



SMU flat rolled market trends analysis

Jan. 15-17, 2024, market survey results

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**Where the steel community
comes together.**

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The SMU newsletter was 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



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

Our survey is by invitation only. We ask companies, mostly in manufacturing and distribution, to participate.

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



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



SMU Steel Summit 2024
August 26-28, 2024 | Atlanta
Georgia International Convention Center

For more information about our workshops and conferences visit:
www.steelmarketupdate.com/events-and-training/ or e-mail our team at events@steelmarketupdate.com.



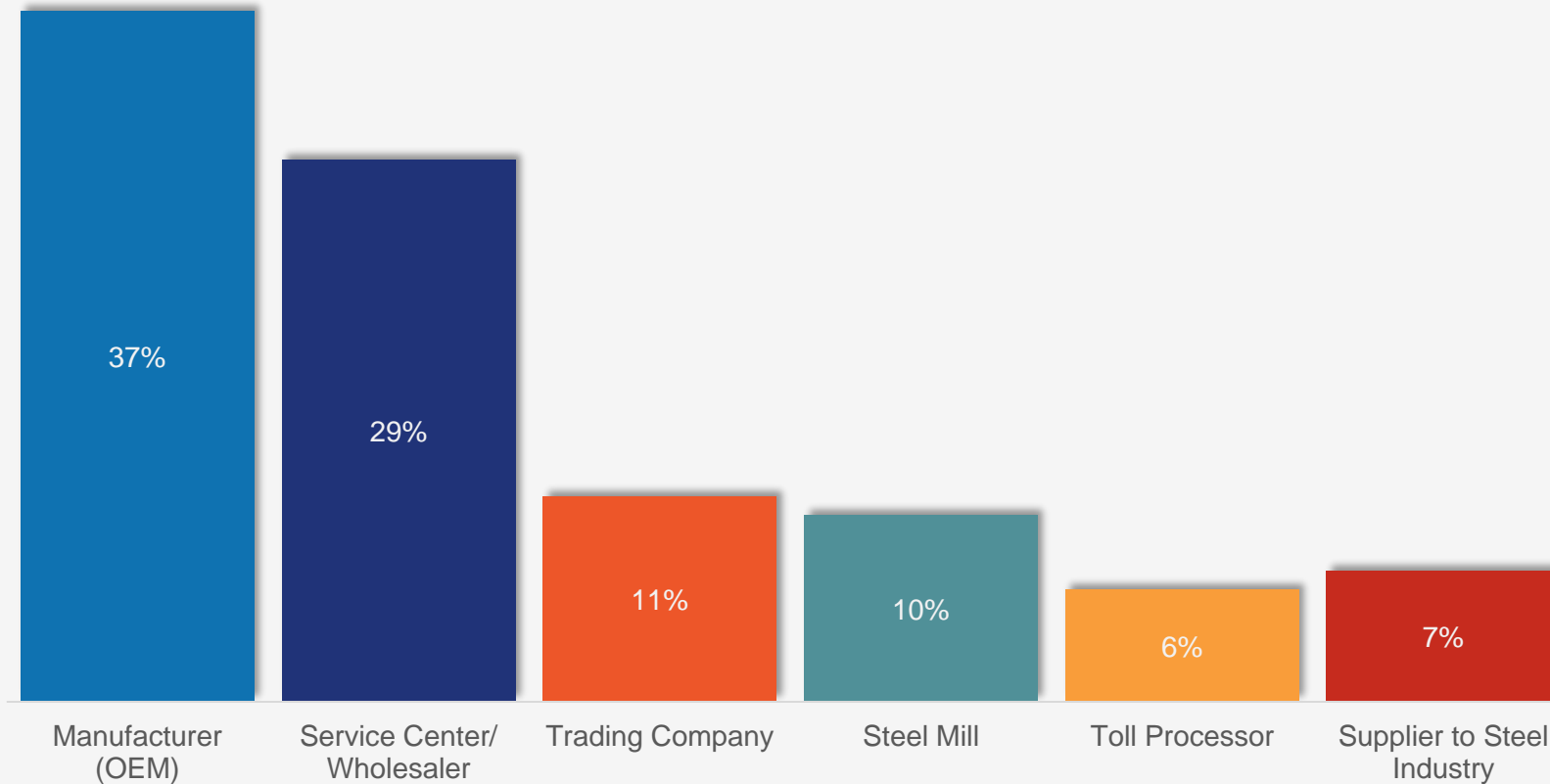
Don't just read our data,
**see your company's
experience reflected in it.**

Contact david@steelmarketupdate.com for participation information.



Survey participants

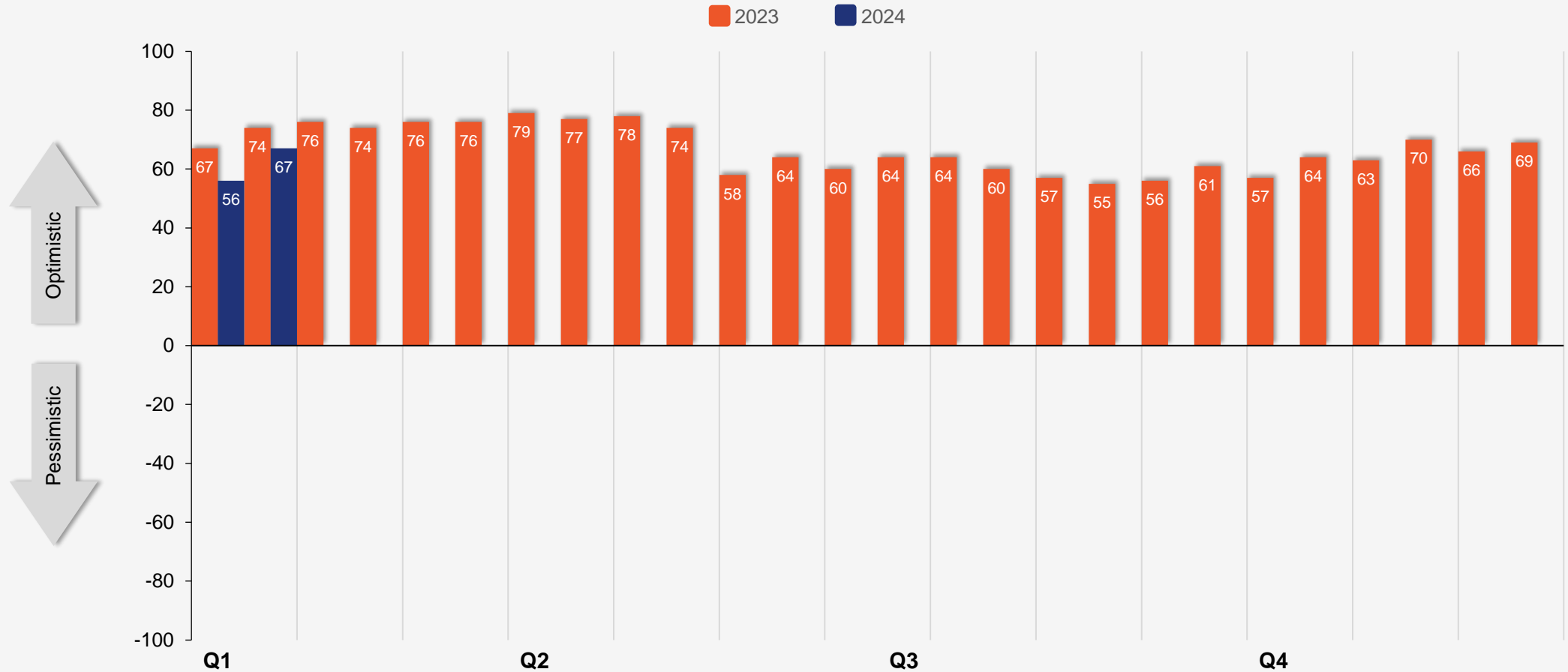
Our survey is by invitation only. Over 900 companies, mostly in the manufacturing or distribution industries, are asked to participate. Here are the percentages of participation in this week's survey by market sector.



Steel buyers sentiment

Up 11 points to +67

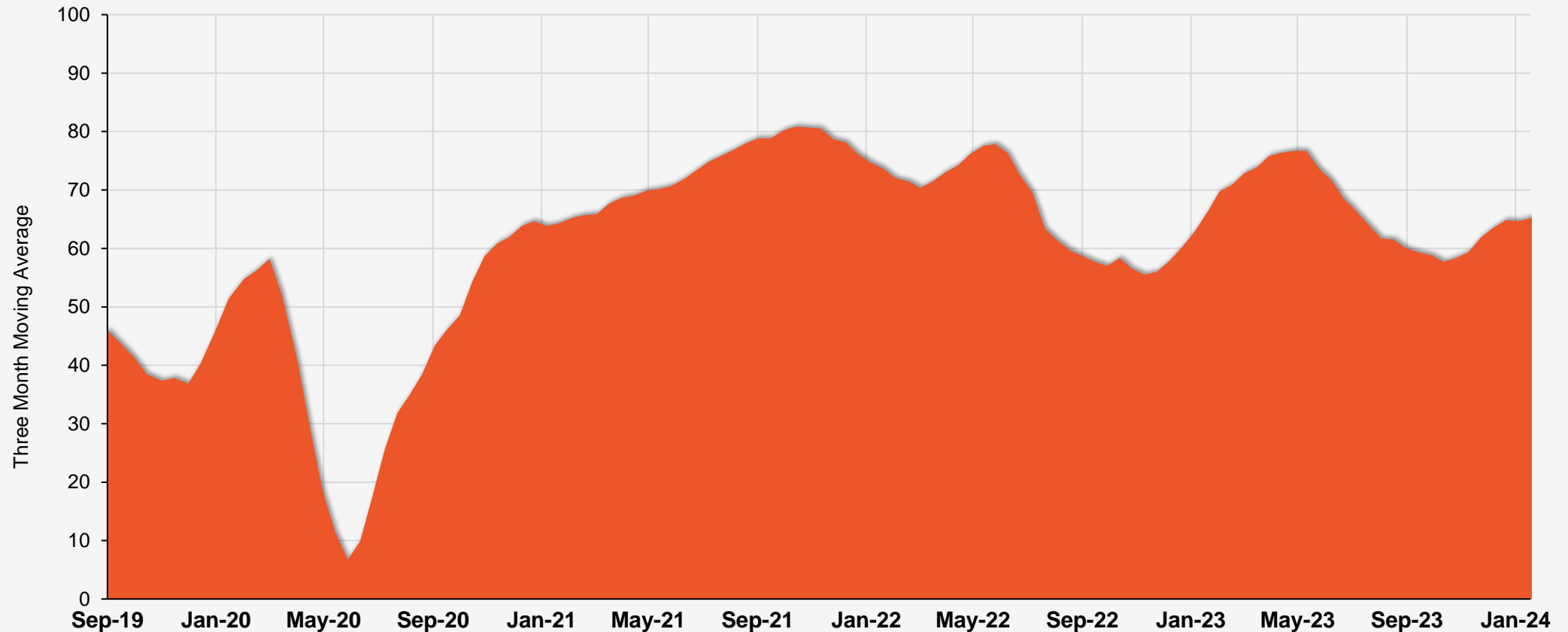
SMU's current steel buyers sentiment index, with data through Jan. 17, 2024.



Steel buyers sentiment

Three-month moving average at +65.17

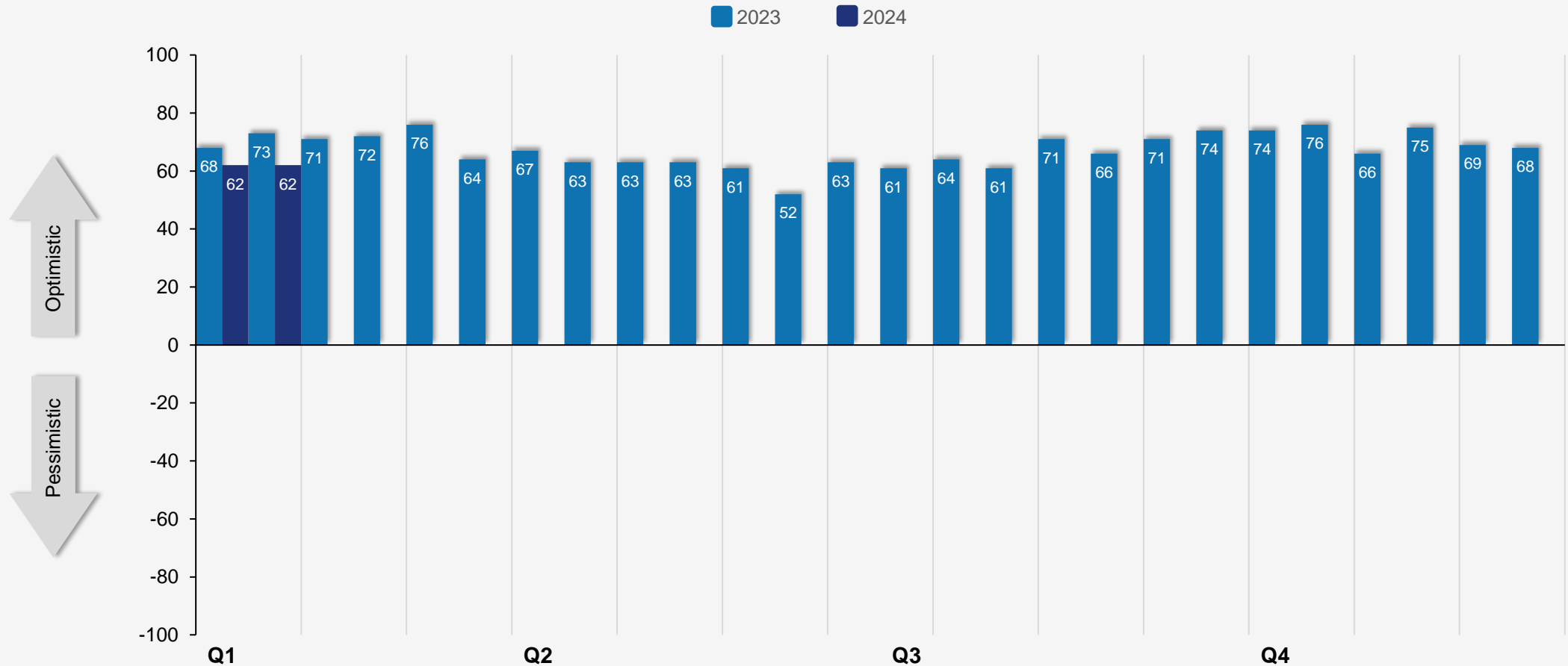
SMU's current 3MMA steel buyers sentiment index, with data through Jan. 17, 2024.



Steel buyers future sentiment

Unchanged at +62

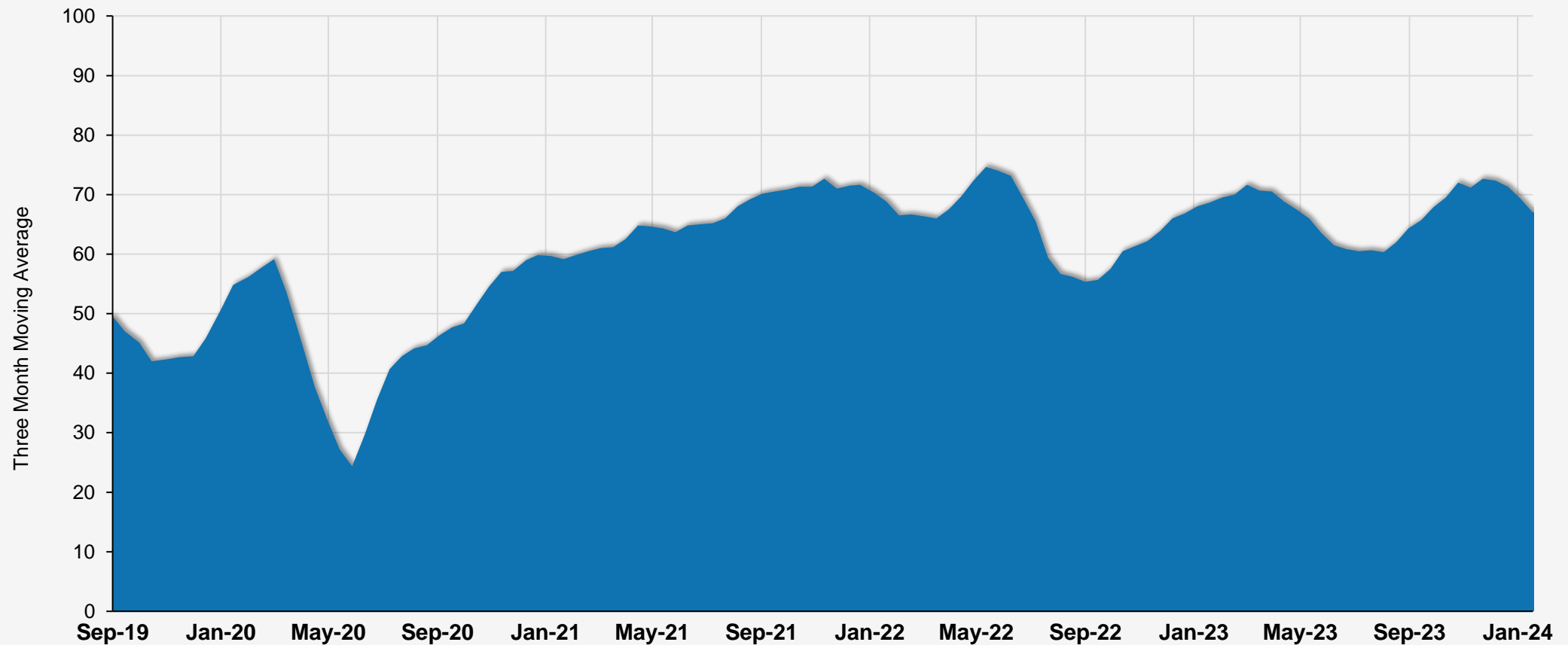
SMU's future steel buyers sentiment index, with data through Jan. 17, 2024.



