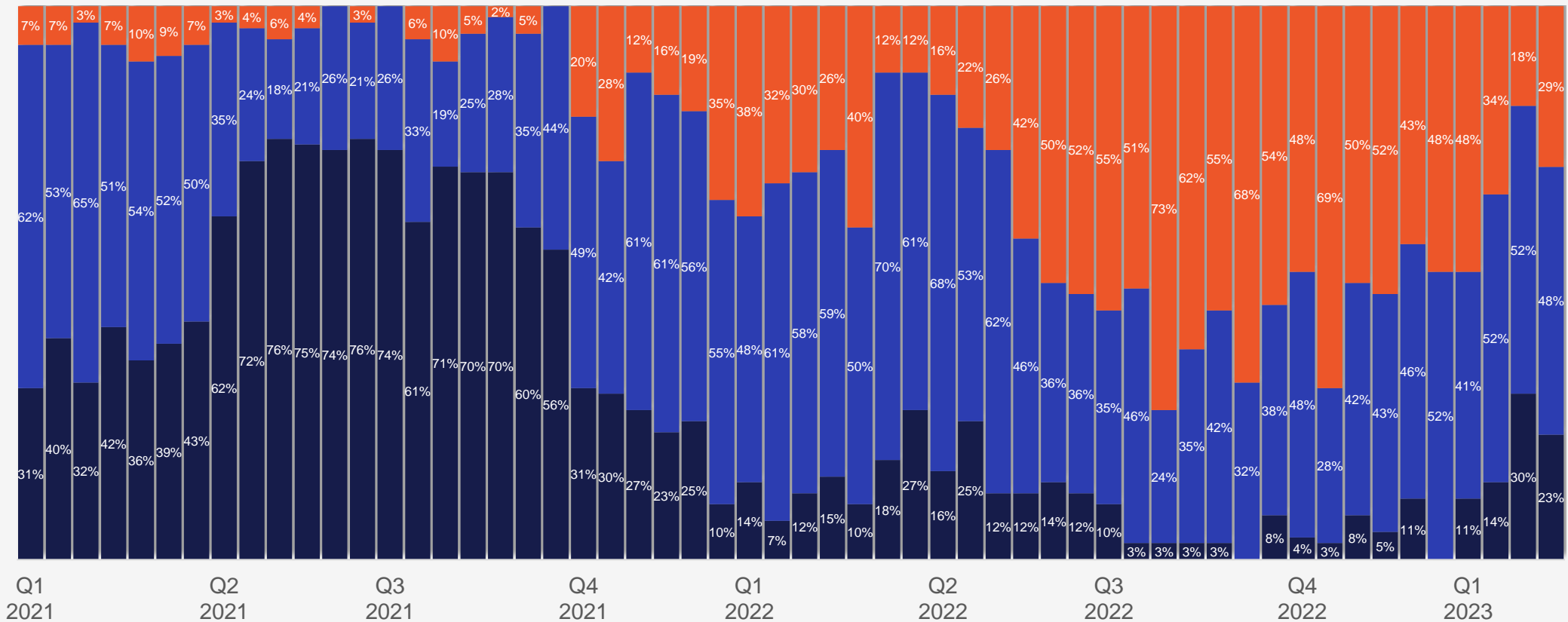
Service Center Release History

Service Centers

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■ Releasing more steel
 ■ Releasing the same amount of steel
 ■ Releasing less steel

out of 100%



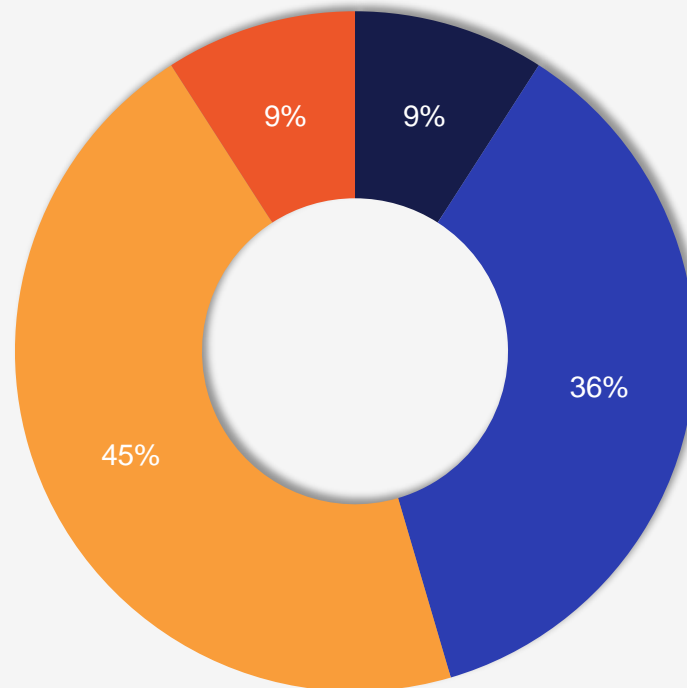
Manufacturer Demand

Manufacturers

Demand for your products will _____ over the next 3 months based on current order flows.

■ Increase substantially ■ Increase marginally ■ Remain the same ■ Decline marginally ■ Decline substantially

