

The Five Year Outlook for the Global OCTG Industry

“A trusted and reliable business intelligence provider in determining my global tube and pipe business strategy.”

John Blomberg, Director – Tube & Pipe Division, DUFERCO SA, Switzerland



- How long can the upturn in OCTG demand be sustained?
- What is the outlook for OCTG prices by product and grade?
- What does the development of shale gas mean for OCTG demand?

The Five Year Outlook for the **Global OCTG Industry**

How influential will Chinese exports be in the next five years?

What is the outlook for higher-value products?

What is the outlook for OCTG products and grades?

What are the recent trends in premium connections and threading?

While much of the steel markets are mired in uncertainty and weakening demand conditions, the global OCTG markets are maintaining strong footing and prices on the back of stable demand.

Unrest in the MENA region has supported energy pricing for much of the year and prompted increased exploration and development in alternative locations.

In the meantime, there has also been investment in new capacity to meet expected higher demand levels.

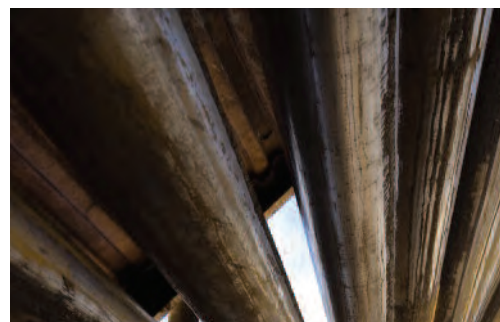
When the current malaise in economic activity fades and energy demand grows, oil and gas prices will move higher, as will OCTG demand.

Will there be enough business to go around? How will the welded OCTG tonnage compete with the stalwart seamless products? How long can the upturn in OCTG demand be sustained? Is there now excess capacity being built?

Pervasive economic, financial and political instability have created an extremely challenging investment climate. More than ever, executives and investors need expert guidance about trends in the global economy and policy, and the implications for your strategy within the global/regional specific OCTG markets.

To this end, we invite you to acquire this groundbreaking study from Metal Bulletin Research, **The Five Year Outlook for the Global OCTG Industry** to receive valuable data, insights, analysis and forecasts to formulate your business goals.

The Five Year Outlook for the Global OCTG Industry is the only study that provides independent by-country and regional analysis of OCTG market trends, and a medium-term forecast for supply, demand and pricing.





The Five Year Outlook for the **Global OCTG Industry** is highly acclaimed to be the most ground-breaking, insightful and accurate market study providing independent by-country analysis of OCTG supply, demand and pricing trends.

OCTG Pricing

- Welded OCTG pricing – historic and forecast out to 2016;
- Seamless OCTG pricing – historic and forecast out to 2016;
- Analysis of historic and forecast margins for producers;
- Data and analysis of selected OCTG products out to 2016 by major grade including API 5CT, J/K 55, API 5CT & N80 Q.

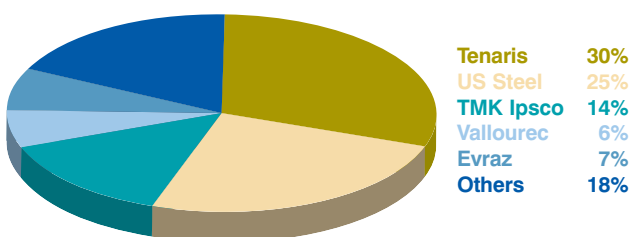
OCTG Industry Analysis

- **SWOT analysis of key industry participants including: ArcelorMittal, TMK Ipsco and Interpipe among others;**
- Competitive advantage & new market entrants – product mix; costs of production, geographical scope & major technical developments.

OCTG Supply

- **Detailed capacity analysis on a plant-by-plant basis of all major current and planned OCTG facilities;**
- Country-by-country welded & seamless OCTG production – historic & forecast out to 2016;
- Regional welded and seamless OCTG production – historic and forecast out to 2016.