Steel buyers future sentiment

Three-month moving average at +67.00

SMU's future 3MMA steel buyers sentiment index, with data through Jan. 17, 2024.



Steel mill lead times by product

SMU lead times on new steel orders by product through Jan. 17, 2024.

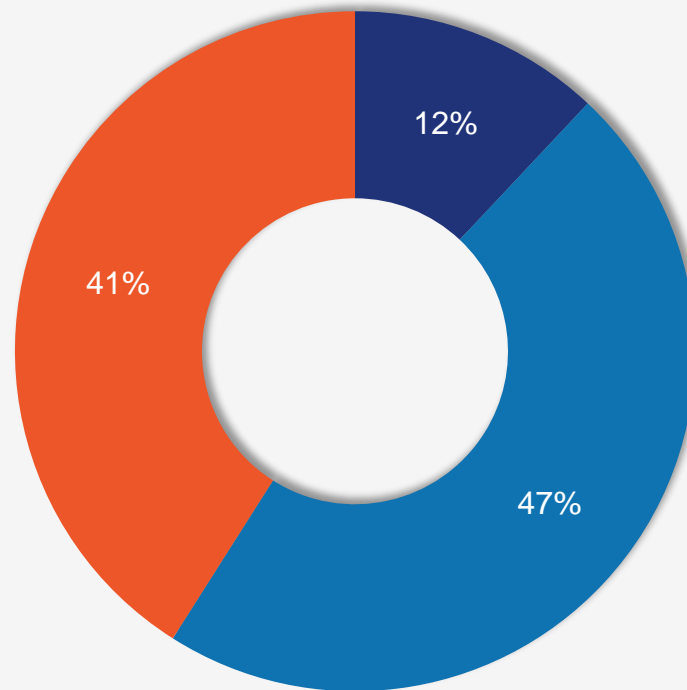


Direction of steel mill lead times

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

■ Extending ■ Flat ■ Contracting

Jan. 17, 2024

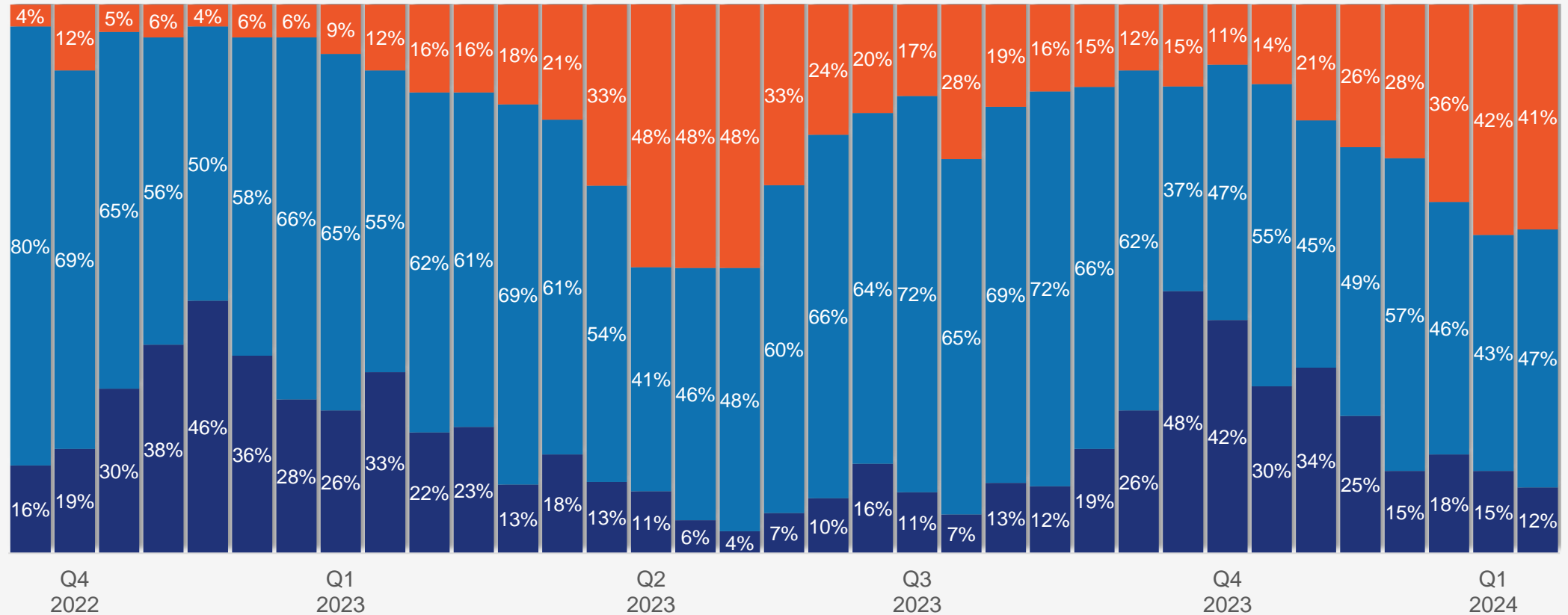


Direction of steel mill lead times

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

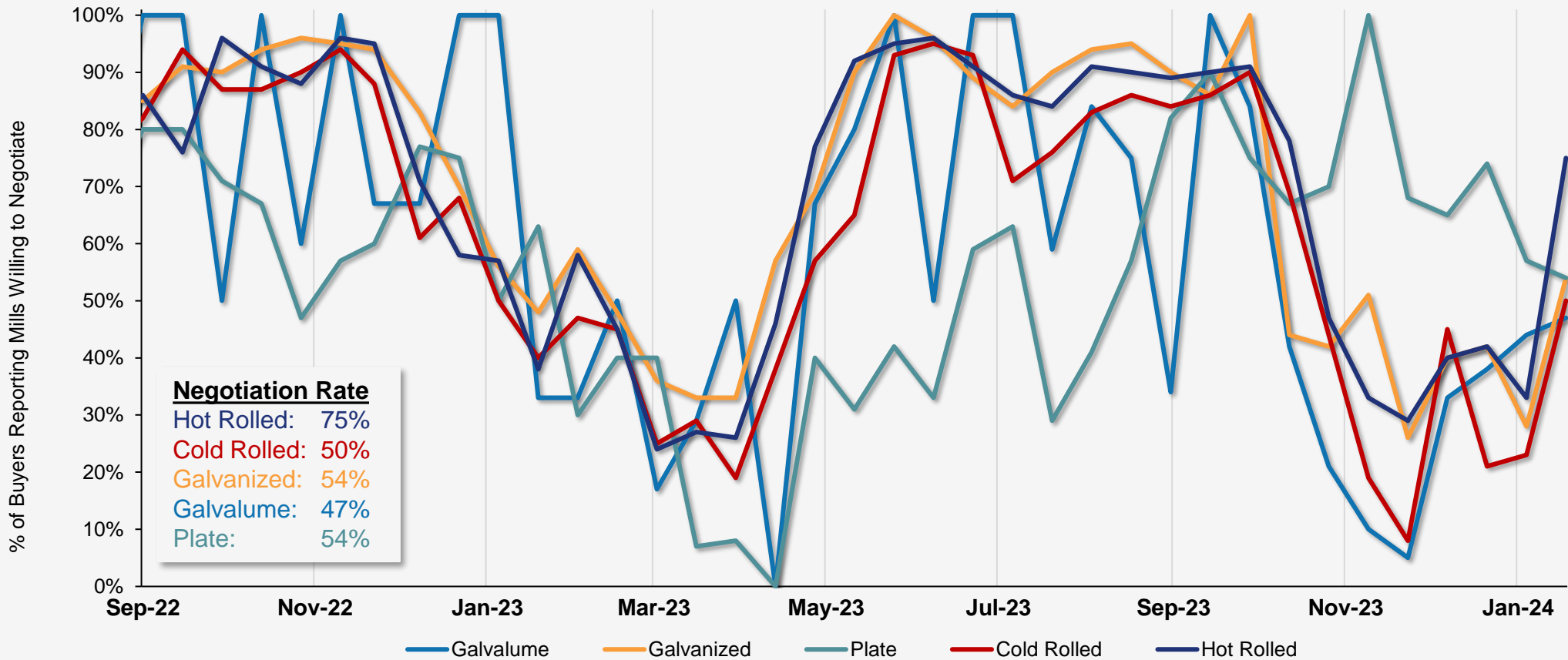
■ Extending
 ■ Flat
 ■ Contracting

out of 100%



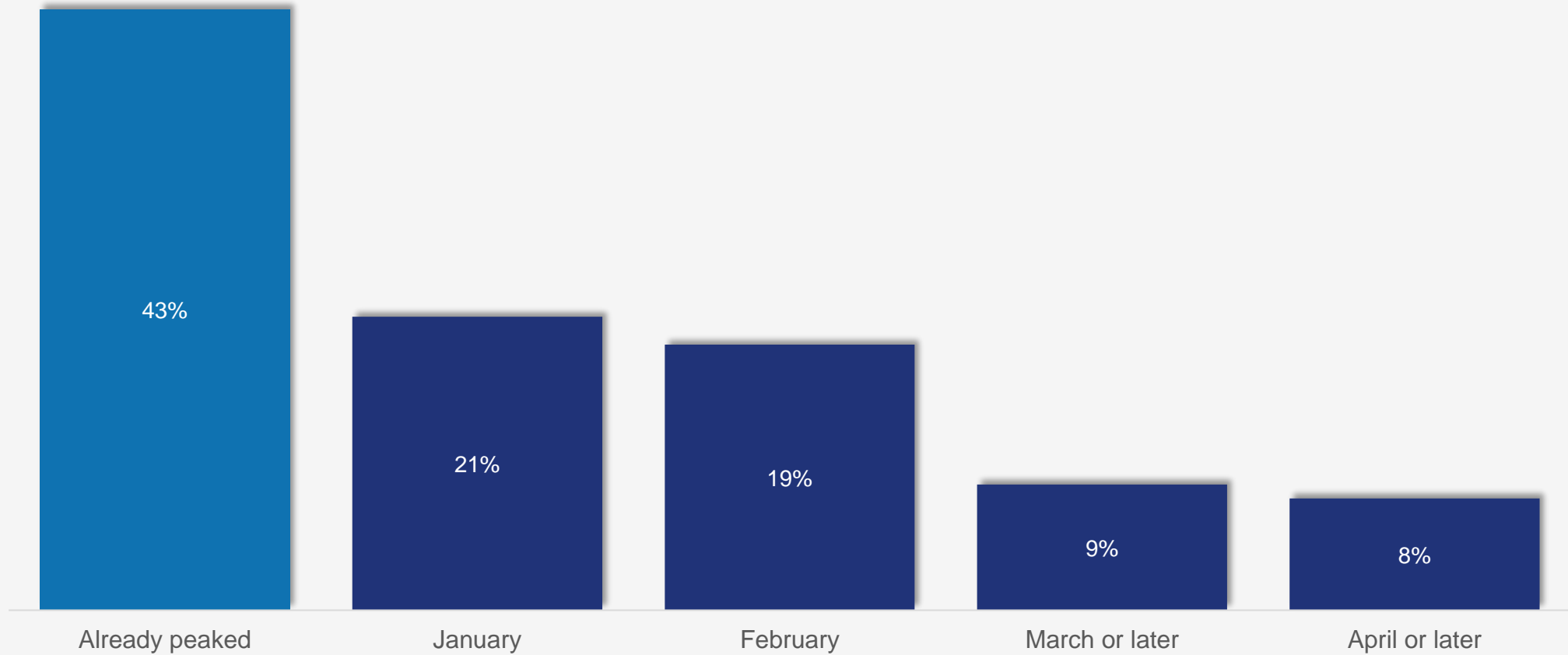
Steel mill negotiations

SMU's price negotiations on new steel orders by product through Jan. 17, 2024.



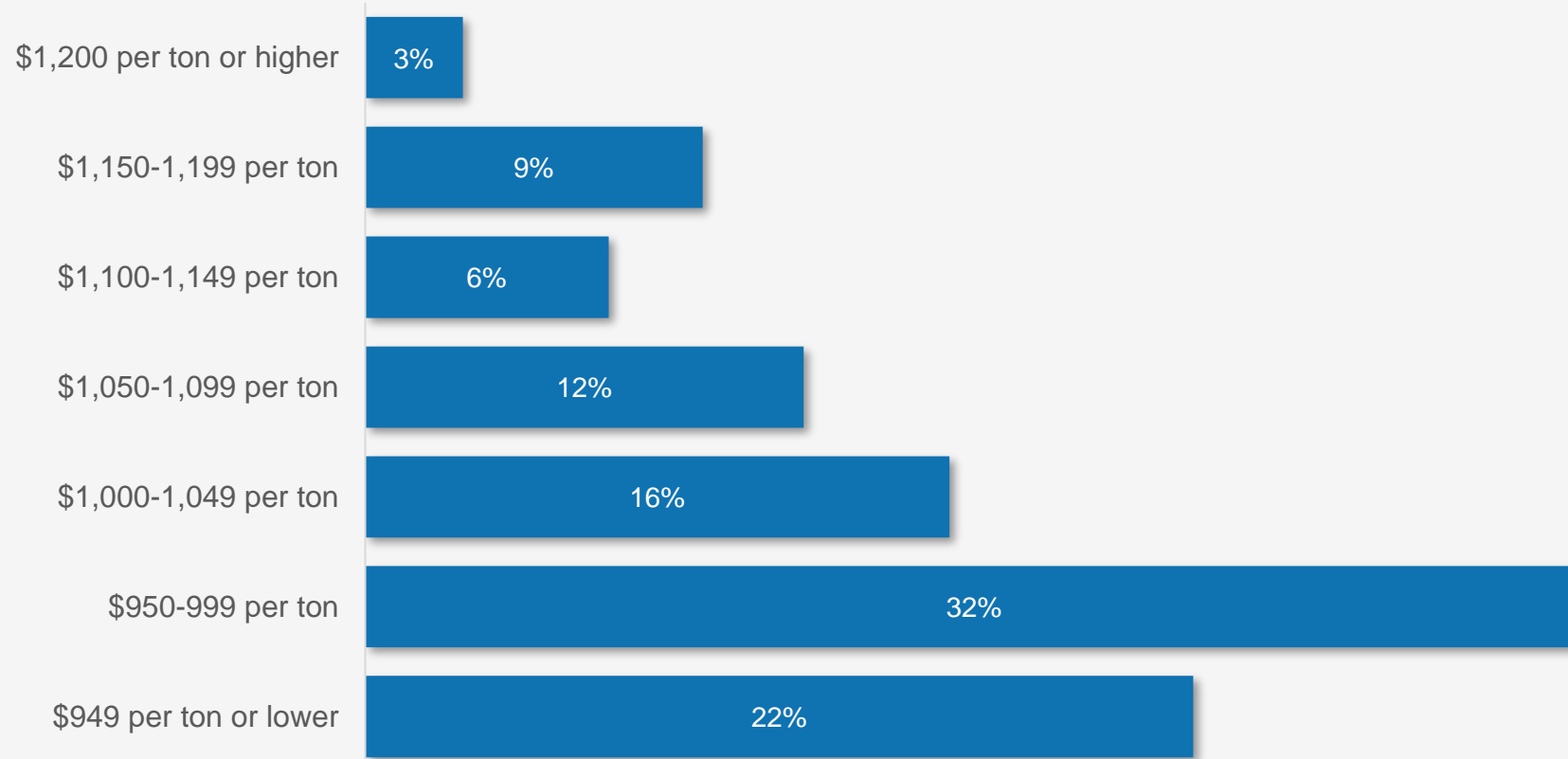
Hot rolled inflection point

When do you think steel prices will peak?