Feb. 15, 2023



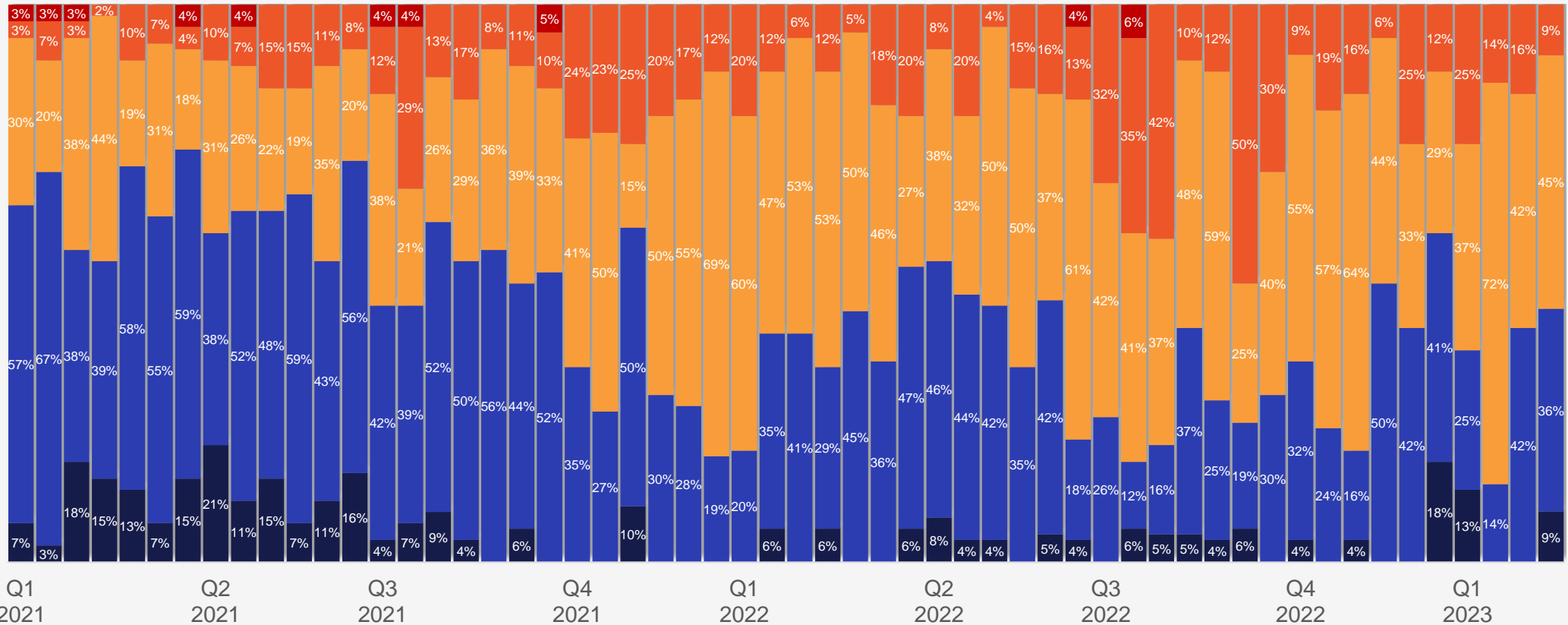
Manufacturer Demand History

Manufacturers

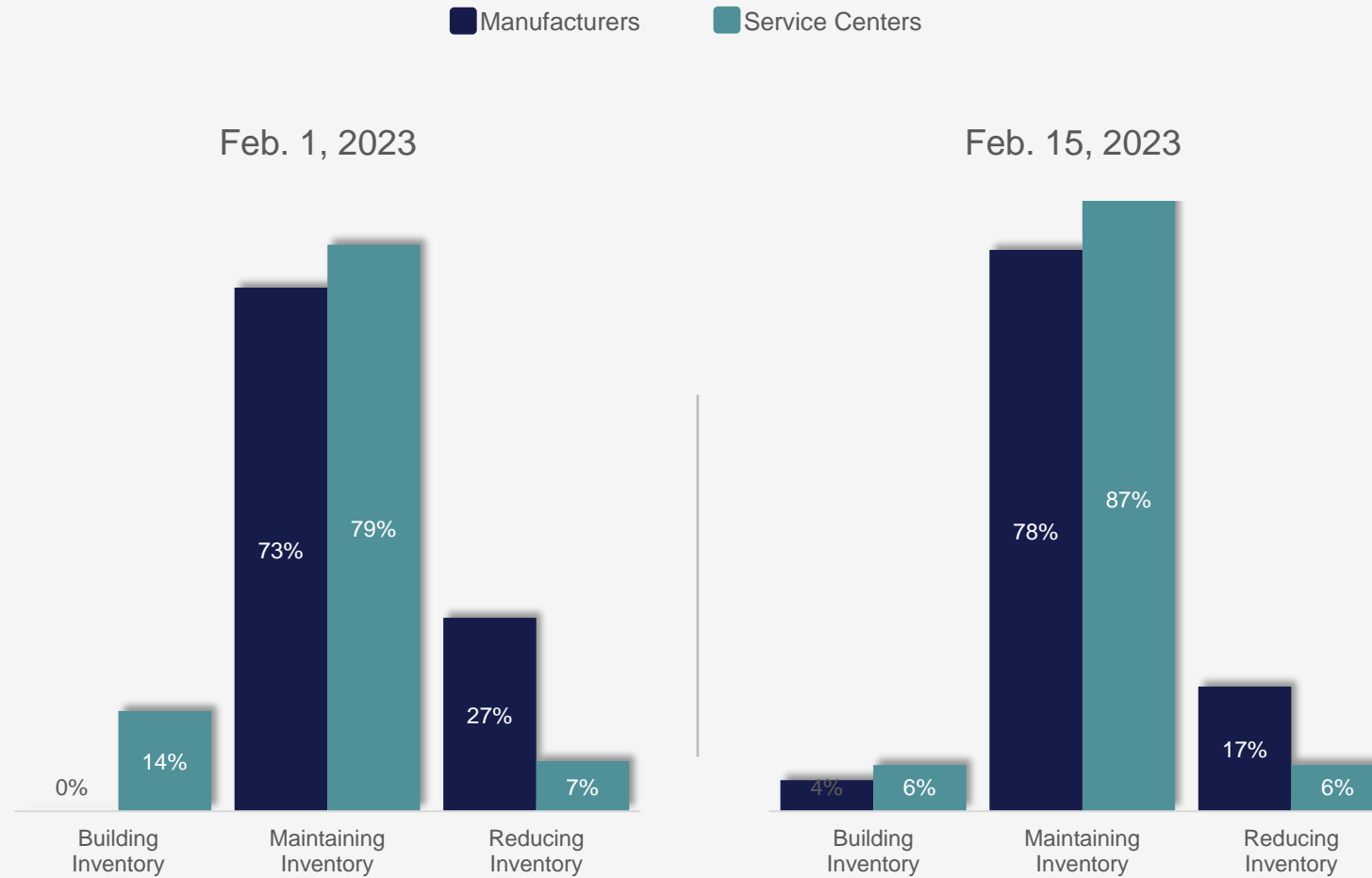
Demand for your products will _____ over the next 3 months based on current order flows.

Increase substantially
 Increase marginally
 Remain the same
 Decline marginally
 Decline substantially

out of 100%



Manufacturer and Service Center Inventory Buying Patterns



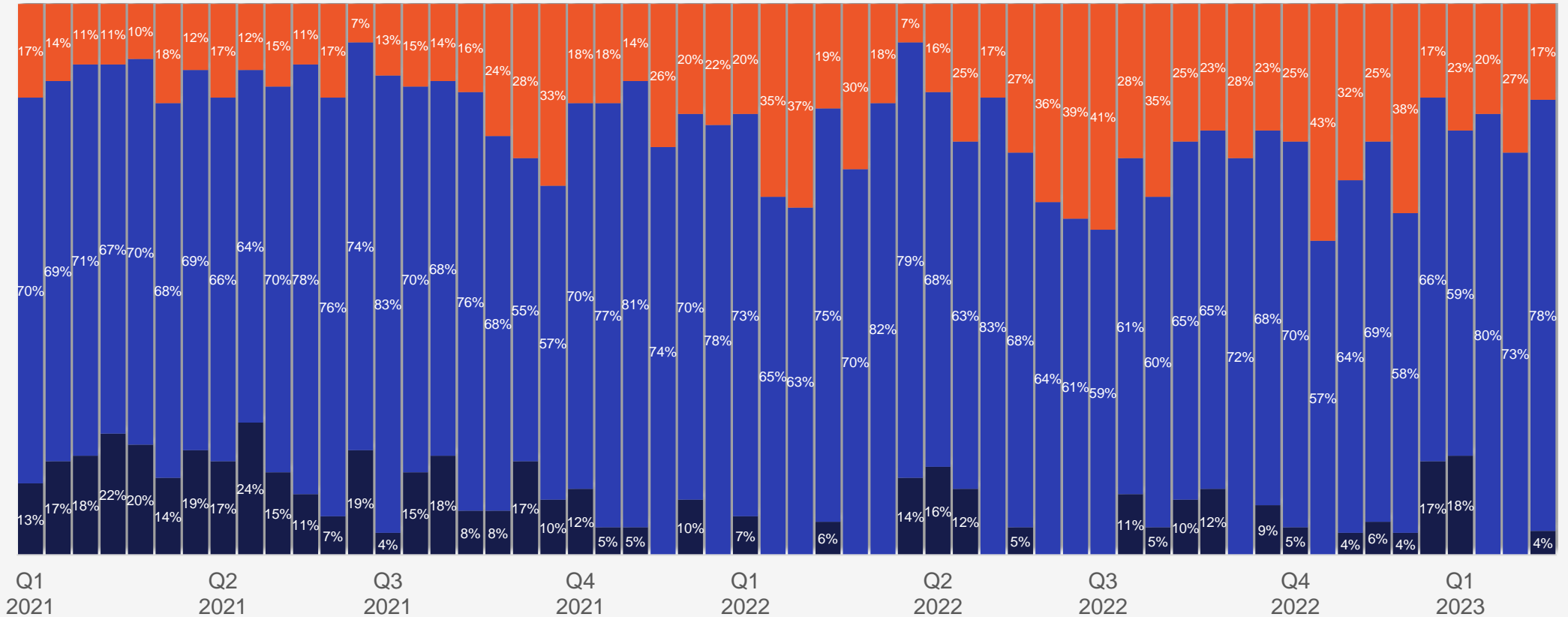
Manufacturer Inventory Buying History

Manufacturers

Is your company building, reducing, or maintaining its flat-rolled steel inventory?

■ Building inventory
 ■ Maintaining inventory
 ■ Reducing inventory

out of 100%



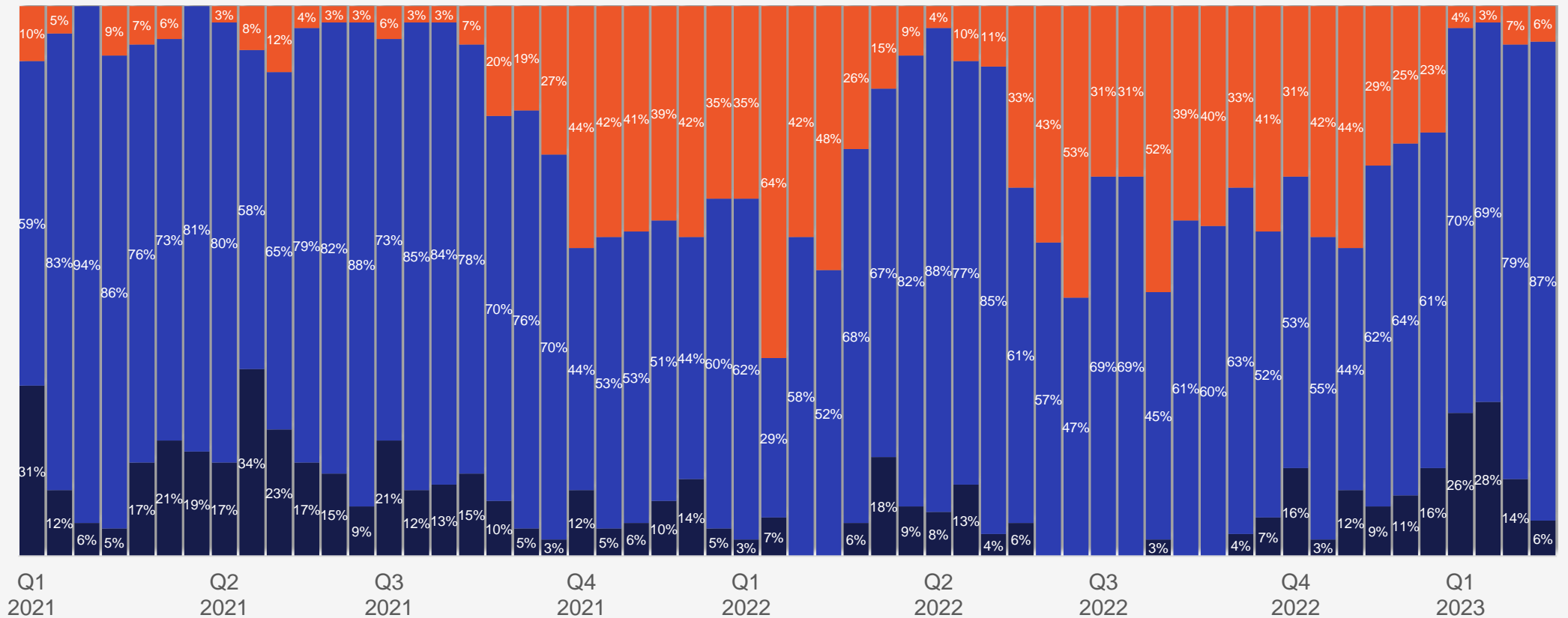
Service Center Inventory Buying History

Service Centers

Is your company building, reducing, or maintaining its flat-rolled steel inventory?

■ Building inventory
 ■ Maintaining inventory
 ■ Reducing inventory

out of 100%



Service Center Inventories

Service Centers

Does your company need to rebuild flat-rolled inventories, or are you comfortable with your floor stock?



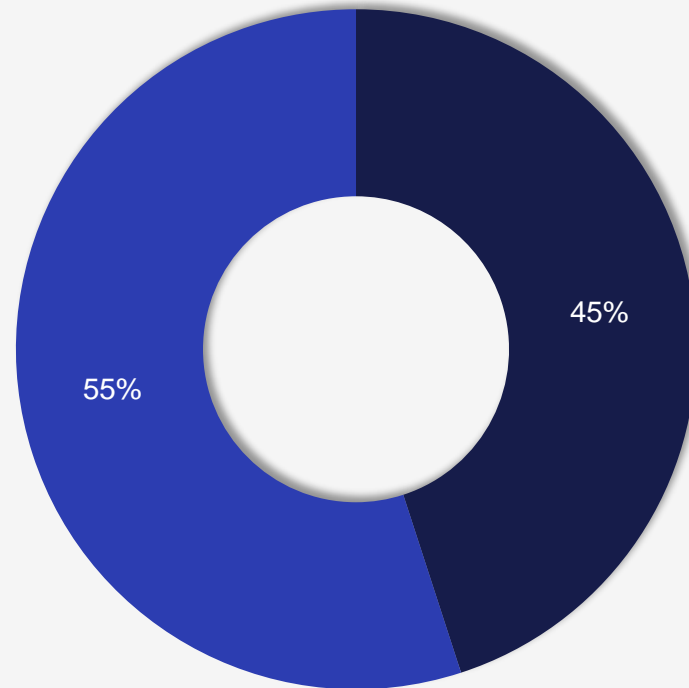
Manufacturer's View of Service Center Selling Prices

Manufacturers

Which comment do you feel is representative of service center pricing right now compared to two weeks ago?