NAFTA total OCTG capacity by company



Source: MBR

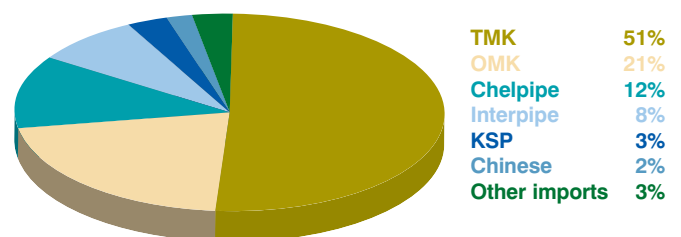
OCTG Trade Flows

- Detailed country-by-country trade flows of seamless and welded OCTG on an historic & forecast basis out to 2016;
- Examination of major historic & current anti-dumping and trade restraint cases and analysis on future potential areas of conflict;
- Examination of non-tariff barriers to trade;
- **The role of China and its evolution in terms of product quality and market reach.**

OCTG Demand

- Consumption of seamless and welded OCTG on a country basis – historic and forecast out to 2016;
- Consumption of seamless & welded OCTG on a regional basis – historic and forecast out to 2016;
- Regional breakdown of demand by premium versus commodity grades – historic and forecast;
- **OCTG consumption trends by grade, type and diameter;**
- The major oil/gas trends out to 2016 – the impact they will have on OCTG product size, quality and type;
- Analysis of major distribution chains in various regions. Specialist centres are an important part of the supply chain; as the oil and gas industry evolves in new areas, the distribution sector will follow.

Russian OCTG market split by supplier (2010)



Source: MBR

This study offers expert analysis, forecasting and independent guidance including:

- **Demand for OCTG by country, region and product group;**
- **Medium-term forecast for price out to 2016;**
- **Supply and demand balance;**
- Details of production for welded and seamless OCTG by country;
- **Trade analysis** for OCTG by country;
- **Global and regional analysis;**
- Comprehensive detail on supply including product range;
- Detailed discussion on the industry competitive dynamics.

Independent research and analysis:

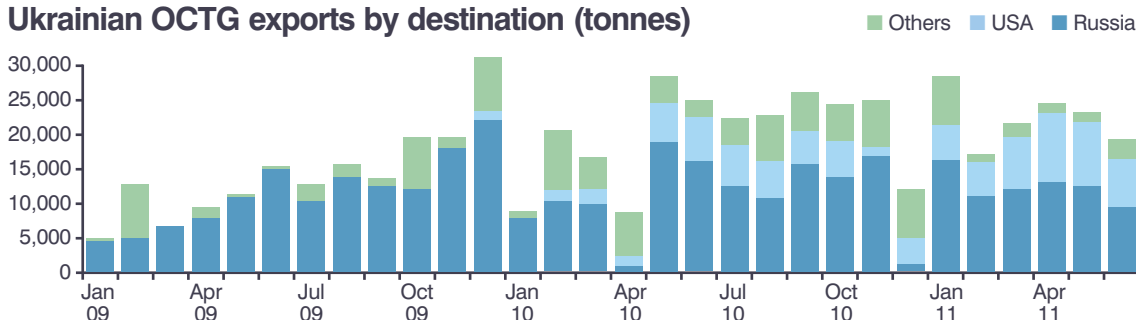
- **Unparalleled industry knowledge**
High level of expertise from our tubular group with over 15 years of market experience between them.
- **Most detailed study to date**
Timely and detailed level of analysis from the world's foremost tube and pipe experts.
- **Price forecasts**
Five year outlook for OCTG prices across the world and key regions out to 2016.
- **Supply and demand balance**
Comprehensive detail on supply and demand including product range.

● Analysis by country/region

Demand, supply and price in detail for each of the following countries/regions mentioned below:

- **North America:** US, Canada, Mexico
- **Latin America:** Brazil, Argentina, Venezuela, Columbia, Ecuador, Peru, Bolivia
- **Europe:** UK, Germany, France, Italy, Spain
- **Asia Pacific:** Japan, China, India, South Korea, Malaysia
- **Middle East & Africa:** Iran, Syria, Kuwait, Algeria, Egypt, Tunisia
- **CIS:** Ukraine, Russia

Ukrainian OCTG exports by destination (tonnes)



Source: Customs data, MBR

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- A Ten Year Strategic Outlook for the Global Iron Ore Industry
- Quarterly Global Steel Cost Service
- Quarterly Global Iron Ore Cost Service
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- Steel Raw Materials: Weekly Market Tracker
- Steel: Weekly Market Tracker
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