Future hot rolled prices

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

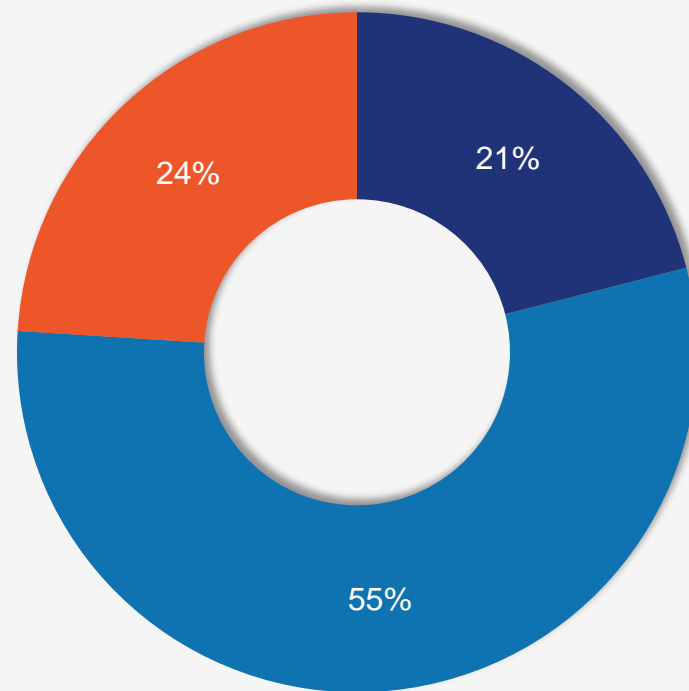


February scrap

Prime scrap prices in February will be:

■ Up ■ Sideways ■ Down

Jan. 17, 2024

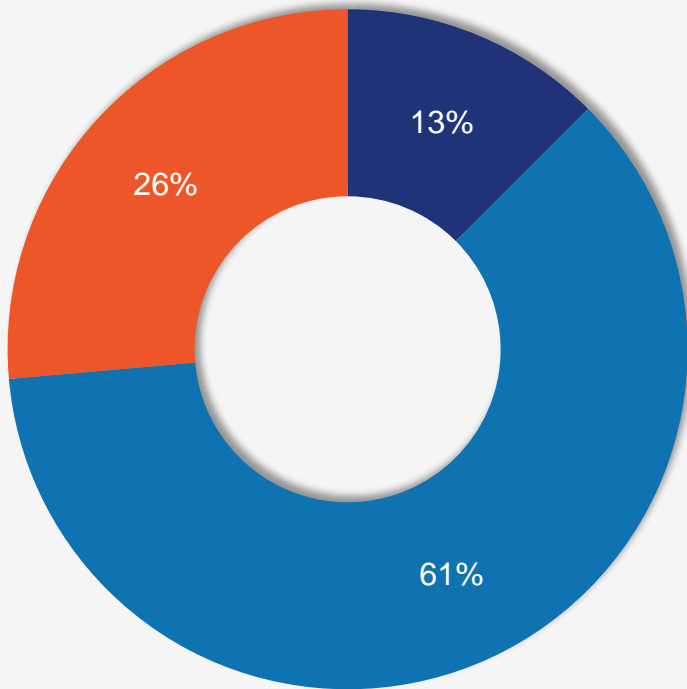


Business forecasts

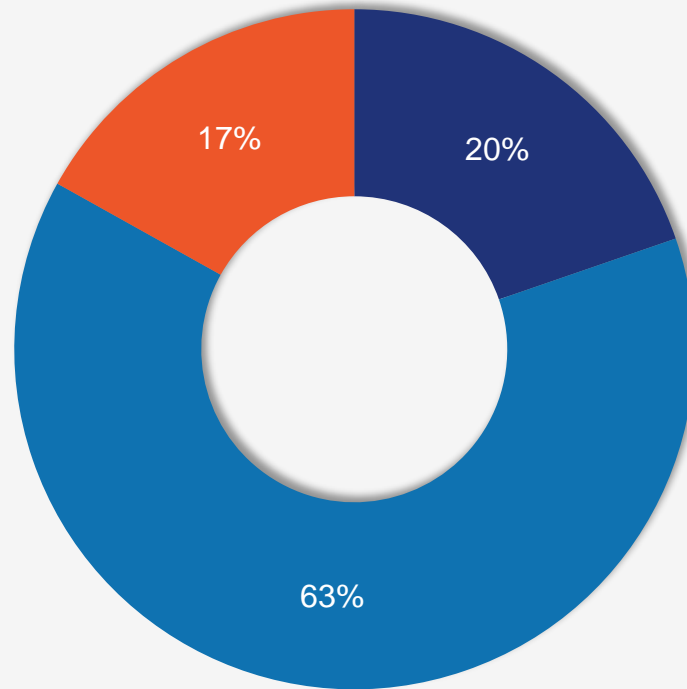
How will your company perform this month compared to your forecast?

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

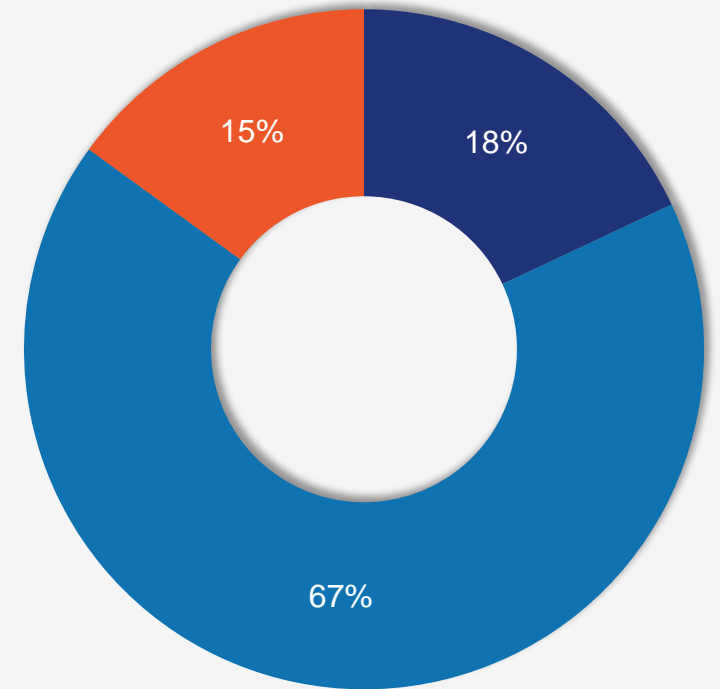
Nov. 22, 2023



Dec. 20, 2023



Jan. 17, 2024

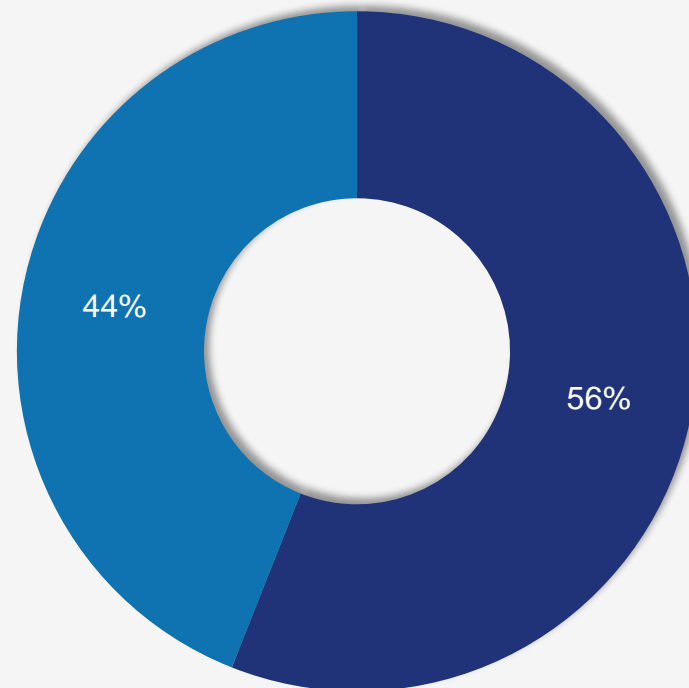


Staying on the sidelines?

Are you an active buyer or on the sidelines?

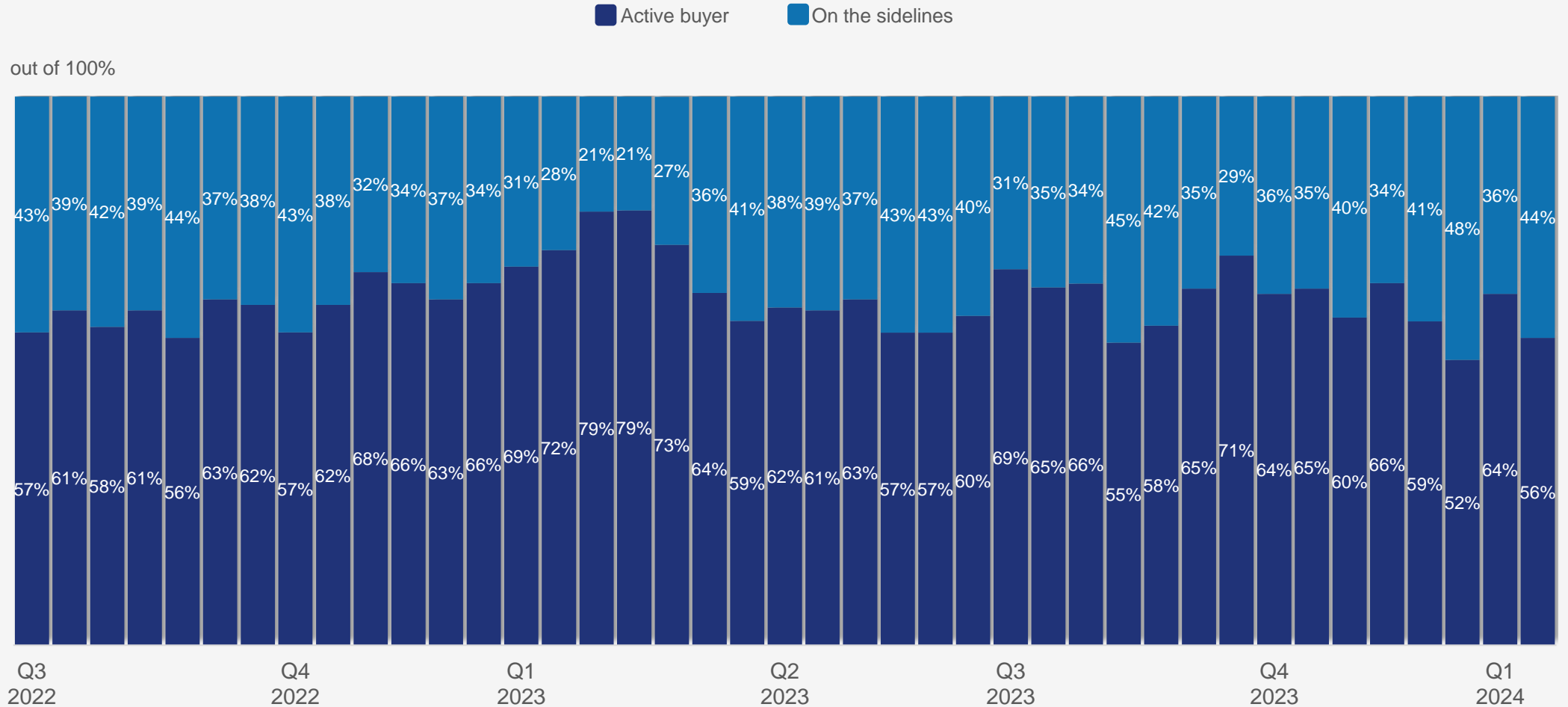
■ Active buyer ■ On the sidelines

Jan. 17, 2024



Staying on the sidelines?

Are you an active buyer or on the sidelines?

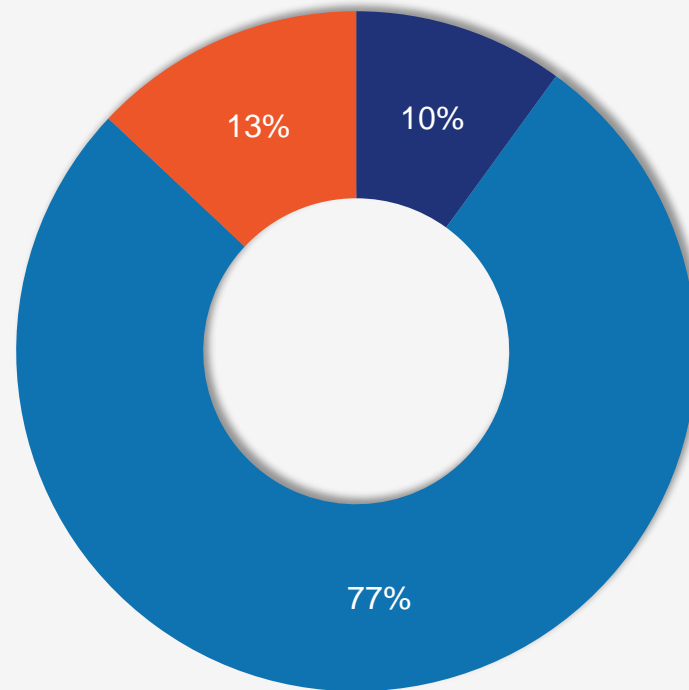


Overall demand

How is demand for your products?

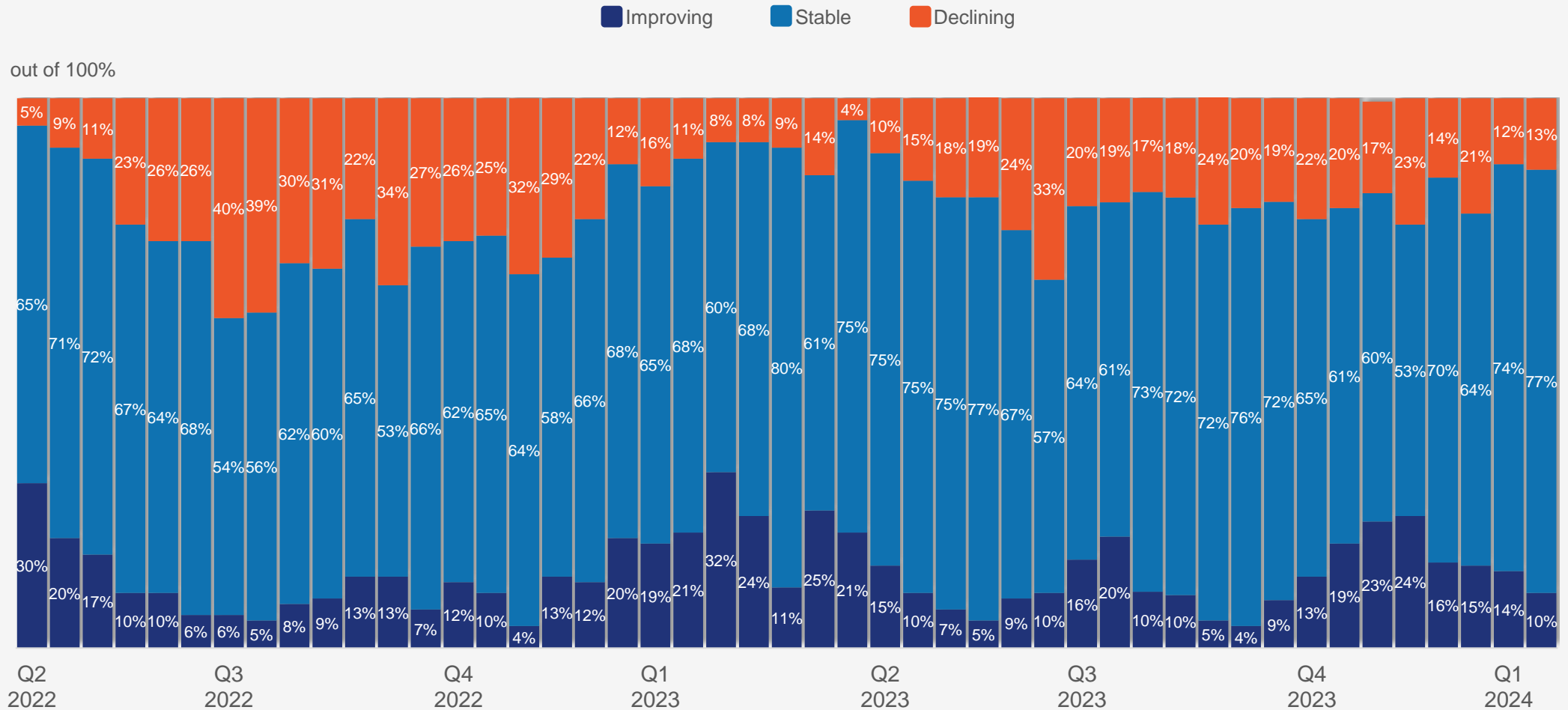
■ Improving ■ Stable ■ Declining

Jan. 17, 2024



Overall demand history

How is demand for your products?