We see prices increasing from our service centers We see stable prices from our service centers We see prices decreasing from our service centers

Feb. 15, 2023



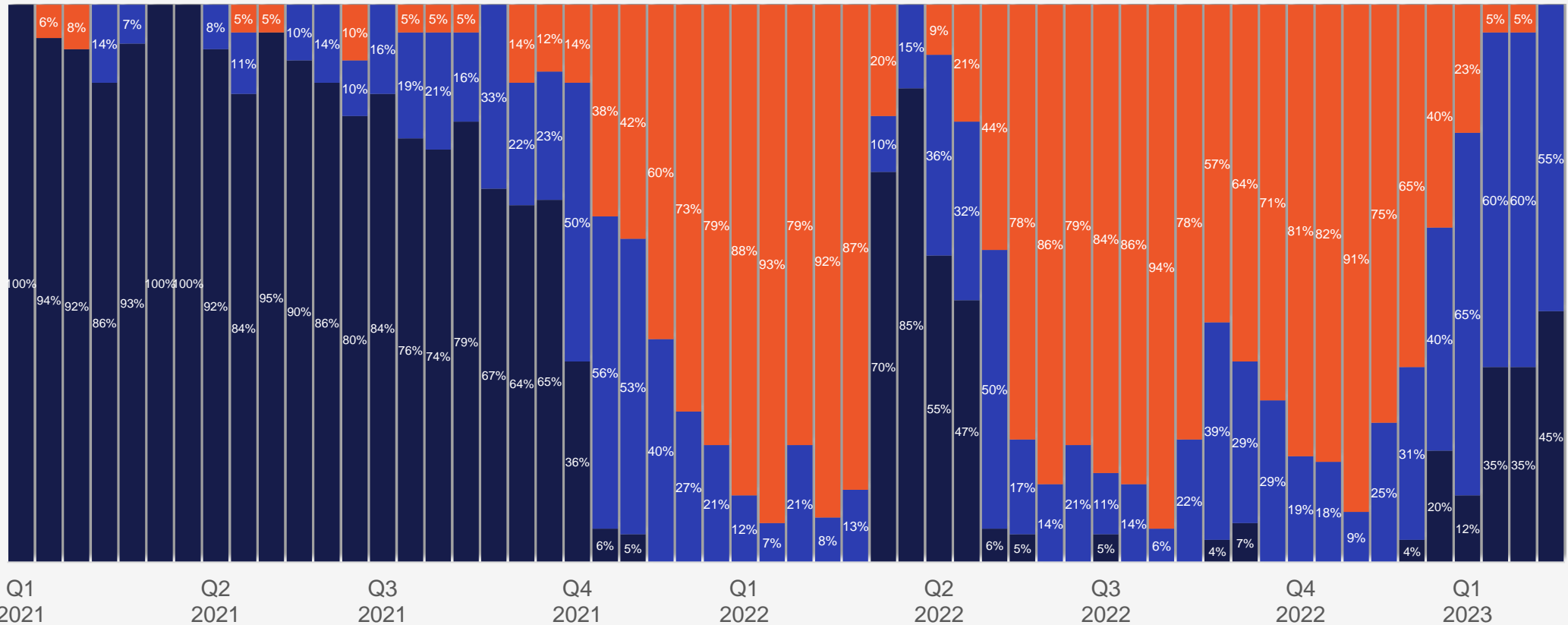
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out of 100%



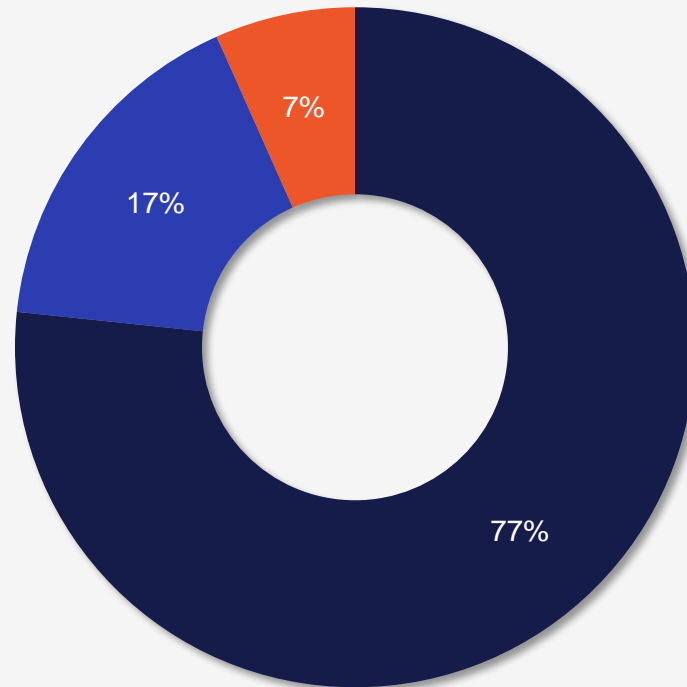
Service Center View of Selling Prices

Service Centers

Compared to two weeks ago, how is your company handling spot pricing to your customers?

■ We are raising prices ■ We are keeping prices the same ■ We are raising prices

Feb. 15, 2023



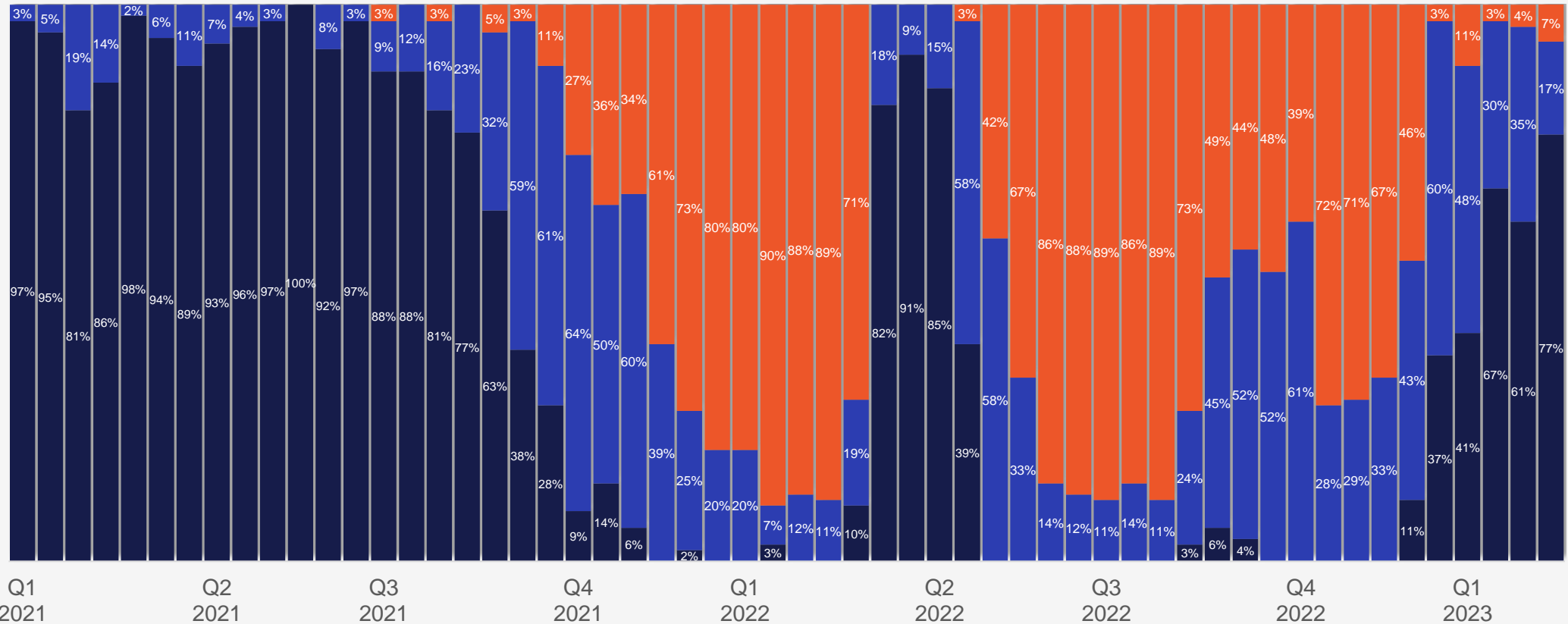
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out of 100%



