

Survey results:

Flat-rolled market trends analysis Sept. 19, 2025



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UPCOMPLE events

Steel 101 Workshop

Davenport, Iowa // Oct. 14-15, 2025

An introduction to steelmaking and market fundamentals Includes workbook, *Tour of SSAB Iowa*, and networking

* Tampa Steel Conference 2026

Tampa, Fla. // Feb. 11-13, 2026

Get an early jump on what's driving the North American flat-rolled steel industry at the JW Marriott Tampa Water Street

For more information about our workshops and conferences visit







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Survey participants

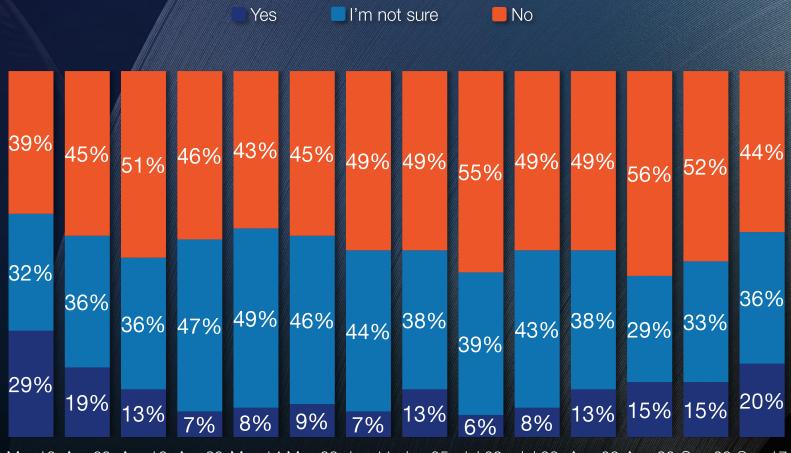
Our survey is by invitation only. Over 1,000 companies, mostly in the manufacturing or distribution industries, are asked to participate. Here are the percentages of participation in this week's survey by market sector.





Popularity of Trump's tariffs

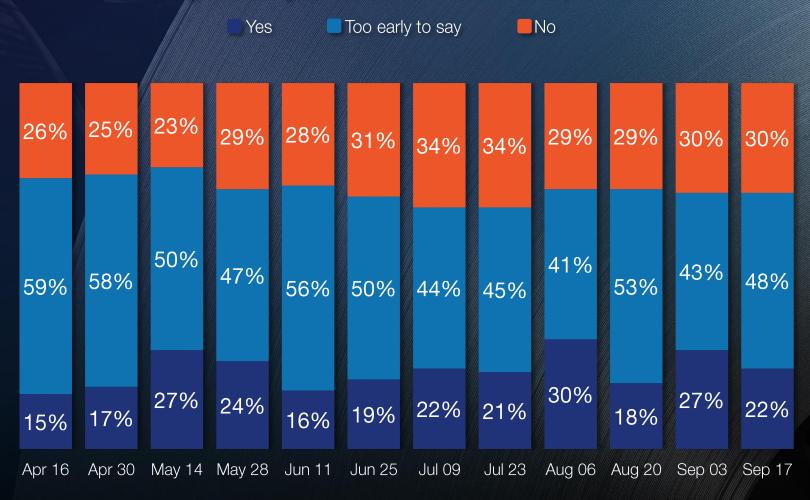
Are President Trump's tariff policies helping your business?





Evidence of reshoring

Are you seeing evidence of manufacturing reshoring to the US because of Trump's tariffs?





Steel mill lead times by product

SMU lead times on new steel orders by product through Sept. 17, 2025.

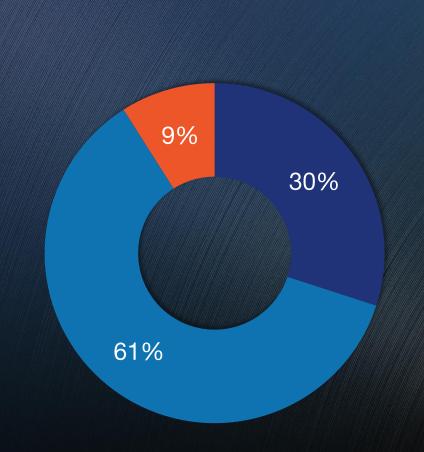




Direction of steel mill lead times

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

Extending



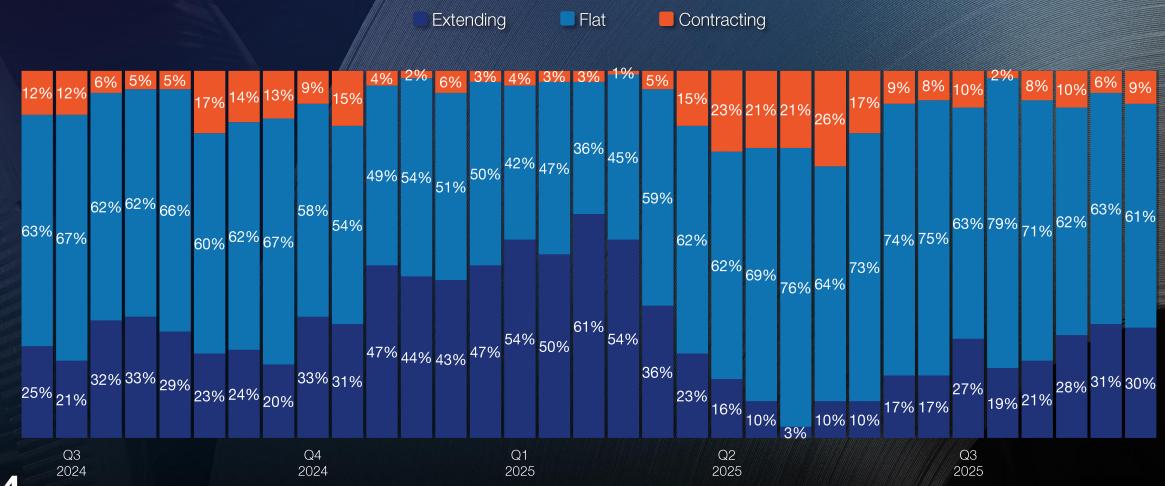
Flat

Contracting



Direction of steel mill lead times history

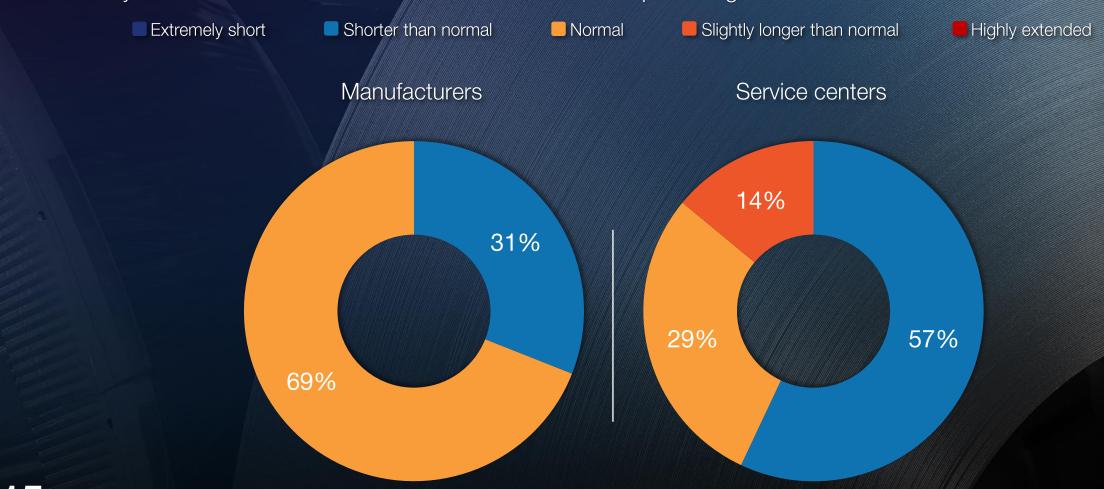
Two months from now, will lead times be extending, flat, or contracting?