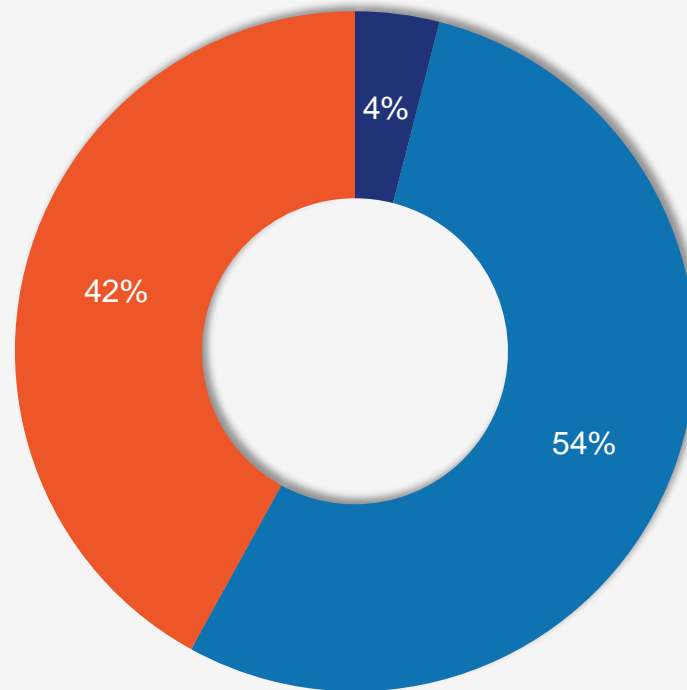
Manufacturer purchases

Manufacturers

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

More Same Less

Jan. 17, 2024



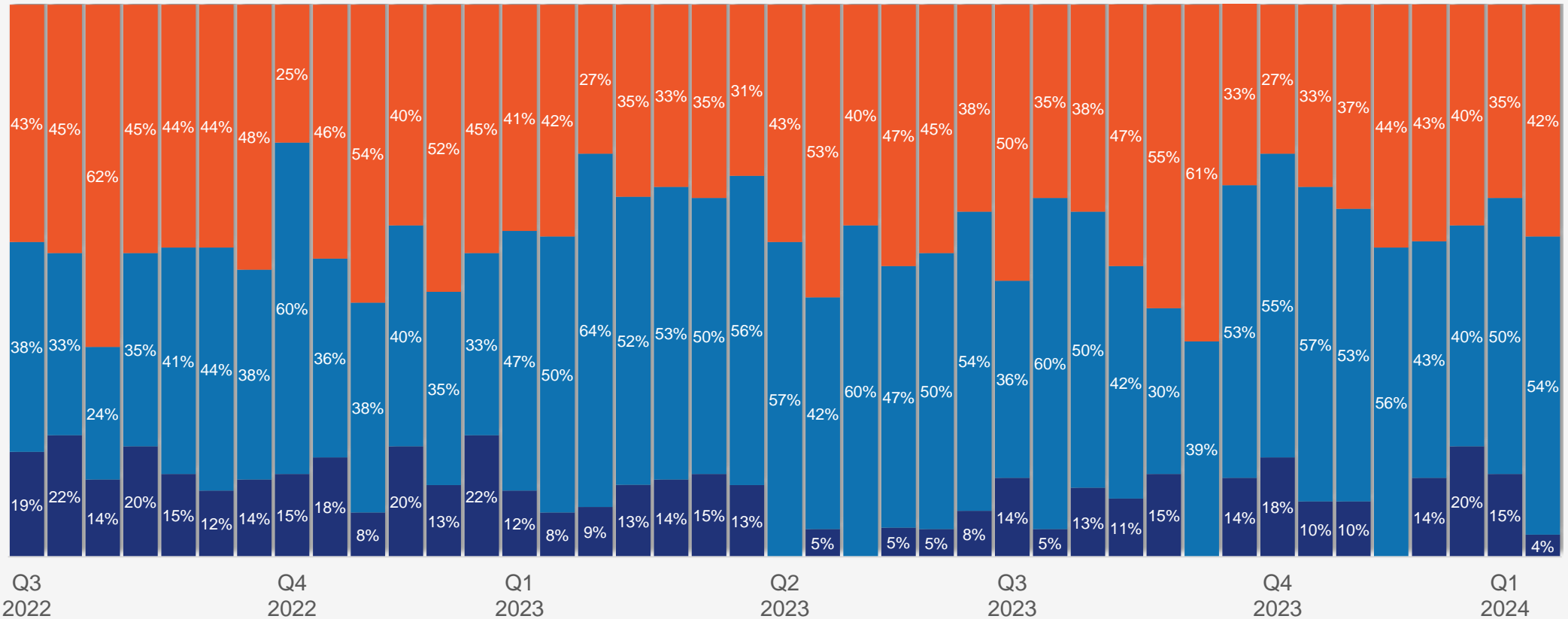
History of manufacturer purchases

Manufacturers

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

More Same Less

out of 100%



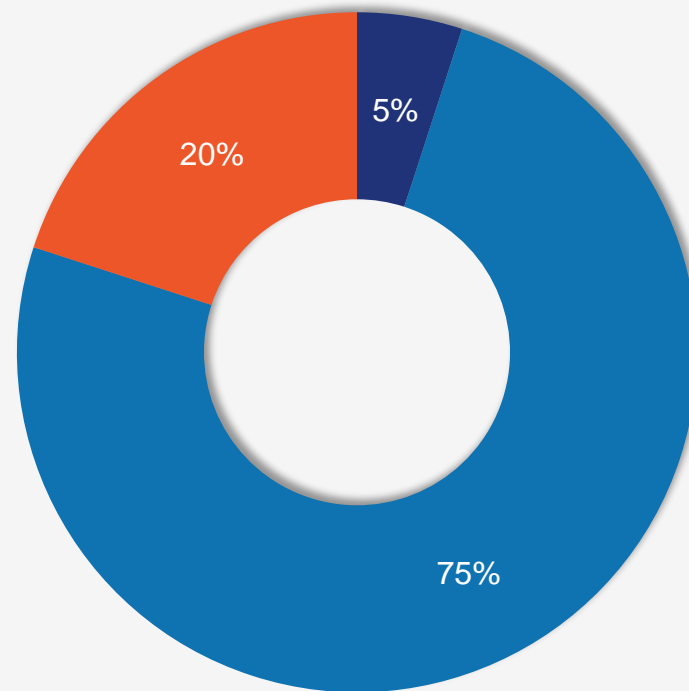
Service center releases

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

Jan. 17, 2024



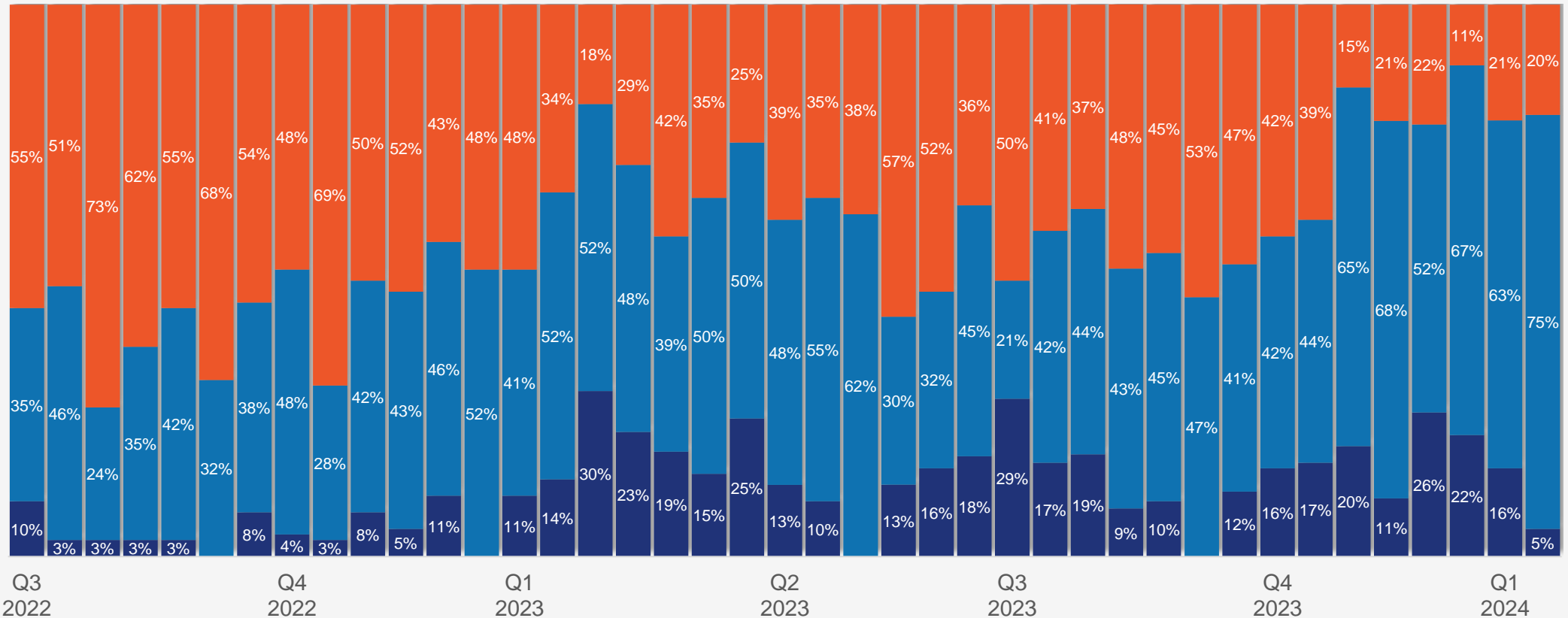
Service center release history

Service centers

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

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out of 100%



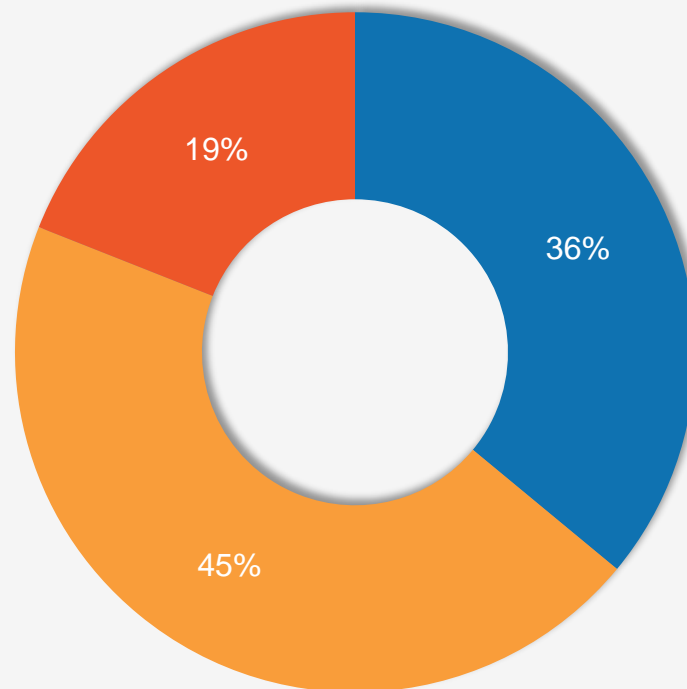
Manufacturer demand

Manufacturers

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

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

Jan. 17, 2024



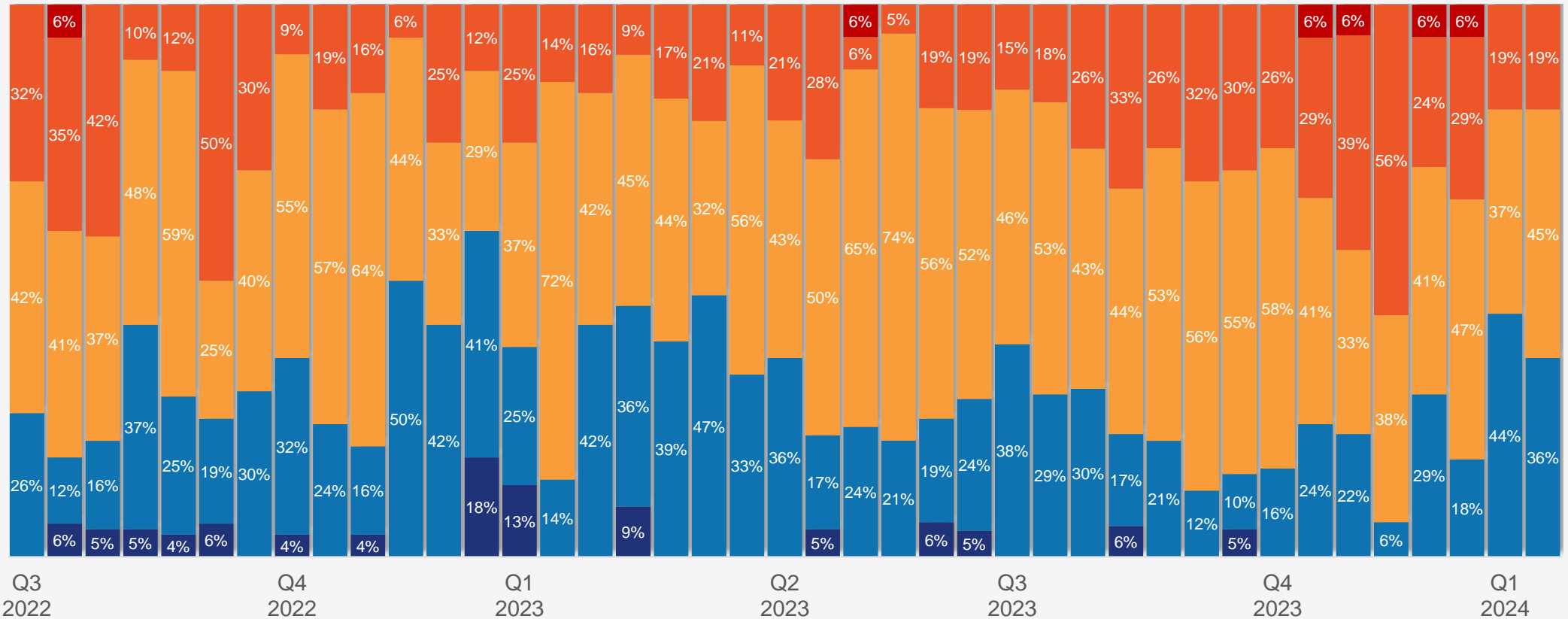
Manufacturer demand history

Manufacturers

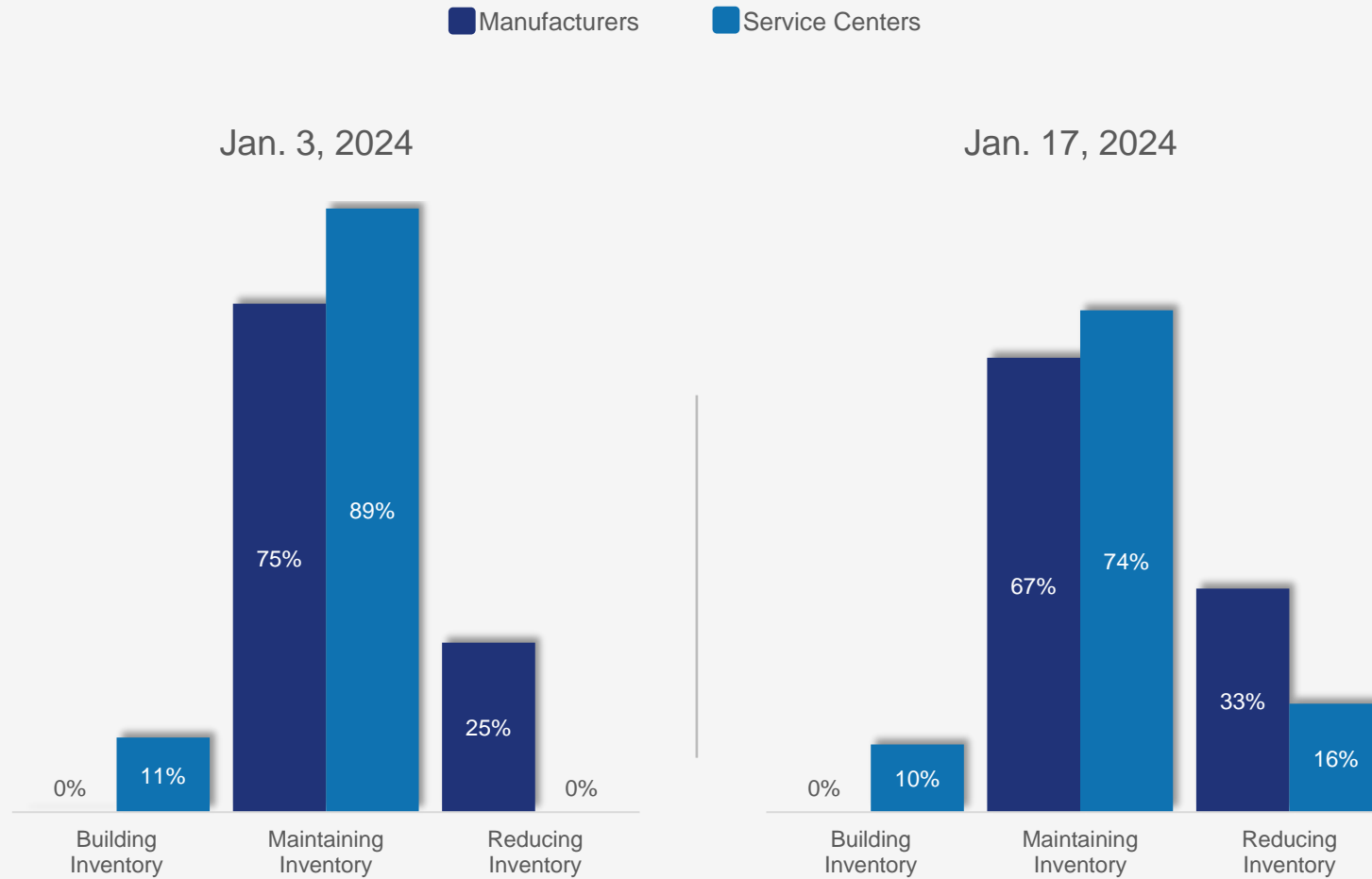