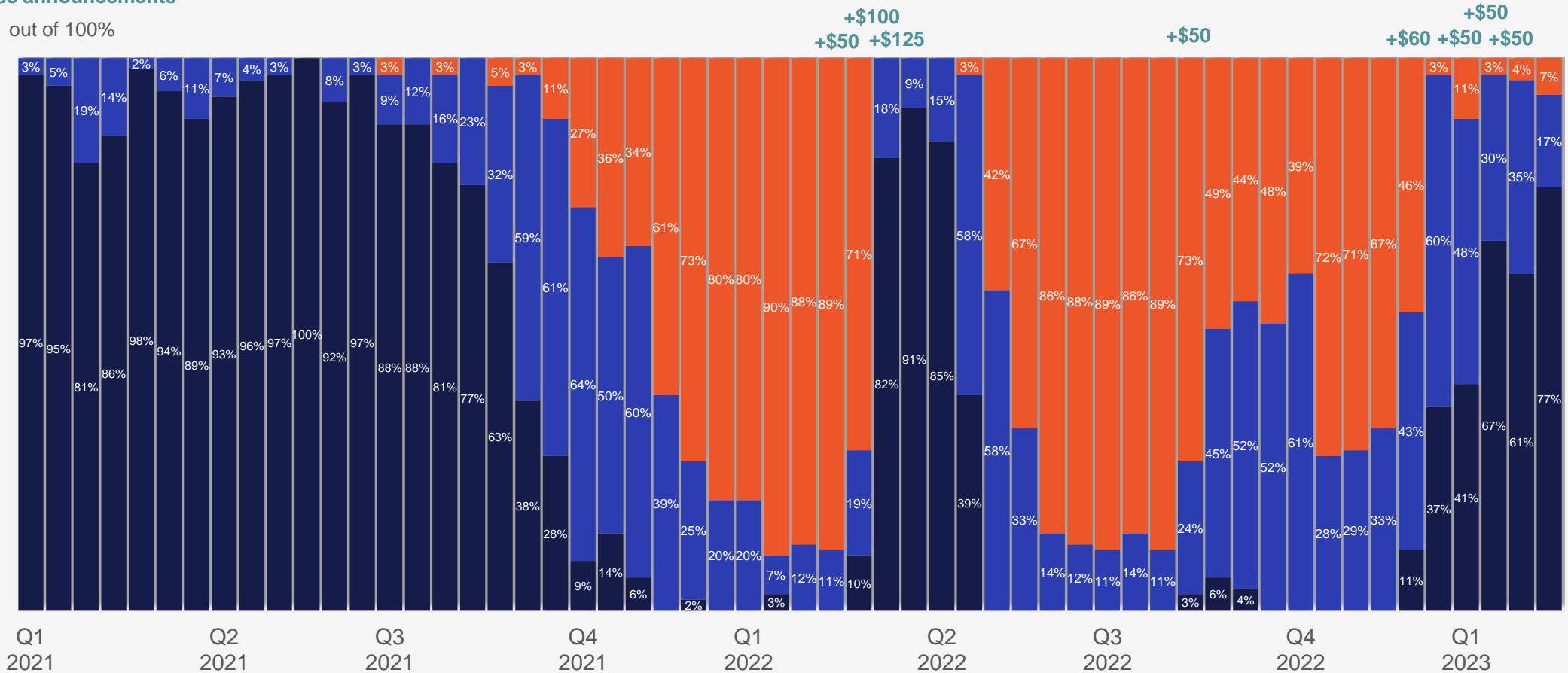
Service Center View of Selling Prices

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Compared to two weeks ago, how is your company handling spot pricing to your customers?

Historical Nucor flat rolled price increase announcements out of 100%

■ We are raising prices
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 ■ We are raising prices



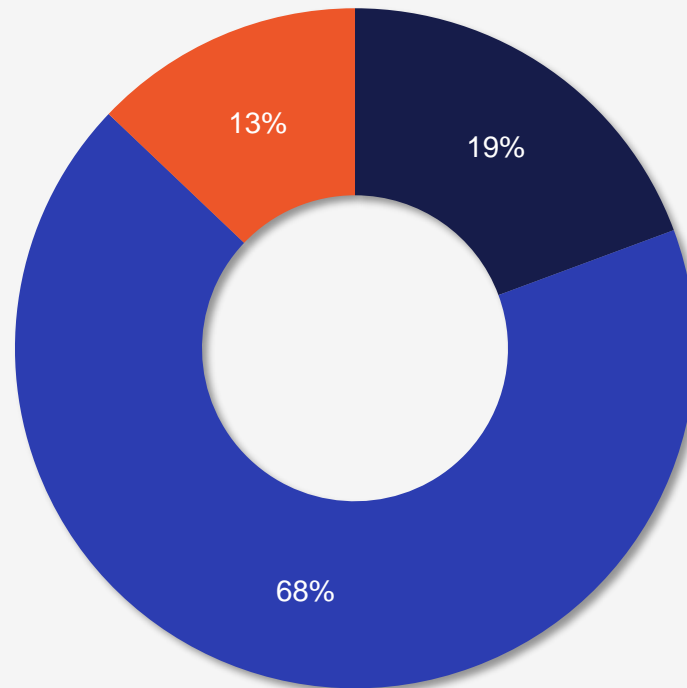
Service Centers on Manufacturer Orders

Service Centers

Are your manufacturing customers increasing orders, keeping them the same or reducing orders?

■ Our mfg. customers are increasing orders ■ Our mfg. customers are maintaining orders ■ Our mfg. customers are reducing orders

Feb. 15, 2023



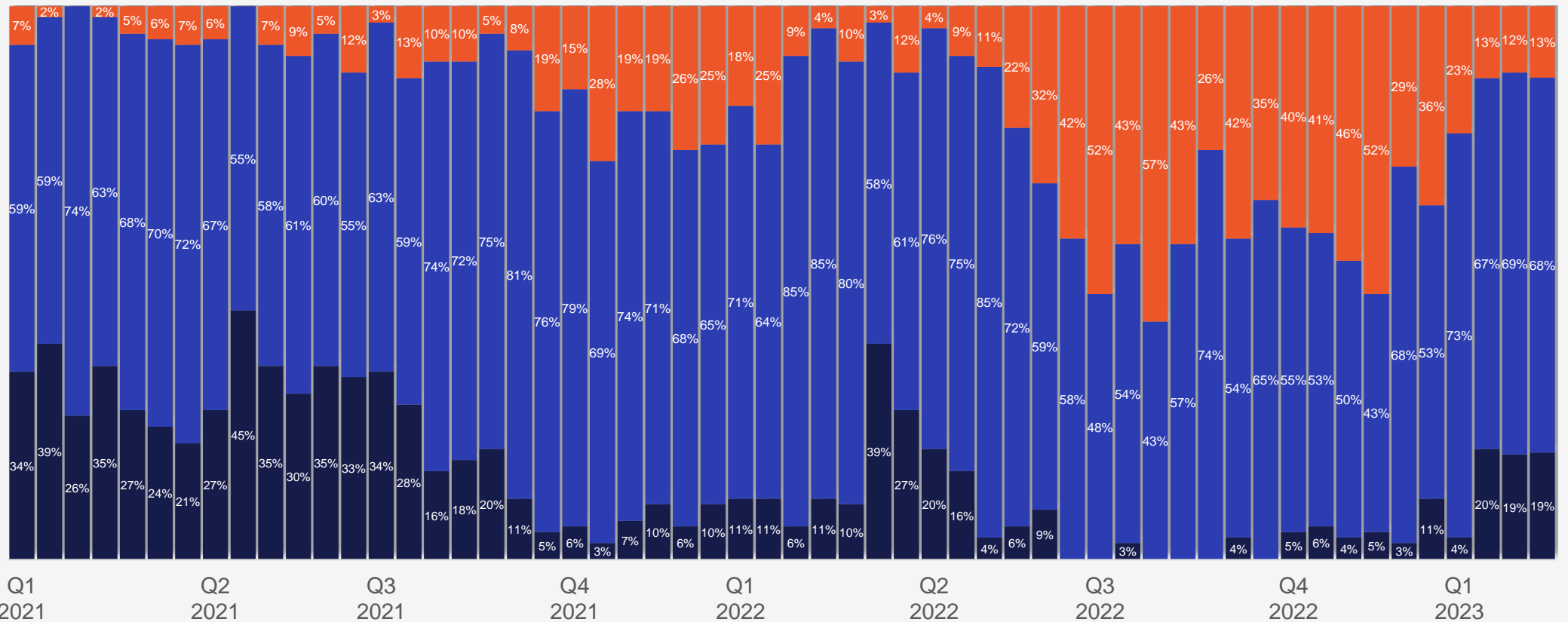
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out of 100%

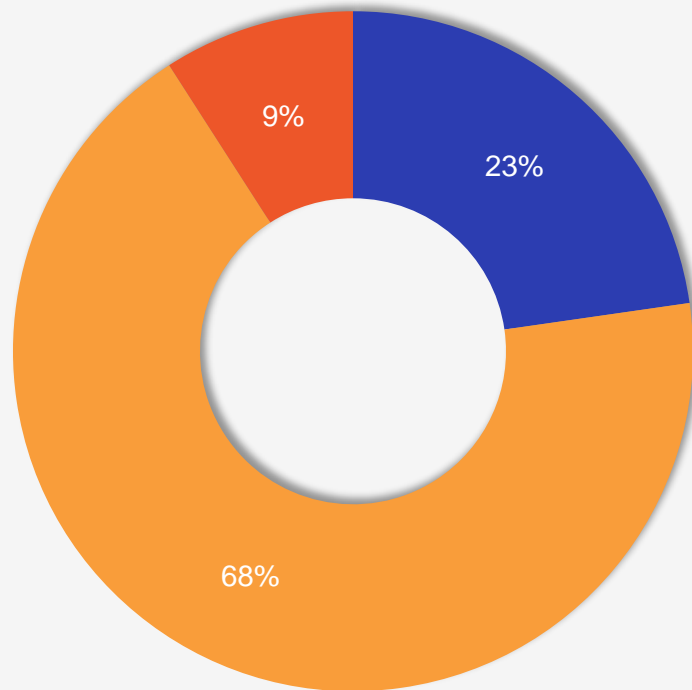


Mill Lead Times History

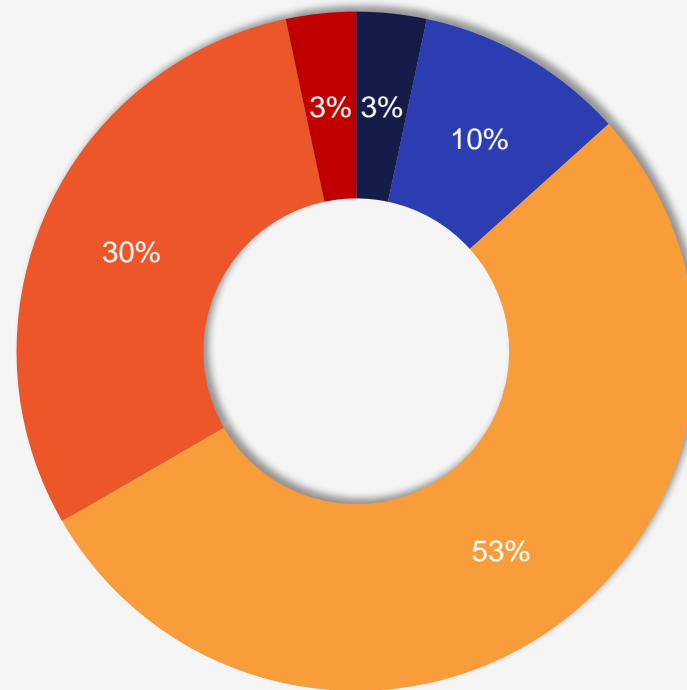
How would you describe domestic mill lead times for new orders placed right now?