Buyers' view of mill lead times

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

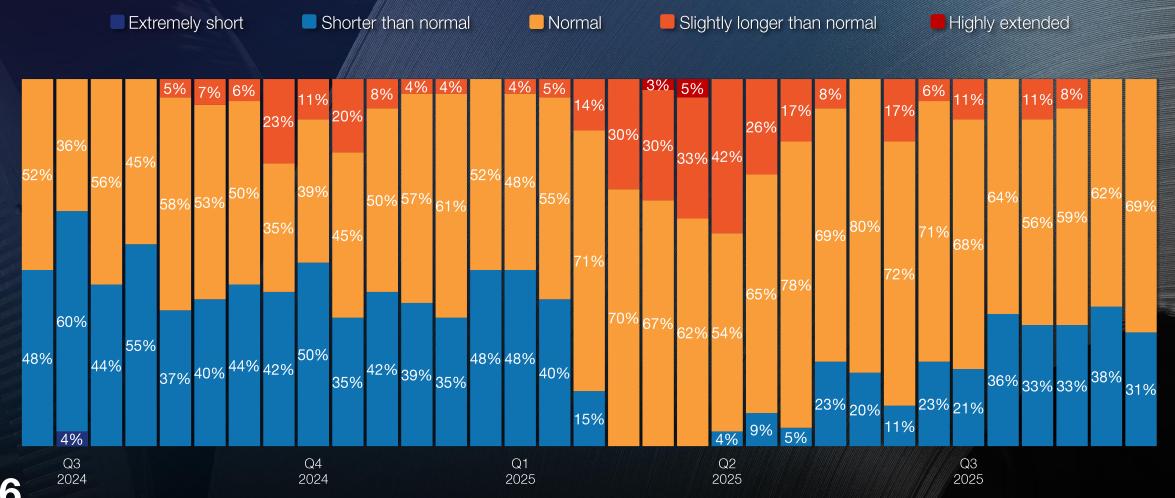




Buyers' view of mill lead times history

Manufacturers

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

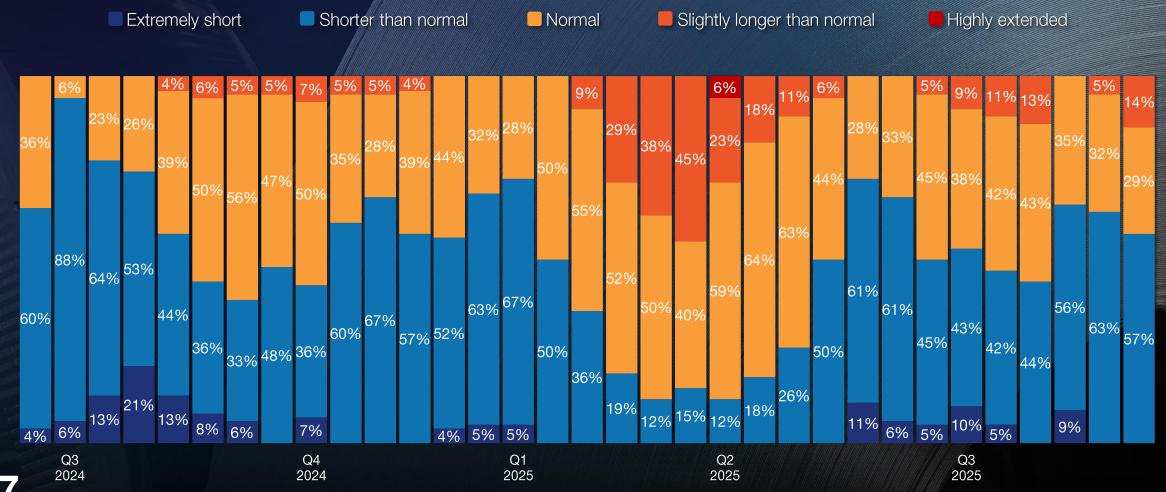




Buyers' view of mill lead times history

Service centers

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





Steel mill negotiations

SMU's price negotiations on new steel orders by product through Sept. 17, 2025.

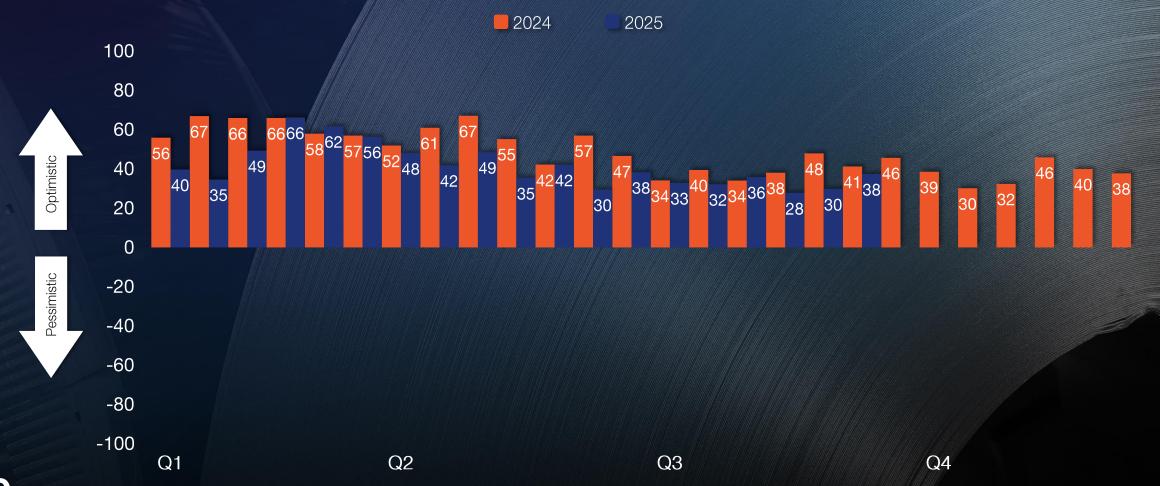




Steel buyers' sentiment

Up eight points to +38

SMU's current steel buyers' sentiment index, with data through Sept. 17, 2025.

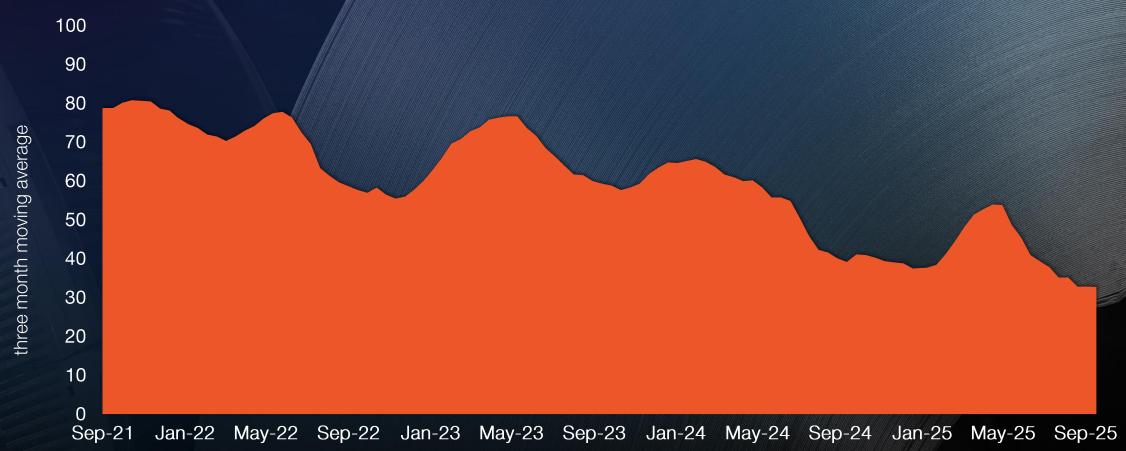




Steel buyers' sentiment

Three-month moving average at +32.71

SMU's current 3MMA steel buyers' sentiment index, with data through Sept. 17, 2025.

