

The logo features a stylized circular emblem composed of two curved segments, one orange and one red, forming a partial circle.

# Steel Market Update

CRU

## **SMU flat rolled market trends analysis**

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Feb. 26-28, 2024, market survey results

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Where the *steel* community  
comes together.

# Steel Market Update team



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Chicago  
Managing Editor



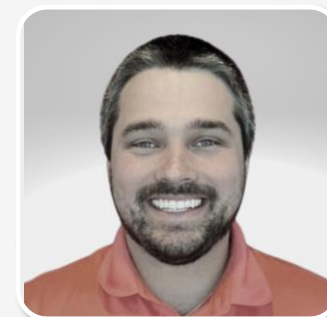
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The SMU newsletter was developed for active buyers and sellers of flat-rolled steel.

Prices | Momentum | Sentiment | Trends | Analysis

For more information visit [www.steelmarketupdate.com](http://www.steelmarketupdate.com)

# SMU flat rolled market trends analysis



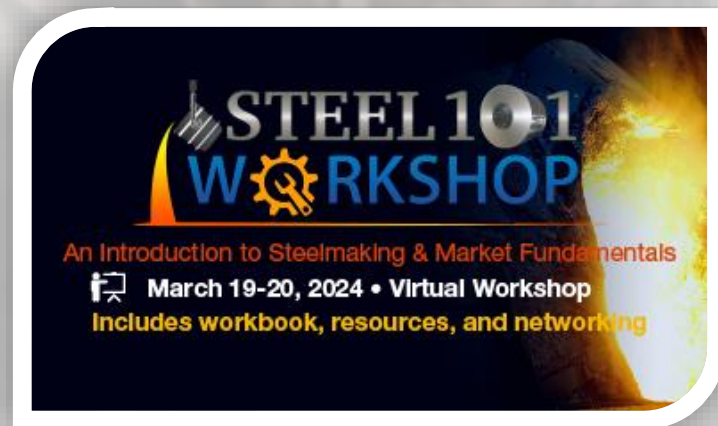
Our goal is to provide quality information to the flat-rolled steel industry.

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](mailto:david@steelmarketupdate.com).

# Upcoming events

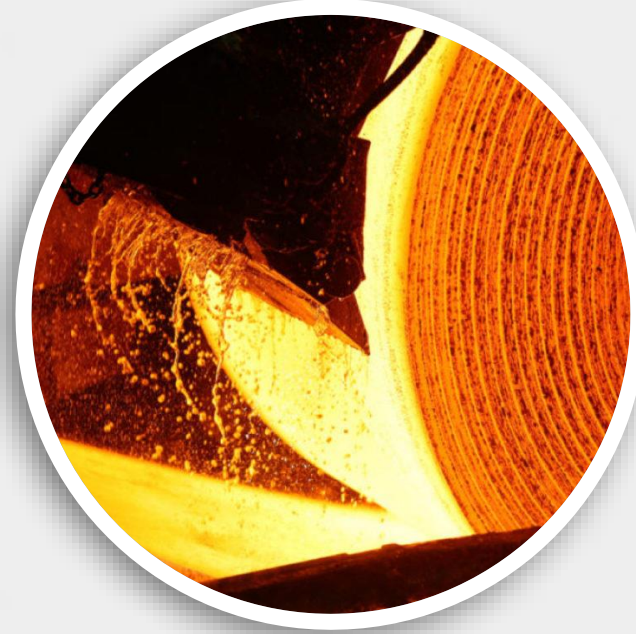


**Virtual Steel 101 Workshop**  
 March 19-20, 2024



**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/](http://www.steelmarketupdate.com/events-and-training/) or e-mail our team at [events@steelmarketupdate.com](mailto:events@steelmarketupdate.com).



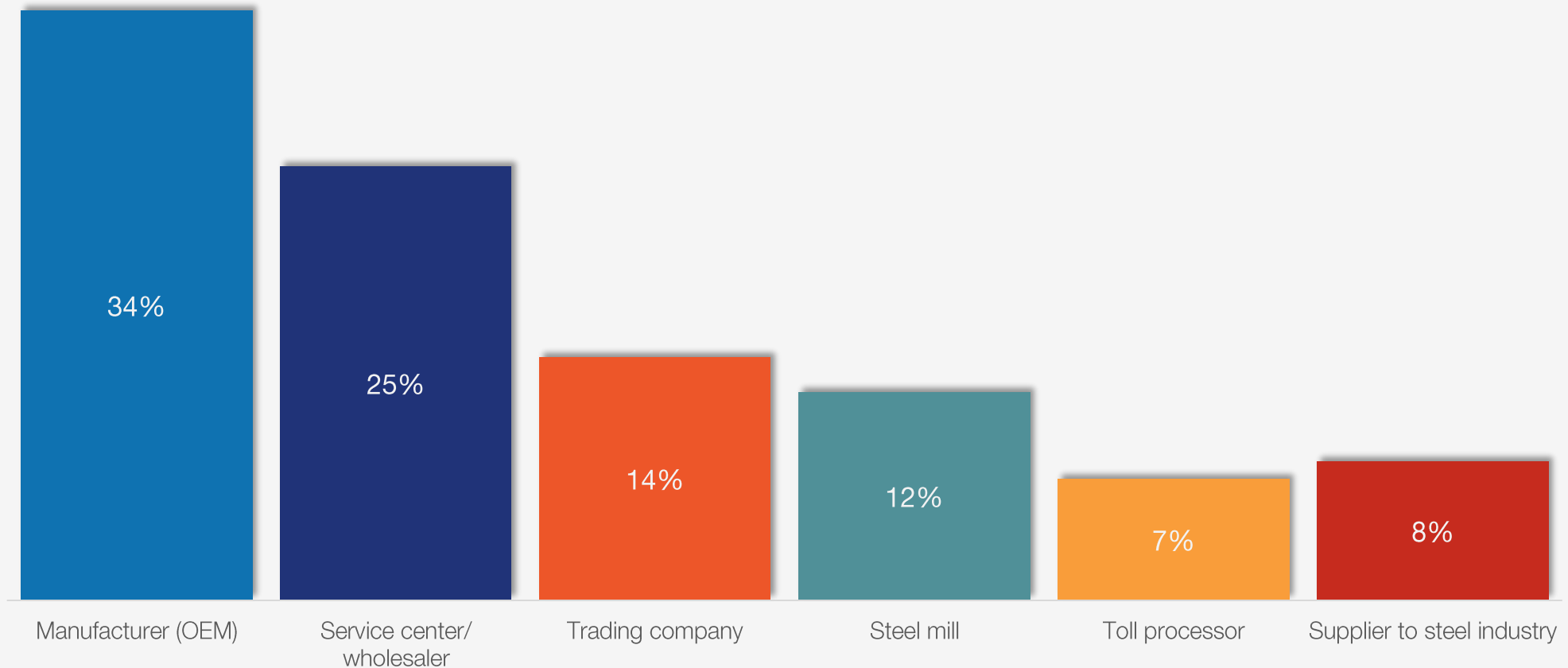
Don't just read our data,  
**see your company's  
experience reflected in it.**

Contact [david@steelmarketupdate.com](mailto:david@steelmarketupdate.com) for participation information.



# Survey participants

Our survey is by invitation only. Over 950 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.

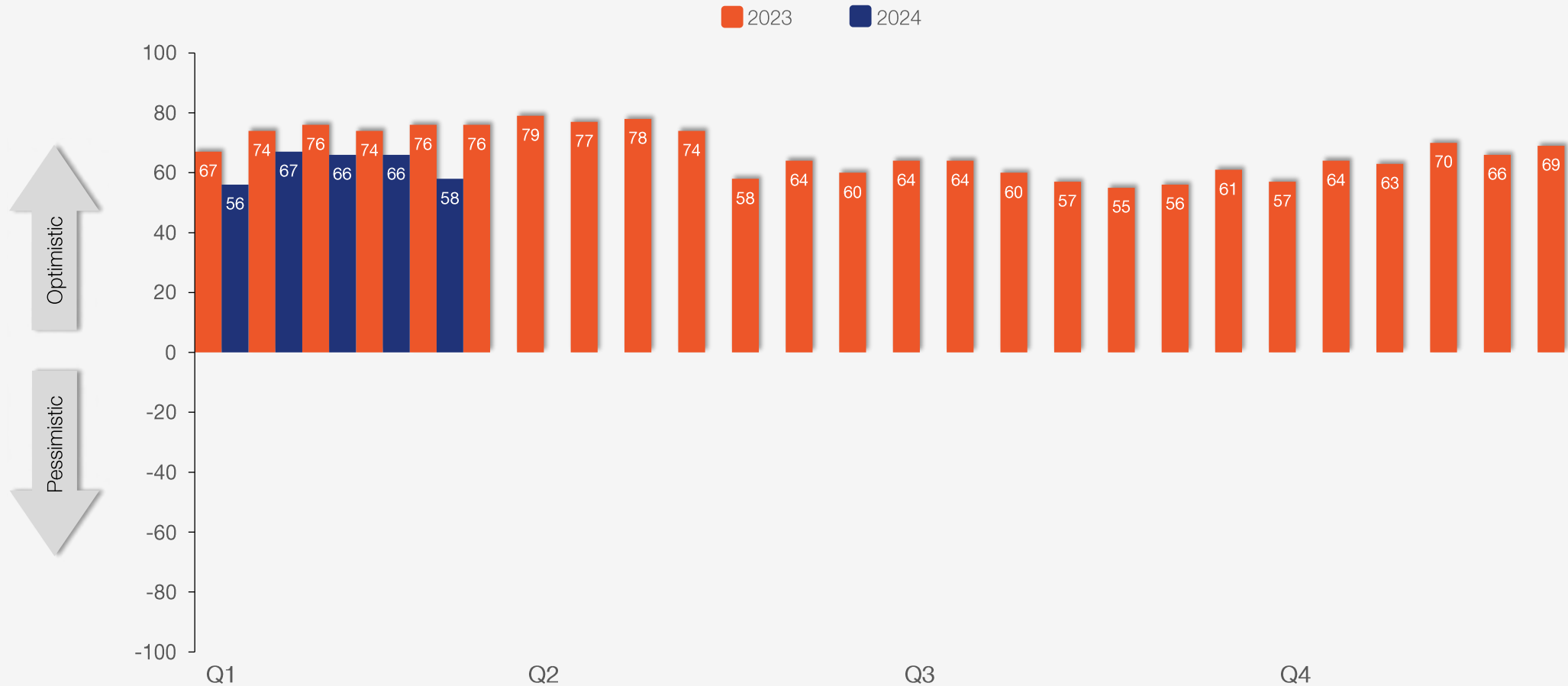




# Steel buyers' sentiment

## *Down eight points to +58*

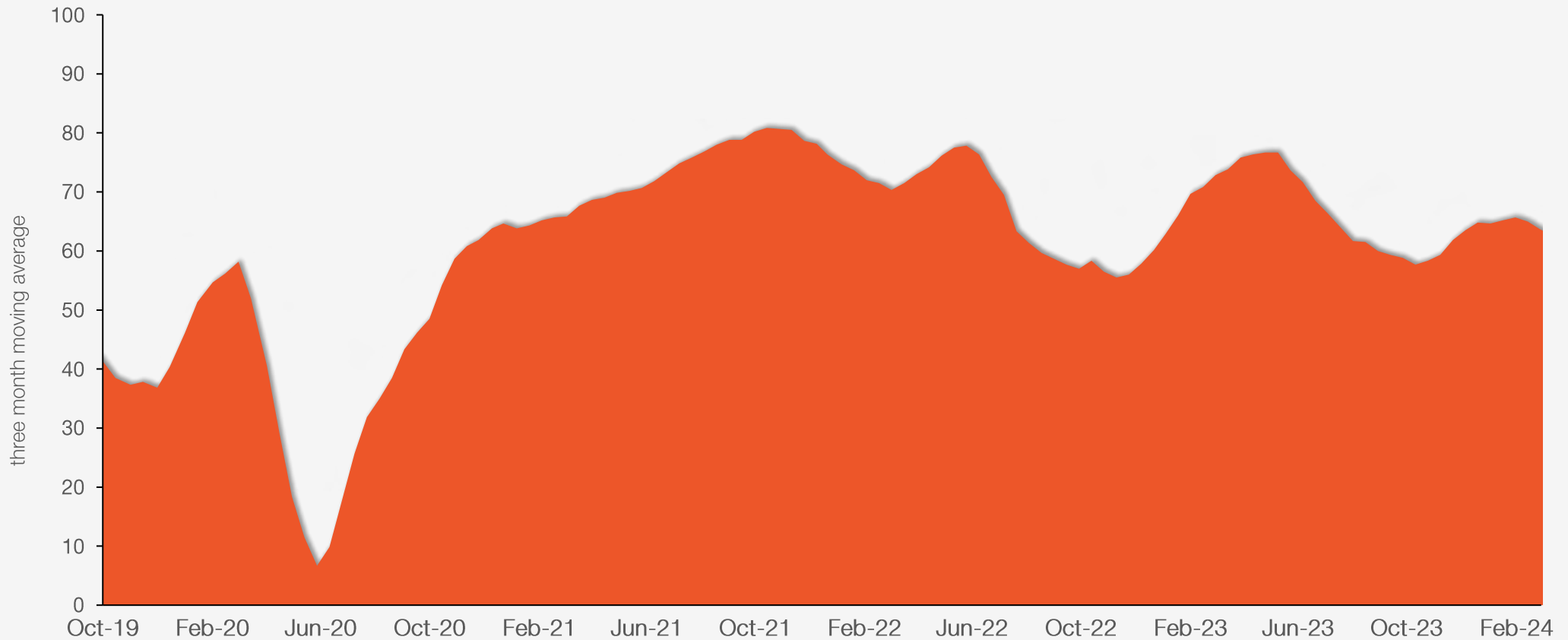
SMU's current steel buyers' sentiment index, with data through Feb. 28, 2024.



# Steel buyers' sentiment

## *Three-month moving average at +63.67*

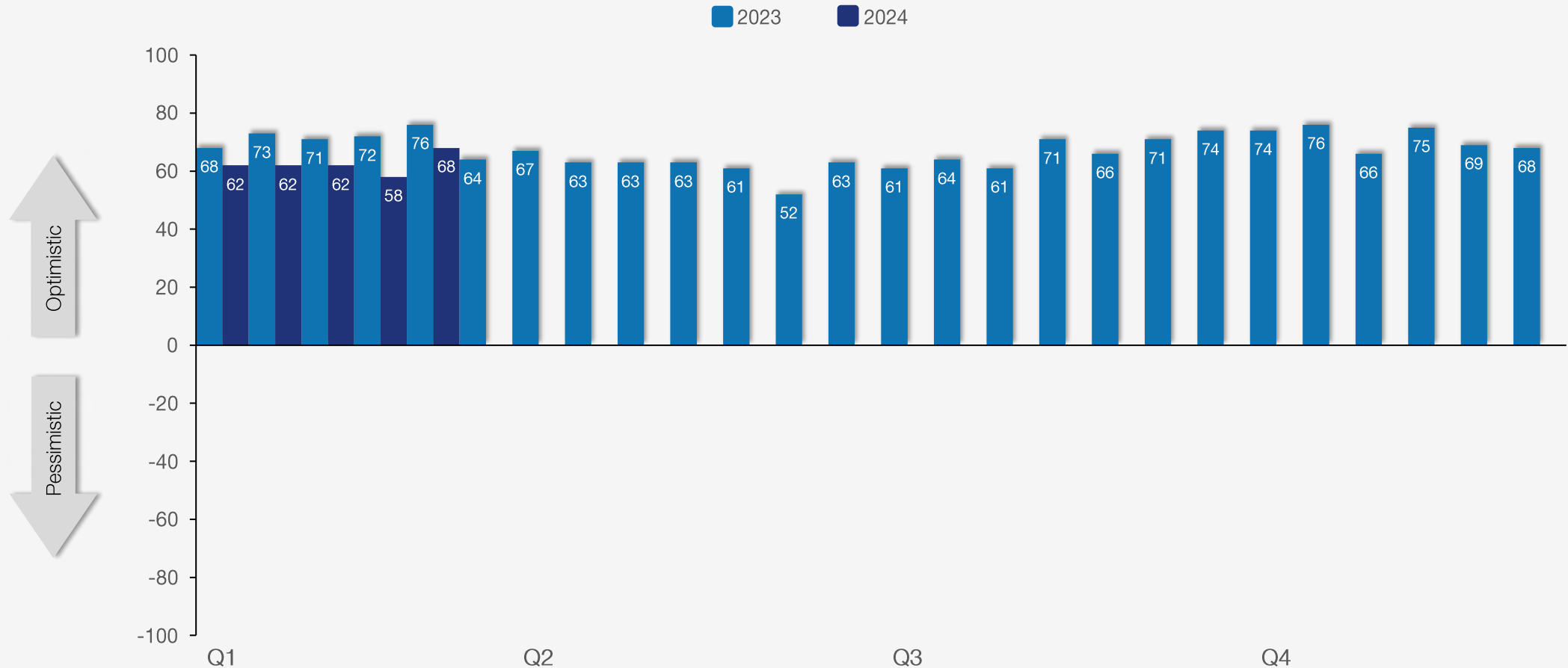
SMU's current 3MMA steel buyers' sentiment index, with data through Feb. 28, 2024.