Extremely short
 Shorter than normal
 Normal
 Slightly longer than normal
 Highly extended

Manufacturers



Service Centers



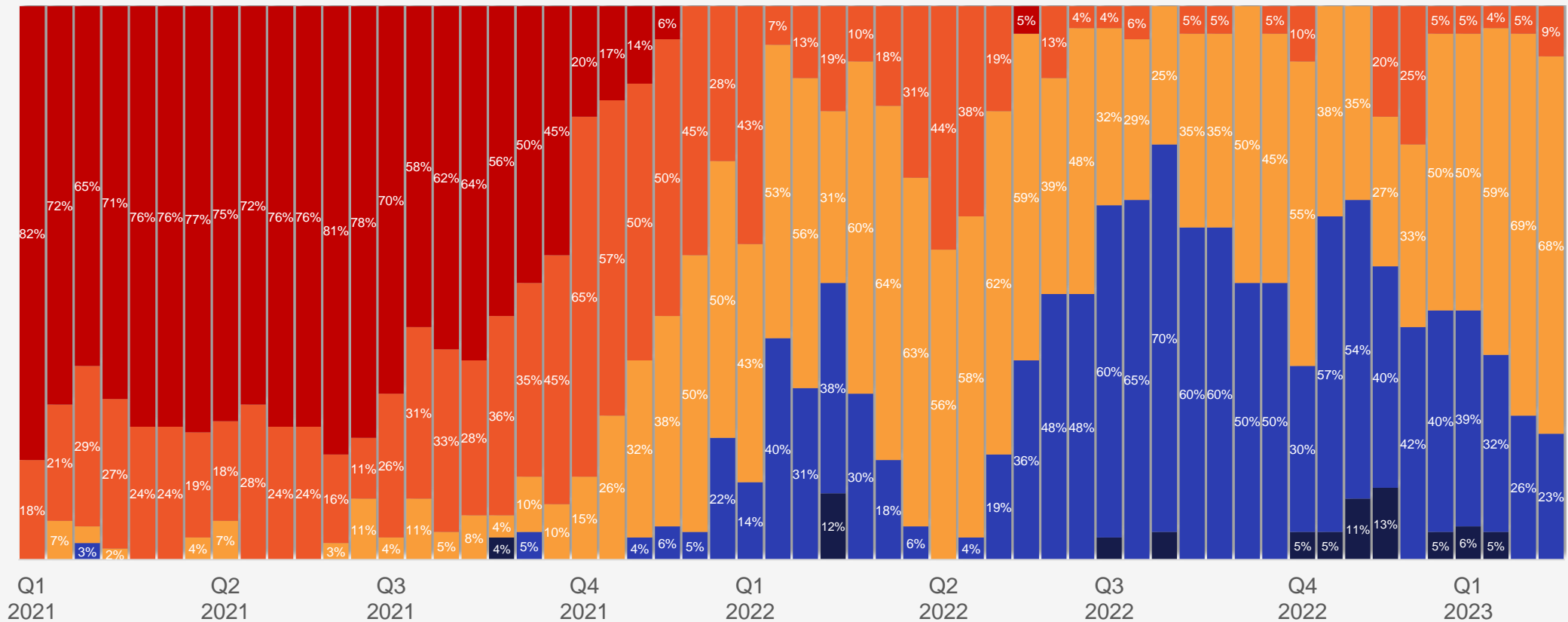
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Manufacturers

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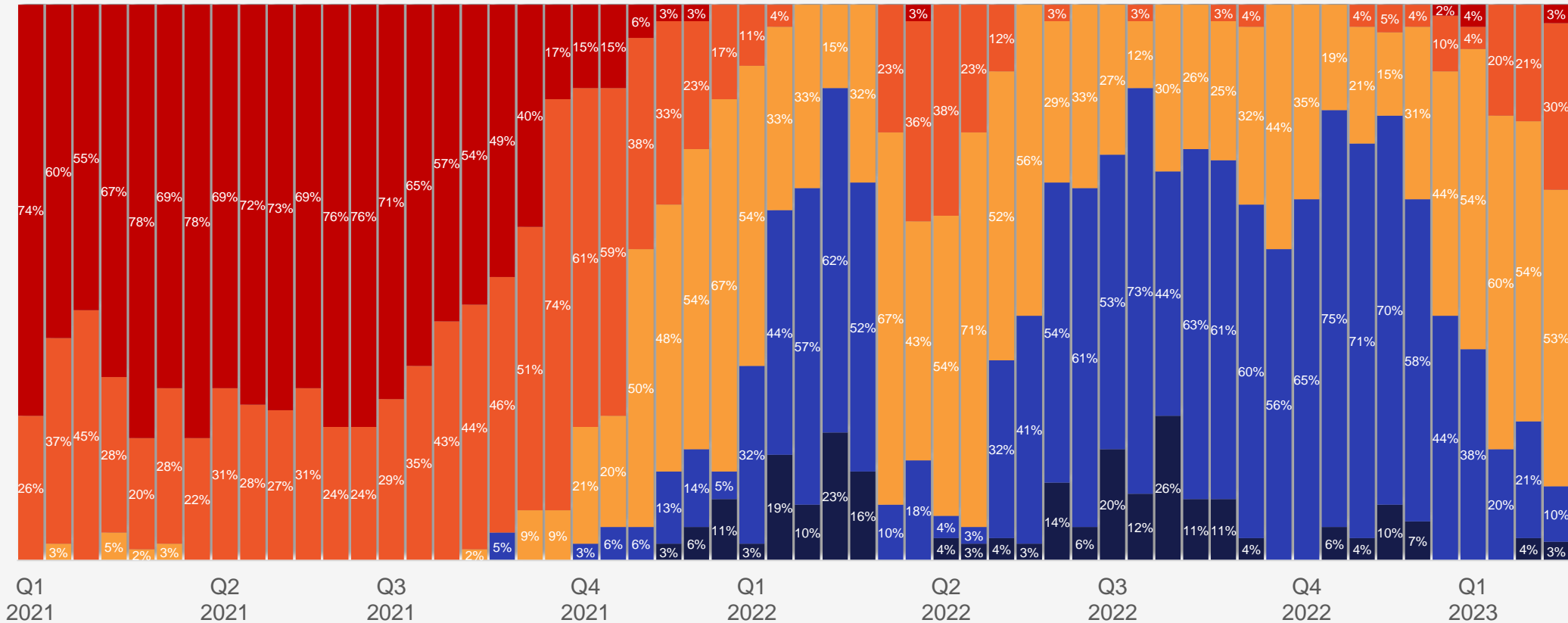
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out of 100%

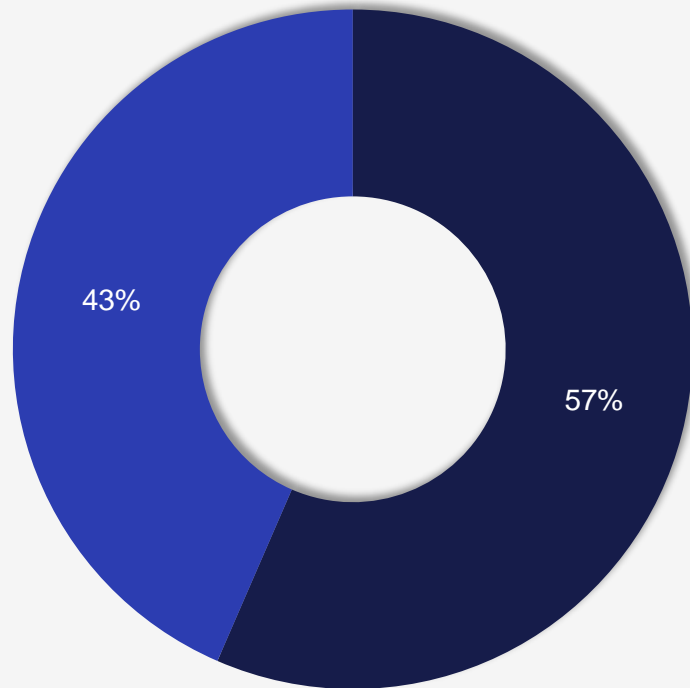


Foreign Steel Purchases

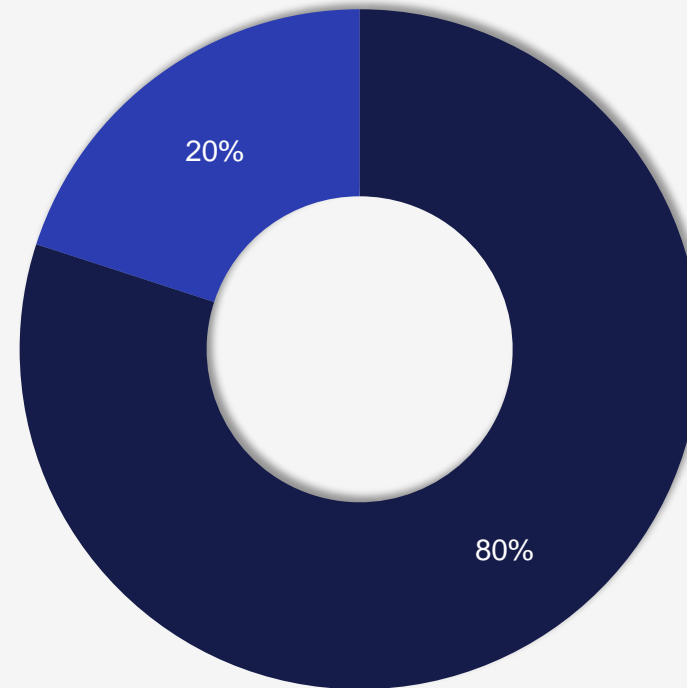
Does your company buy foreign (offshore) steel?