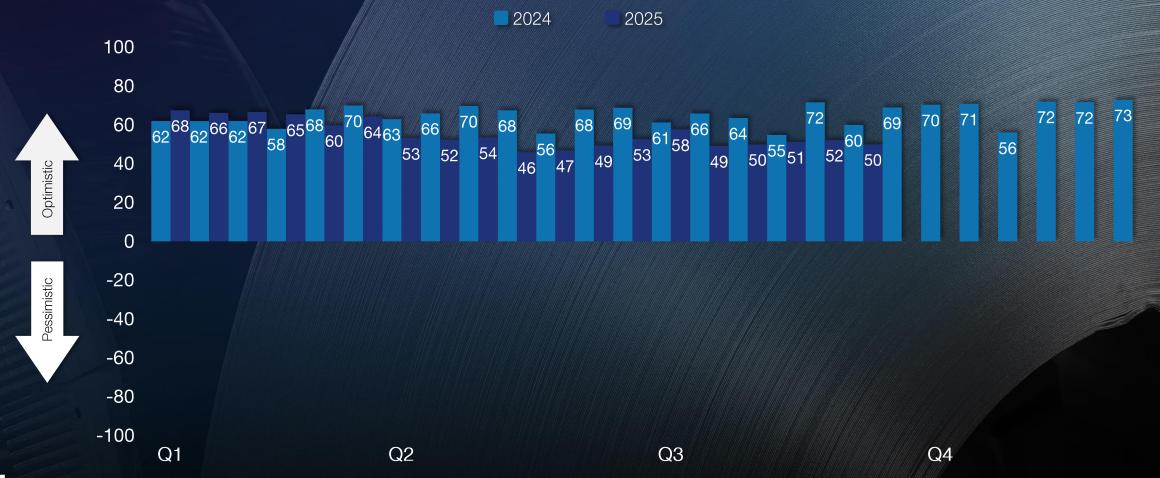




Steel buyers' future sentiment

Down two points to +50

SMU's future steel buyers' sentiment index, with data through Sept. 17, 2025.

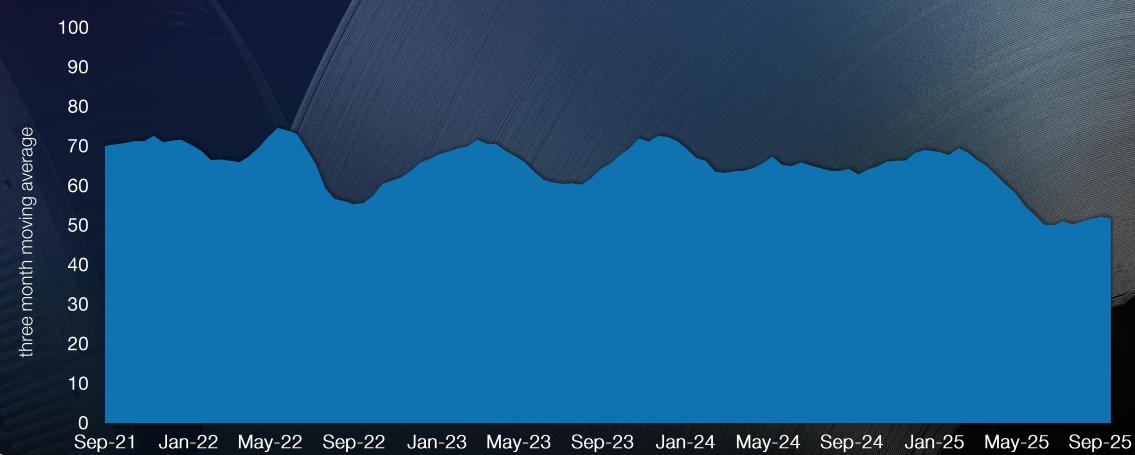




Steel buyers' future sentiment

Three-month moving average at +51.74

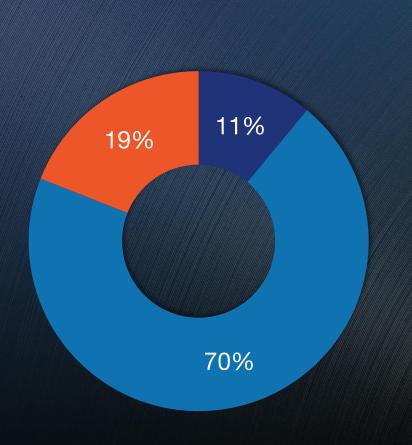
SMU's future 3MMA steel buyers' sentiment index, with data through Sept. 17, 2025.





Overall demand

How is demand for your products?



Stable

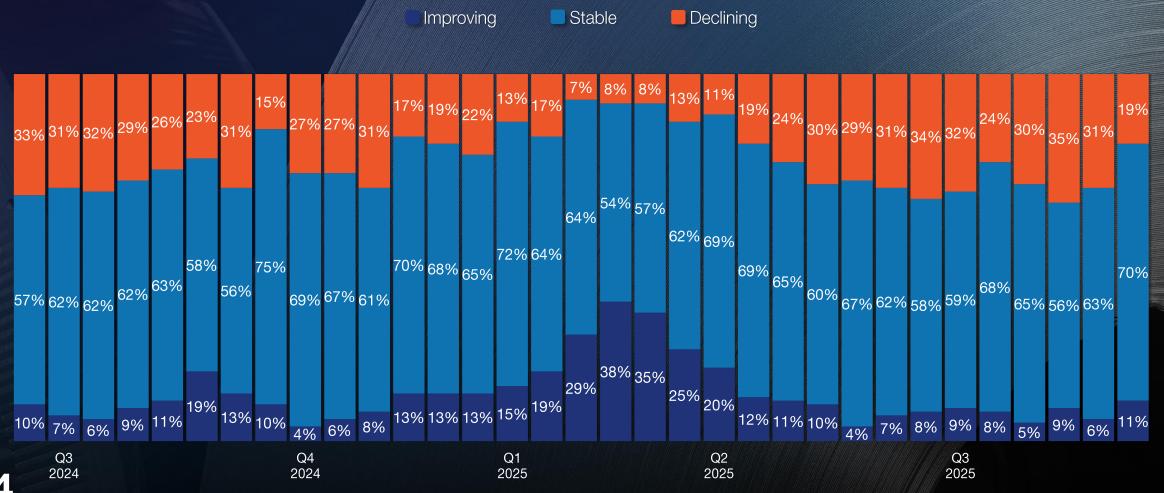
Declining

Improving



Overall demand history

How is demand for your products?





