

ThyssenKrupp AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/T6D25E9C33ABEN.html>

Date: May 2025

Pages: 73

Price: US\$ 499.00 (Single User License)

ID: T6D25E9C33ABEN

Abstracts

ThyssenKrupp AG Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between ThyssenKrupp AG and its competitors. This provides our Clients with a clear understanding of ThyssenKrupp AG position in the [Metals and Mining](#) Industry.

The report contains detailed information about ThyssenKrupp AG that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for ThyssenKrupp AG. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The ThyssenKrupp AG financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes ThyssenKrupp AG competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of ThyssenKrupp AG business.

About ThyssenKrupp AG

ThyssenKrupp AG (the company) is engaged in steel, capital goods, and services sectors worldwide. The company's operating activities are grouped in six segments - Steel, Automotive, Elevator, Technologies, Materials and Services.

Steel

Products in its steel segment include carbon steel, including hot strip, sheet/coated products, plate, medium strip/special profiles, tailored blanks, construction elements, steel service, and tinplate; stainless steel, including cold-rolled strip/precision strip, nickel-base alloys, hot-rolled strip, processing, and titanium; and special services, such as electrical steel, stainless long products, and nonferrous metal wire.

The company's concentrates on high-quality carbon and stainless flat-rolled steels. Both the company's Carbon Steel and Stainless Steel business units are focused on the manufacture of Steel activities specialize in flat- flat-rolled products (sheet and strip) which are in high demand in the automotive, engineering rolled products. The company's third business unit is Special Materials.

Stainless Steel also produces other high-performance materials - primarily nickel- and

cobalt-base alloys - and processes them into strip, sheet, rod and wire. These materials are used to meet demanding requirements in the chemical, petrochemical, energy, environmental, electronics, auto and aerospace sectors.

Electrical steel from the company's Special Materials business unit is in demand for applications which reduce the environmental impact of producing and utilizing energy. Special Materials also supplied electrical steel strip for the stator propulsion system of the Transrapid magnetic train. The business unit additionally manufactures high-quality specialty steel long products as well as nonferrous metal wire.

Automotive

The company's automotive segment manufactures carbody components; and engine parts, such as crankshafts and assembled camshafts, as well as adjustable steering columns and steering systems. It also supplies airspring and suspension systems, axles, and complete chassis systems.

Body: The unit produces body outer skin parts such as doors, engine hoods and side panels. It also manufactures a full range of structural components through to full frames. ThyssenKrupp Automotive is closely integrated in the development process and in cooperation with the automobile companies helps create new solutions in design and technology.

Powertrain: Steering columns, crankshafts, camshafts and precision forgings are the unit's main product lines.

Full-vehicle capability: At the beginning of the year, the Automotive segment acquired a 10% interest in Valmet Automotive in Finland with an option to purchase the remaining 90% at a later date. Valmet Automotive is a competent and experienced manufacturer of complete niche vehicles. With the investment in Valmet and the associated cooperation, ThyssenKrupp significantly expanded its full-vehicle capability.

Elevator

The Elevator segment is at home on all five continents. Almost 90% of the segment's sales are generated outside Germany. Its brand stands for outstanding product quality and innovative technology, solidity and reliability, as well as first-rate, customer-focused service.

The company produces, sells and services elevators, escalators, moving walks, passenger boarding bridges and stair and platform lifts through- out the world.

The segment's business is mainly organized on a regional basis, with only the passenger boarding bridges and stair/platform lift activities being managed centrally. In the escalator business, the company's new "e-escalator" range, featuring a completely new data transmission system, has proved successful on the market. Operating data gathered by an internal computer can be accessed immediately by customers and service engineers.

Technologies

The company's technologies segment is organized in four business units: production systems, plant technology, marine, and mechanical engineering. Production systems offers machinery, equipment, and systems in the field of metal cutting, autobody manufacturing systems, and assembly plant used by customers in the automotive

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. THYSSENKRUPP AG COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. THYSSENKRUPP AG BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. THYSSENKRUPP AG SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. THYSSENKRUPP AG FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. THYSSENKRUPP AG COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. ThyssenKrupp AG Direct Competitors
- 5.2. Comparison of ThyssenKrupp AG and Direct Competitors Financial Ratios
- 5.3. Comparison of ThyssenKrupp AG and Direct Competitors Stock Charts
- 5.4. ThyssenKrupp AG Industry Analysis
 - 5.4.1. Metals and Mining Industry Snapshot
 - 5.4.2. ThyssenKrupp AG Industry Position Analysis

6. THYSSENKRUPP AG NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. THYSSENKRUPP AG EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. THYSSENKRUPP AG ENHANCED SWOT ANALYSIS²

9. GERMANY PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. THYSSENKRUPP AG IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. THYSSENKRUPP AG PORTER FIVE FORCES ANALYSIS²

12. THYSSENKRUPP AG VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

ThyssenKrupp AG Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
ThyssenKrupp AG 1-year Stock Charts
ThyssenKrupp AG 5-year Stock Charts
ThyssenKrupp AG vs. Main Indexes 1-year Stock Chart
ThyssenKrupp AG vs. Direct Competitors 1-year Stock Charts
ThyssenKrupp AG Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

ThyssenKrupp AG Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
ThyssenKrupp AG Key Executives
ThyssenKrupp AG Major Shareholders
ThyssenKrupp AG History
ThyssenKrupp AG Products
Revenues by Segment
Revenues by Region
ThyssenKrupp AG Offices and Representations
ThyssenKrupp AG SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
ThyssenKrupp AG Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
ThyssenKrupp AG Capital Market Snapshot
ThyssenKrupp AG Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Metals and Mining Industry Statistics

ThyssenKrupp AG Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
ThyssenKrupp AG Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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