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 ■ Increase marginally
 ■ Remain the same
 ■ Decline marginally
 ■ Decline substantially

out of 100%



Manufacturer and service center inventory buying patterns



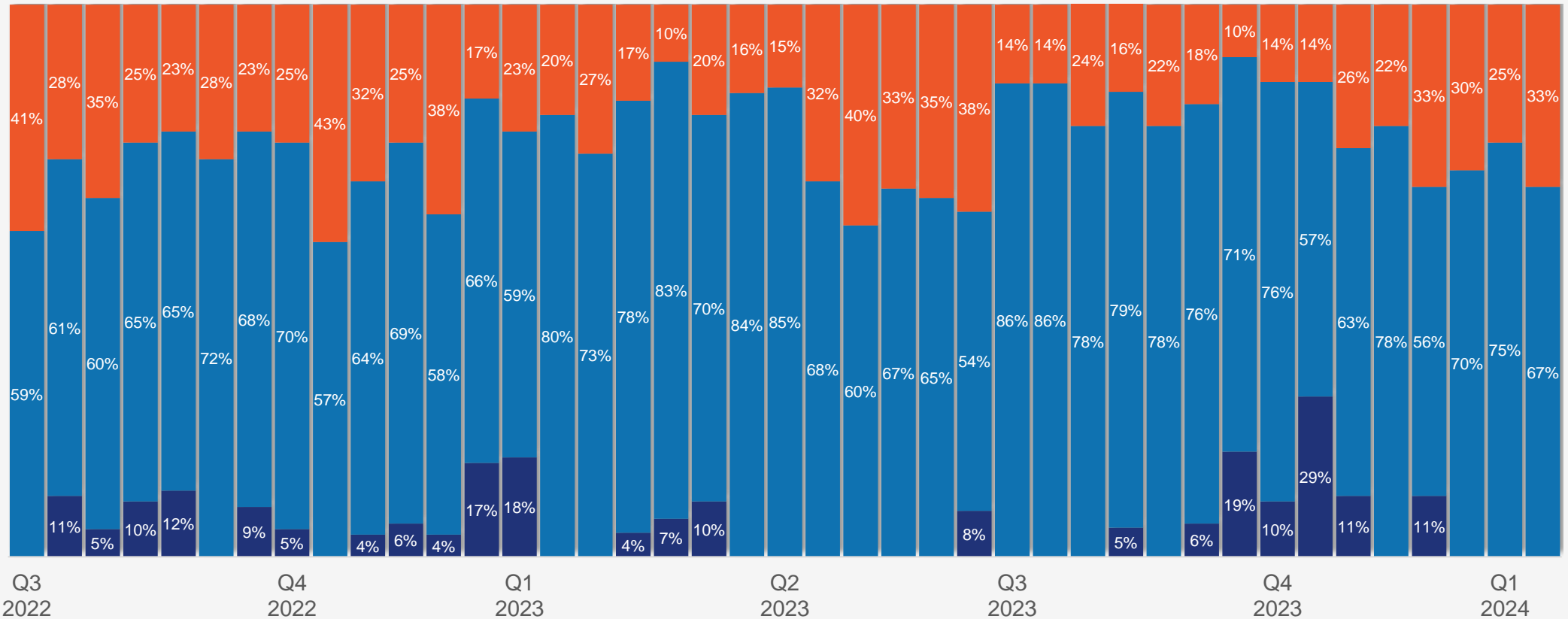
Manufacturer inventory buying history

Manufacturers

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

■ Building inventory
 ■ Maintaining inventory
 ■ Reducing inventory

out of 100%



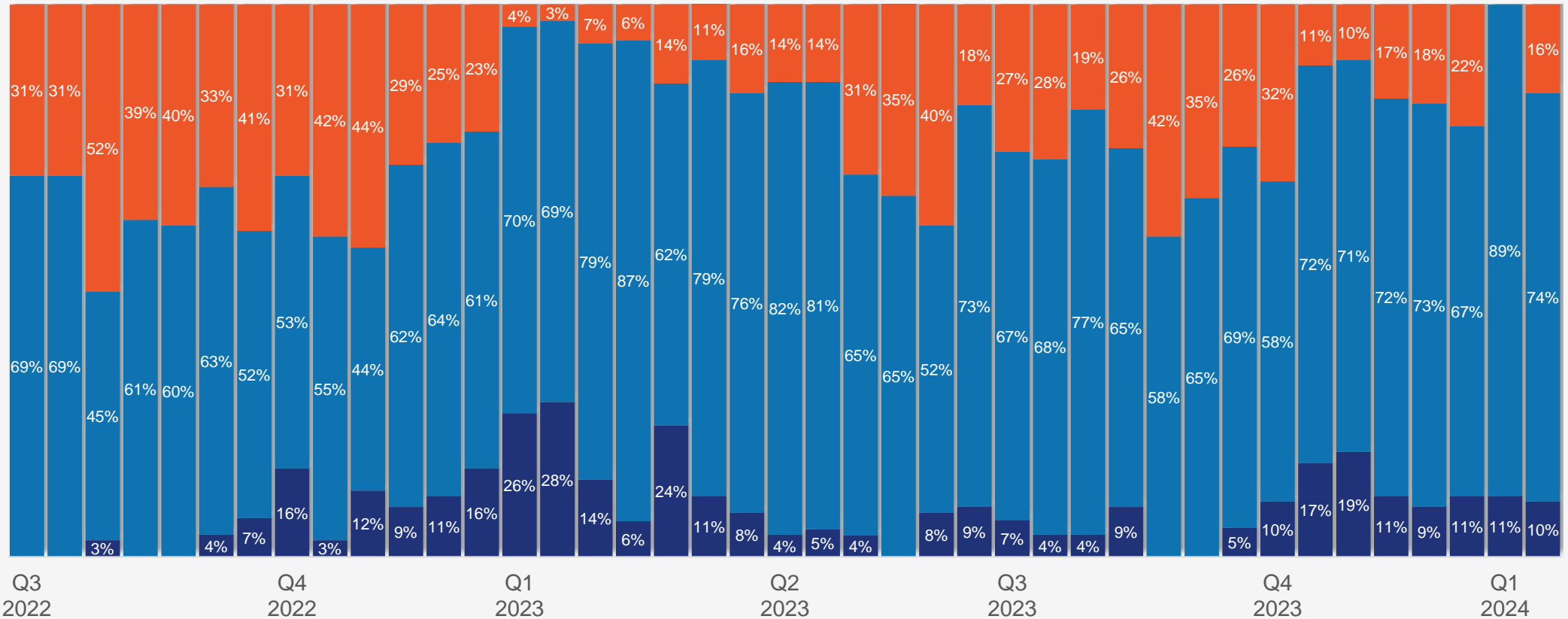
Service center inventory buying history

Service centers

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

■ Building inventory
 ■ Maintaining inventory
 ■ Reducing inventory

out of 100%



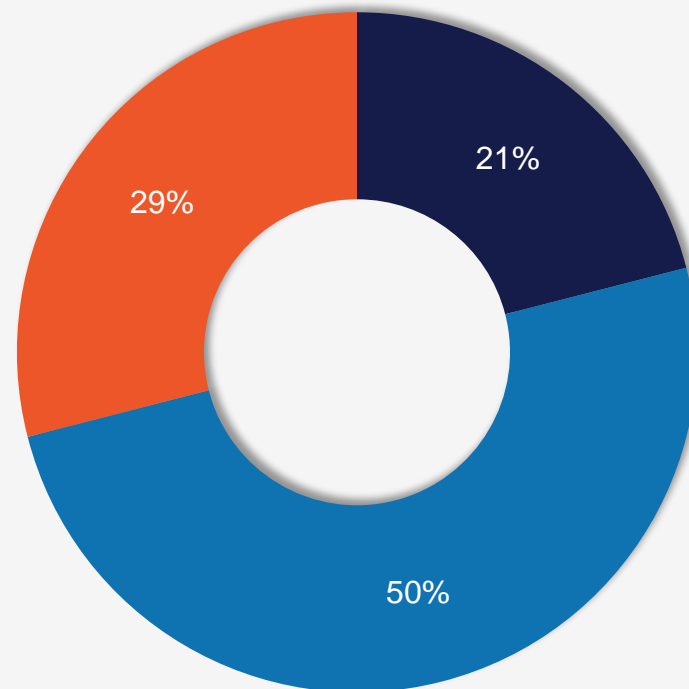
Manufacturers' view of service center selling prices

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

Jan. 17, 2024



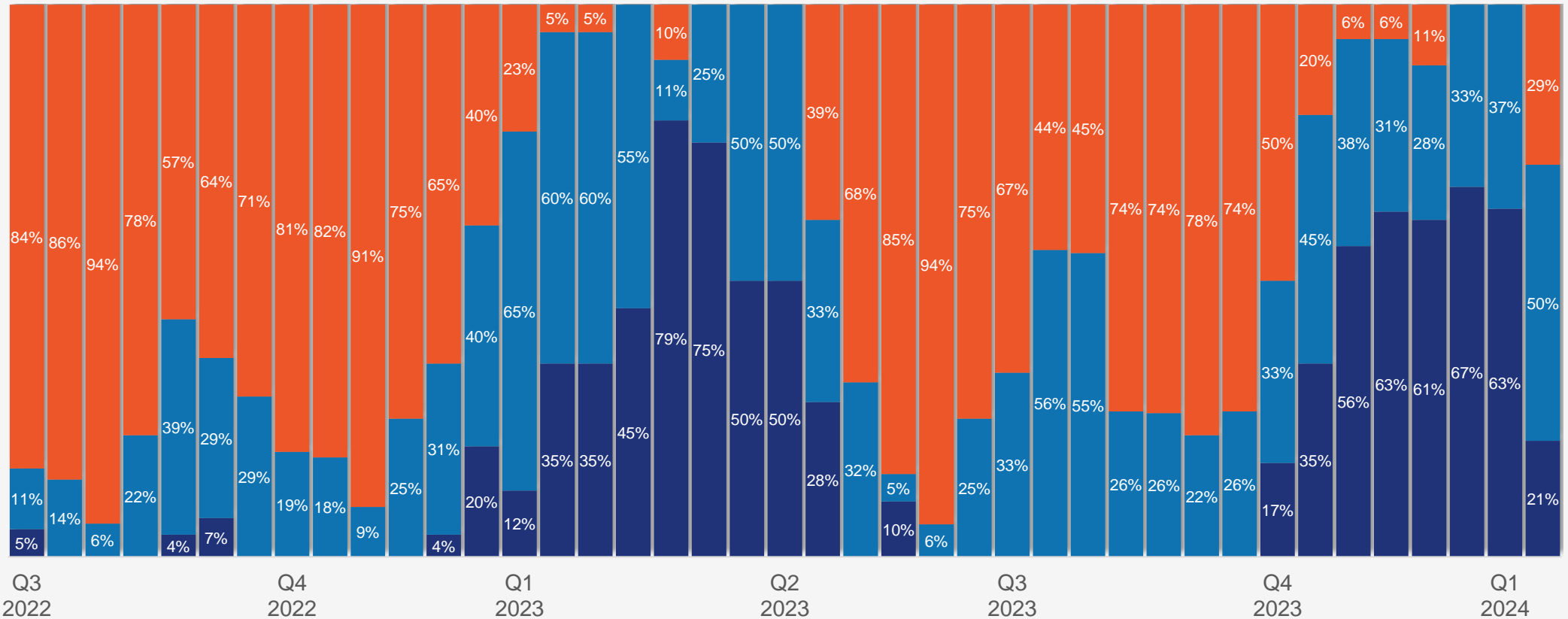
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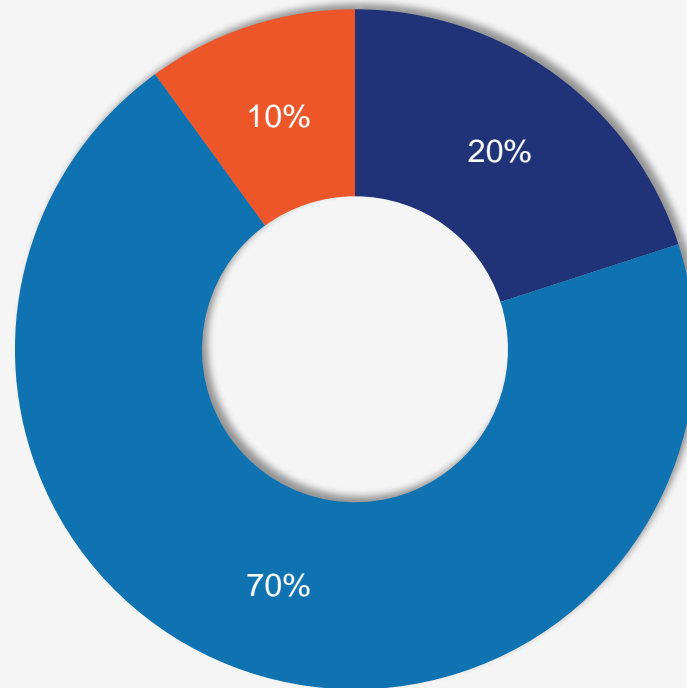
Service center view of selling prices