# Steel buyers' future sentiment

## *Up ten points to +68*

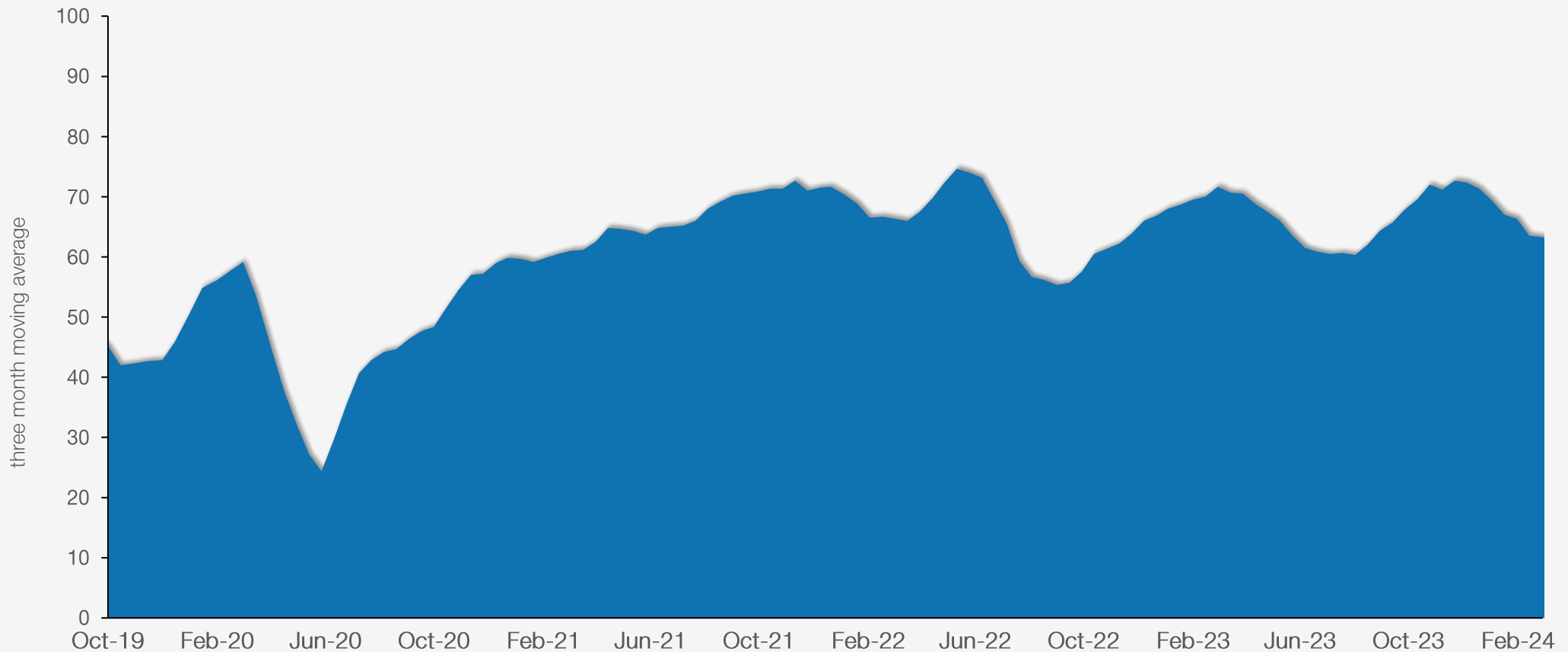
SMU's future steel buyers' sentiment index, with data through Feb. 28, 2024.



# Steel buyers' future sentiment

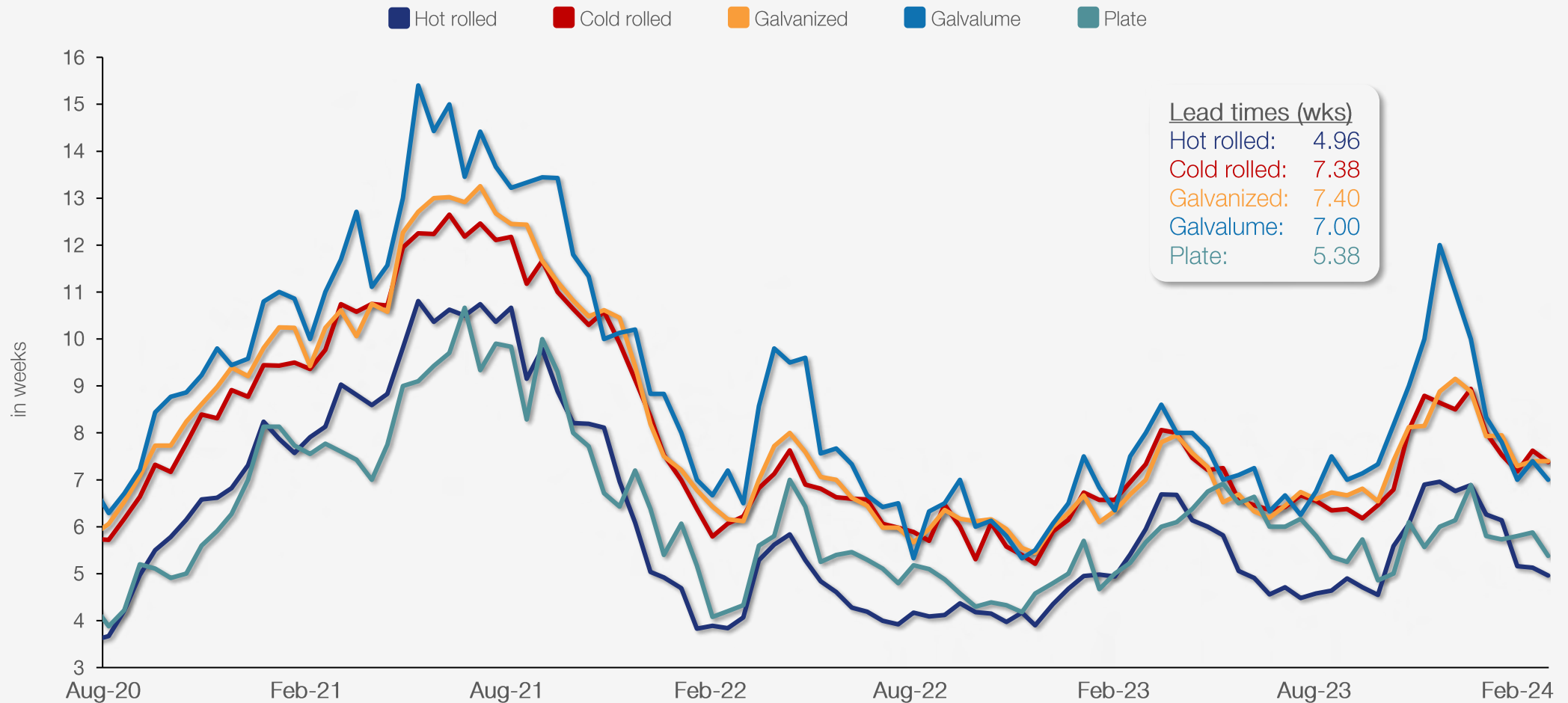
## *Three-month moving average at +63.33*

SMU's future 3MMA steel buyers' sentiment index, with data through Feb. 28, 2024.



# Steel mill lead times by product

SMU lead times on new steel orders by product through Feb. 28, 2024.

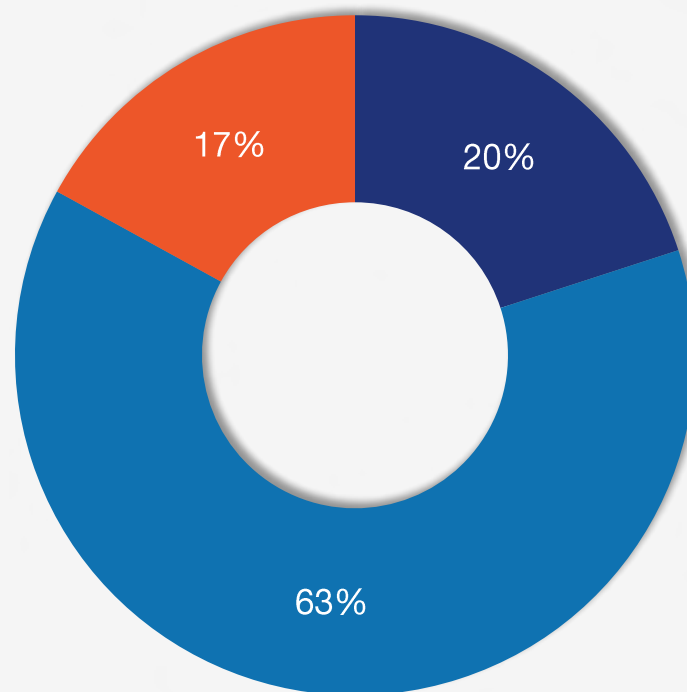


# Direction of steel mill lead times

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

■ Extending   ■ Flat   ■ Contracting

Feb. 28, 2024

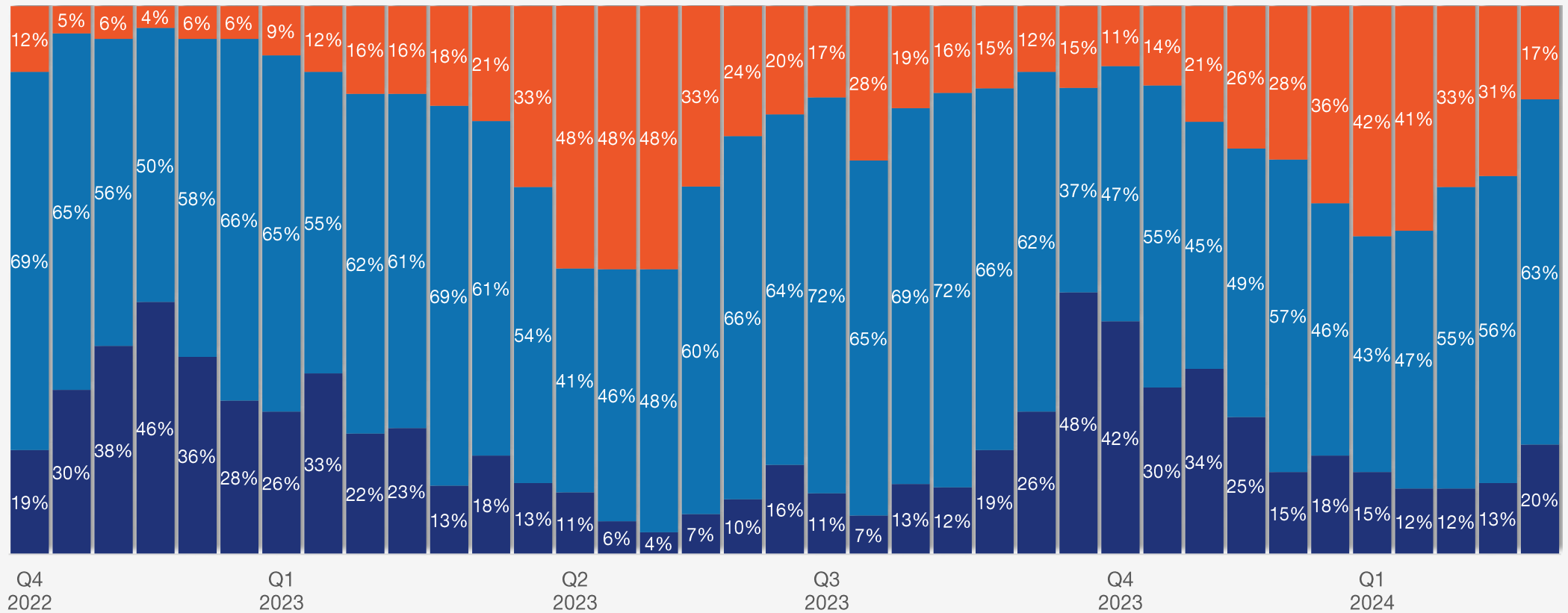


# Direction of steel mill lead times history

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

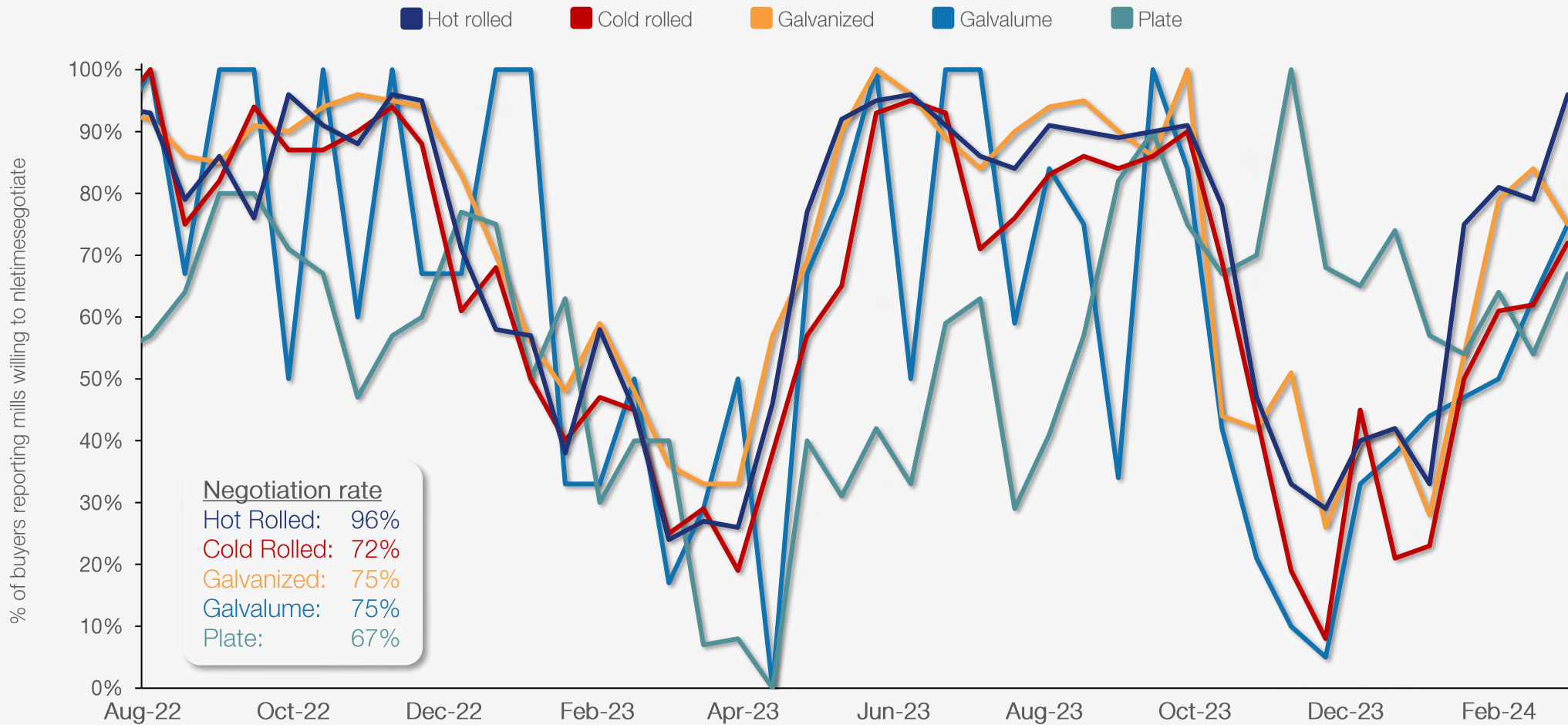
■ Extending ■ Flat ■ Contracting

out of 100%



# Steel mill negotiations

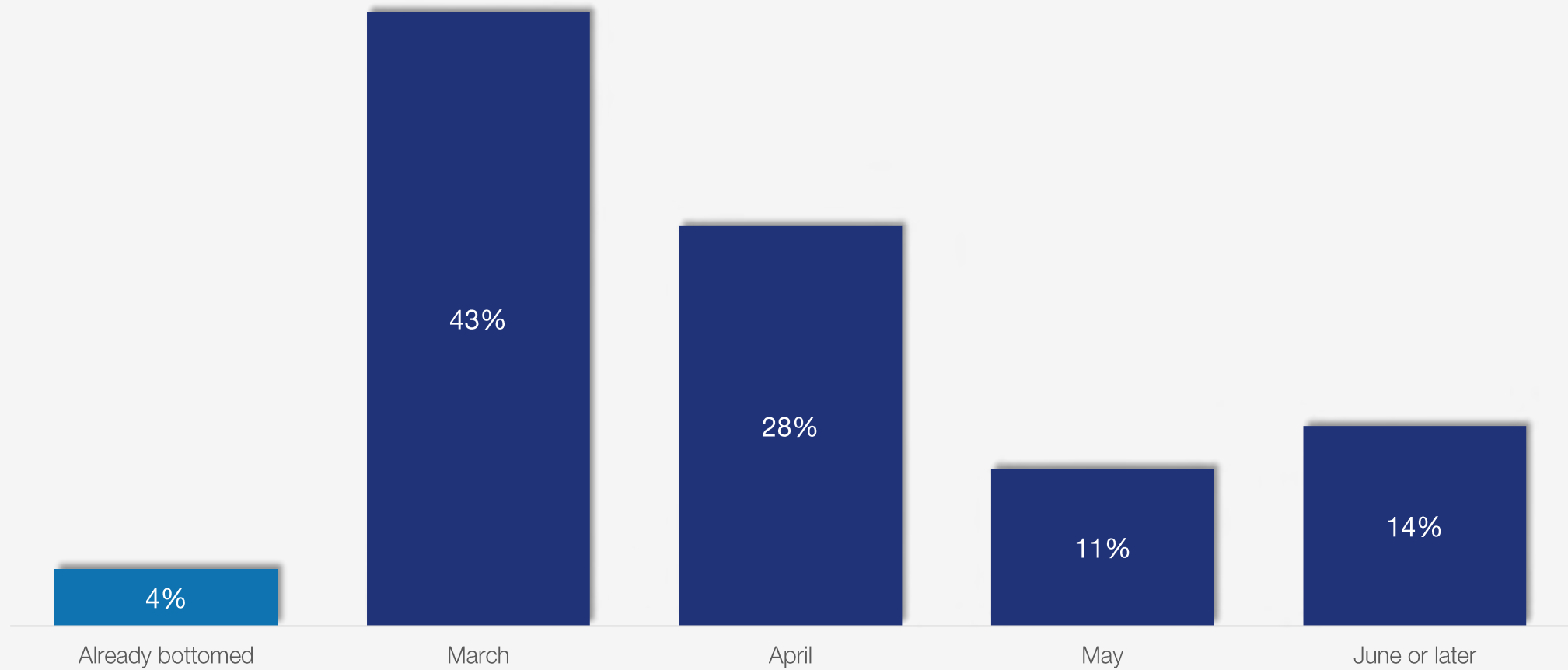
SMU's price negotiations on new steel orders by product through Feb. 28, 2024.