■ Yes ■ No

Manufacturers



Service Centers

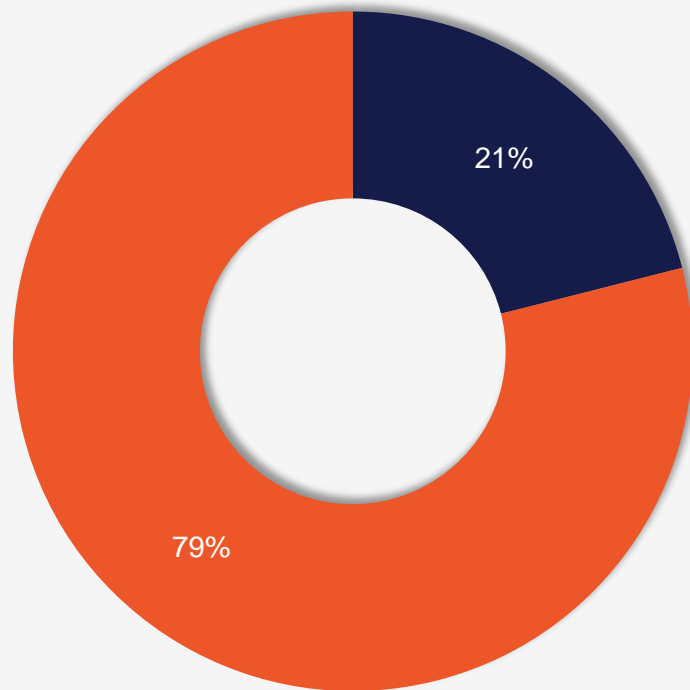


New Foreign Steel Orders

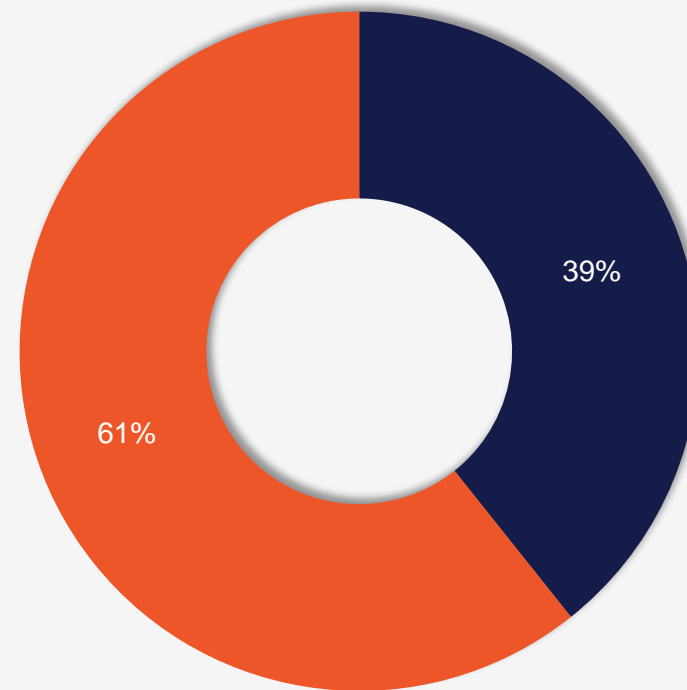
Are you buying new orders of foreign steel for future delivery?

■ Yes ■ No

Manufacturers



Service Centers

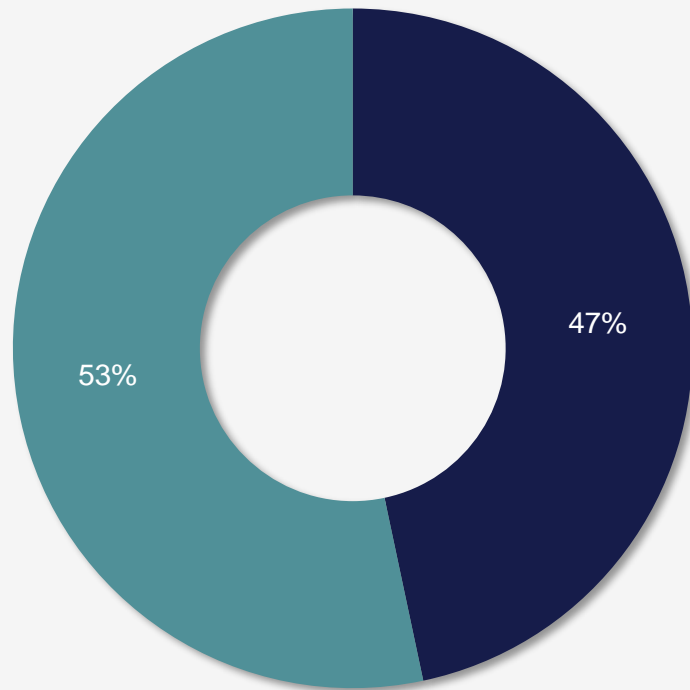


Foreign Steel Competitiveness

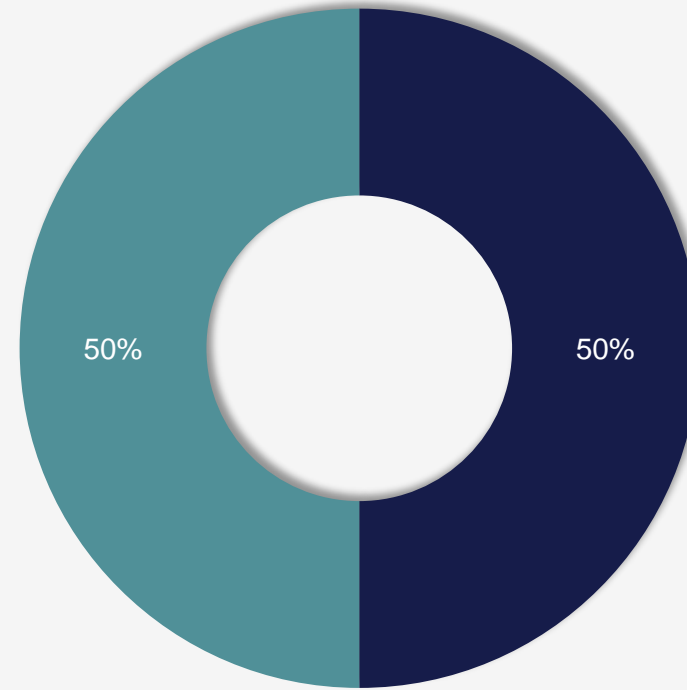
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