Manufacturer demand

Manufacturers

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

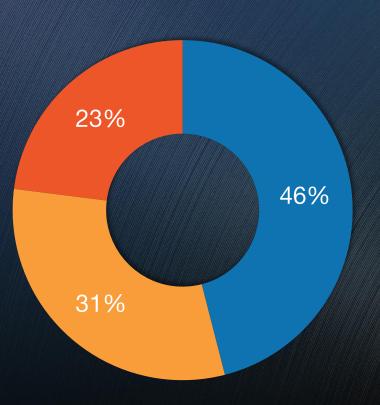
Increase substantially

Increase marginally

Remain the same

Decline marginally

Decline substantially

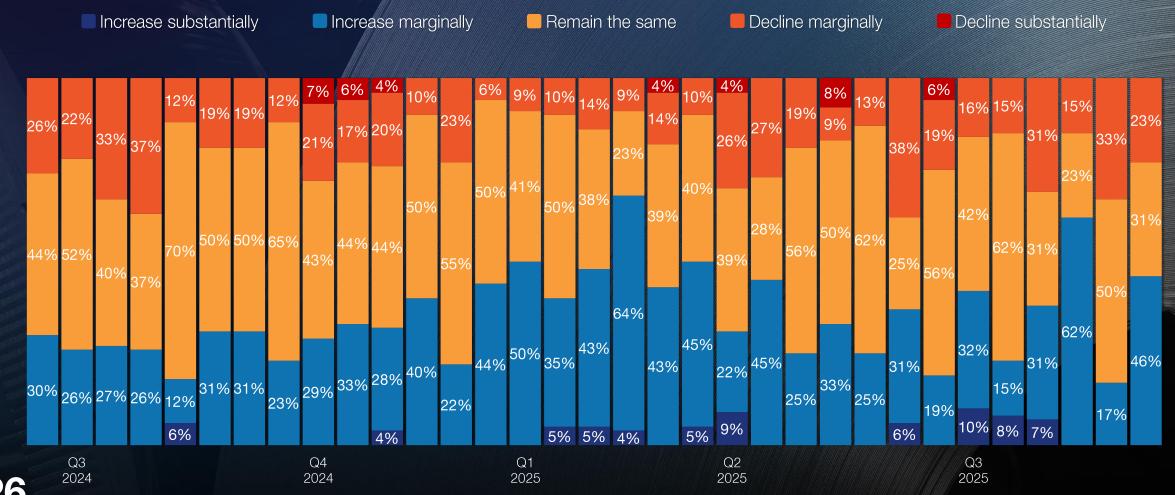




Manufacturer demand history

Manufacturers

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





Service centers on manufacturer orders

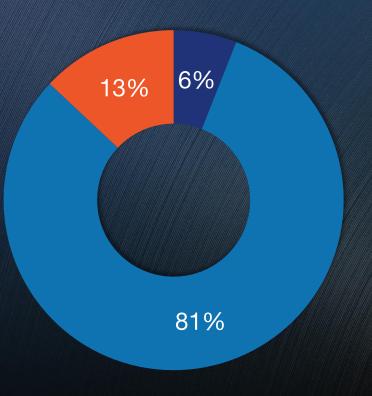
Service centers

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

Our mfg. cust. are increasing orders

Our mfg. cust. are maintaining orders

Our mfg. cust. are reducing orders





Service centers on manufacturer orders history

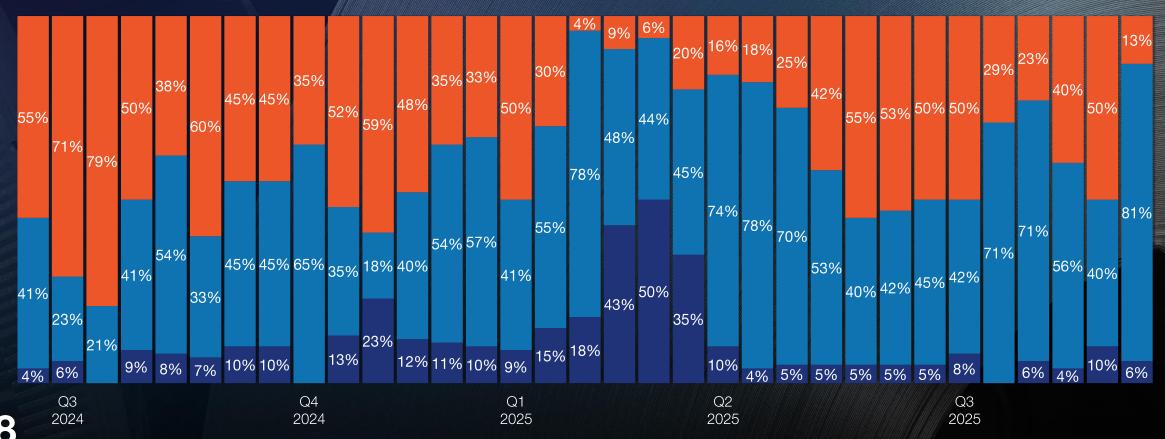
Service centers

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Our mfg. cust. are maintaining orders

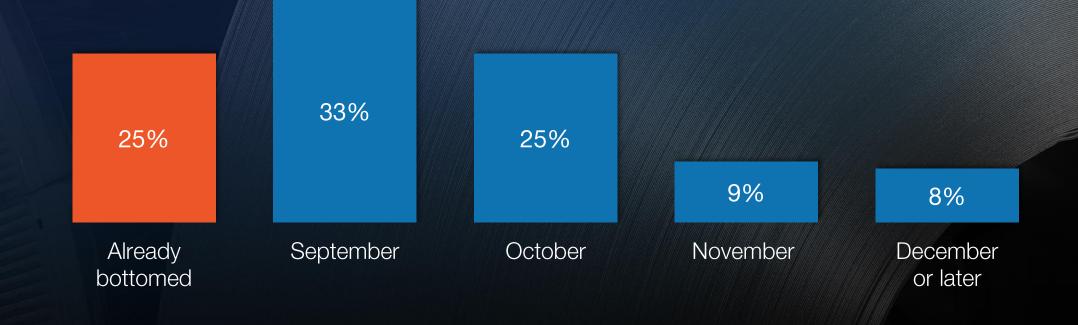
Our mfg. cust. are reducing orders





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?

\$950 per ton or higher 0% 10% \$900-949 per ton \$850-899 per ton 24% 36% \$800-849 per ton 29% \$750-799 per ton 1% \$700-749 per ton 0% \$699 per ton or lower



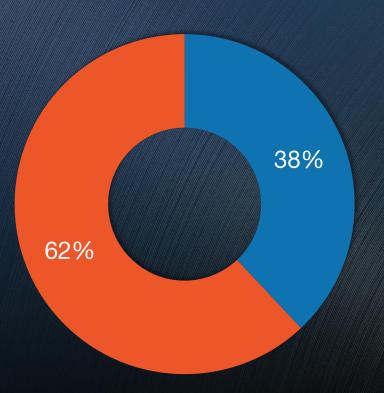
Manufacturers' view of service center selling prices Manufacturers

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

We see prices increasing from our svc. ctrs.

We see stable prices from our svc. ctrs.

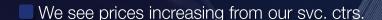
We see prices decreasing from our svc. ctrs.



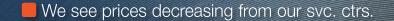


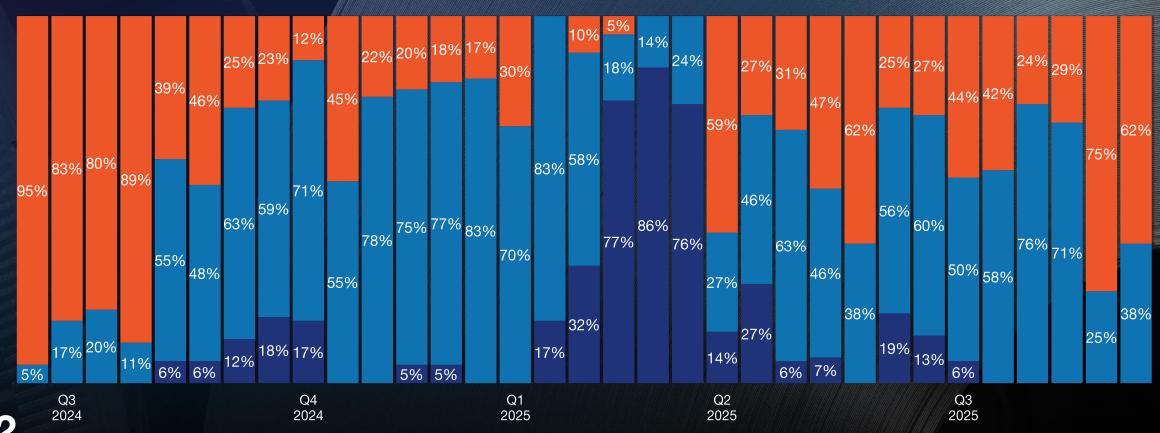
Manufacturers' view of service center selling prices history Manufacturers