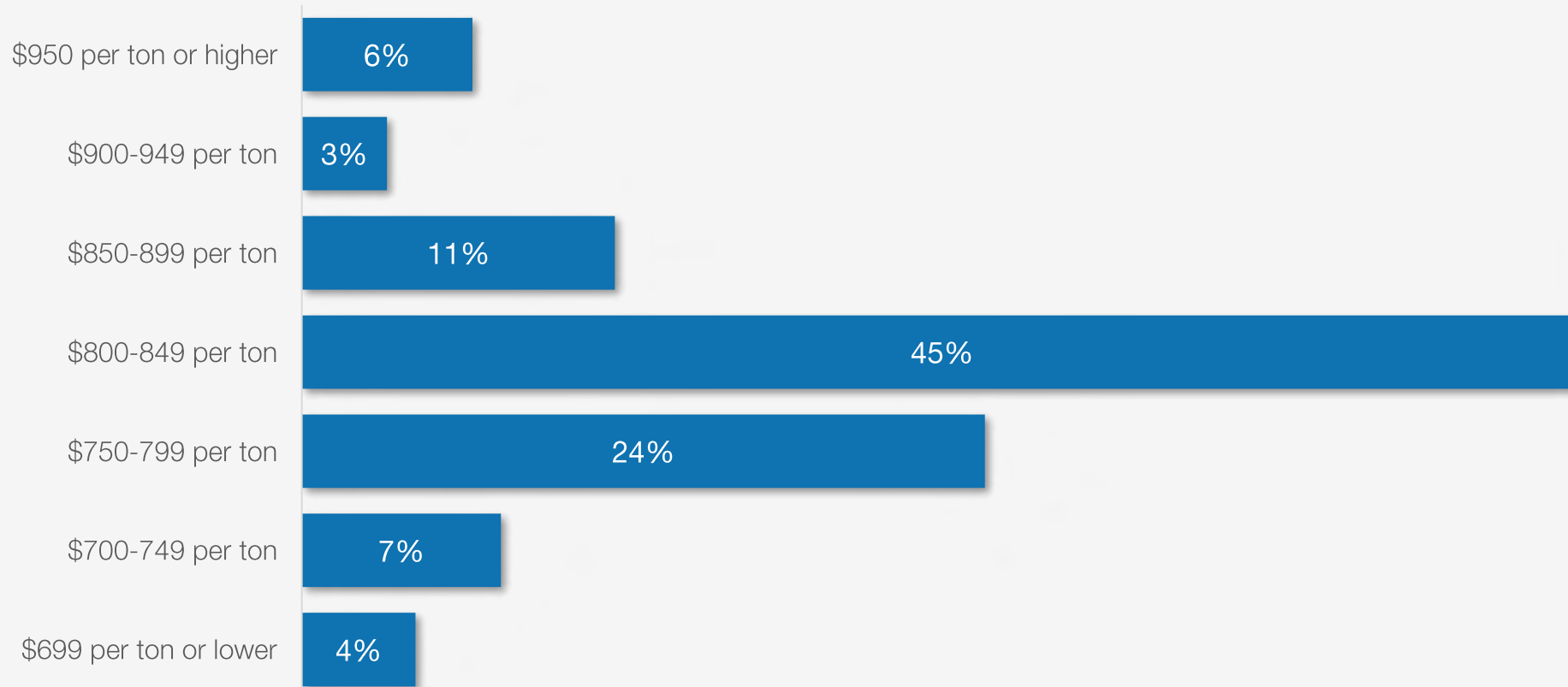
# Hot rolled inflection point

When do you think steel prices will bottom?



# Future hot rolled prices

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

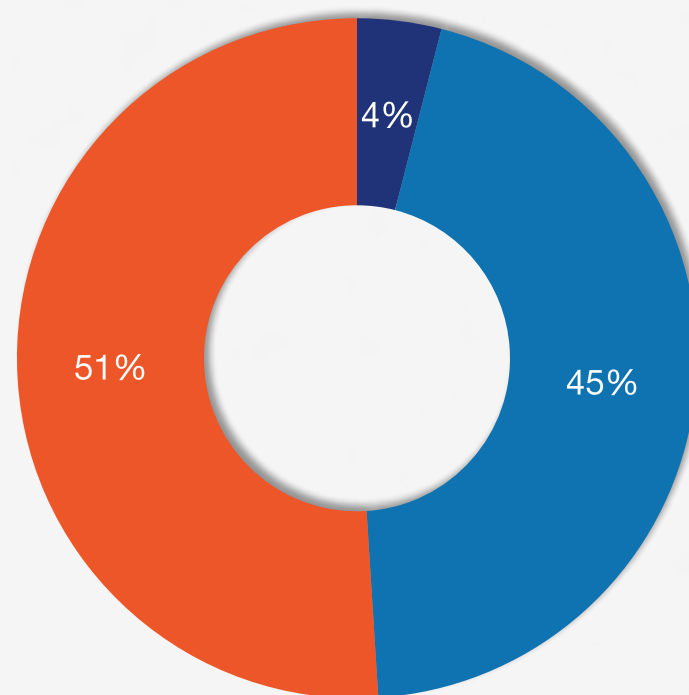


# March scrap

Prime scrap prices in March will be:

■ Up   
 ■ Sideways   
 ■ Down

Feb. 28, 2024

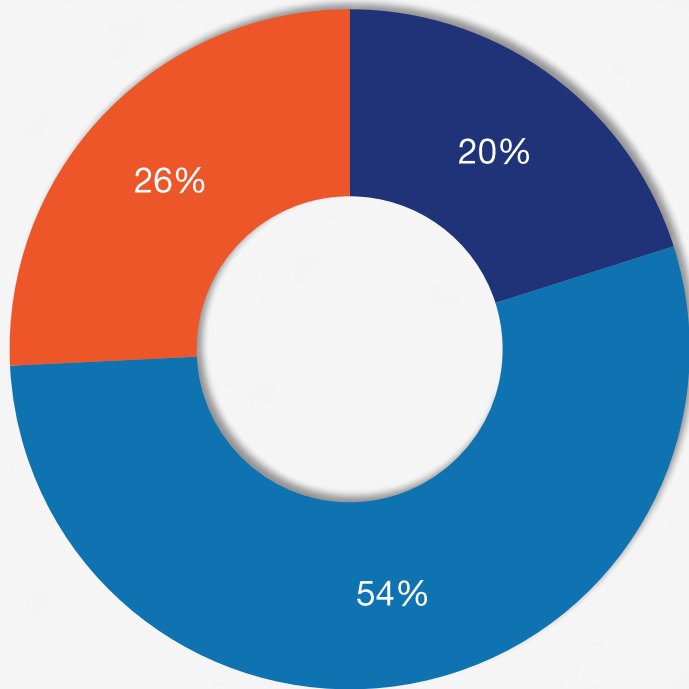


# Business forecasts

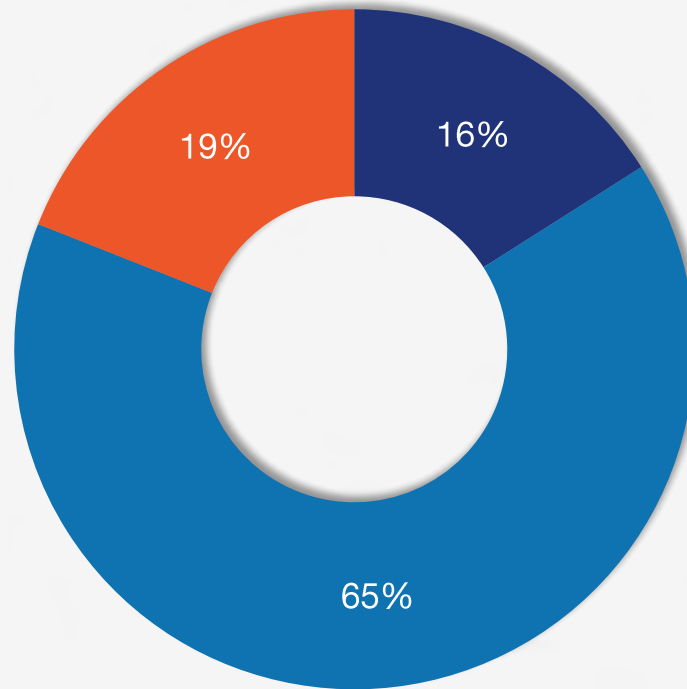
How did your company perform this month compared to your forecast?

■ We exceeded forecast    
 ■ We met forecast    
 ■ We did not meet forecast

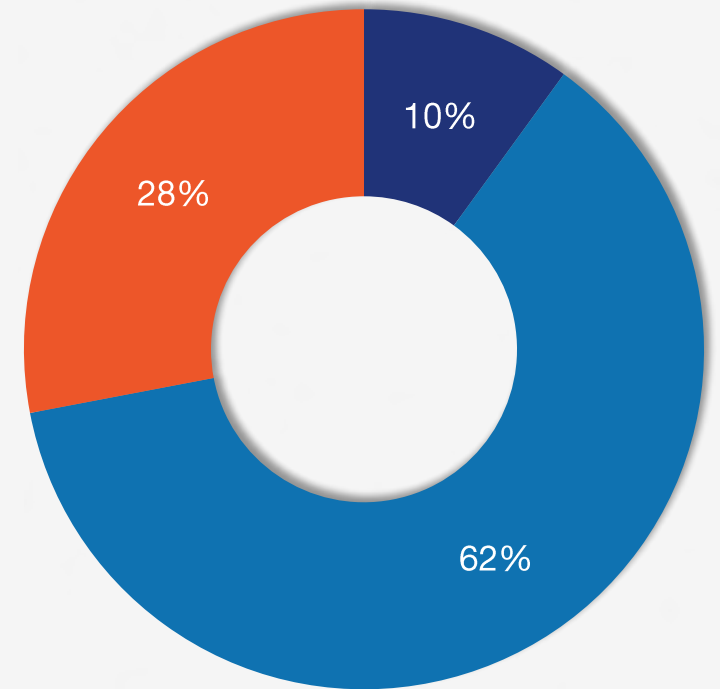
Jan. 3, 2024



Jan. 31, 2024



Feb. 28, 2024

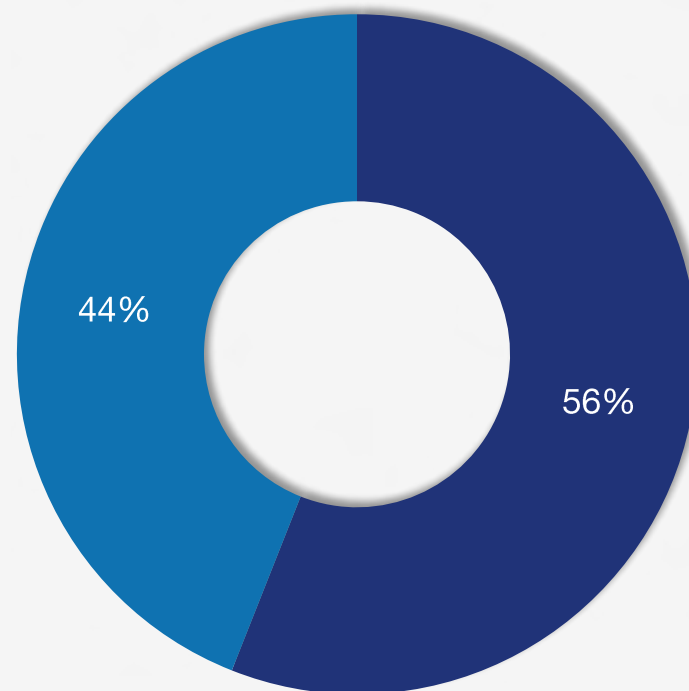


# Staying on the sidelines?

Are you an active buyer or on the sidelines?

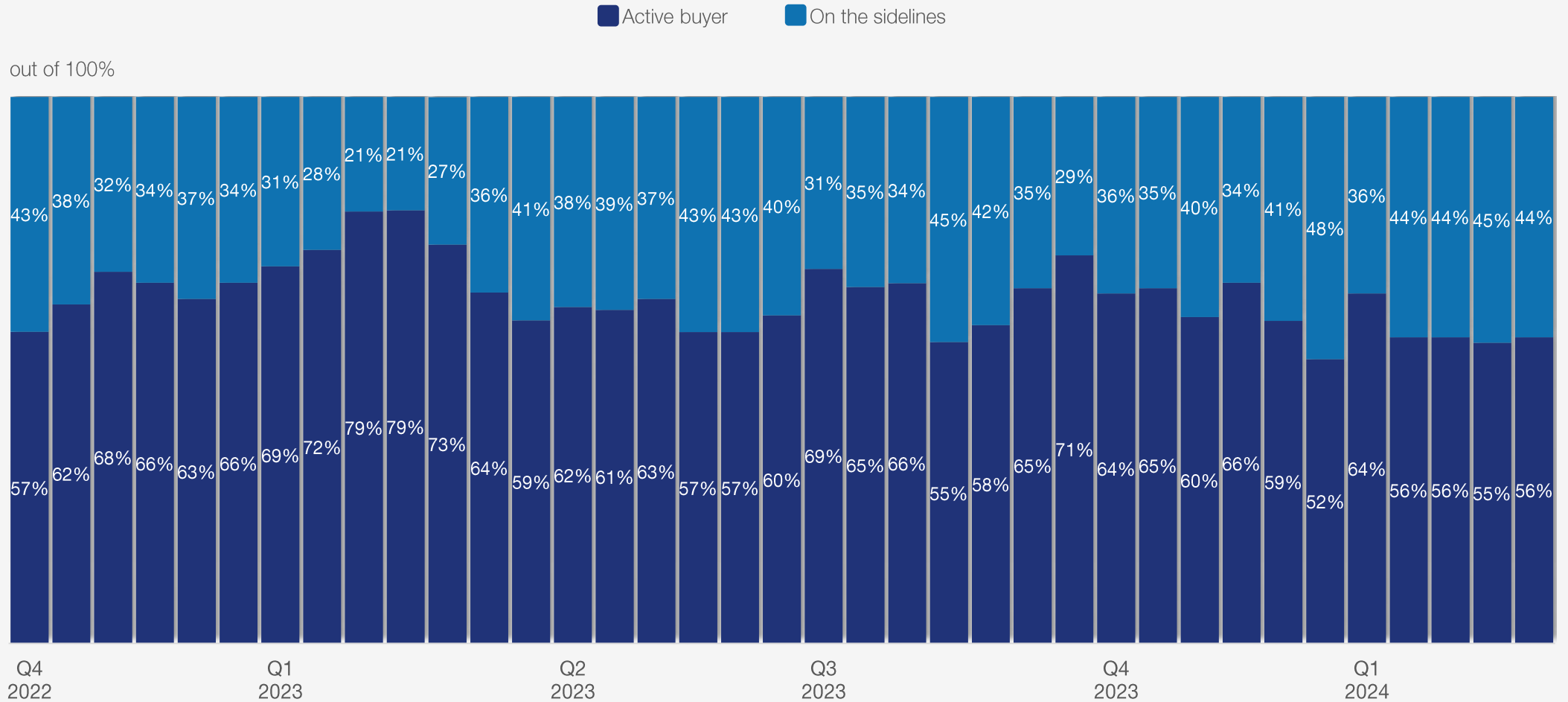
■ Active buyer
 ■ On the sidelines

Feb. 28, 2024



# Staying on the sidelines history

Are you an active buyer or on the sidelines?