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 lowering prices

Jan. 17, 2024



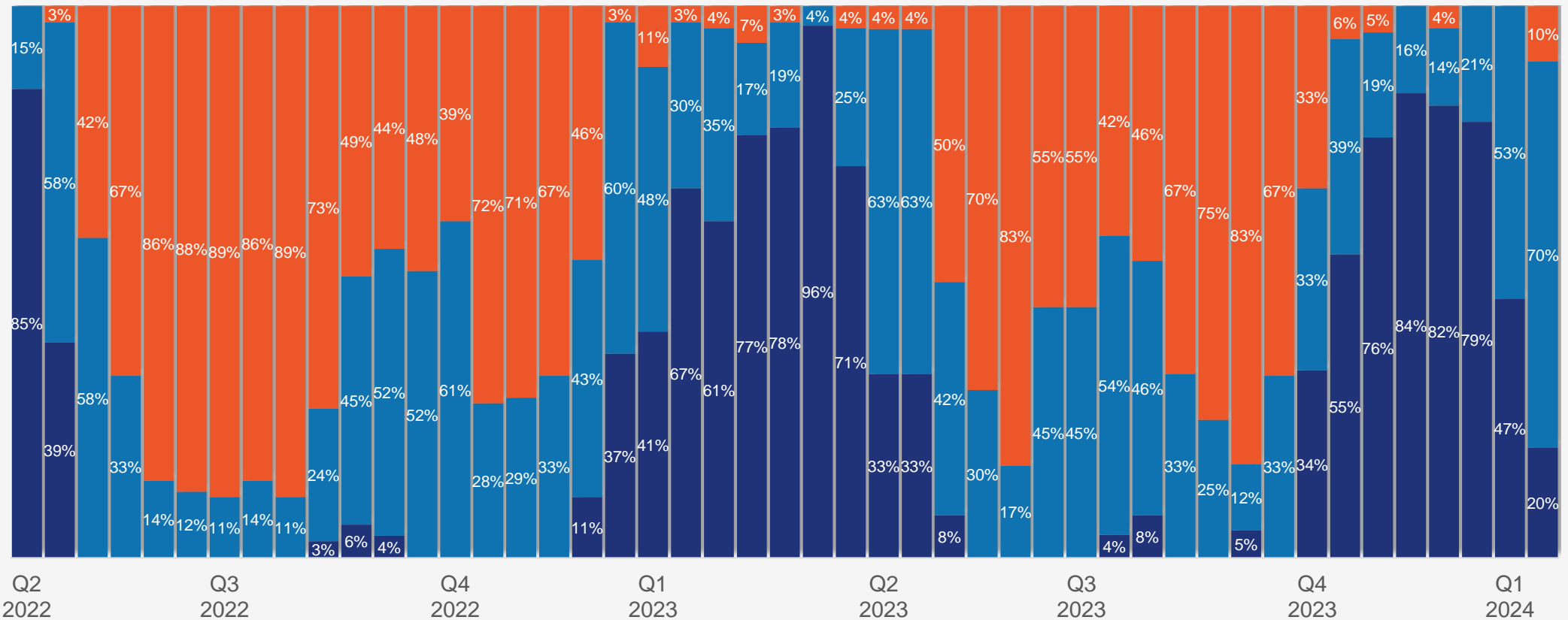
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out of 100%



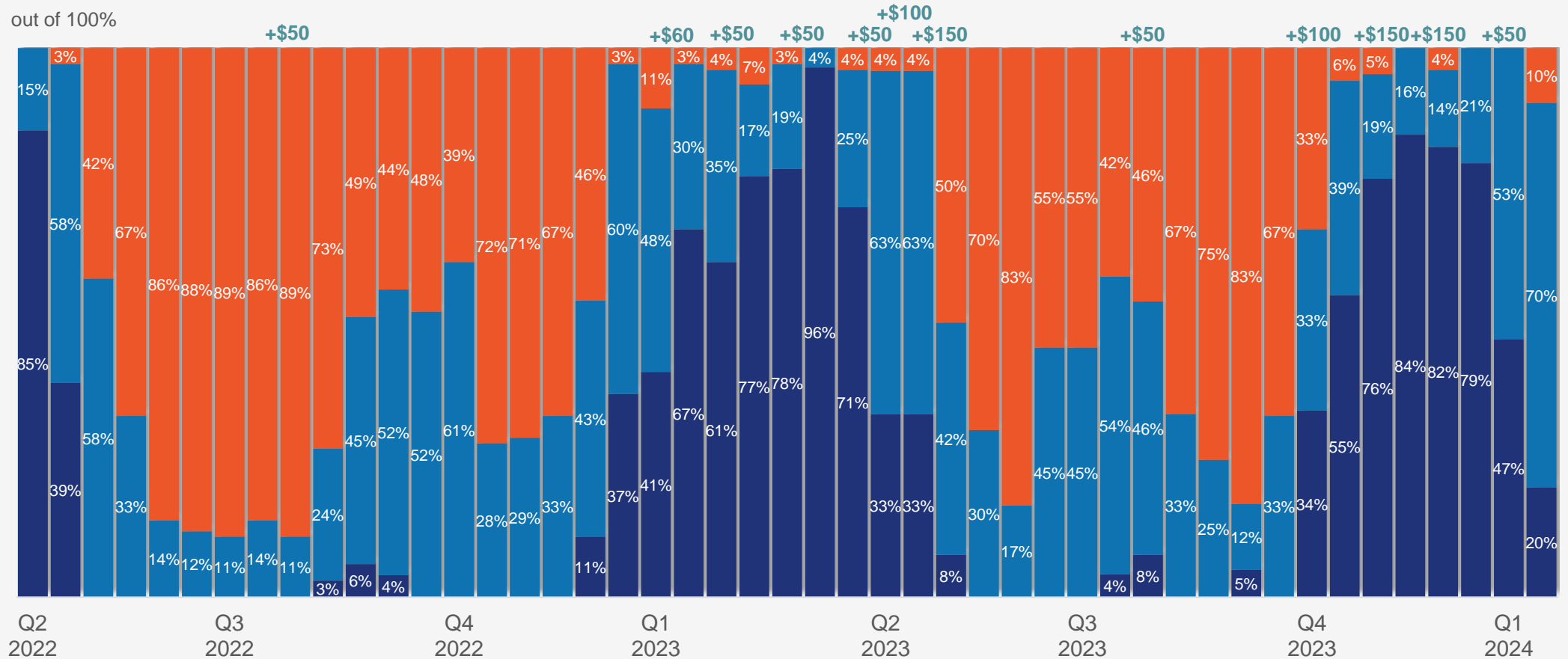
Service center view of selling prices

Service centers

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

Historical leading flat rolled price increase announcements

■ We are raising prices
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 ■ We are lowering prices



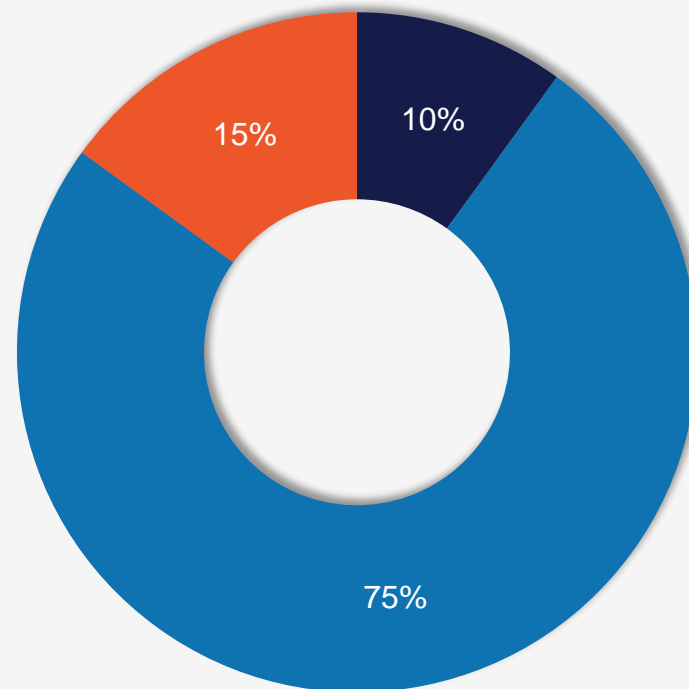
Service centers on manufacturer orders

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

Jan. 17, 2024



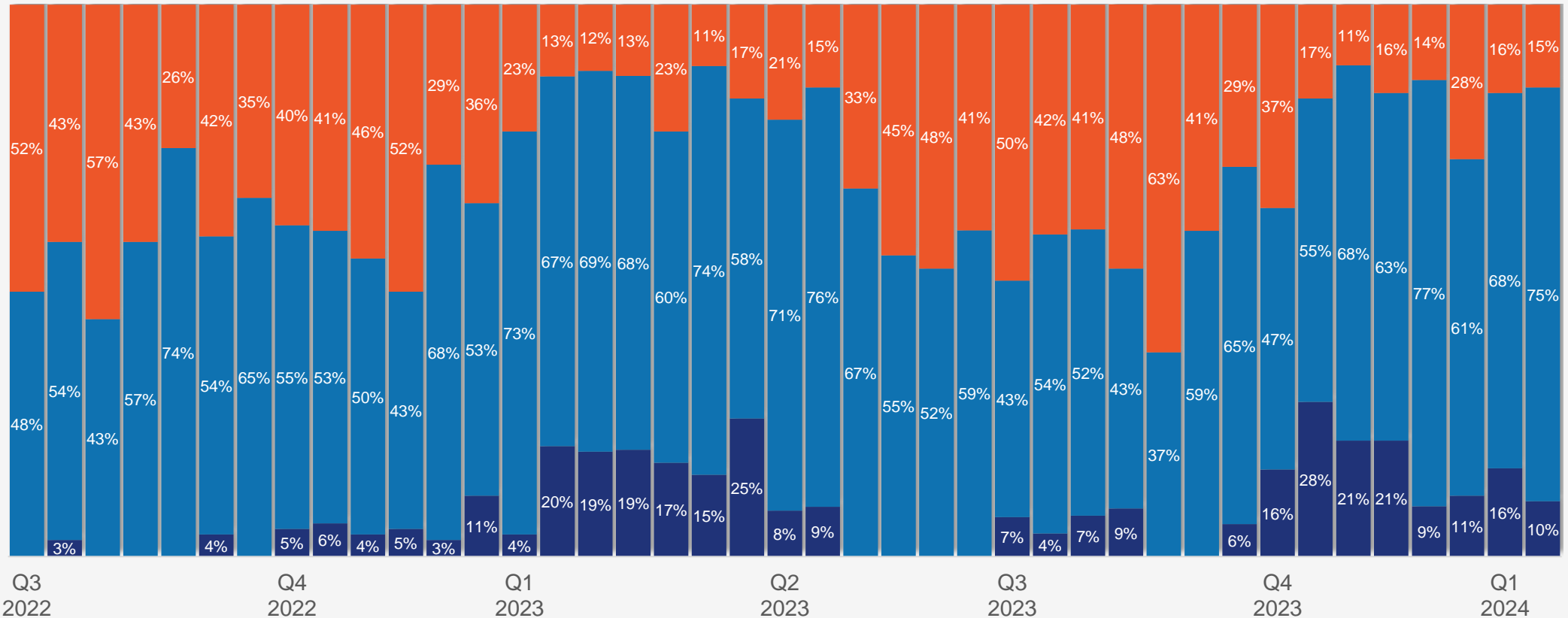
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out of 100%

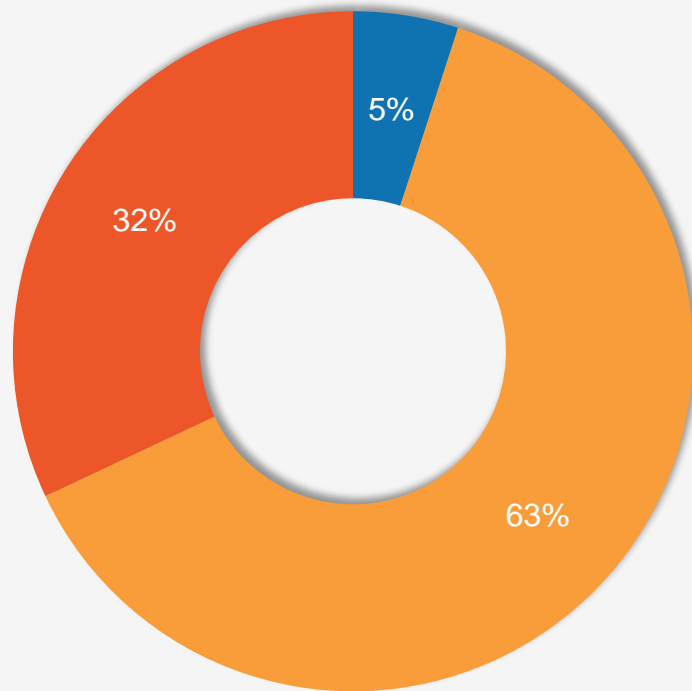


Mill lead times history

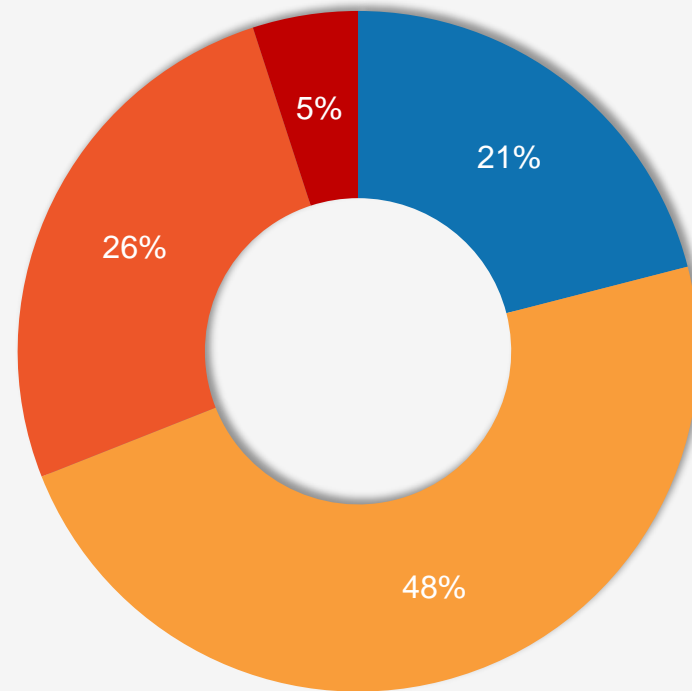
How would you describe domestic mill lead times for new orders placed right now?