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











Service center view of selling prices

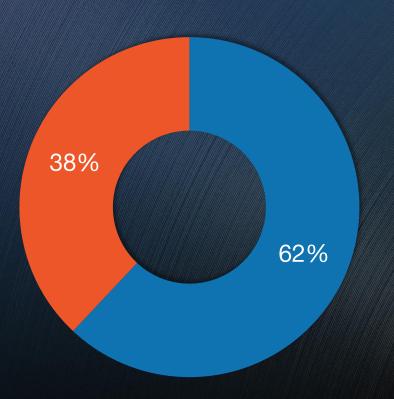
Service centers

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

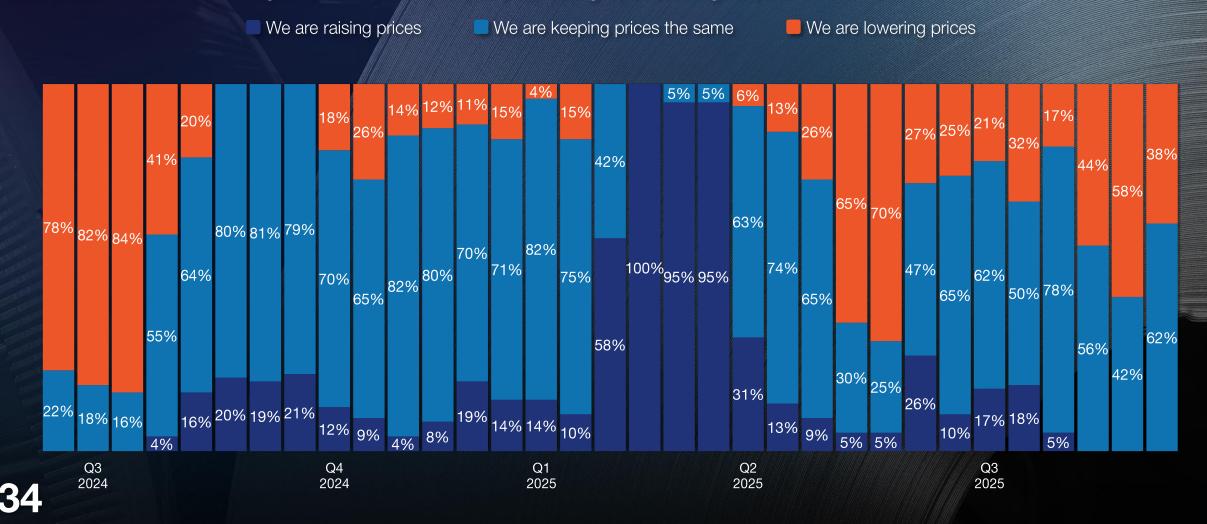




Service center view of selling prices history

Service centers

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

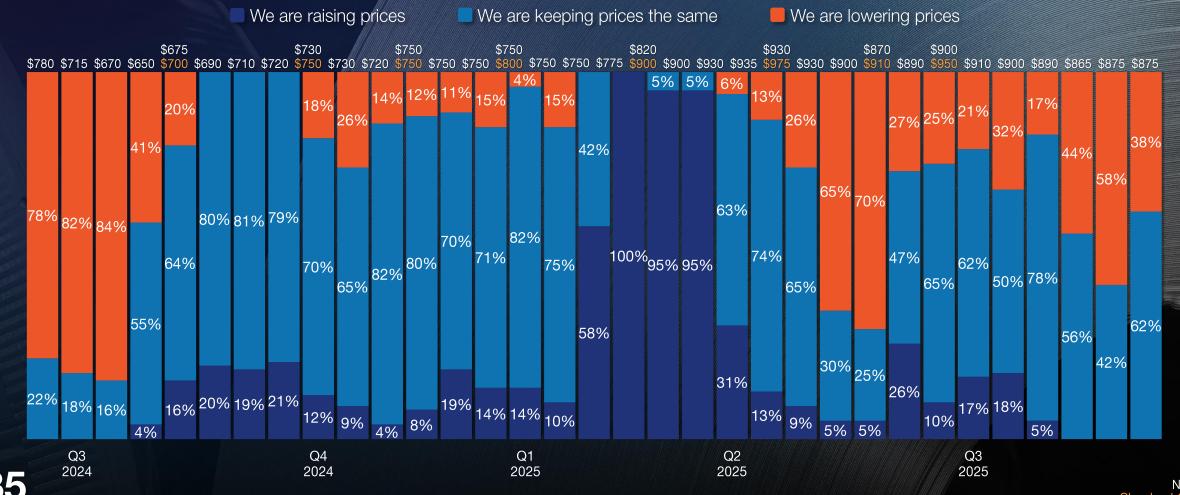




Service center view of selling prices history

Service centers

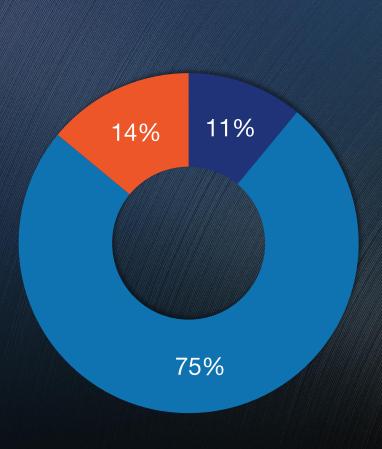
Compared to two weeks ago, how is your company handling spot pricing to your customers?





October scrap

Prime scrap prices in October will be:



Sideways

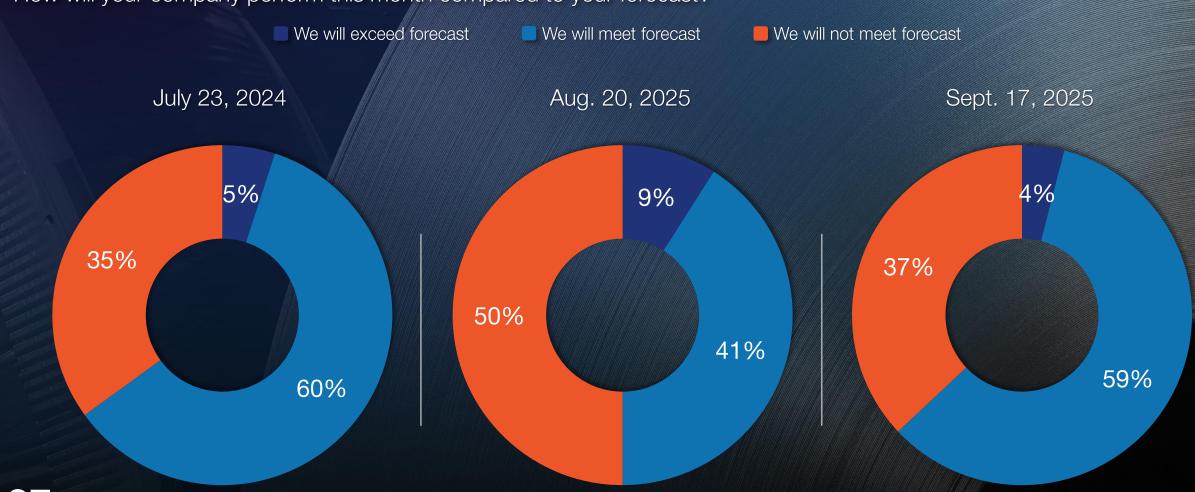
Down

Up



Business forecasts

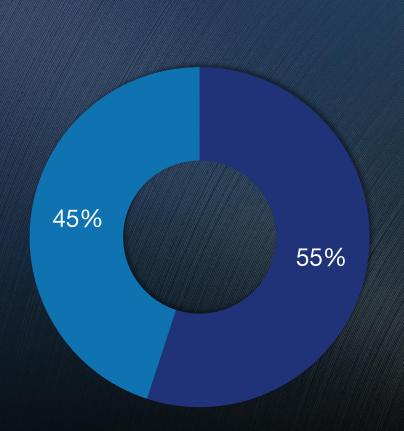
How will your company perform this month compared to your forecast?





Staying on the sidelines?

Are you an active buyer or on the sidelines?



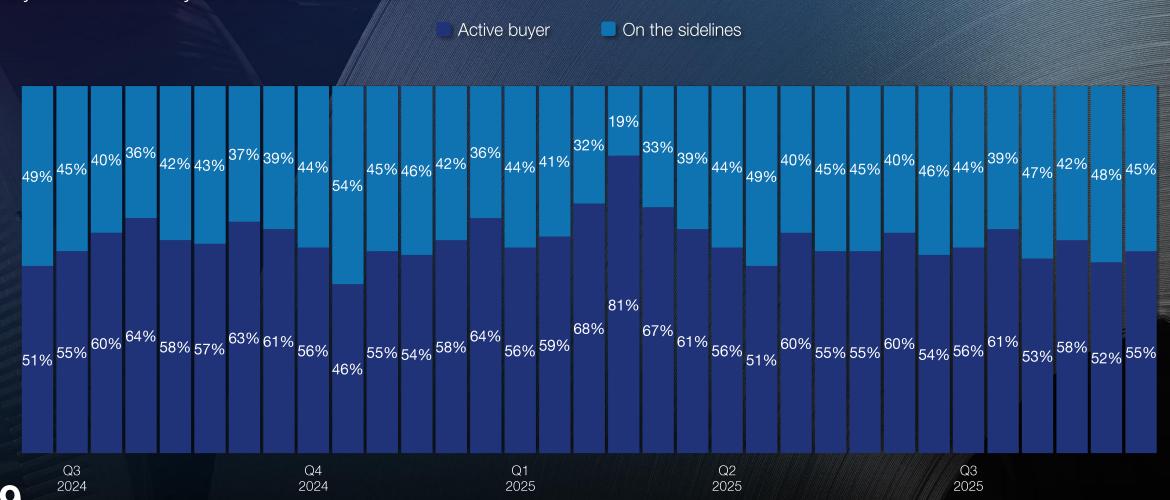
On the sidelines

Active buyer



Staying on the sidelines history

Are you an active buyer or on the sidelines?