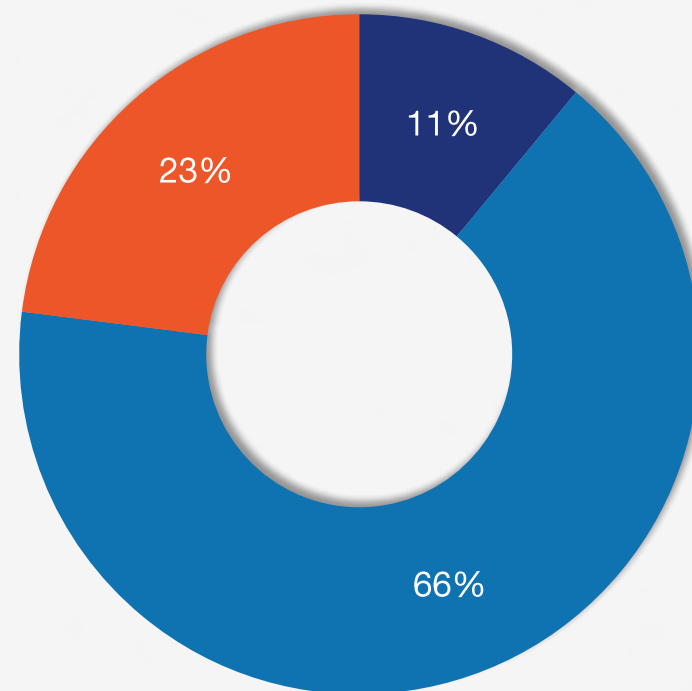


# Overall demand

How is demand for your products?

■ Improving   ■ Stable   ■ Declining

Feb. 28, 2024

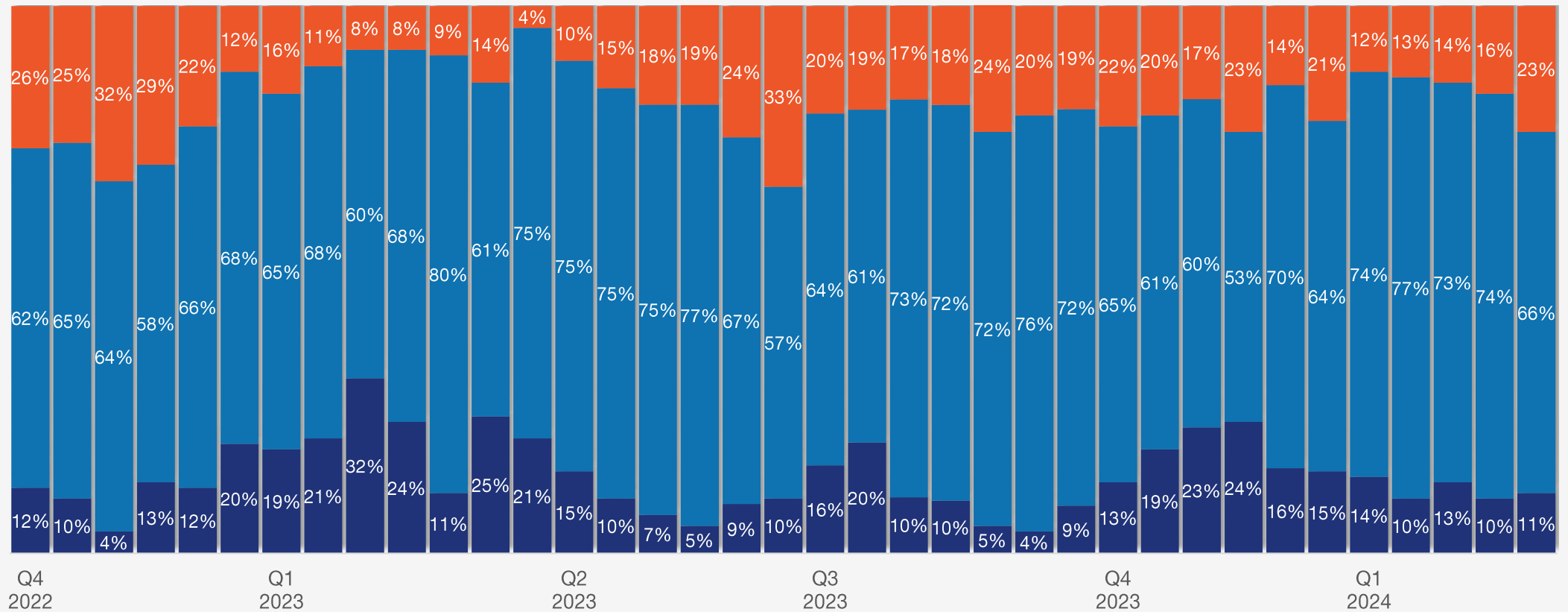


# Overall demand history

How is demand for your products?

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 ■ Stable 
 ■ Declining

out of 100%





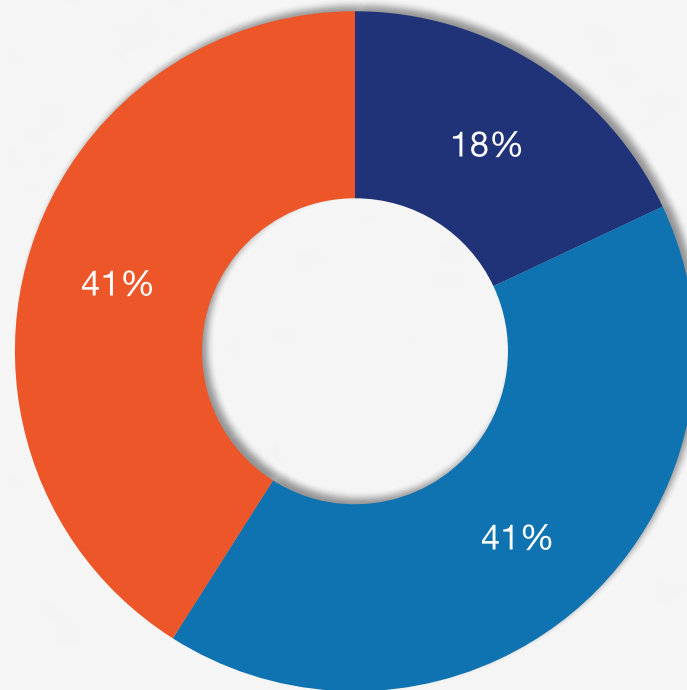
# Manufacturer purchases

## *Manufacturers*

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

■ More
 ■ Same
 ■ Less

Feb. 28, 2024



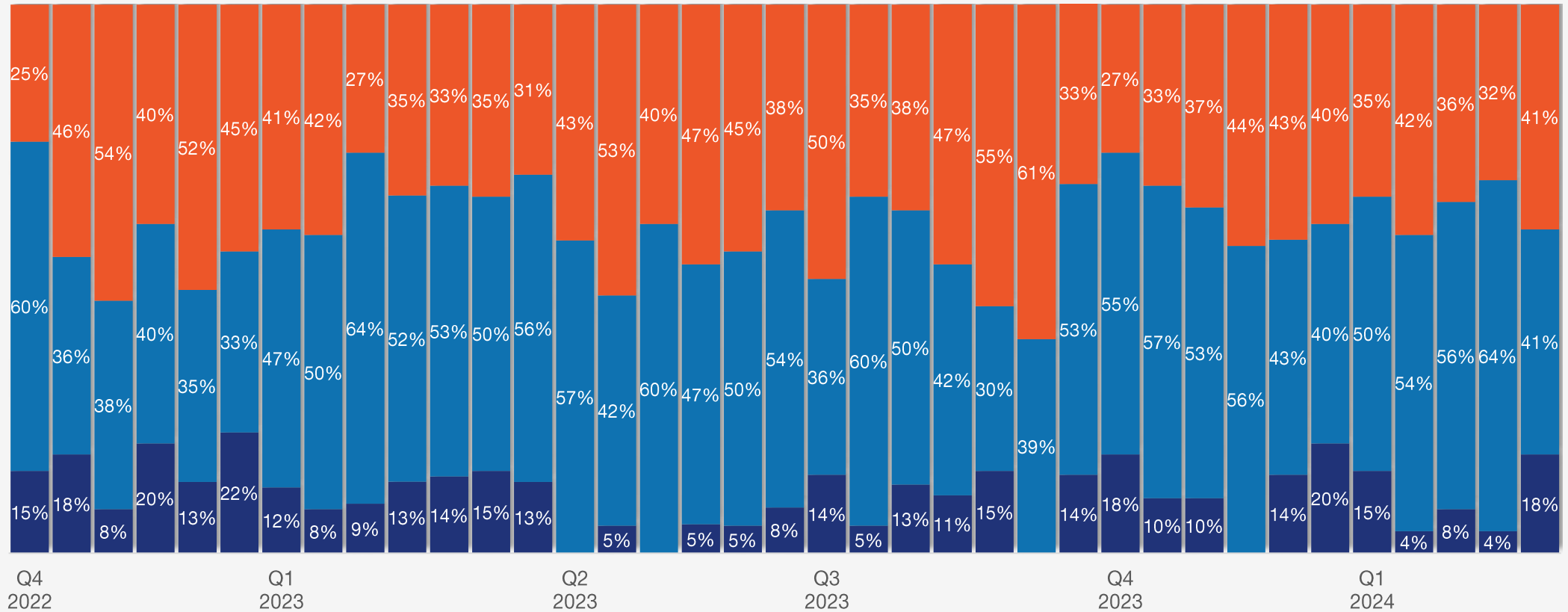
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More Same Less

out of 100%



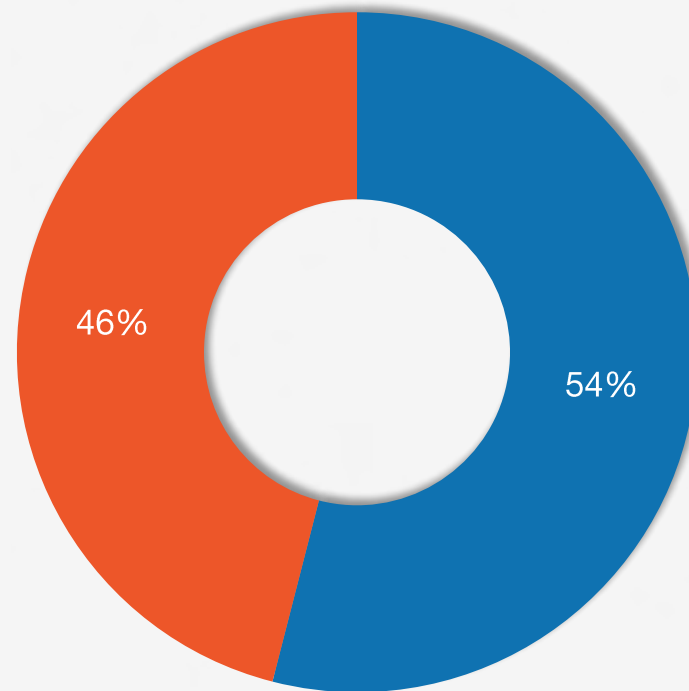
# Service center releases

## *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

Feb. 28, 2024



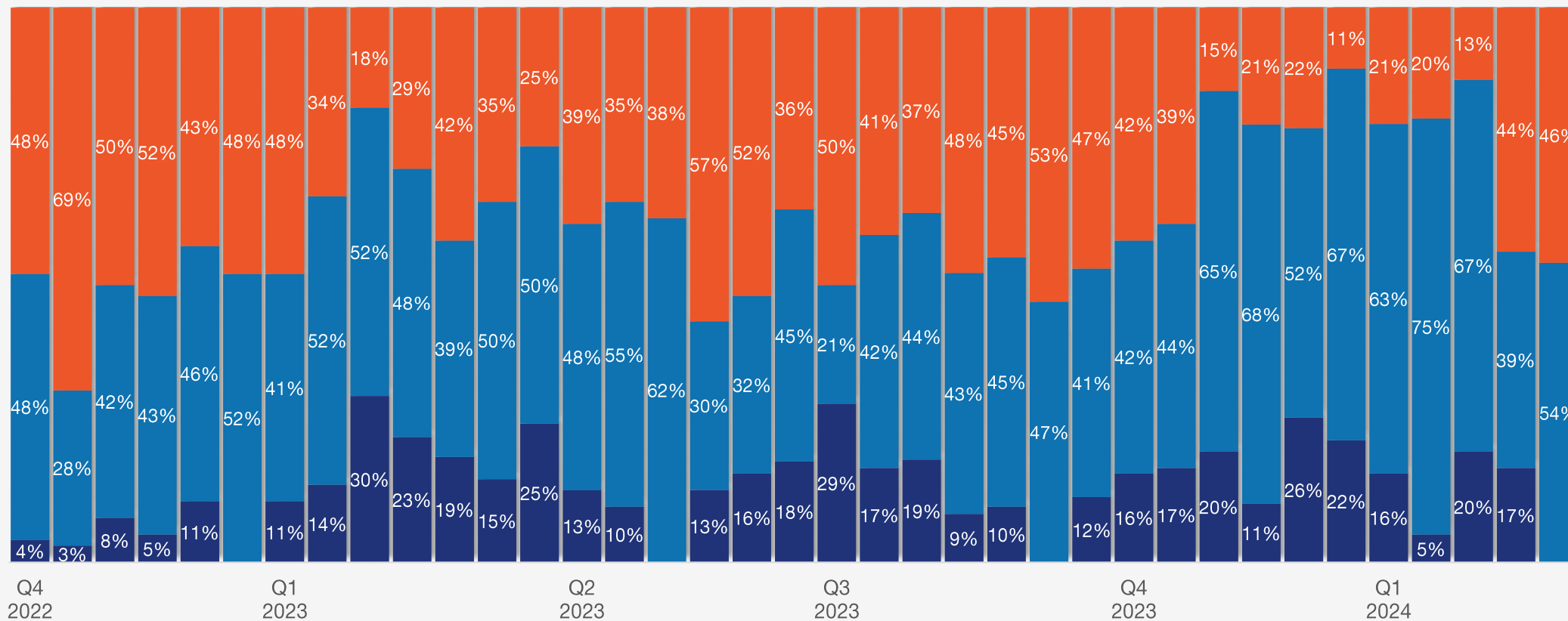
# Service center releases history

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out of 100%



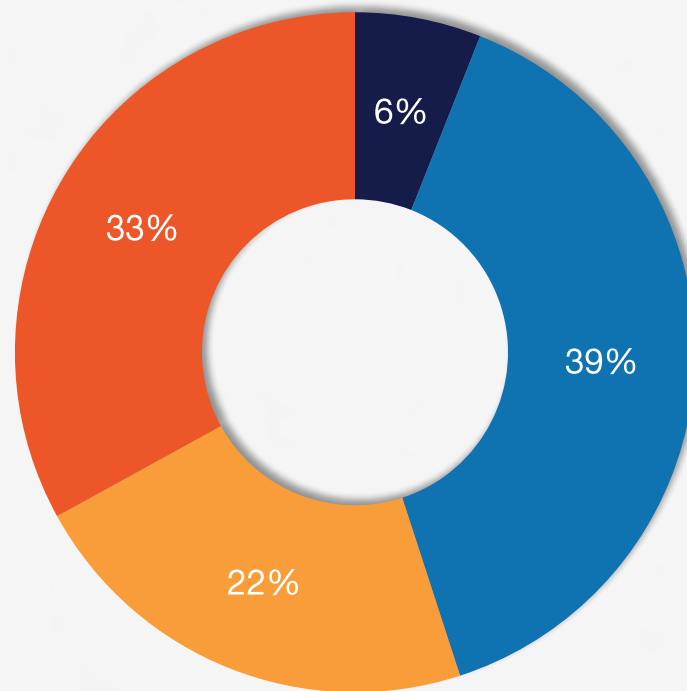
# Manufacturer demand

## *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

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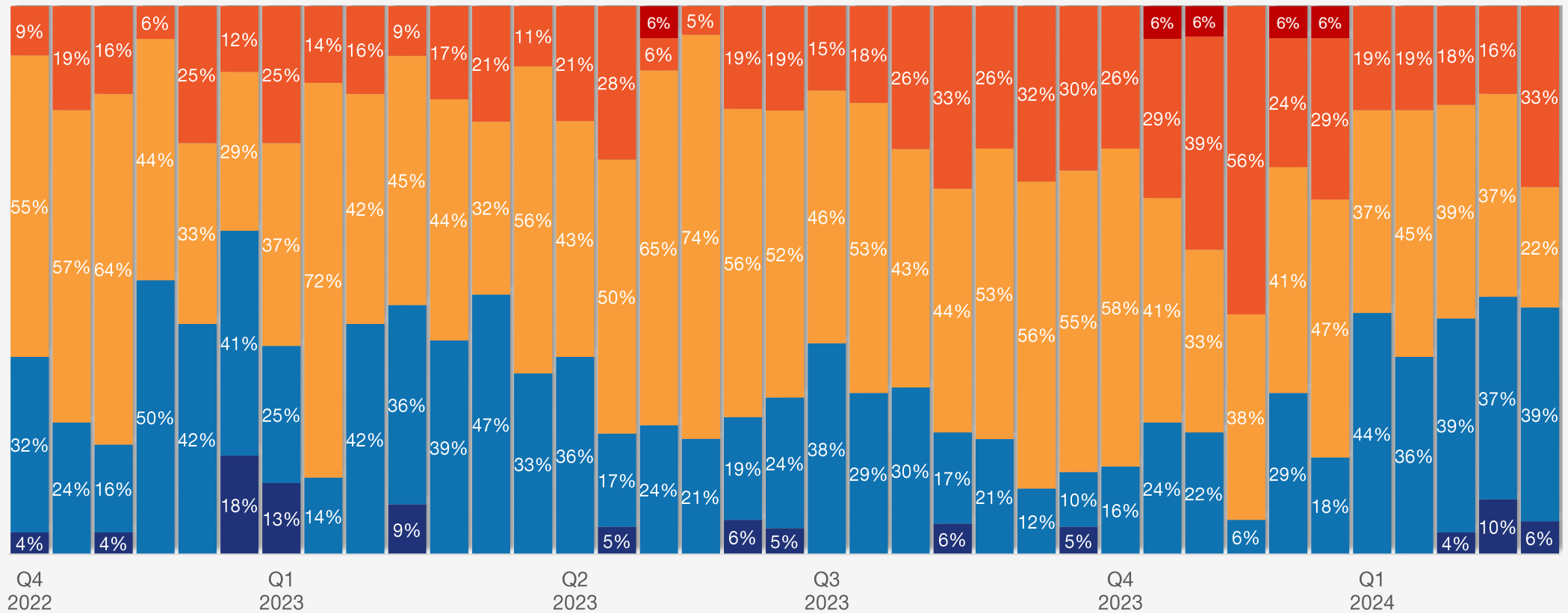
# Manufacturer demand history

