

Top Five Global Aluminum Companies: Performance, Strategies, and Competitive Analysis, October 2013

<https://marketpublishers.com/r/T74E848D868EN.html>

Date: October 2013

Pages: 140

Price: US\$ 1,980.00 (Single User License)

ID: T74E848D868EN

Abstracts

The global aluminum industry during the next five years would be driven not only by existing applications, but by creating avenues towards new applications, such as aluminum-lithium for automotive and aerospace industries. The industry experienced good growth over the last five years and is expected to continue its growth momentum over the next five years (2012-2017). Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the top five global aluminum companies and presents its findings in "Top Five Global Aluminum Companies: Performance, Strategies, and Competitive Analysis."

The report provides detailed insight into the performance of the top five companies across the world. The analysis highlights the companies that are performing the best among the peer group and in which areas, and thus clarifies leading performance standards and the strengths and weaknesses of the companies covered.

The global aluminum industry is primarily engaged in manufacturing of primary aluminum which is used for manufacturing ingots, sheets, bars, billets, etc. In this study, Lucintel thoroughly profiles the following five companies with detailed competitive assessments:

Alcoa Inc.

Aluminum Corporation of China Limited

BHP Billiton

Rio Tinto Group

United Company RUSAL Plc.

As per the study, the industry experienced significant growth of 27% during 2010-2011 due to increasing application of aluminum in new industries and for making aluminum alloys. The global demand for aluminum has rebounded to 2008 levels. APAC depicted the most potential market during last five years. The growing markets of China and India will continue to witness aluminum industry growth, higher demand from key consuming end user markets, such as construction, automotive, consumer durables, and packaging.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five aluminum companies. The study provides up-to-date information on the market share, profit margins, and capabilities and strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data, analysis and insight, critical to the development and implementation of effective marketing and sales plan.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in top five global aluminum companies. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

Features of This Report:

In Lucintel's newest competitive research study on the world's top five global aluminum companies, we have thoroughly profiled following five companies with detailed competitive assessments:

Alcoa Inc.

Aluminum Corporation of China Limited

BHP Billiton

Rio Tinto Group

United Company RUSAL Plc.

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing global aluminum companies. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global aluminum companies.

Regional analysis: global aluminum breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers, and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

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