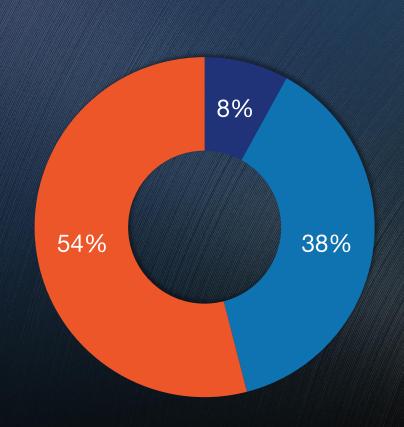


Manufacturer purchases

Manufacturers

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

More



Same

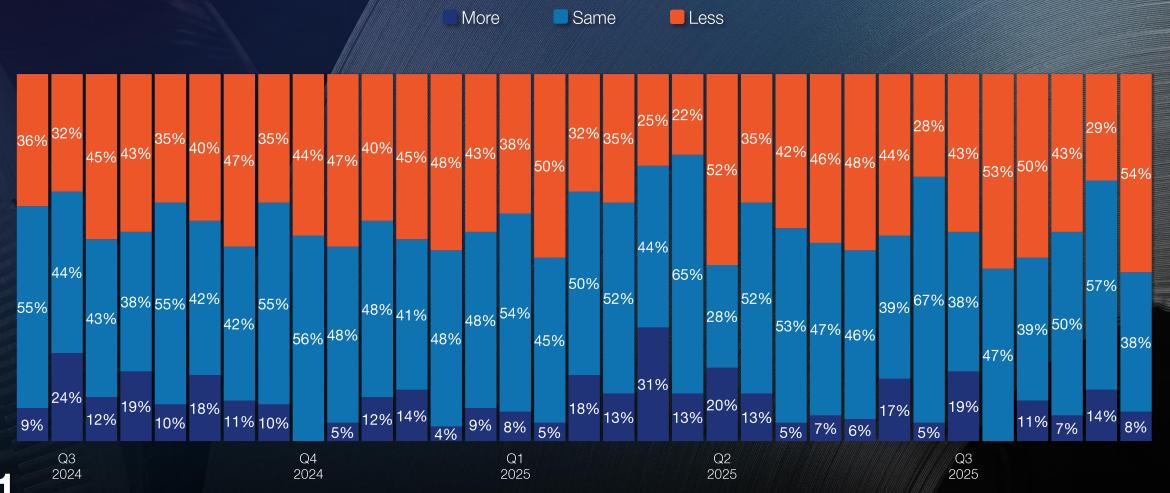
Less



Manufacturer purchases history

Manufacturers

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



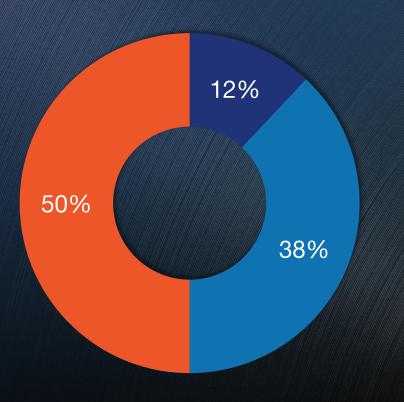


Service center releases

Service centers

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



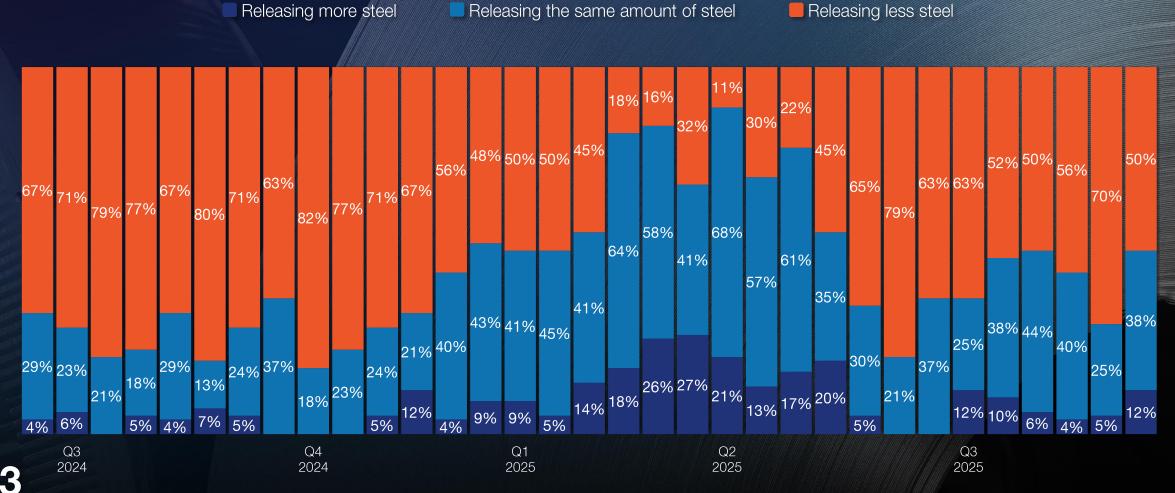




Service center releases history

Service centers

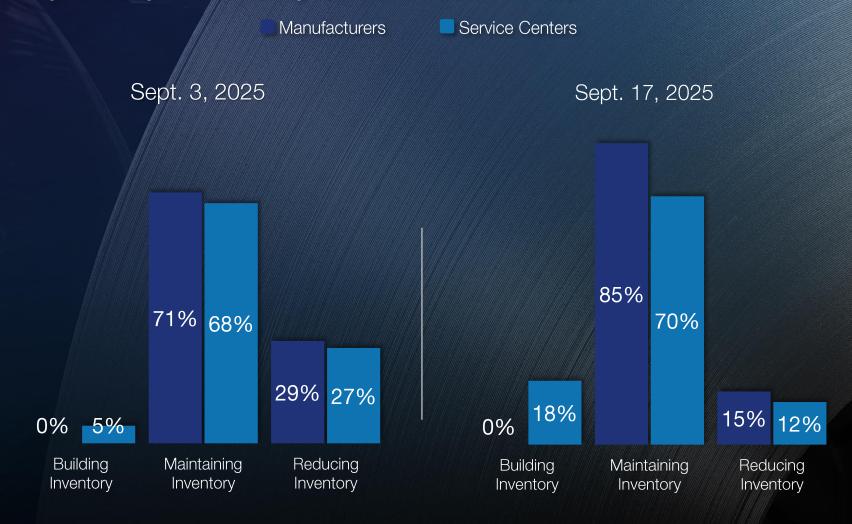
How do you see your customer releases (demand) for your products compared to one year ago?