## Manufacturers

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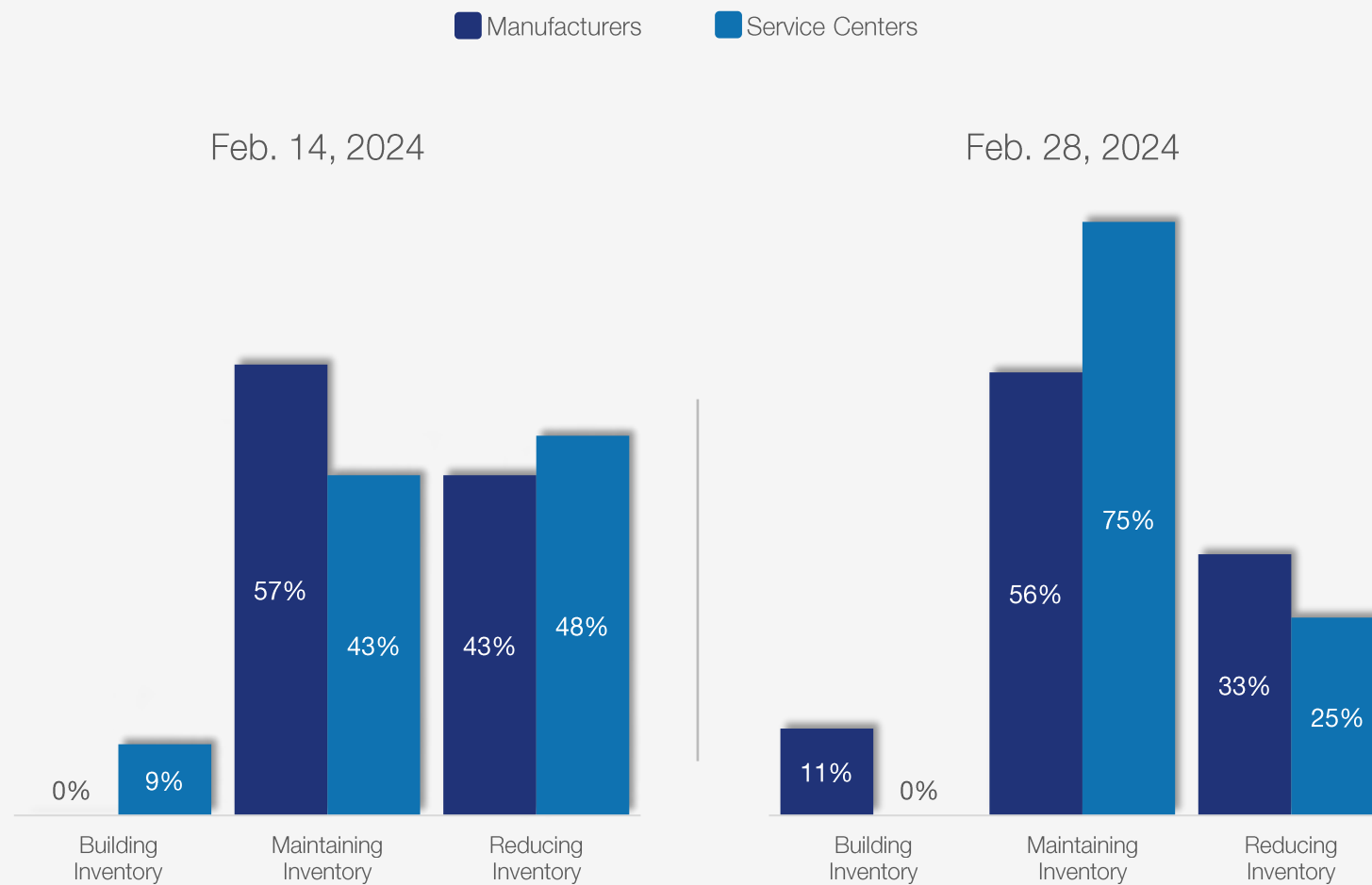
■ Increase substantially   
 ■ Increase marginally   
 ■ Remain the same   
 ■ Decline marginally   
 ■ Decline substantially

out of 100%



# Manufacturer and service center inventory buying patterns

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



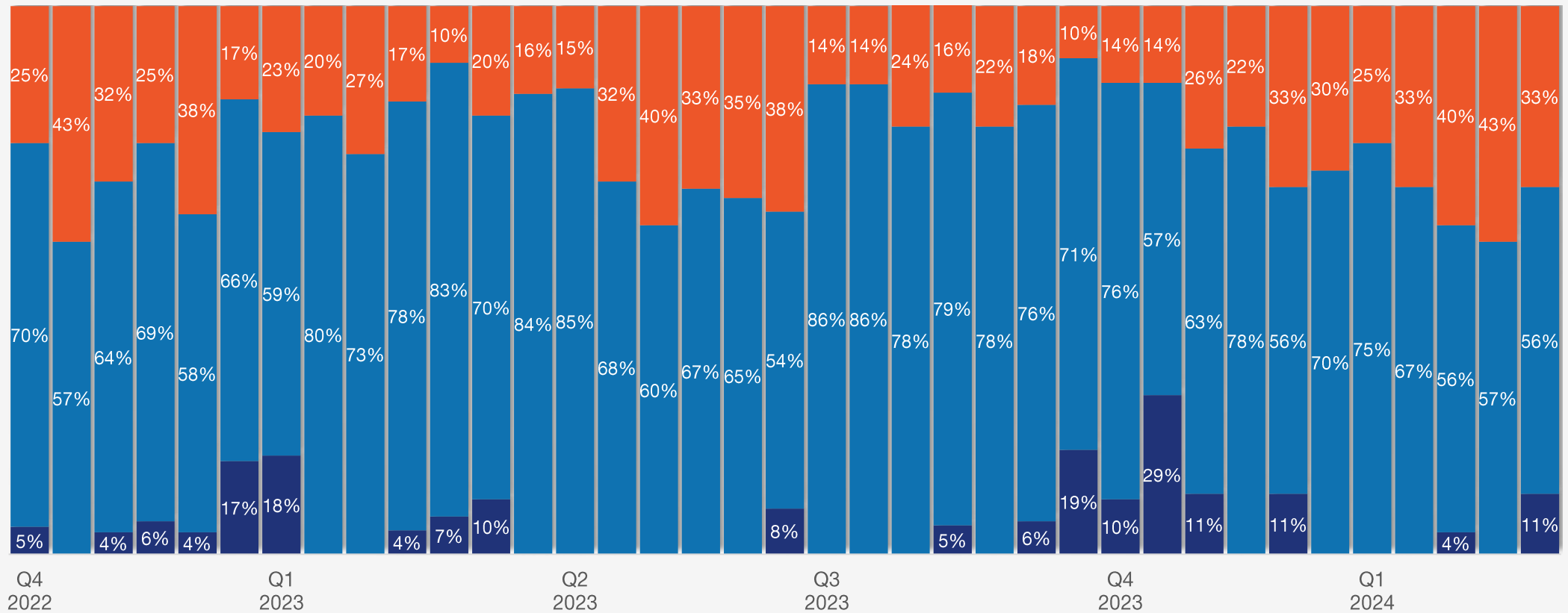
# Manufacturer inventory buying history

## *Manufacturers*

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

■ Building inventory    
 ■ Maintaining inventory    
 ■ Reducing inventory

out of 100%





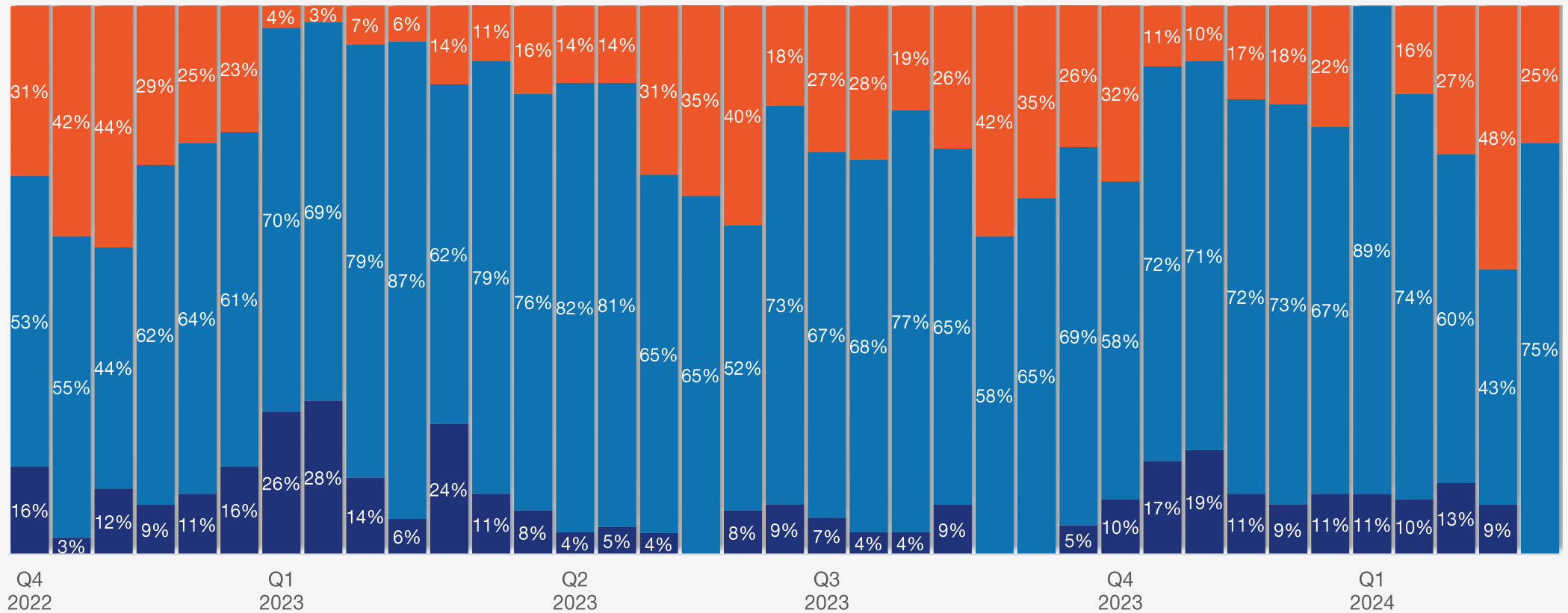
# Service center inventory buying history

## *Service centers*

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

■ Building inventory    
 ■ Maintaining inventory    
 ■ Reducing inventory

out of 100%



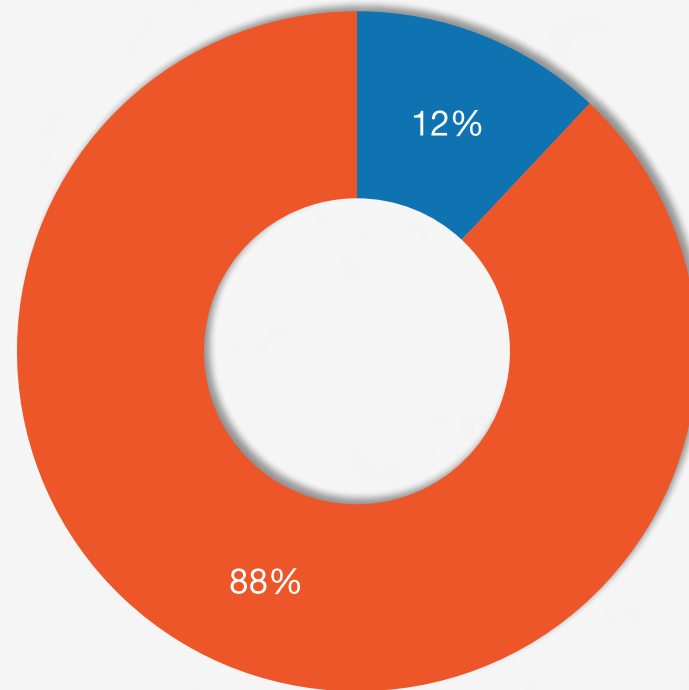
# Manufacturers' view of service center selling prices

## *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

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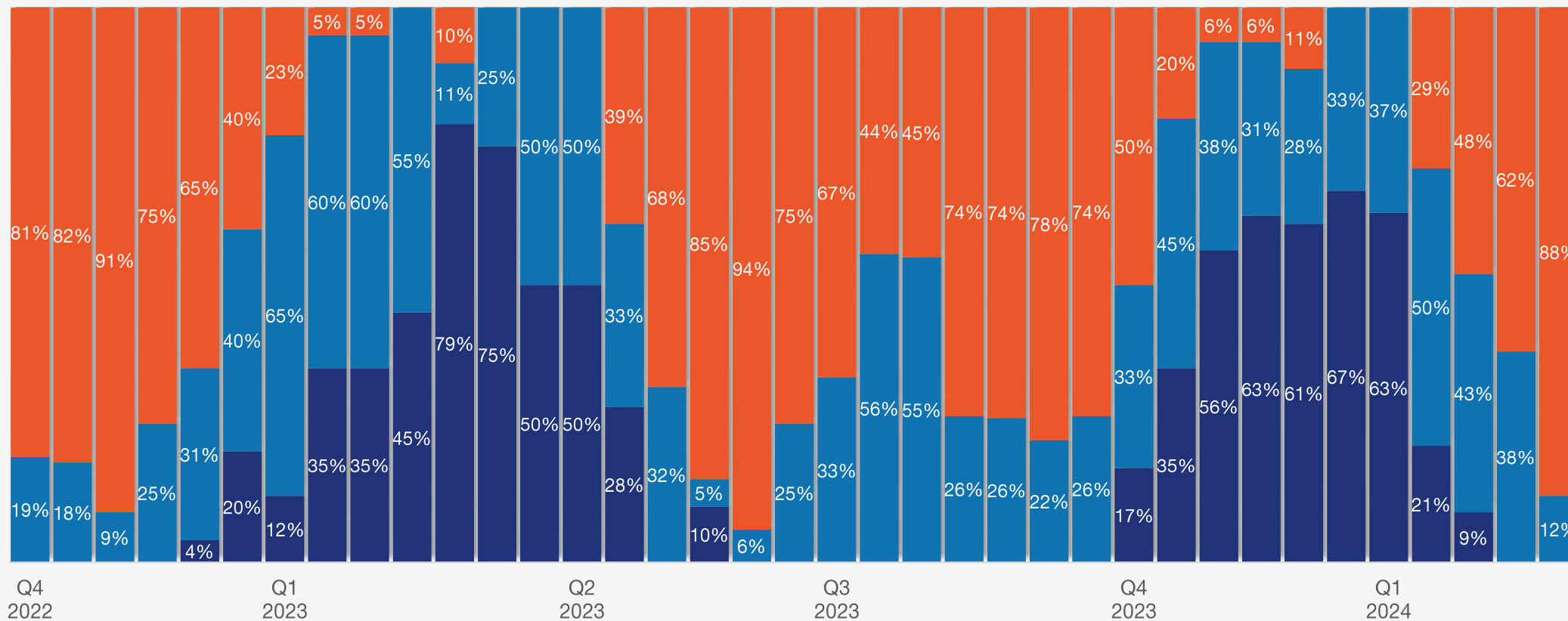
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out of 100%