■ Yes ■ No

Manufacturers



Service Centers



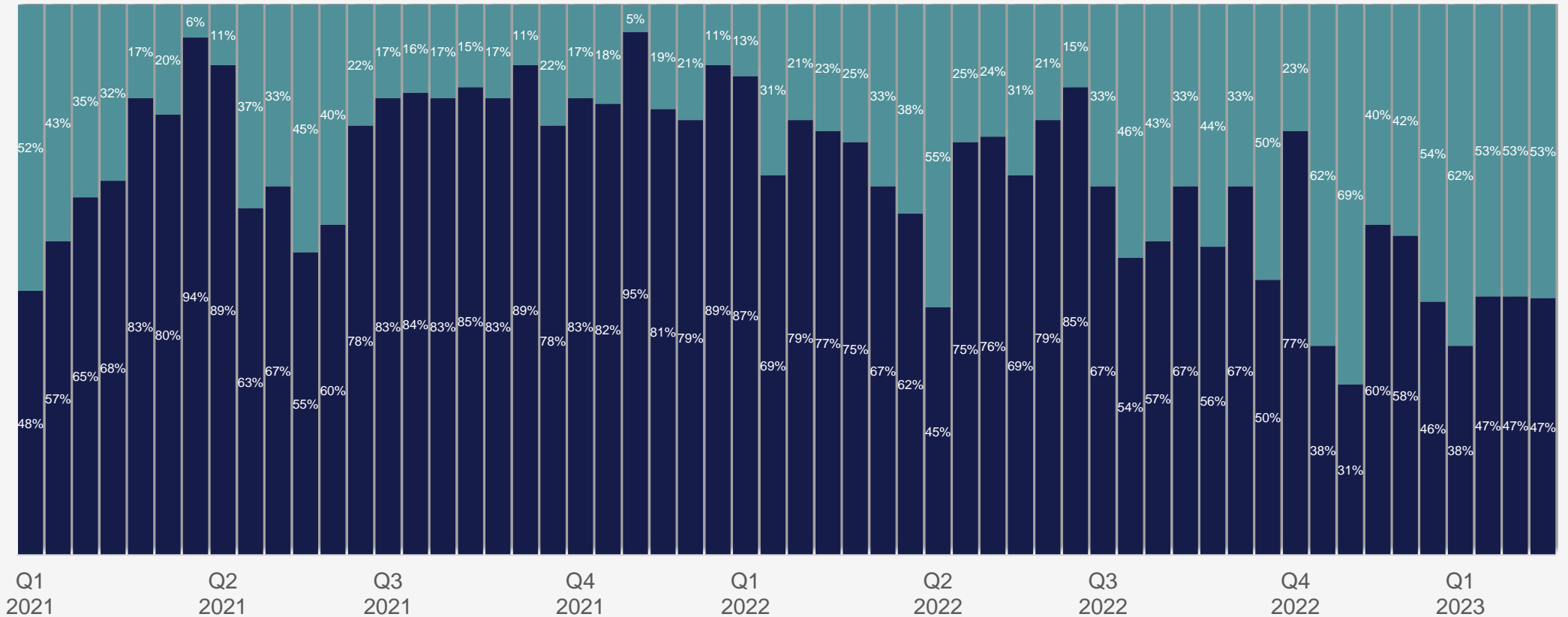
Foreign Steel Competitiveness History

Manufacturers

Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

■ Yes ■ No

out of 100%



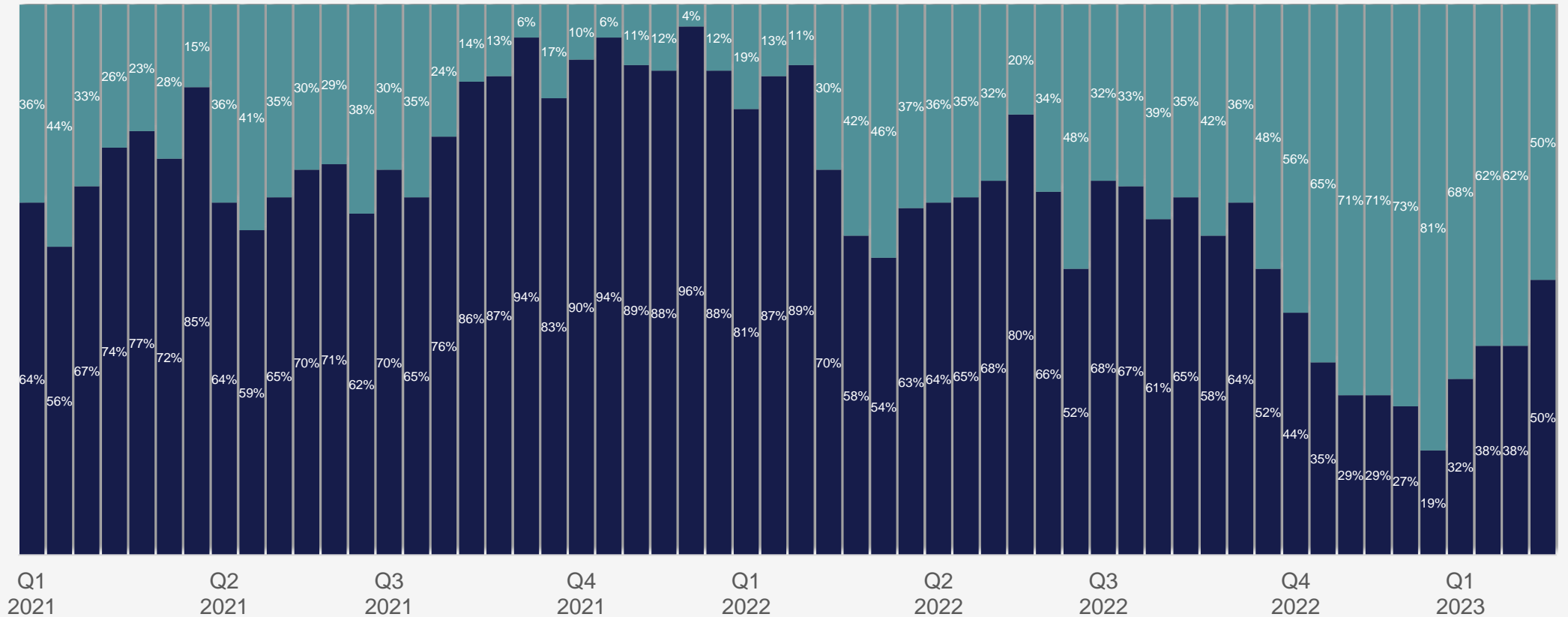
Foreign Steel Competitiveness History

Service Centers

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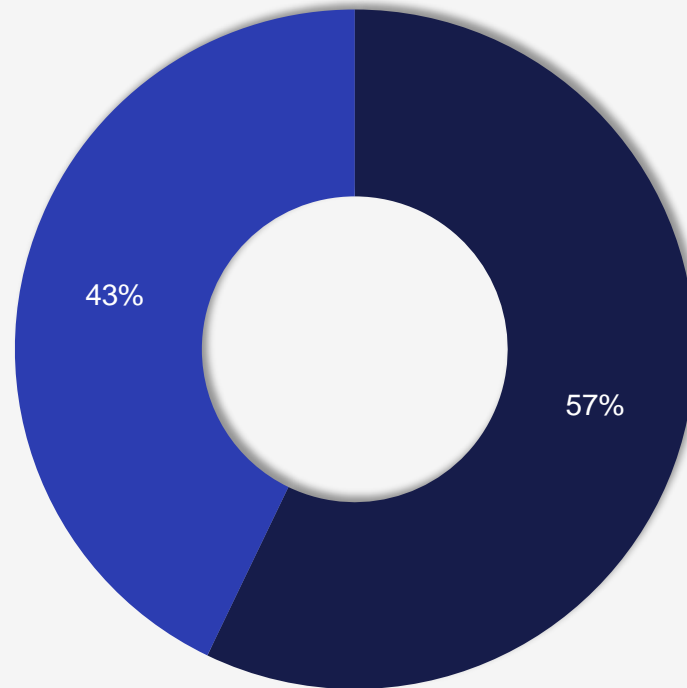
■ Yes ■ No

out of 100%



The current order book at your mill is better or worse than last month?*

■ Better ■ Same ■ Worse

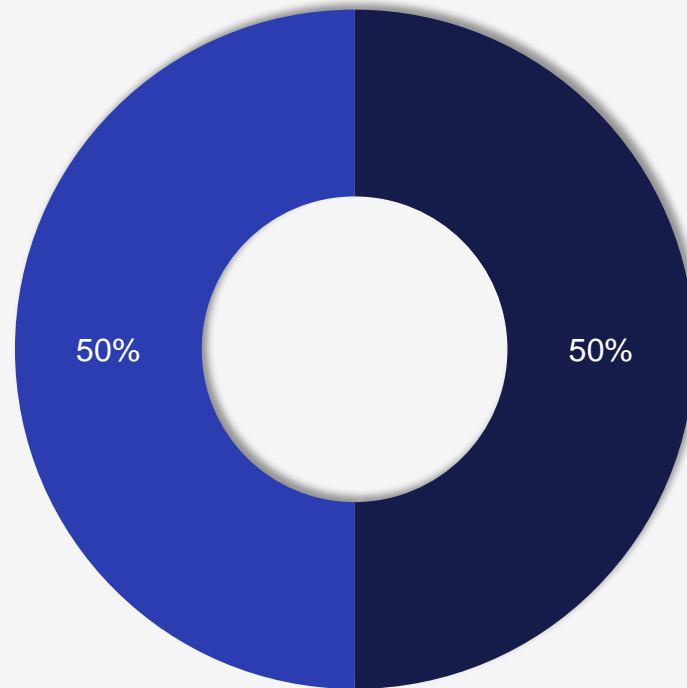


*Limited number of responses to this question

Trading Companies

Are you seeing an increase or decrease in orders from your North American buyers?*

■ Increase ■ Decrease

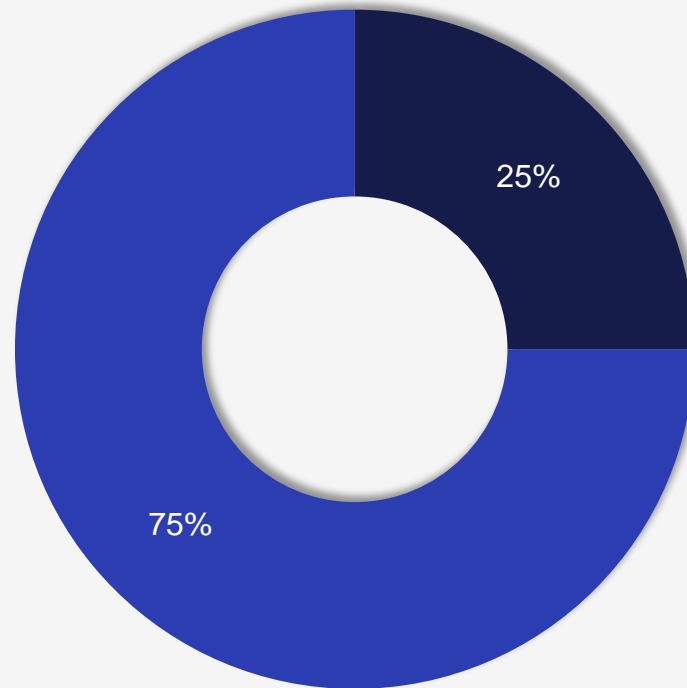


*Limited number of responses to this question

Trading Companies

Are foreign products attractive to US buyers?*

■ Yes ■ No



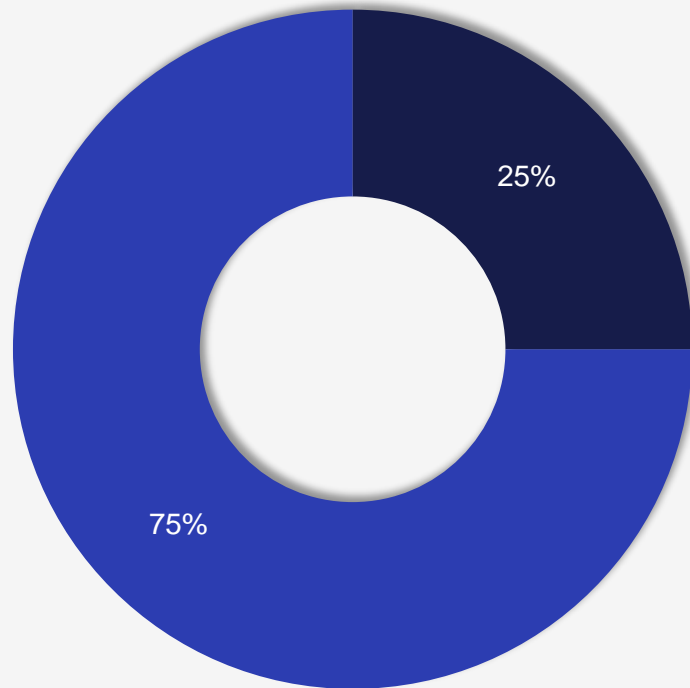
*Limited number of responses to this question

Trading Companies on Hot Rolled and Cold Rolled

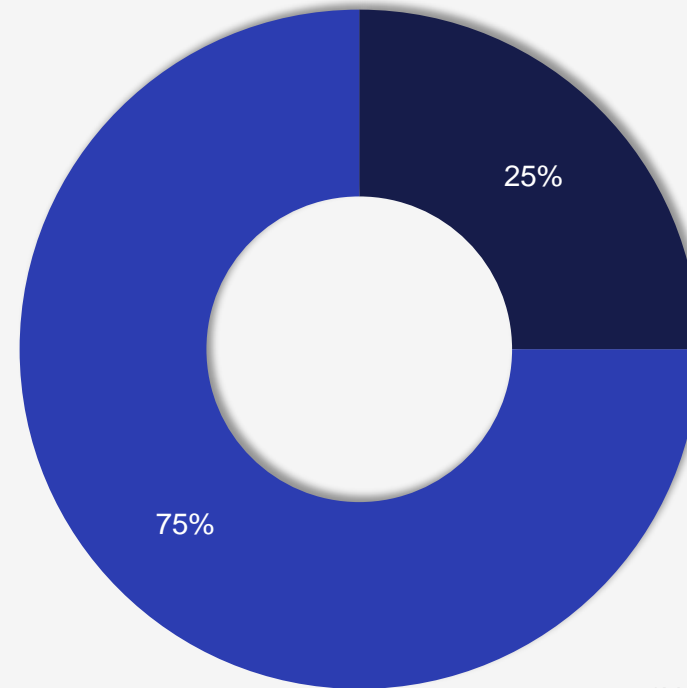
Are you able to offer pricing that attracts buyers right now?*