Manufacturer and service center inventory buying patterns

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

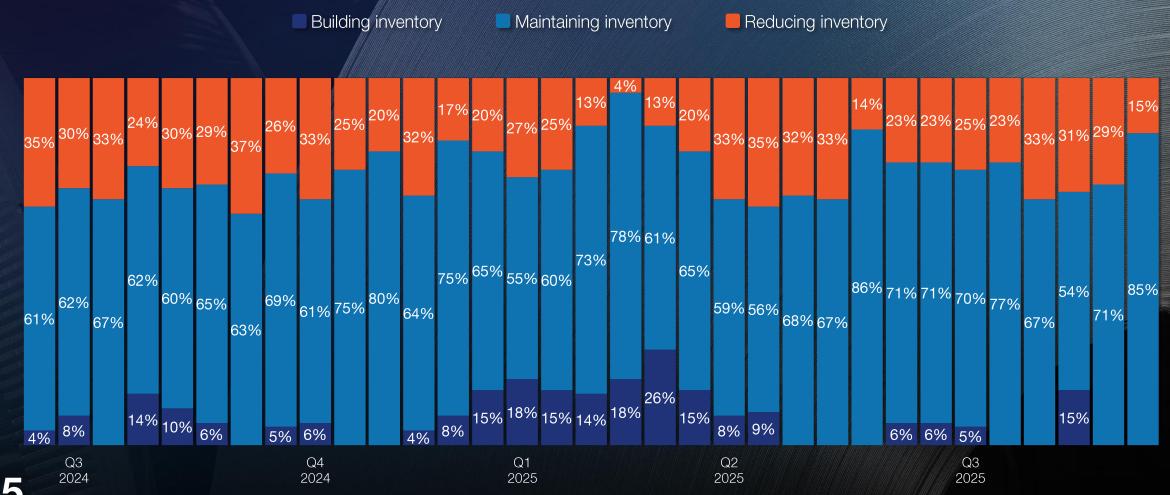




Manufacturer inventory buying history

Manufacturers

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

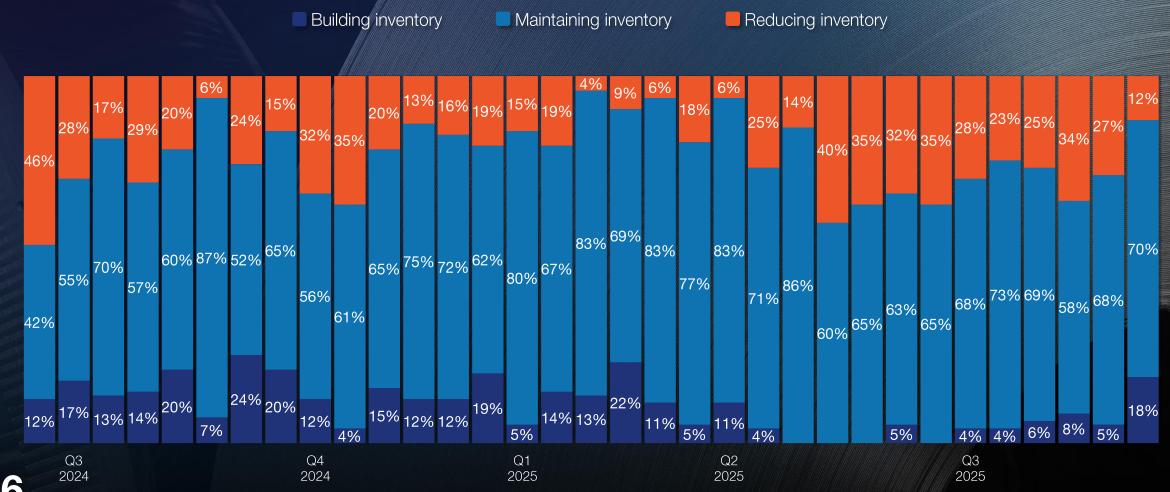




Service center inventory buying history

Service centers

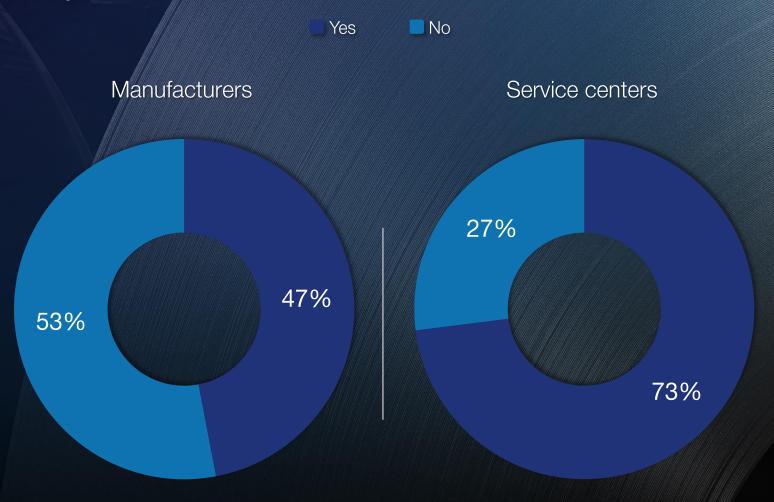
Is your company building, reducing, or maintaining its flat-rolled steel inventory?





Foreign steel purchases

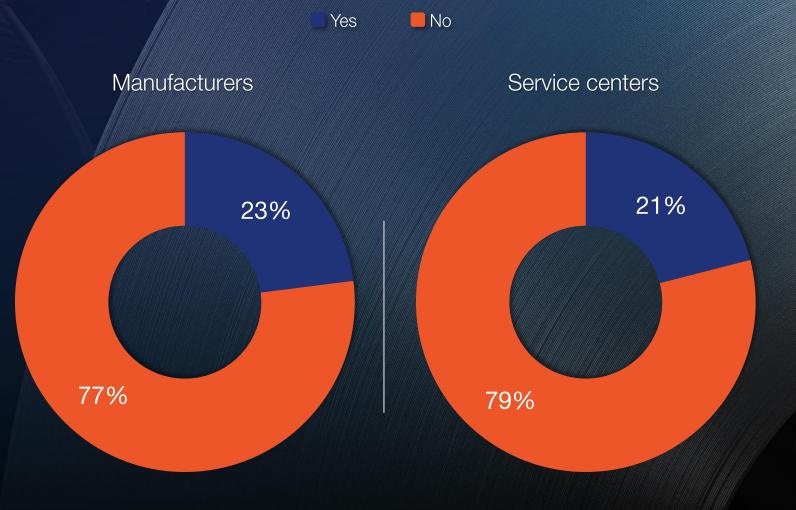
Does your company buy foreign (offshore) steel?





New foreign steel orders

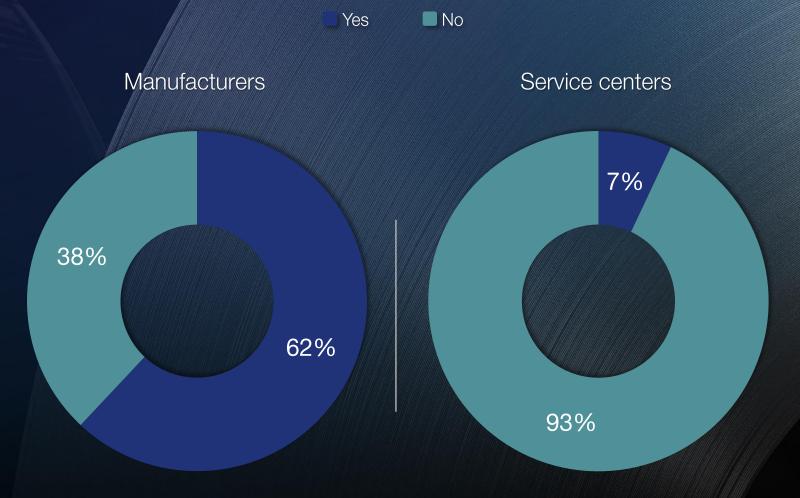
Are you buying new orders of foreign steel for future delivery?