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

Manufacturers



Service Centers



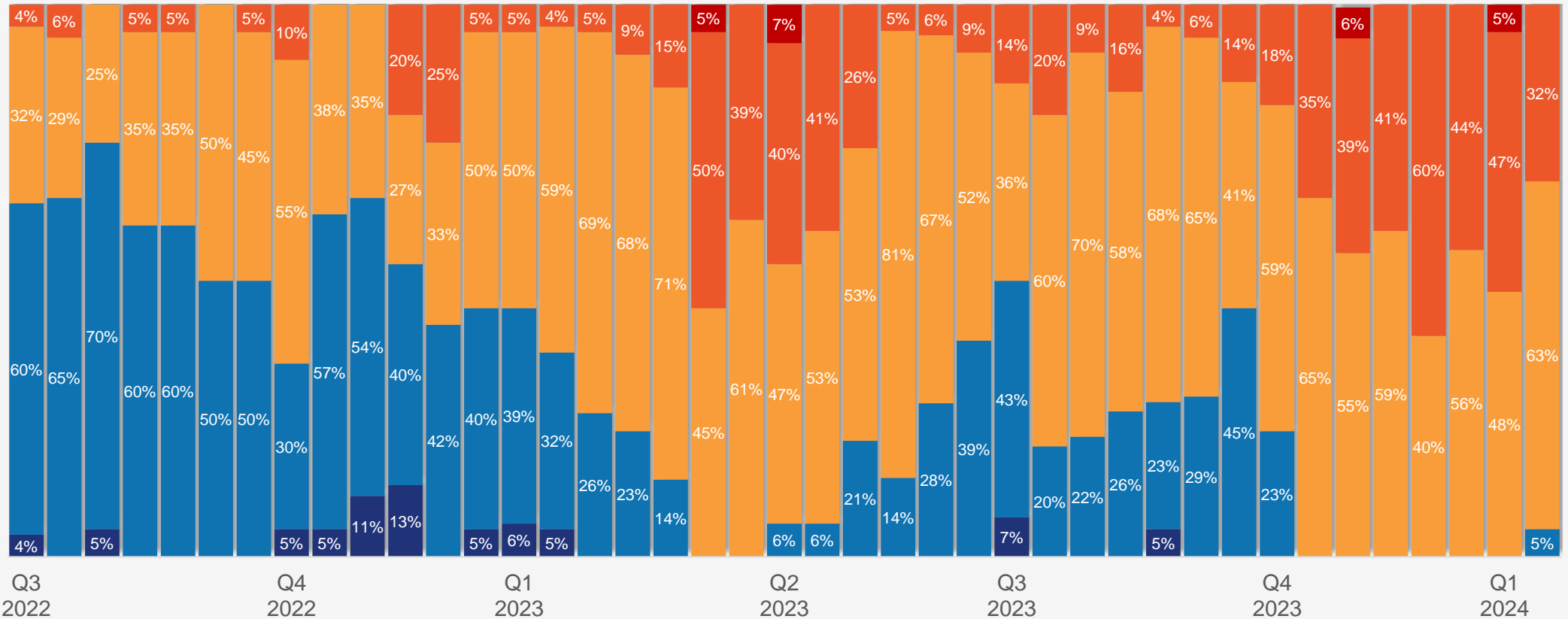
Mill lead times history

Manufacturers

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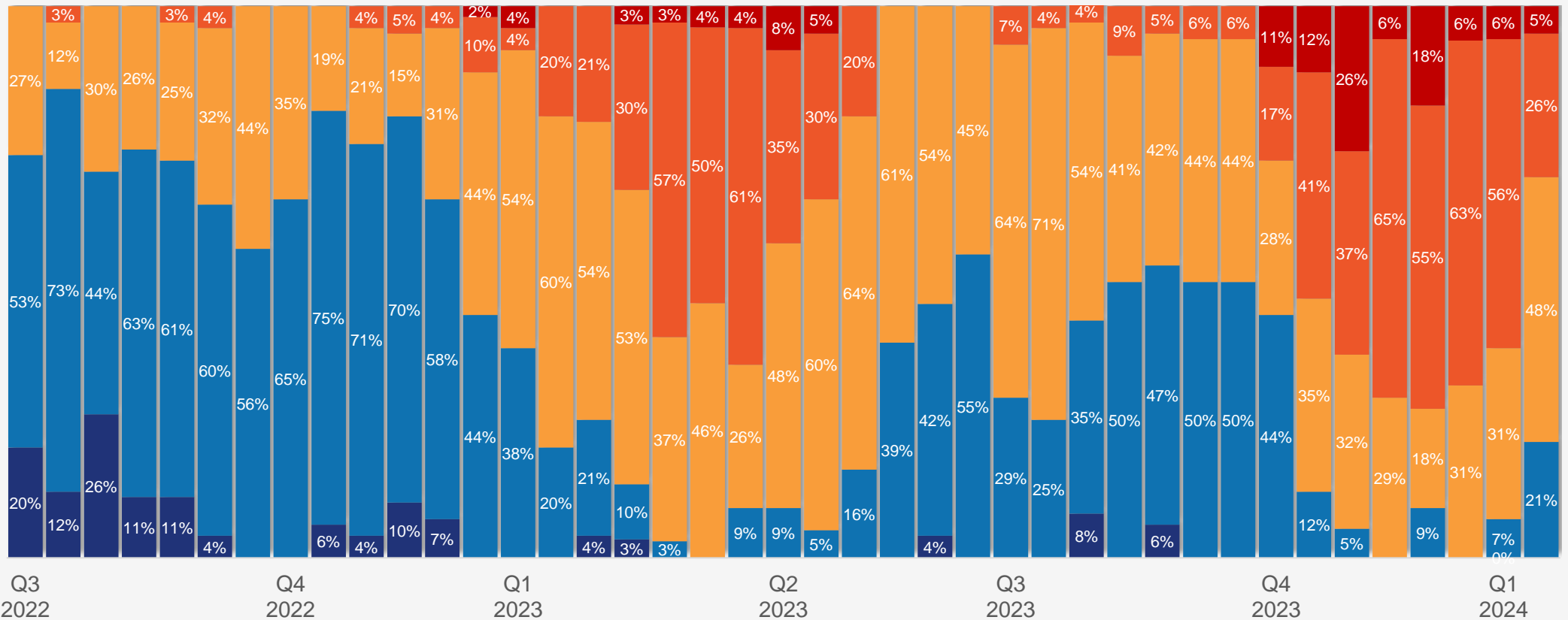
Mill lead times history

Service centers

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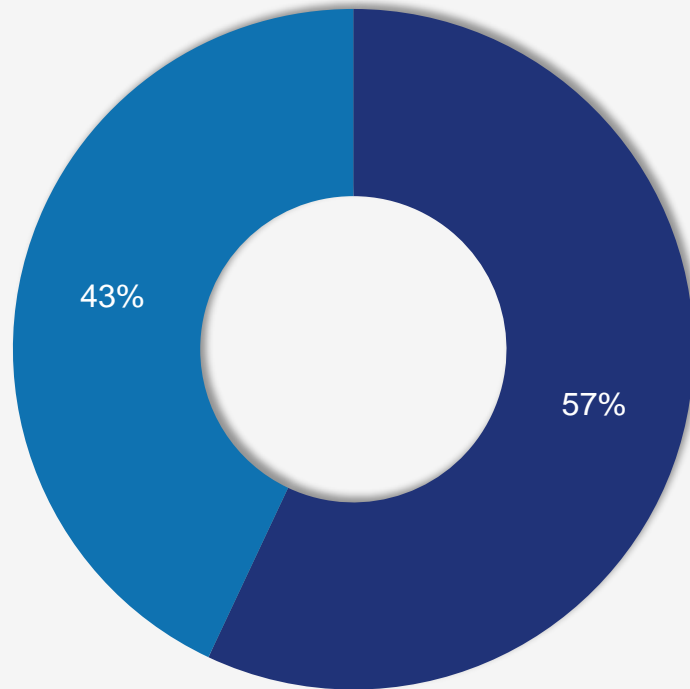


Foreign steel purchases

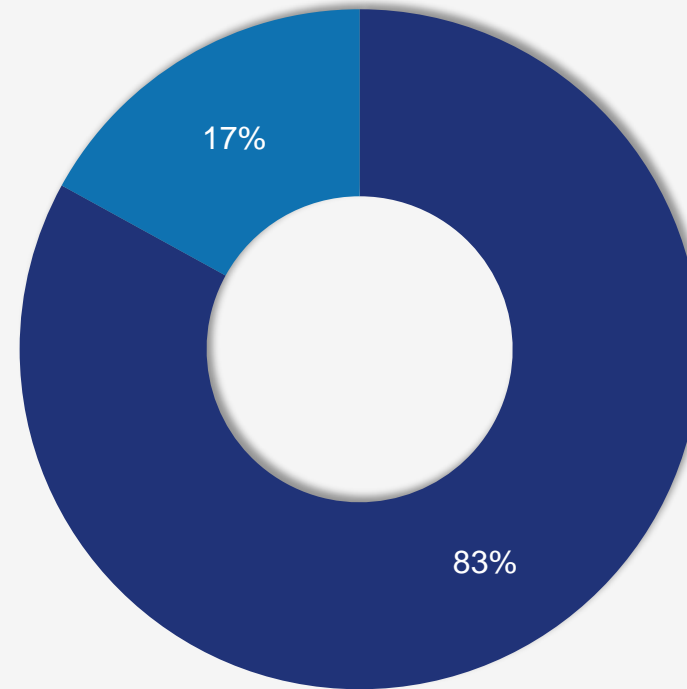
Does your company buy foreign (offshore) steel?

■ Yes ■ No

Manufacturers



Service Centers

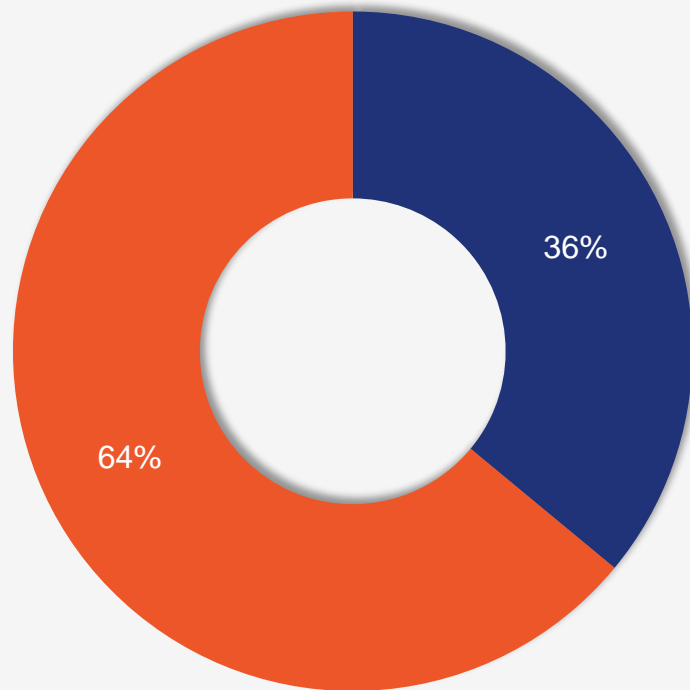


New foreign steel orders

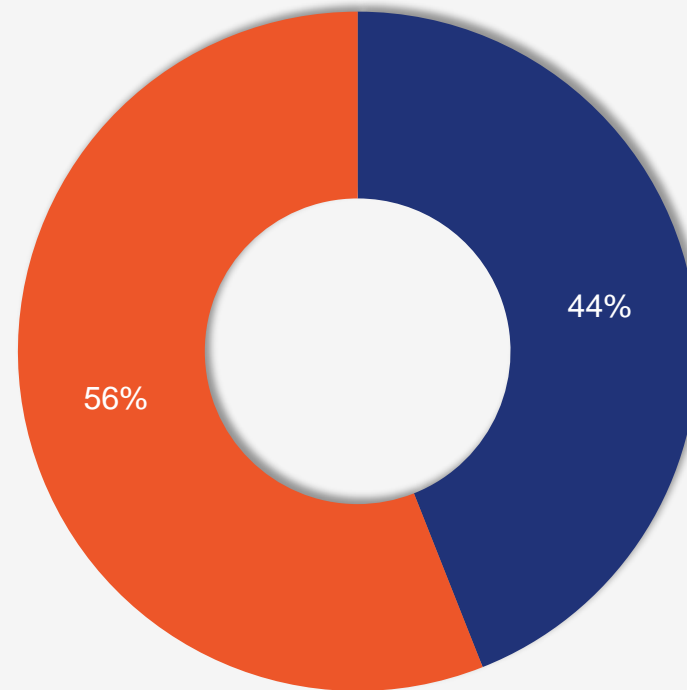
Are you buying new orders of foreign steel for future delivery?