■ Yes ■ No

Hot-rolled coil



Cold-rolled coil

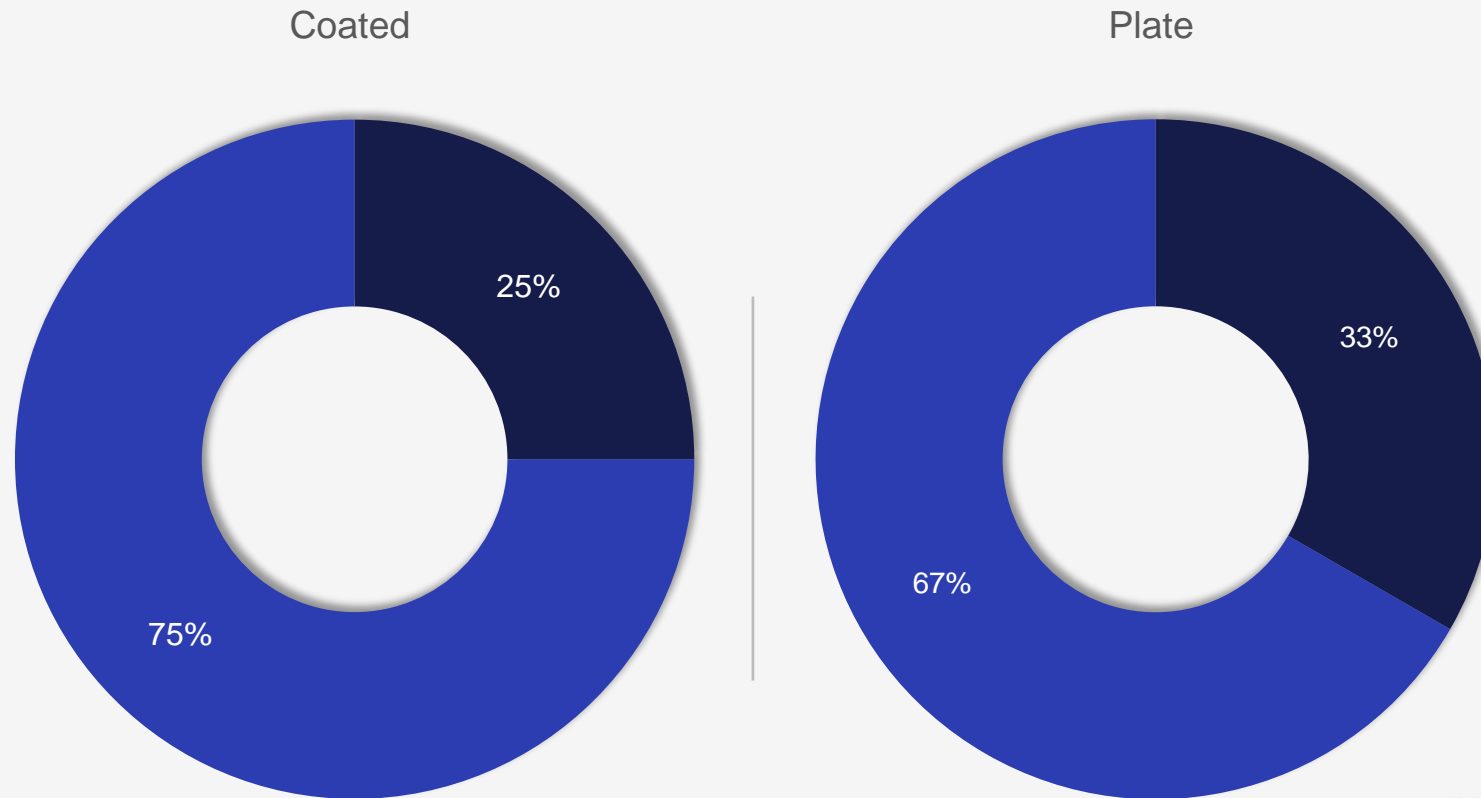


*Limited number of responses to this question

Trading Companies on Coated and Plate

Are you able to offer pricing that attracts buyers right now?*

■ Yes ■ No

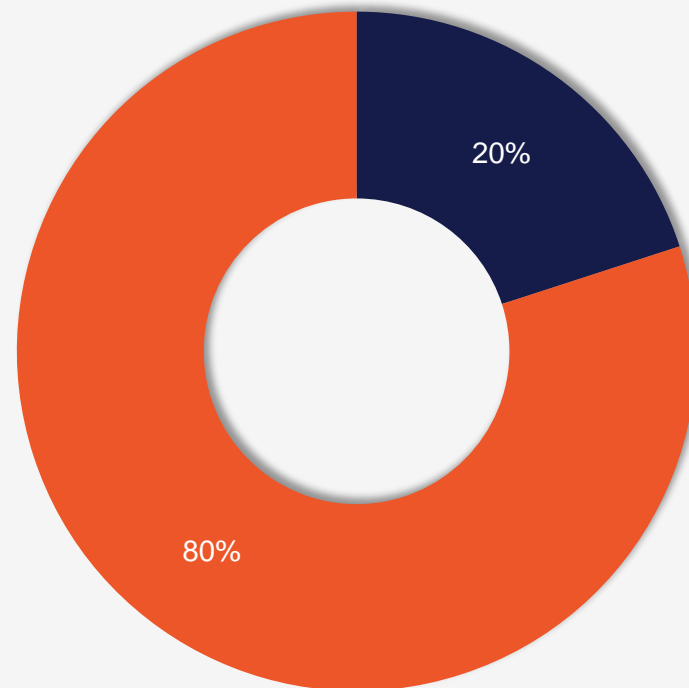


*Limited number of responses to this question

Steel Industry Suppliers

Has your business seen a change in demand this month compared to last month?*

■ Yes, increase in demand ■ No, steady demand ■ Yes, decline in demand

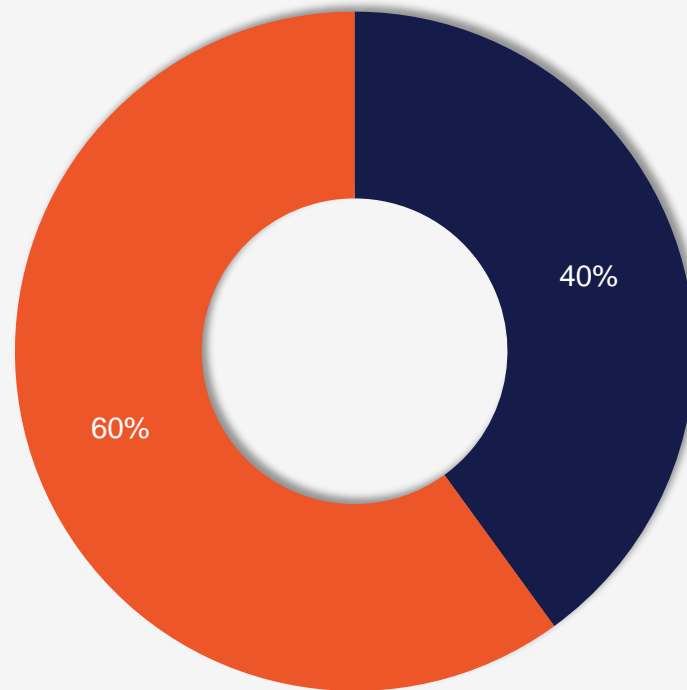


*Limited number of responses to this question

Steel Industry Suppliers

Will business levels be better, worse, or stable in the next 3-6 months?*

■ Better ■ Same ■ Worse

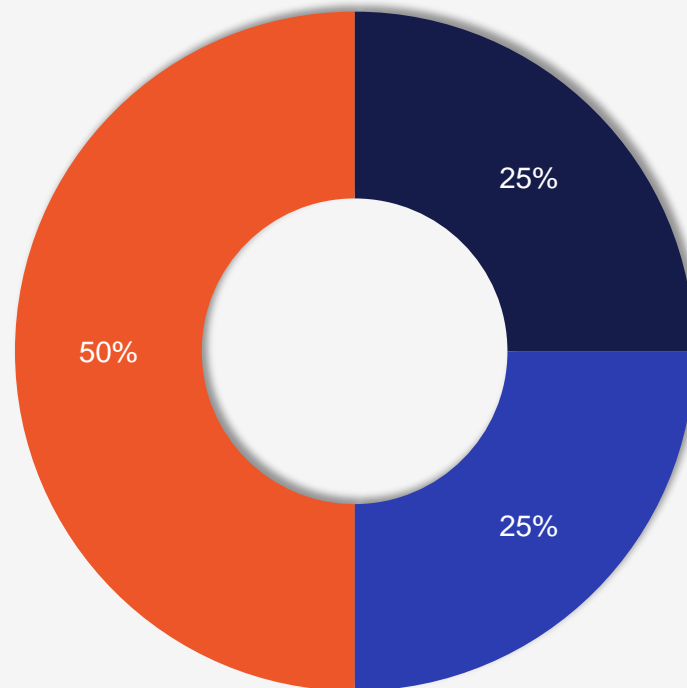


*Limited number of responses to this question

Steel Processors

Are business levels better, worse, or the same compared to last month?*

■ Better ■ Same ■ Worse



*Limited number of responses to this question

Steel Processors

Will business levels be better, worse, or stable in the next 3-6 months?*

■ Better ■ Same ■ Worse



*Limited number of responses to this question



Questions?

If you have any questions regarding the information presented here, please contact us at info@steelmarketupdate.com.

We always appreciate referrals. Tell your friends, suppliers, and customers to sign up for a free trial.

Contact Lindsey Fox at lindsey@steelmarketupdate.com or (724) 313-7748.

When you need answers...
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Look for our next survey on February 24, 2023

If you would like to participate in our survey, please contact david@steelmarketupdate.com