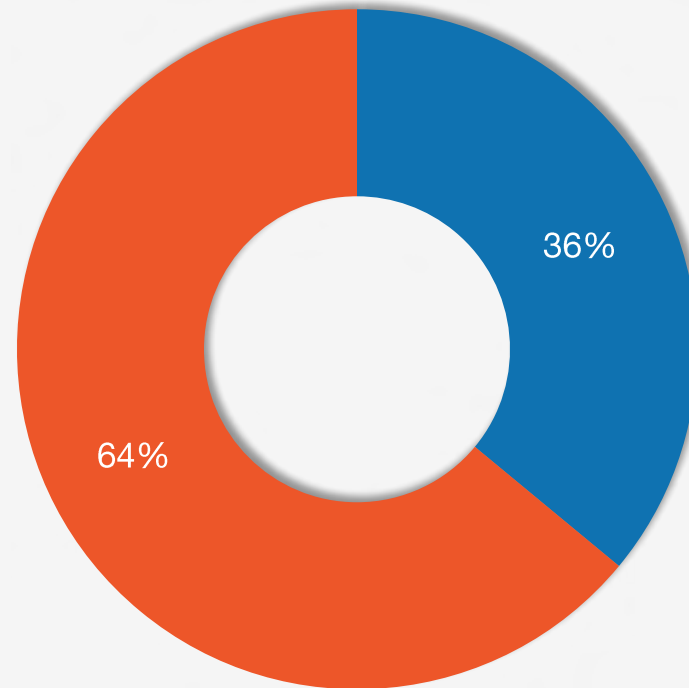
# Service center view of selling prices

## *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 lowering prices

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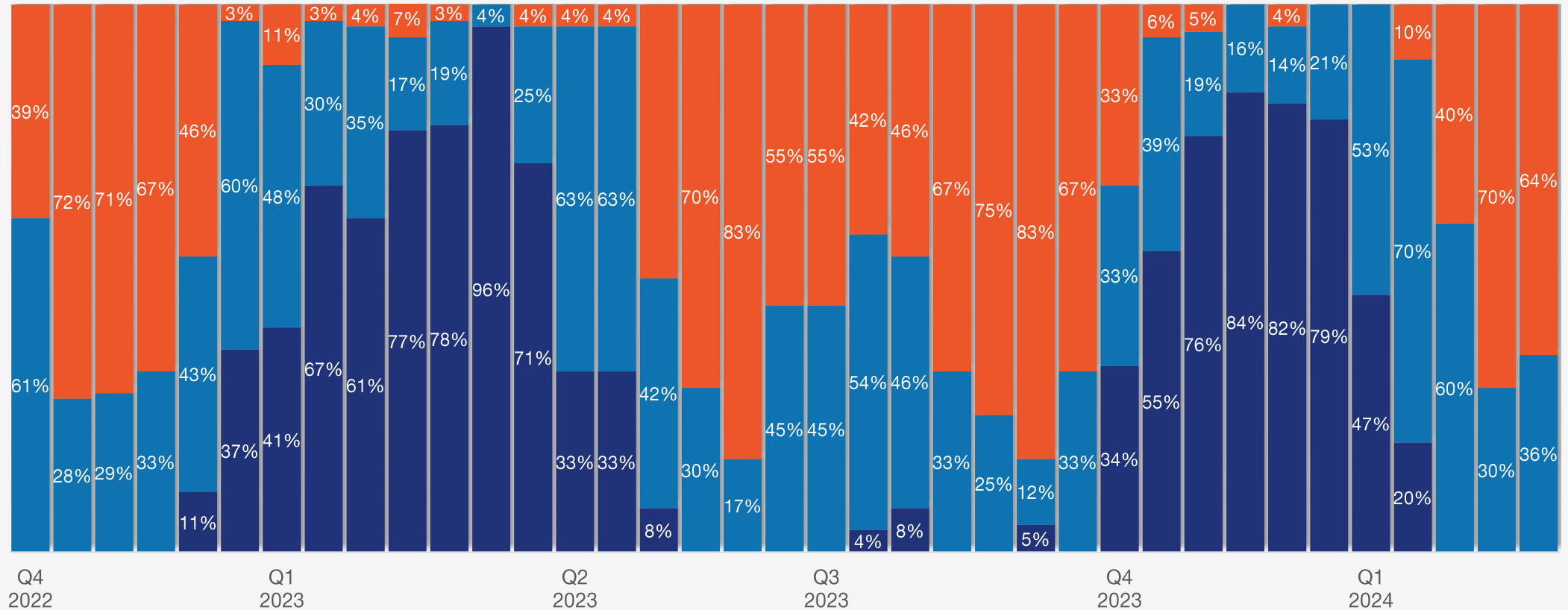
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out of 100%



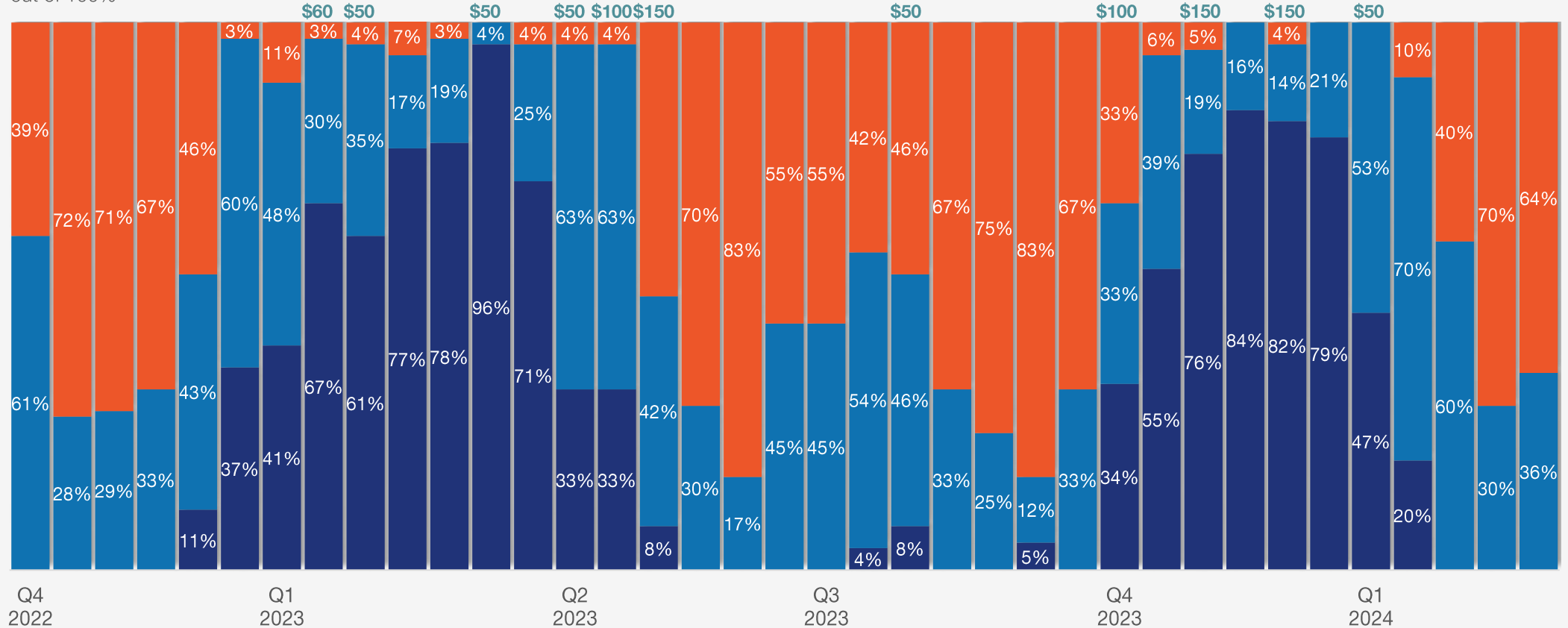
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out of 100%



\*\* (Historical leading flat rolled price increase announcements)

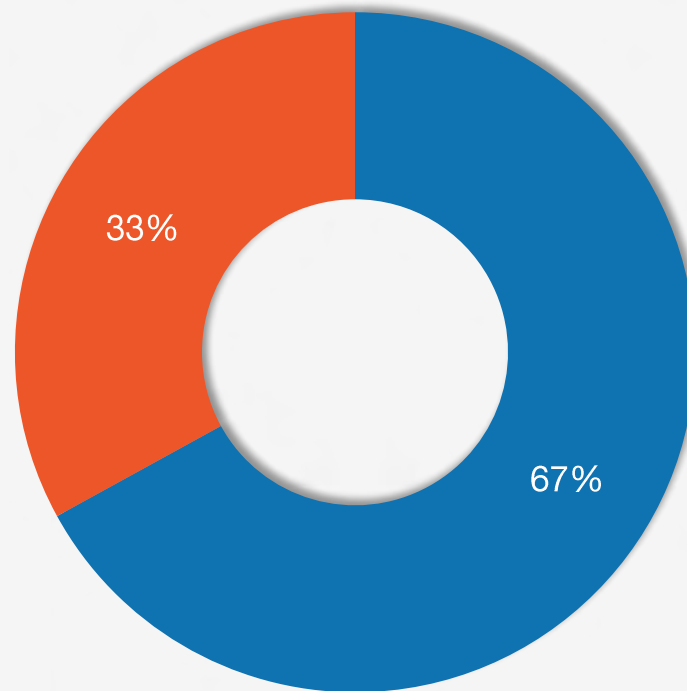
# Service centers on manufacturer orders

## *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

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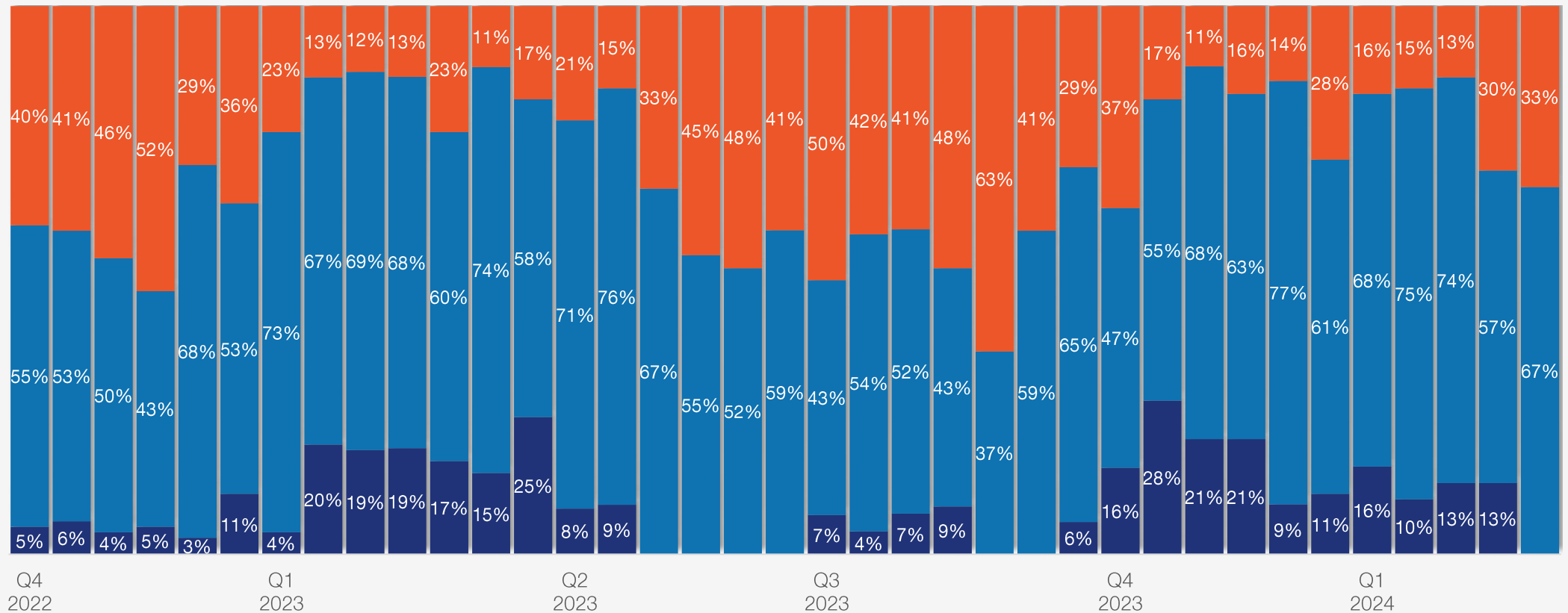
# Service centers on manufacturer orders

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out of 100%



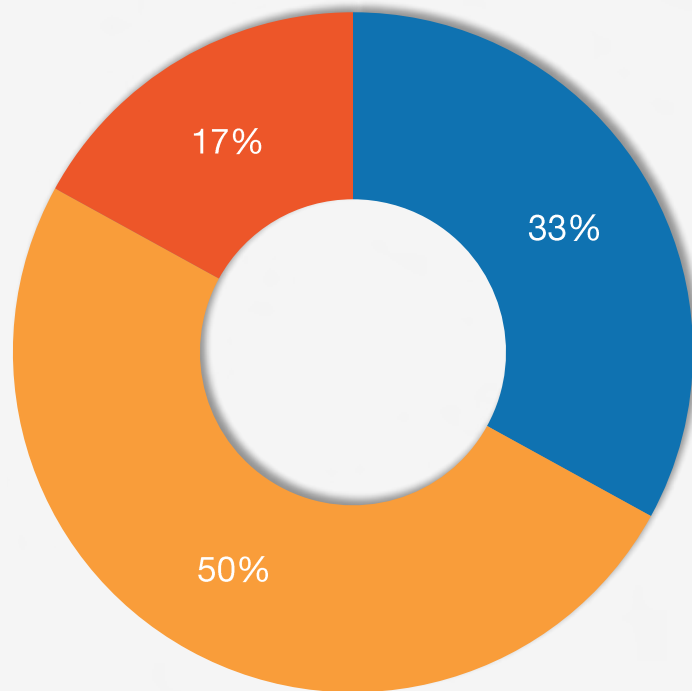


# Buyers' view of mill lead times

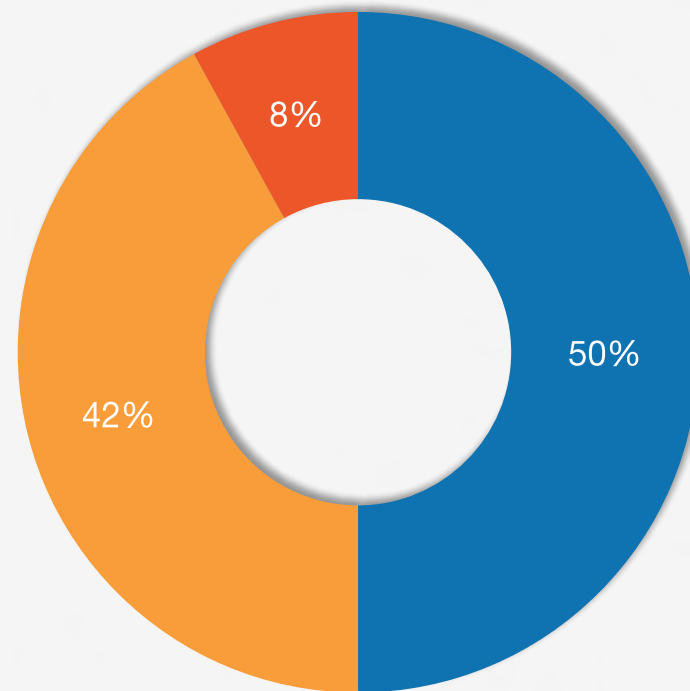
How would you describe domestic mill lead times for new orders placed right now?