■ Yes ■ No

Manufacturers



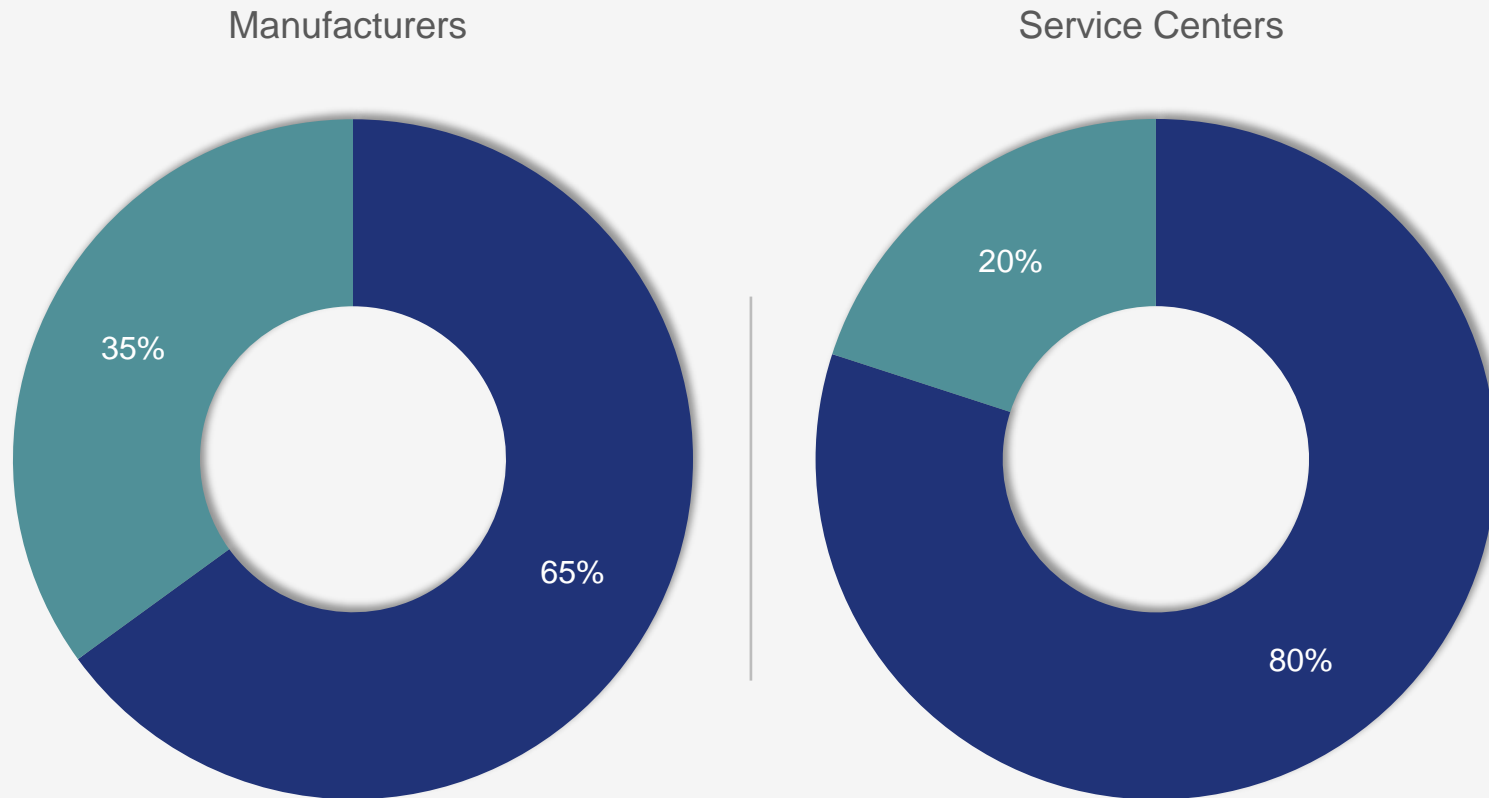
Service Centers



Foreign steel competitiveness

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

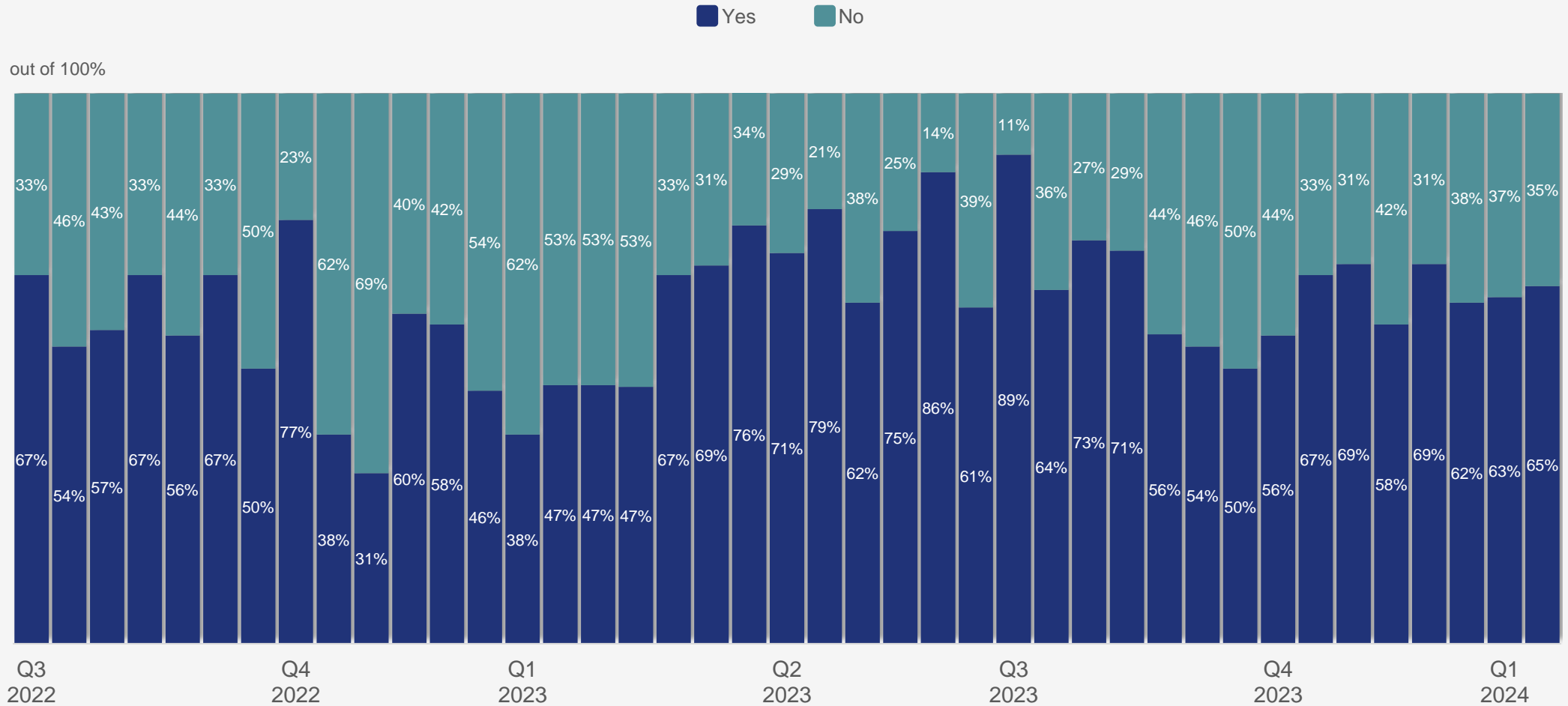
■ Yes ■ No



Foreign steel competitiveness history

Manufacturers

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



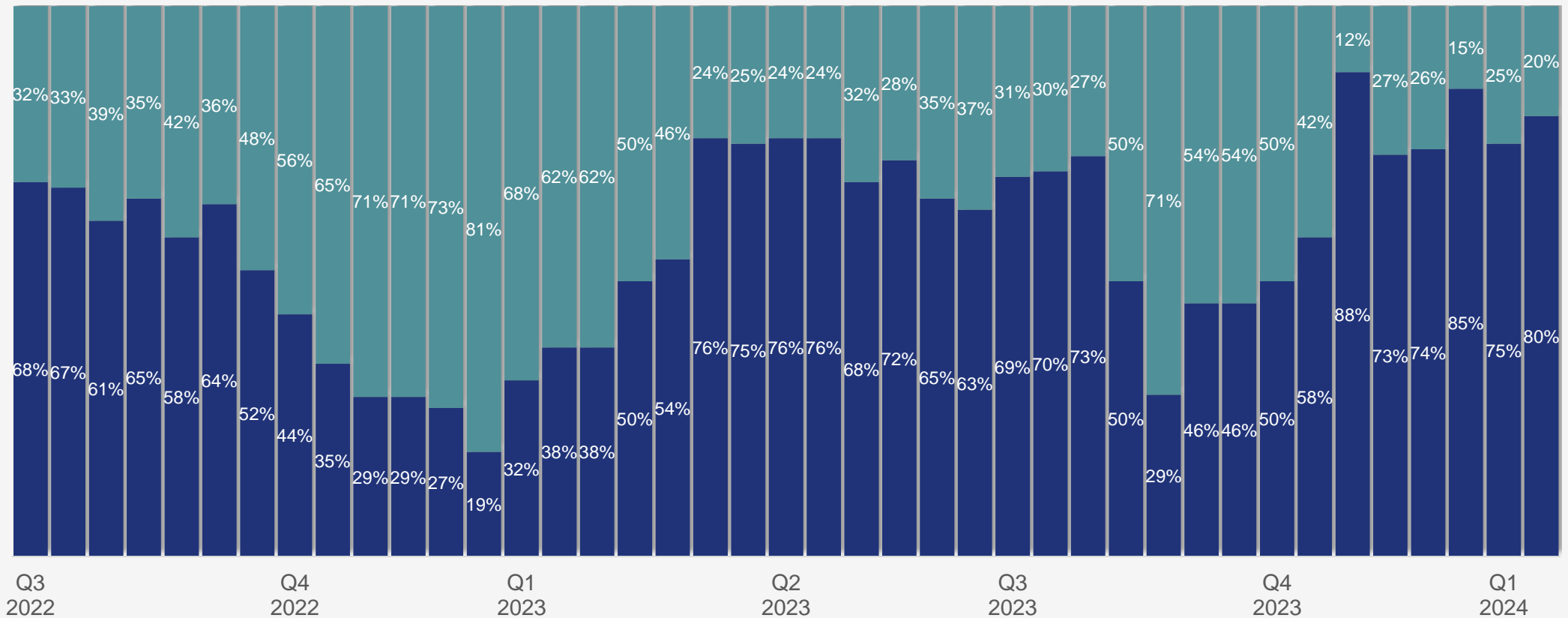
Foreign steel competitiveness history

Service centers

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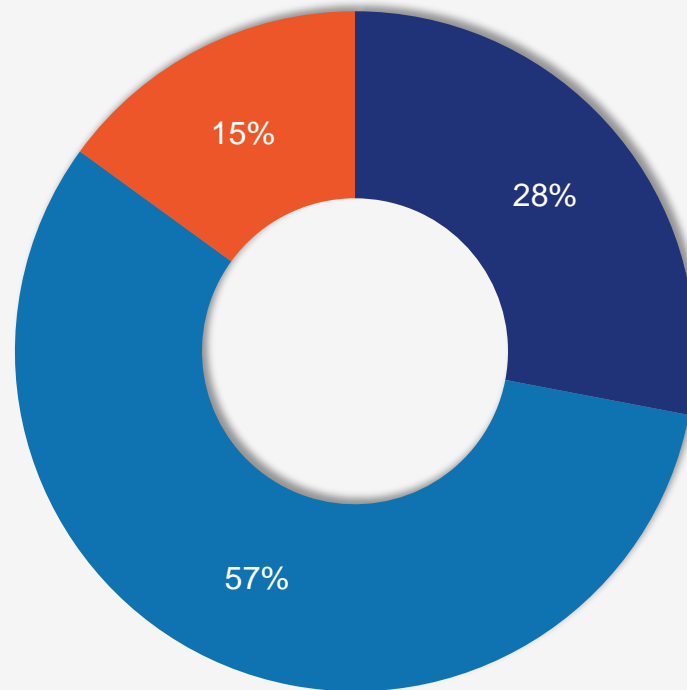
out of 100%



Is the current order book at your mill better or worse than last month?*

■ Better ■ Same ■ Worse

Jan. 17, 2024



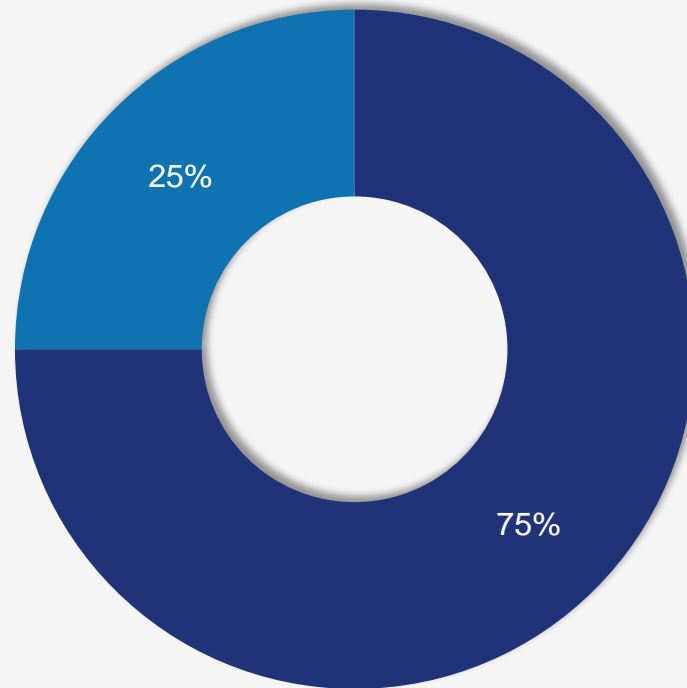
*Limited number of responses to this question

Trading companies

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

■ Increase ■ Decrease

Jan. 17, 2024



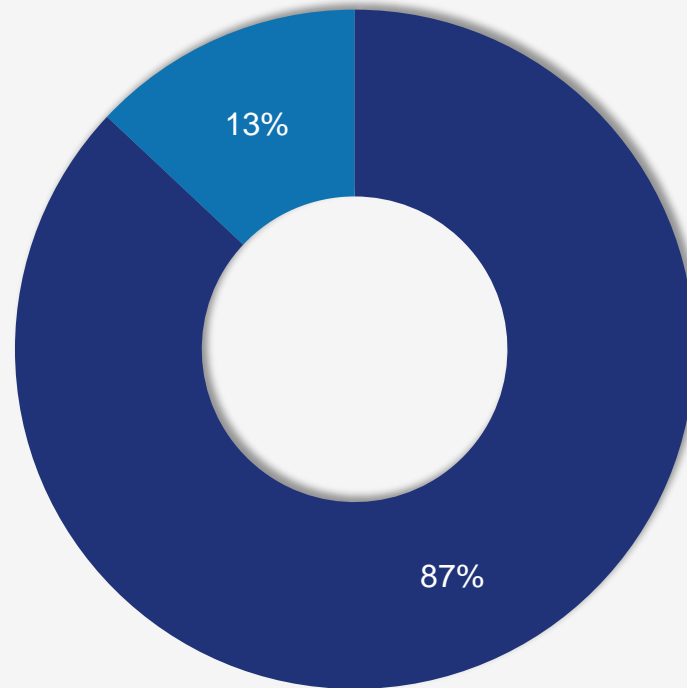
*Limited number of responses to this question

Trading companies

Are foreign products attractive to US buyers?*

■ Yes ■ No

Jan. 17, 2024



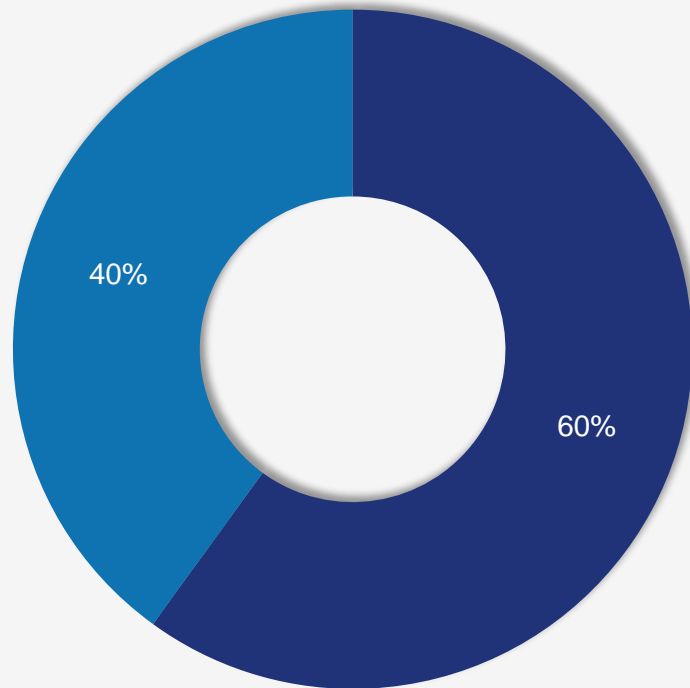
*Limited number of responses to this question

Trading companies on hot rolled and cold rolled

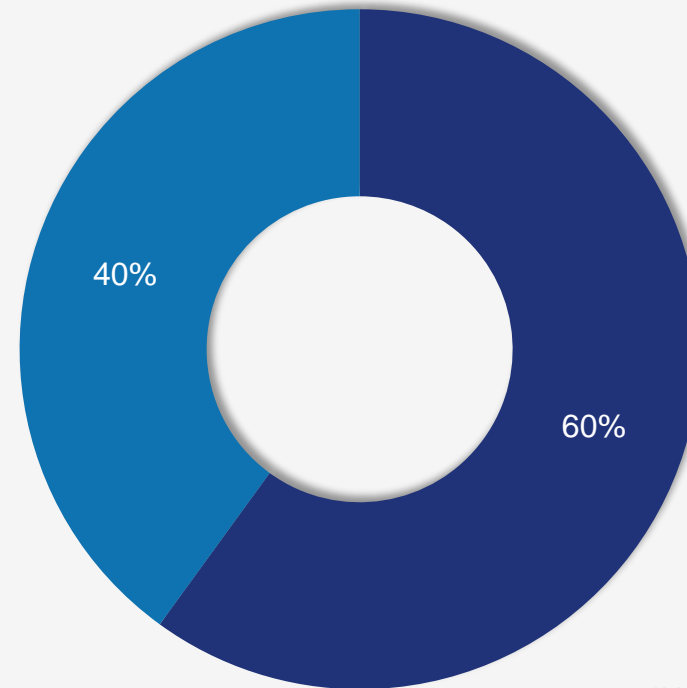
Are you able to offer pricing that attracts buyers right now?*

■ Yes ■ No

Hot-rolled coil



Cold-rolled coil

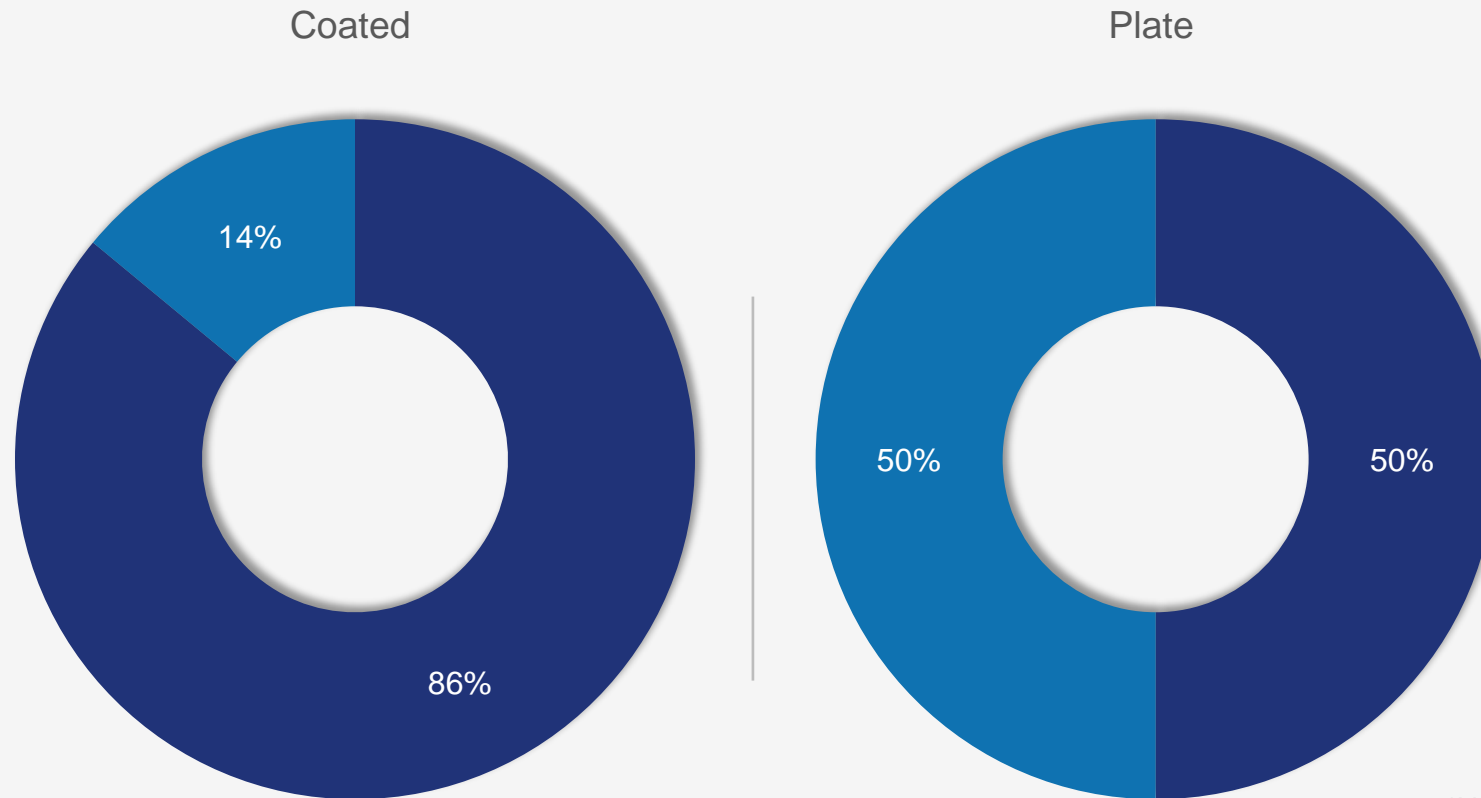


*Limited number of responses to this question

Trading companies on coated and plate products

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

■ Yes ■ No



*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.

**When you need answers...
www.steelmarketupdate.com**

Look for our next survey on Feb. 2, 2024

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