Foreign steel competitiveness

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

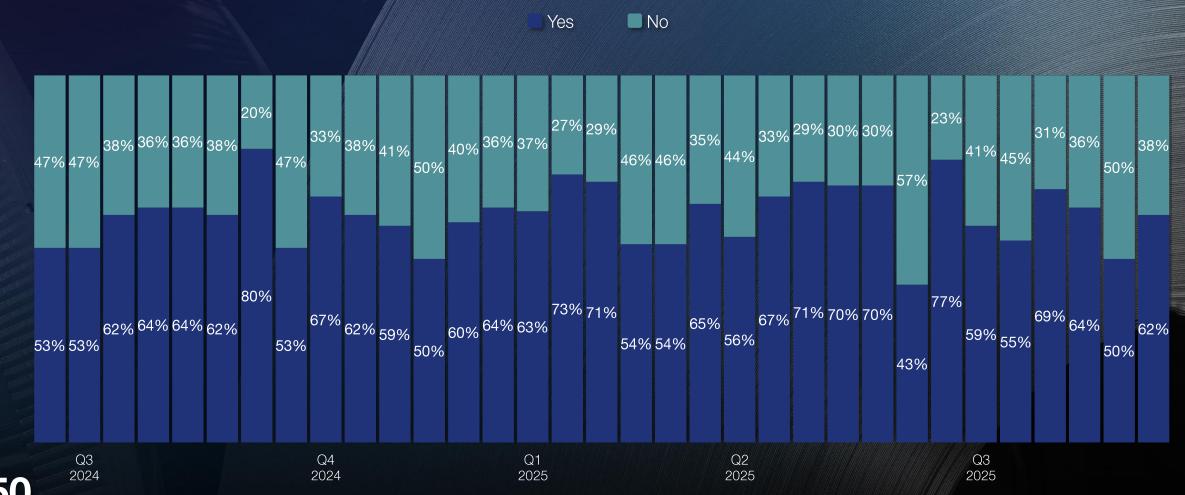




Foreign steel competitiveness

Manufacturers

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

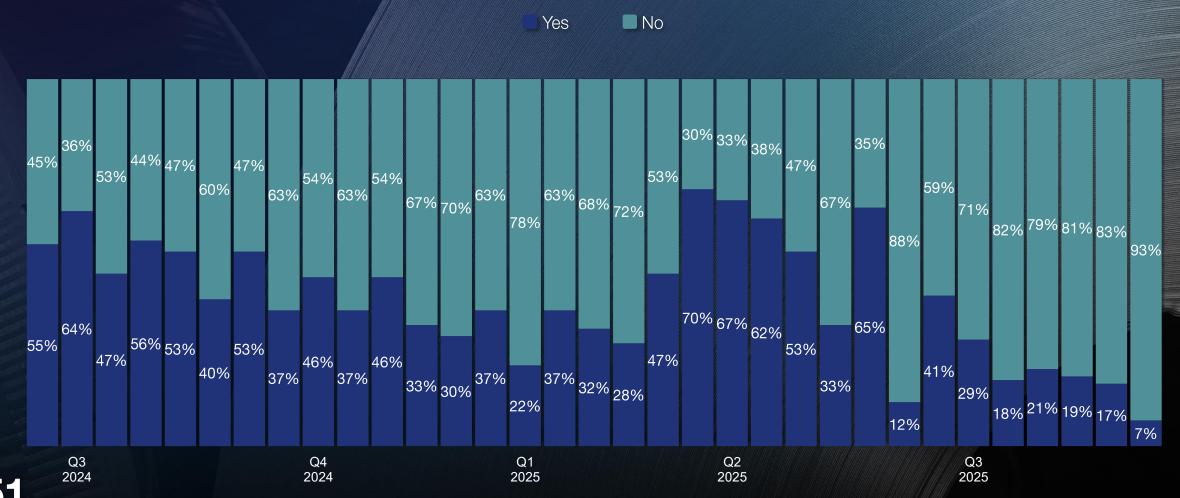




Foreign steel competitiveness

Service centers

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

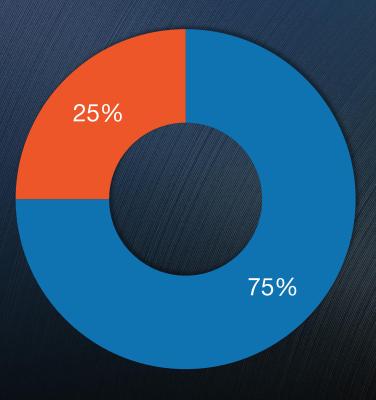




Steel mills

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



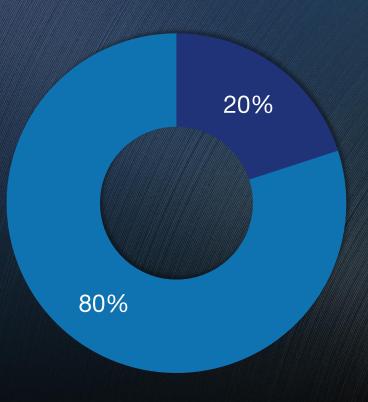




Trading companies

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

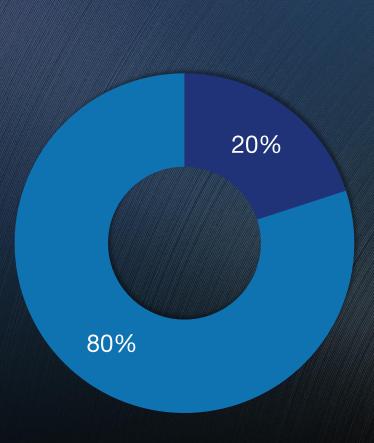






Trading companies

Are foreign products attractive to US buyers?*



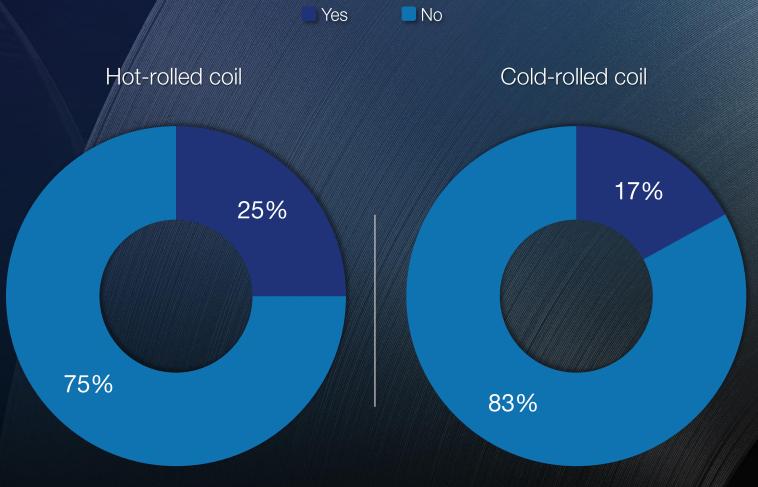
Yes

No



Trading companies on hot rolled and cold rolled

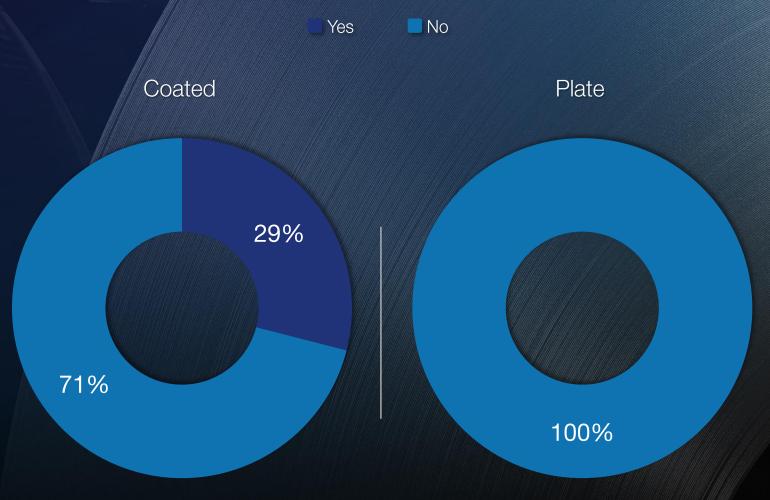
Are you able to offer pricing that attracts buyers right now?*





Trading companies on coated and plate products

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





got questions?

If you have any questions regarding the information presented here, please get in touch with us at info@steelmarketupdate.com.

We always appreciate referrals. Tell your friends, suppliers, and customers to sign up for a free trial contact luis.corona@crugroup.com.



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

Look for our next survey on Oct. 3, 2025

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