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

Manufacturers



Service centers



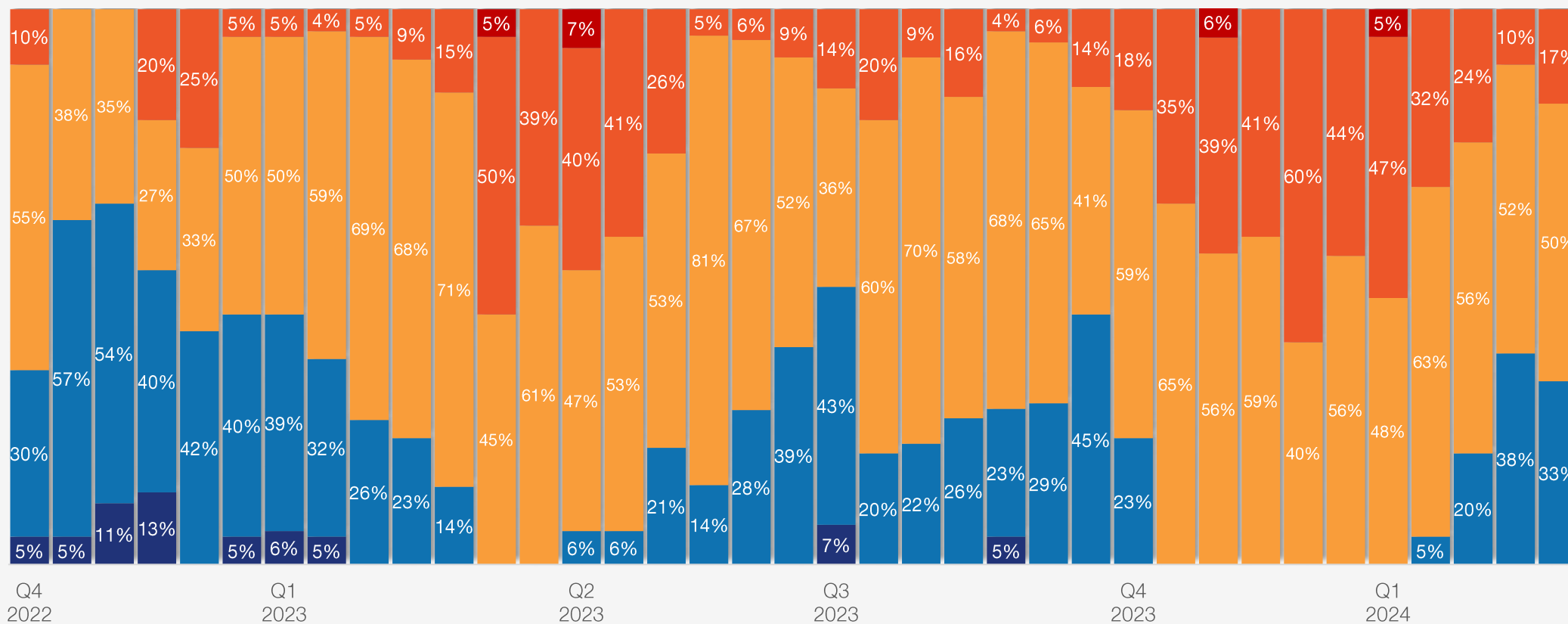
# Buyers' view of mill lead times history

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out of 100%



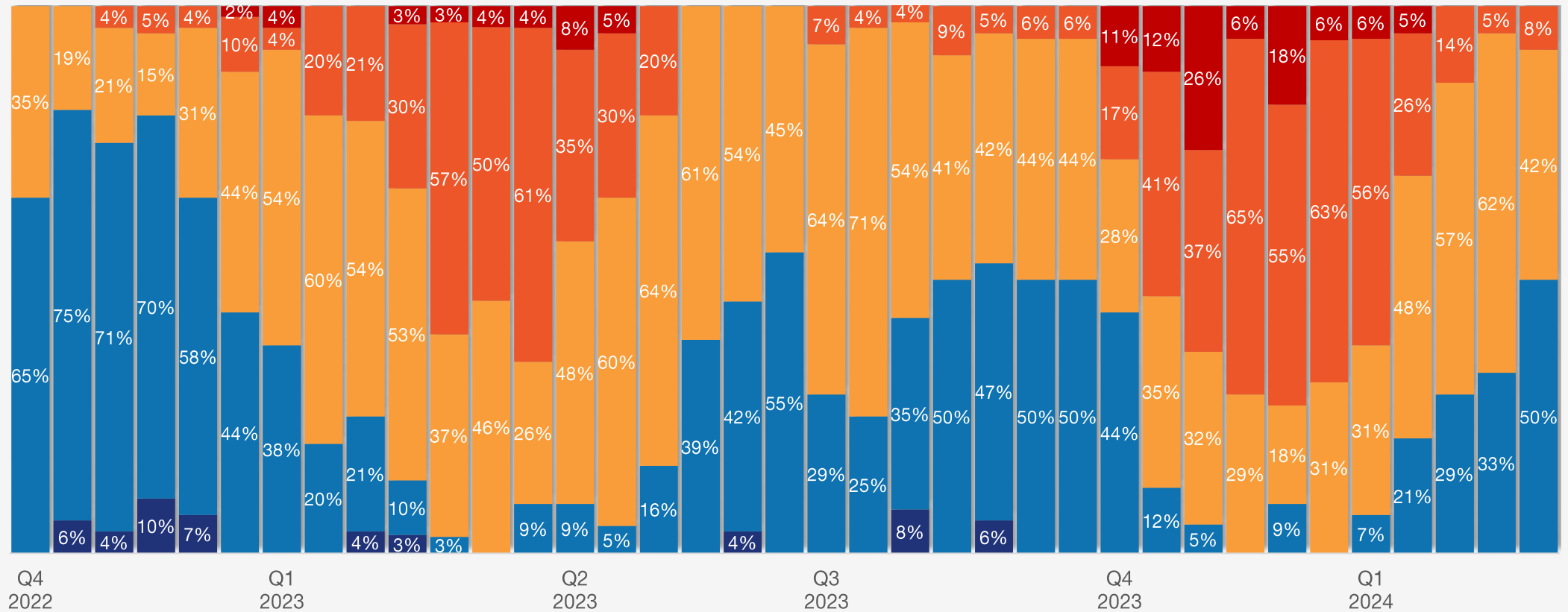
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out of 100%

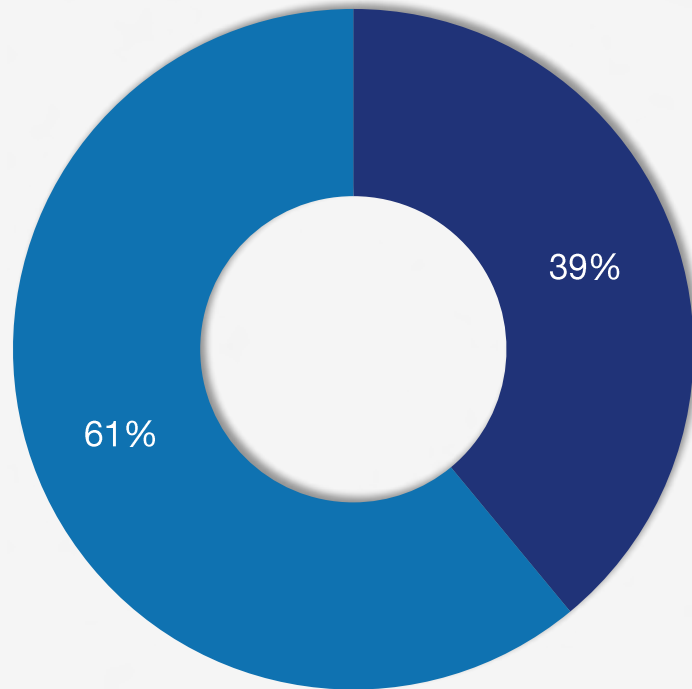


# Foreign steel purchases

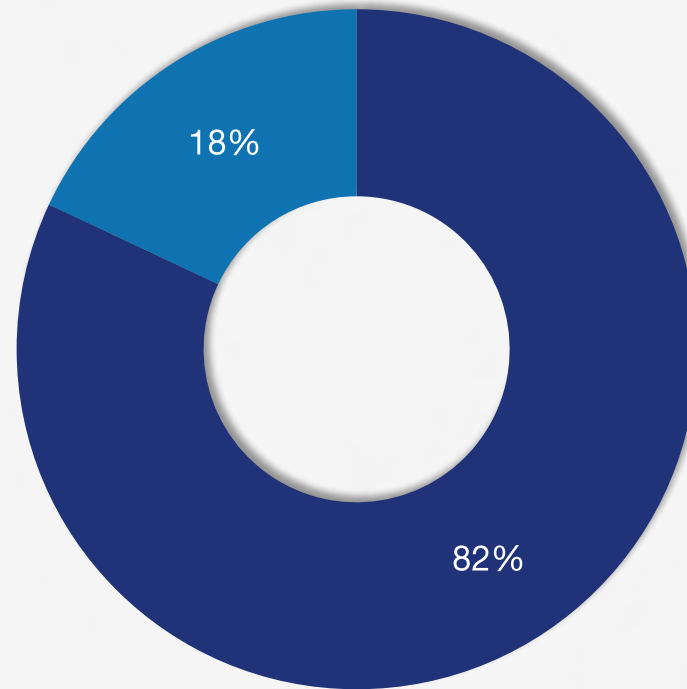
Does your company buy foreign (offshore) steel?

■ Yes   ■ No

Manufacturers



Service centers

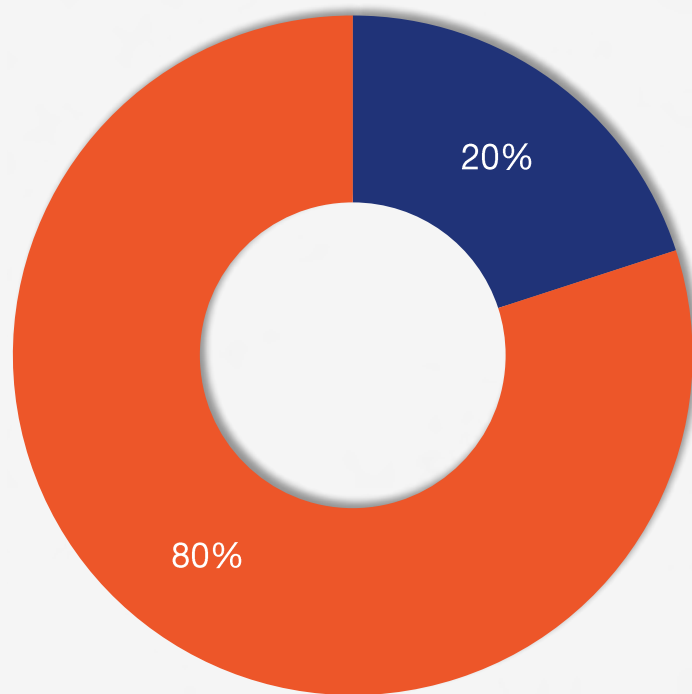


# New foreign steel orders

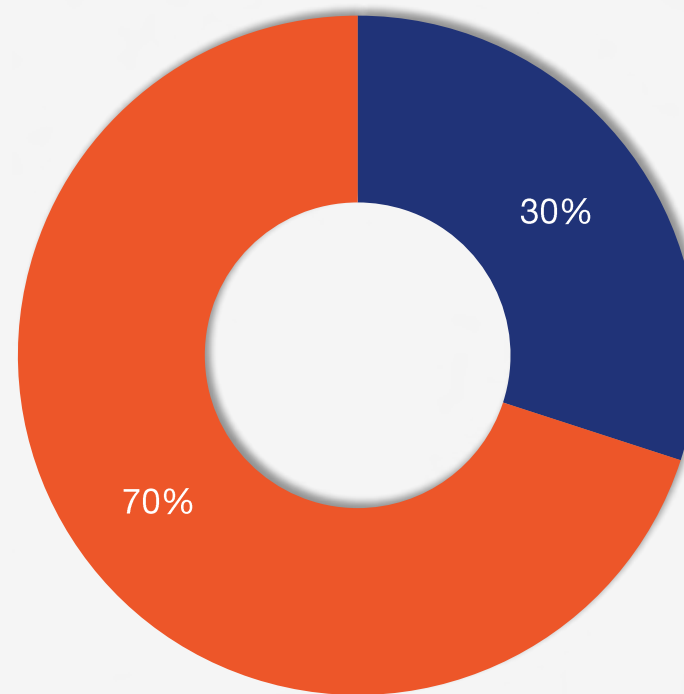
Are you buying new orders of foreign steel for future delivery?

■ Yes   ■ No

Manufacturers



Service centers

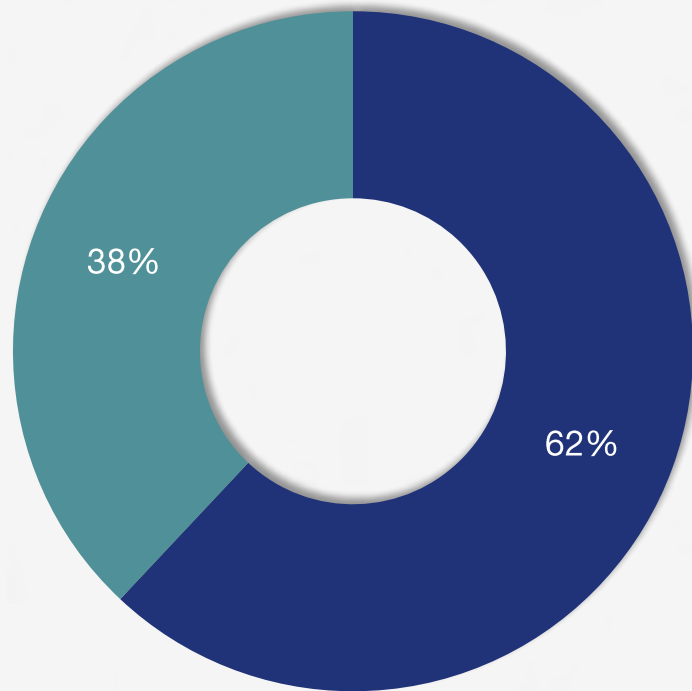


# Foreign steel competitiveness

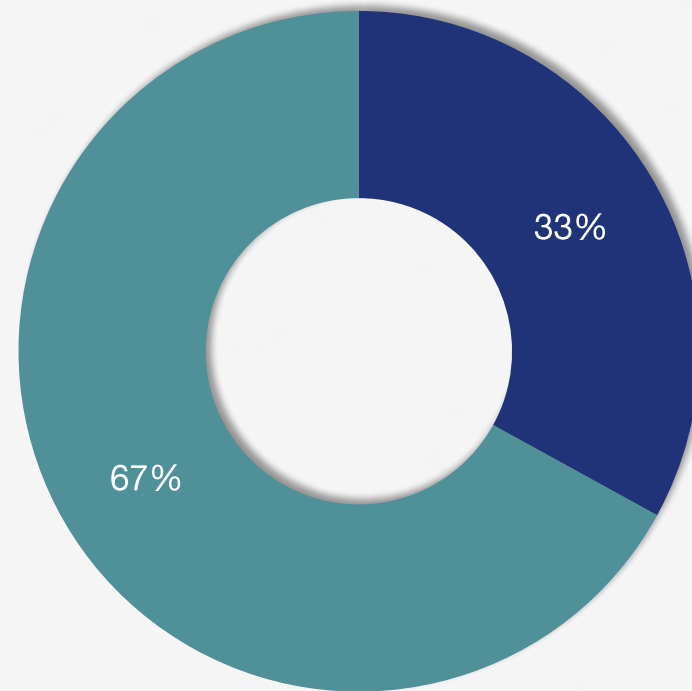
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

