

The World Market for Plated or Zinc-Coated Iron and Non-Alloy Steel Flat-Rolled Products: A 2024 Global Trade Perspective

<https://marketpublishers.com/r/WBAD22CE68FEN.html>

Date: May 2023

Pages: 256

Price: US\$ 795.00 (Single User License)

ID: WBAD22CE68FEN

Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for plated or zinc-coated iron and non-alloy steel flat-rolled products. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for plated or zinc-coated iron and non-alloy steel flat-rolled products for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Plated or zinc-coated iron and non-alloy steel flat-rolled products' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'plated or zinc-coated iron and non-alloy steel flat-rolled products' is 6741.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 ALGERIA

3.1.3 BOTSWANA

3.1.4 BURKINA FASO

3.1.5 EGYPT

3.1.6 ESWATINI

3.1.7 ETHIOPIA

3.1.8 GHANA

3.1.9 KENYA

3.1.10 LESOTHO

3.1.11 MAURITIUS

3.1.12 MOROCCO

3.1.13 MOZAMBIQUE

3.1.14 NIGERIA

3.1.15 SENEGAL

3.1.16 SOUTH AFRICA

3.1.17 TANZANIA

3.1.18 THE REPUBLIC OF THE CONGO

3.1.19 TOGO

3.1.20 TUNISIA

3.1.21 UGANDA

3.1.22 ZAMBIA

3.1.23 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 CHINA

3.2.4 HONG KONG

3.2.5 INDIA

3.2.6 INDONESIA

3.2.7 JAPAN

3.2.8 MALAYSIA

3.2.9 NEPAL

3.2.10 NORTH KOREA

3.2.11 SEYCHELLES

3.2.12 SINGAPORE

3.2.13 SOUTH KOREA

3.2.14 SRI LANKA

3.2.15 TAIWAN

3.2.16 THAILAND

3.2.17 THE PHILIPPINES

3.2.18 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELARUS

3.3.4 BELGIUM

3.3.5 BOSNIA AND HERZEGOVINA

3.3.6 BULGARIA

3.3.7 CROATIA

3.3.8 CYPRUS

3.3.9 DENMARK

3.3.10 ESTONIA

3.3.11 FINLAND

3.3.12 FRANCE

3.3.13 GEORGIA

3.3.14 GERMANY

- 3.3.15 GREECE
- 3.3.16 HUNGARY
- 3.3.17 ICELAND
- 3.3.18 IRELAND
- 3.3.19 ITALY
- 3.3.20 KAZAKHSTAN
- 3.3.21 LATVIA
- 3.3.22 LITHUANIA
- 3.3.23 LUXEMBOURG
- 3.3.24 MACEDONIA
- 3.3.25 MALTA
- 3.3.26 NORWAY
- 3.3.27 POLAND
- 3.3.28 PORTUGAL
- 3.3.29 ROMANIA
- 3.3.30 RUSSIA
- 3.3.31 SLOVAKIA
- 3.3.32 SLOVENIA
- 3.3.33 SPAIN
- 3.3.34 SWEDEN
- 3.3.35 SWITZERLAND
- 3.3.36 THE CZECH REPUBLIC
- 3.3.37 THE NETHERLANDS
- 3.3.38 THE UNITED KINGDOM
- 3.3.39 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 ECUADOR
- 3.4.8 EL SALVADOR
- 3.4.9 GUATEMALA
- 3.4.10 HONDURAS
- 3.4.11 MEXICO
- 3.4.12 NICARAGUA

3.4.13 PANAMA

3.4.14 PERU

3.4.15 VENEZUELA

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 JAMAICA

3.5.4 MONTSERRAT

3.5.5 ST. VINCENT AND THE GRENADINES

3.5.6 THE UNITED STATES

3.5.7 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW CALEDONIA

3.6.4 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ARMENIA

3.7.3 BAHRAIN

3.7.4 IRAN

3.7.5 ISRAEL

3.7.6 JORDAN

3.7.7 LEBANON

3.7.8 PAKISTAN

3.7.9 SAUDI ARABIA

3.7.10 THE UNITED ARAB EMIRATES

3.7.11 TURKEY

4 IMPORTS

4.1 AFRICA: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BENIN

- 4.1.4 BOTSWANA
- 4.1.5 BURKINA FASO
- 4.1.6 BURUNDI
- 4.1.7 CAMEROON
- 4.1.8 CAPE VERDE
- 4.1.9 COTE D'IVOIRE
- 4.1.10 EGYPT
- 4.1.11 ETHIOPIA
- 4.1.12 GUINEA
- 4.1.13 MADAGASCAR
- 4.1.14 MALAWI
- 4.1.15 MAURITIUS
- 4.1.16 MOROCCO
- 4.1.17 MOZAMBIQUE
- 4.1.18 NAMIBIA
- 4.1.19 NIGER
- 4.1.20 NIGERIA
- 4.1.21 RWANDA
- 4.1.22 SENEGAL
- 4.1.23 SIERRA LEONE
- 4.1.24 SOUTH AFRICA
- 4.1.25 TANZANIA
- 4.1.26 THE CENTRAL AFRICAN REPUBLIC
- 4.1.27 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.28 UGANDA
- 4.1.29 ZAMBIA
- 4.1.30 ZIMBABWE

4.2 ASIA: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI
- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA

- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

4.3 EUROPE: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 AUSTRIA
- 4.3.4 BELARUS
- 4.3.5 BELGIUM
- 4.3.6 BOSNIA AND HERZEGOVINA
- 4.3.7 BULGARIA
- 4.3.8 CROATIA
- 4.3.9 CYPRUS
- 4.3.10 DENMARK
- 4.3.11 ESTONIA
- 4.3.12 FINLAND
- 4.3.13 FRANCE
- 4.3.14 GEORGIA
- 4.3.15 GERMANY
- 4.3.16 GREECE
- 4.3.17 HUNGARY
- 4.3.18 ICELAND
- 4.3.19 IRELAND
- 4.3.20 ITALY
- 4.3.21 KAZAKHSTAN
- 4.3.22 LATVIA
- 4.3.23 LITHUANIA
- 4.3.24 LUXEMBOURG
- 4.3.25 MACEDONIA
- 4.3.26 MALTA
- 4.3.27 MOLDOVA
- 4.3.28 NORWAY

- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE

4.4 LATIN AMERICA: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 SURINAME
- 4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 CANADA

4.5.6 JAMAICA

4.5.7 MONTSERRAT

4.5.8 ST. LUCIA

4.5.9 THE BAHAMAS

4.5.10 THE DOMINICAN REPUBLIC

4.5.11 THE UNITED STATES

4.6 OCEANIA: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.7 THE MIDDLE EAST: PLATED OR ZINC-COATED IRON AND NON-ALLOY STEEL FLAT-ROLLED PRODUCTS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 PAKISTAN

4.7.11 QATAR

4.7.12 TURKEY

4.7.13 YEMEN

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