■ Yes   ■ No

Manufacturers



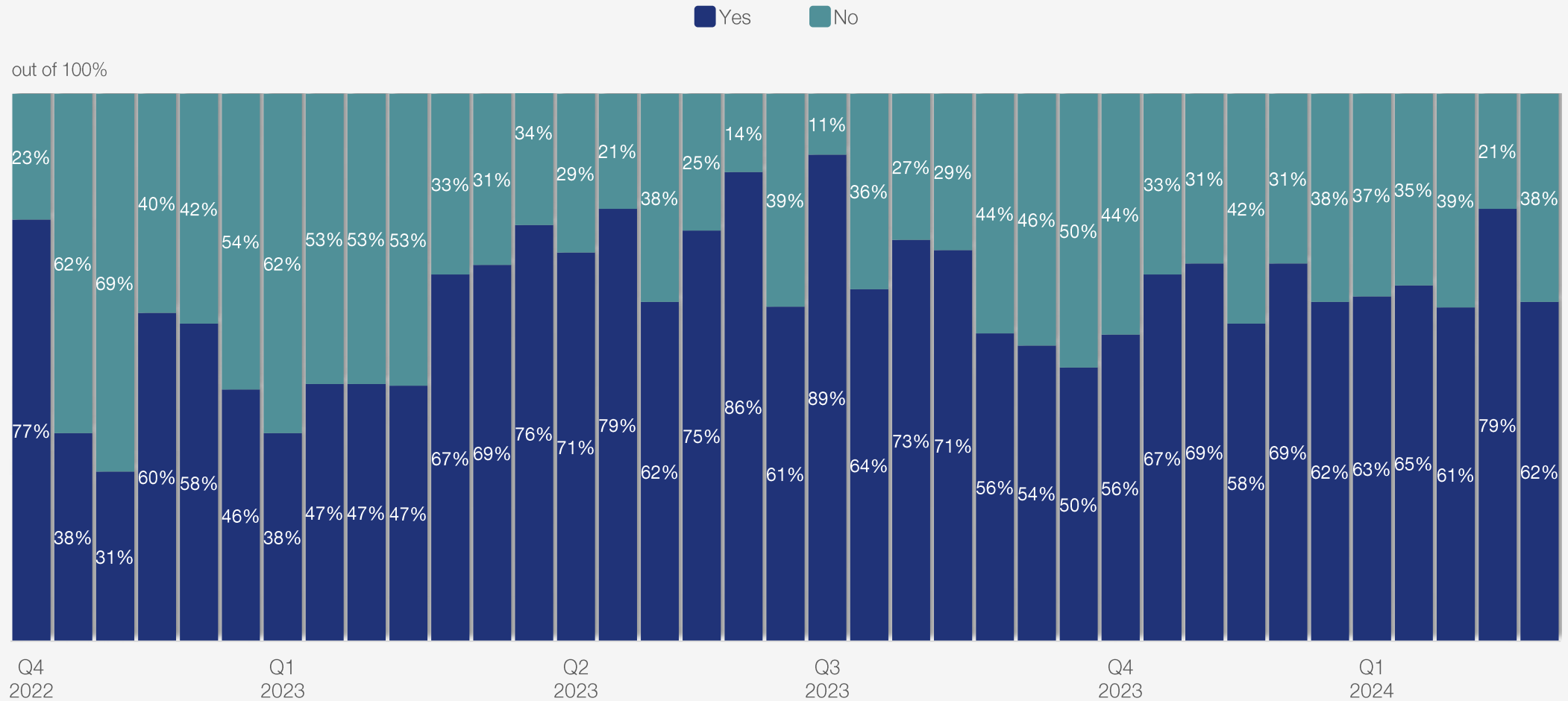
Service centers



# Foreign steel competitiveness

## Manufacturers

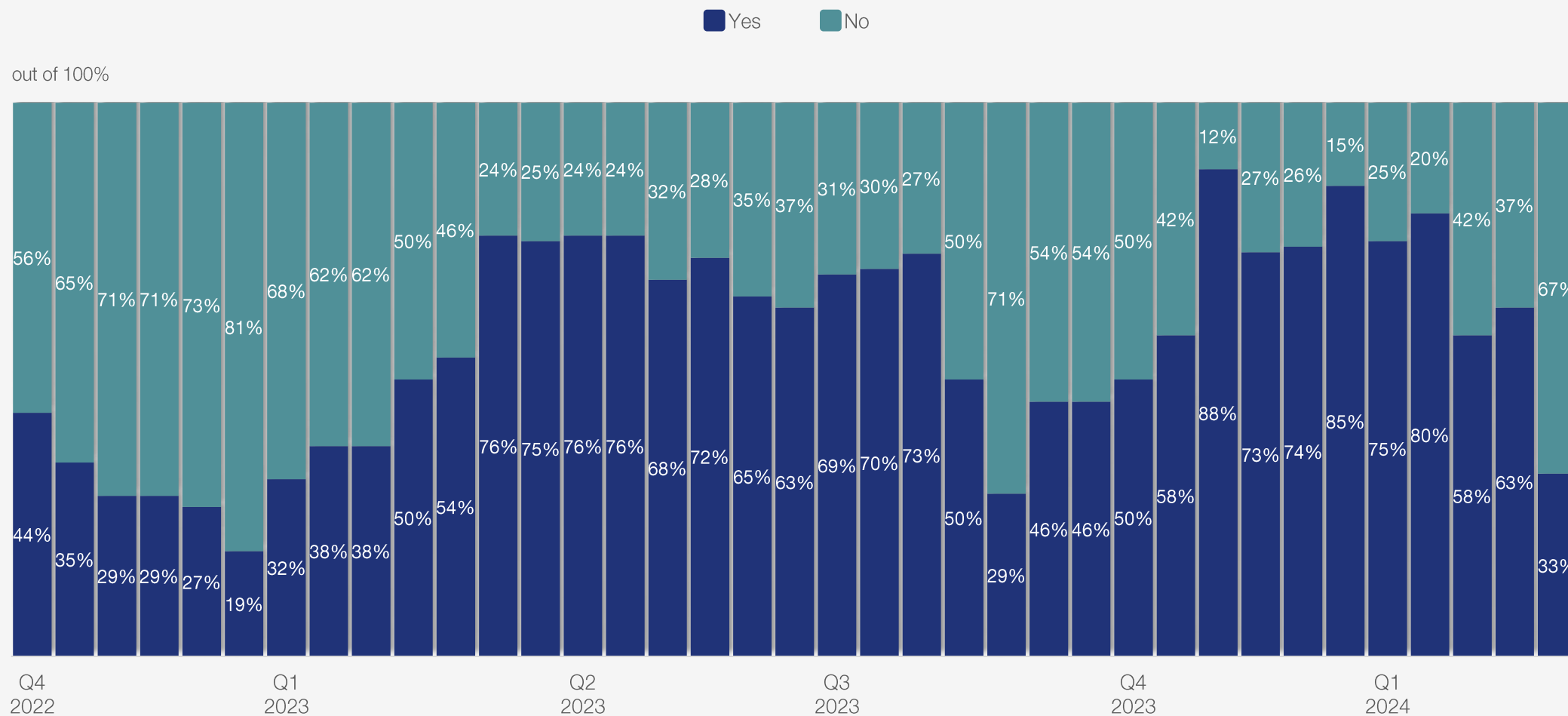
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# Foreign steel competitiveness

## *Service centers*

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



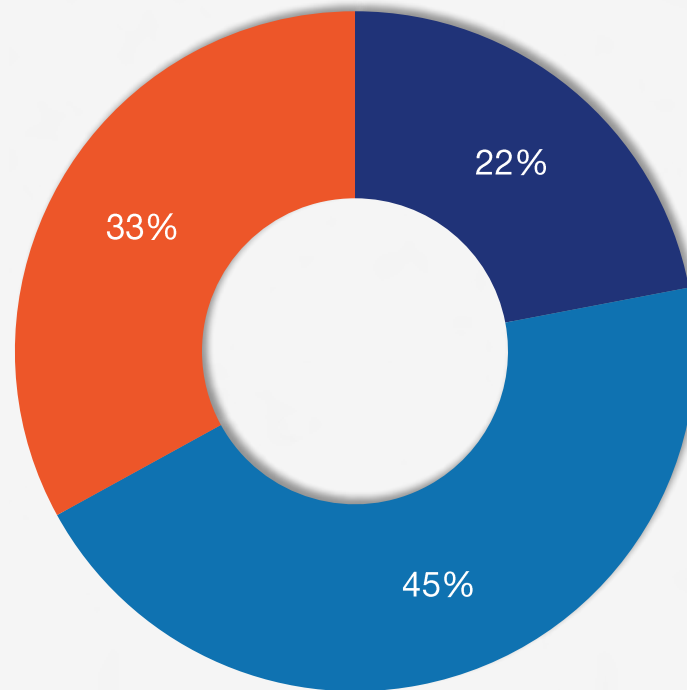


# Steel mills

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

■ Better
 ■ Same
 ■ Worse

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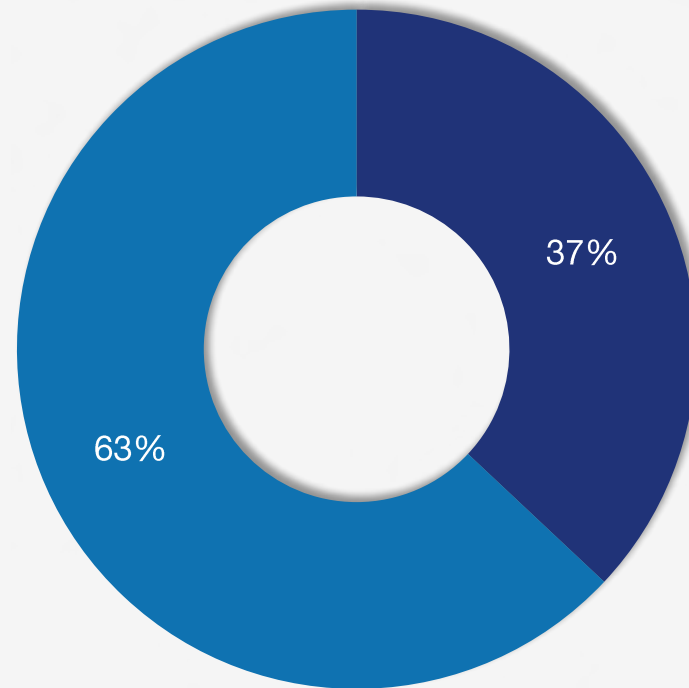
\*Limited number of responses to this question

# Trading companies

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

■ Increase    ■ Decrease

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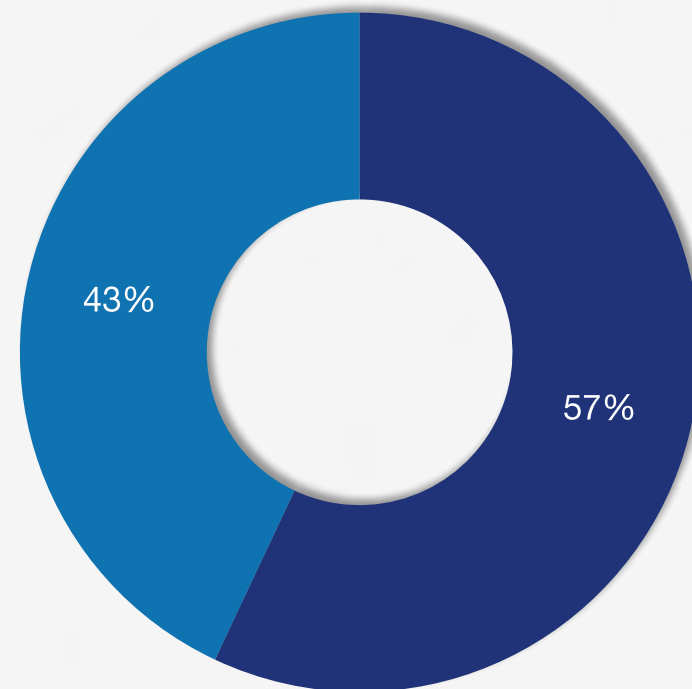
\*Limited number of responses to this question

# Trading companies

Are foreign products attractive to US buyers?\*

■ Yes   ■ No

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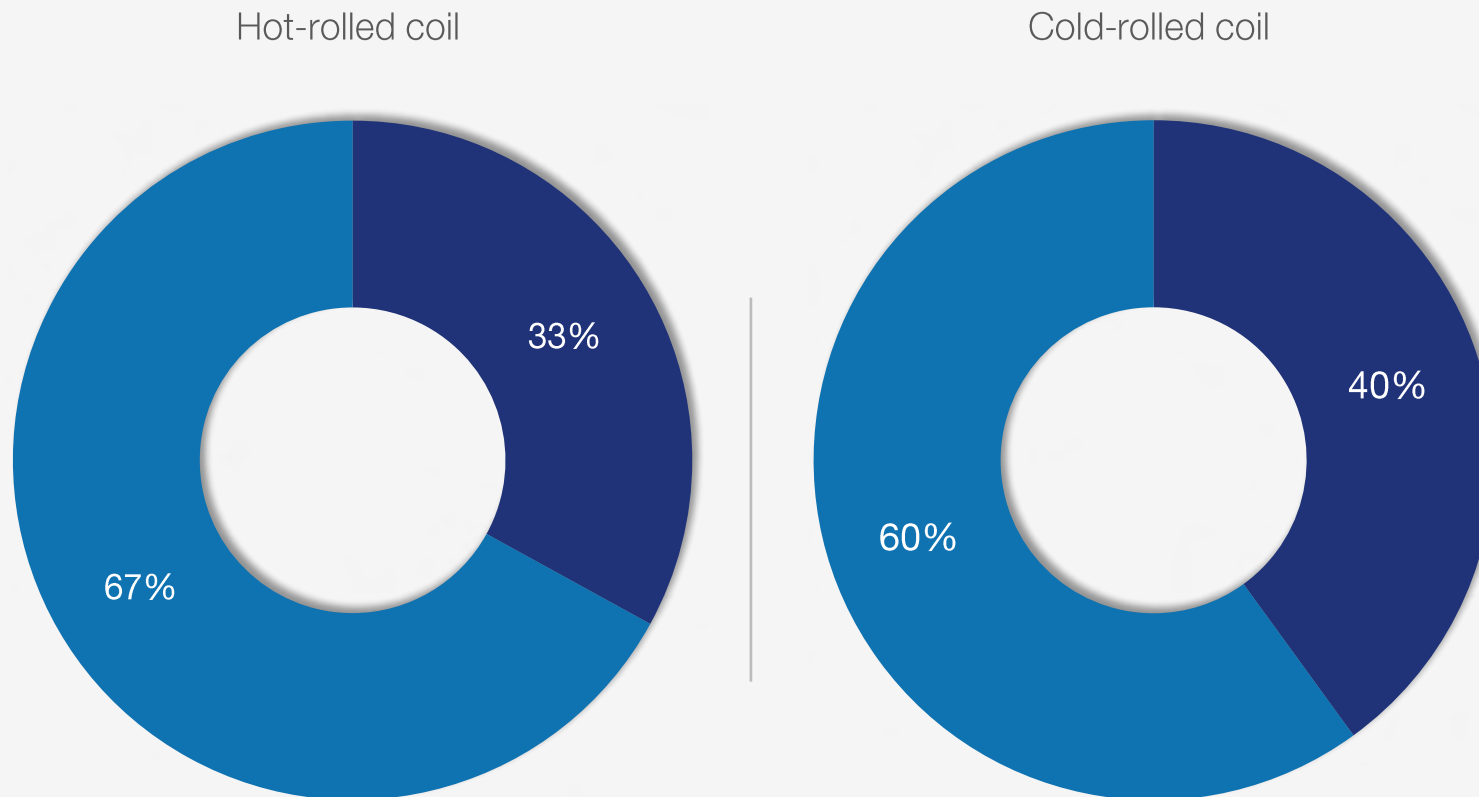


\*Limited number of responses to this question

# Trading companies on hot rolled and cold rolled

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

■ Yes   ■ No

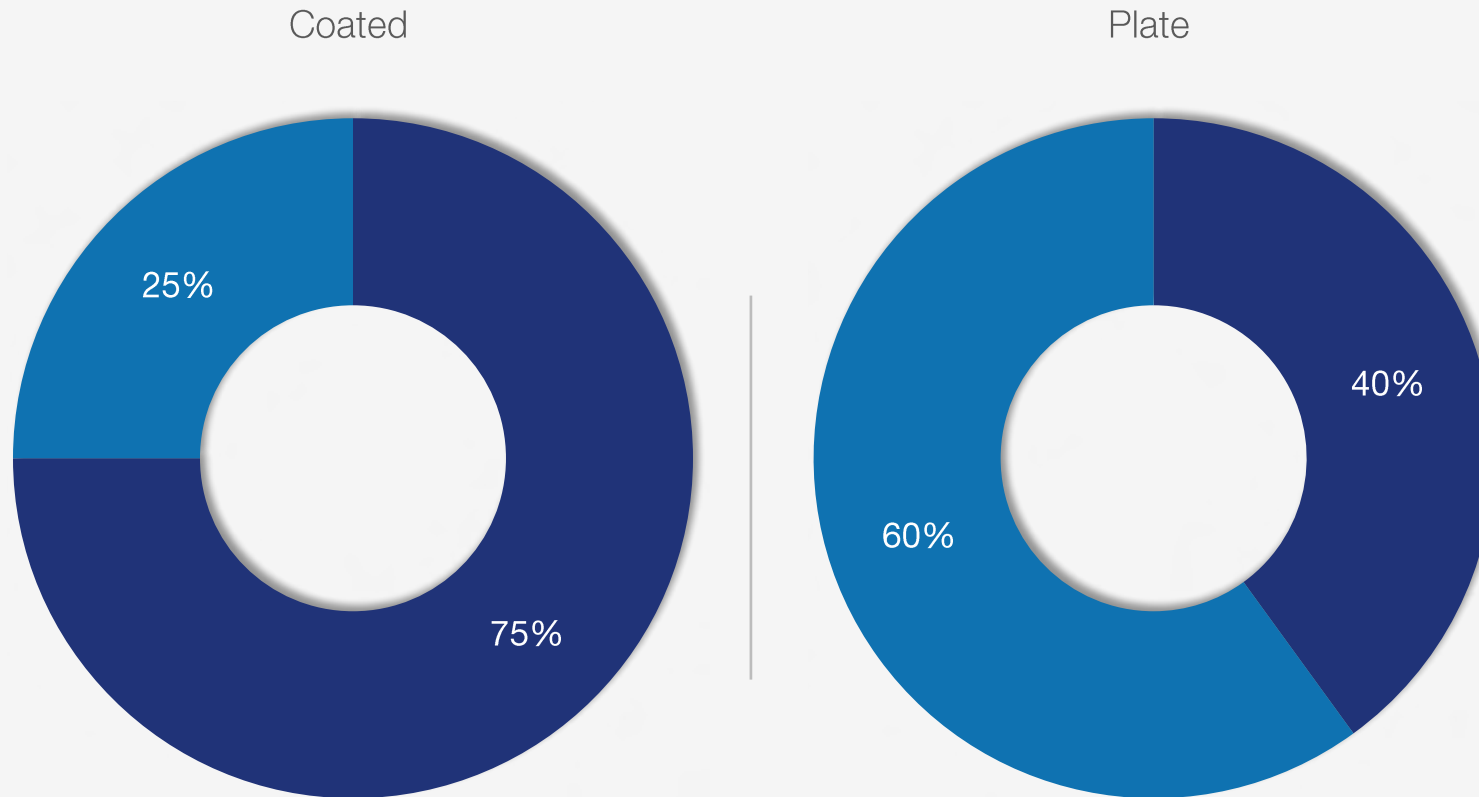


\*Limited number of responses to this question

# 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 get in touch with us at [info@steelmarketupdate.com](mailto:info@steelmarketupdate.com).

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**When you need answers...**  
**[www.steelmarketupdate.com](http://www.steelmarketupdate.com)**

• Look for our next survey on March 15, 2024

If you would like to participate in our survey, please contact [david@steelmarketupdate.com](mailto:david@steelmarketupdate.com)

