

European Aluminium Market Analysis

<https://marketpublishers.com/r/EE5EC358FFFEN.html>

Date: August 2011

Pages: 80

Price: US\$ 1,200.00 (Single User License)

ID: EE5EC358FFFEN

Abstracts

Single User PDF Format: US\$ 1,200.00

Multi-User License: US\$ 1,500.00

Hard Copy: US\$ 1,300.00

CD-ROM: US\$ 1,300.00

Aluminium is experiencing an increasing success in diverse industrial sectors including automotive, building, and packaging. The increasing demand, both from professional and private consumers, demonstrates the utility of aluminium in everyday life and the increasing importance of the aluminium industry. In global context, Europe has emerged as one of the world's largest manufacturing base for the aluminium industry owing to large production capacities across the European countries. In 2010, Europe remained the second major producer of primary aluminium and its production increased around 7% in 2010 compared to the previous year.

Our new research report, "European Aluminium Market Analysis", revealed that the performance of aluminium producers varies dramatically across the European region. Majority of the producers are looking towards Eastern European countries for setting up their manufacturing base due to low cost of production and availability of cheap labor. High energy prices in Western Europe have left aluminium companies with no other option but to shift to low-cost countries, such as Russia where labor and energy are available at lower cost.

Our research also found that the industry is presently recovering from the downturn on account of global recession that has taken a toll on two important aluminium consumers – automobile and construction industry. The current situation is expected to improve in the coming years with increasing demand for aluminium in the global environment. Moreover, the Europe primary aluminium production is expected to grow at a CAGR of around 8% during 2011-2013. A steep rebound in the industry is expected by the end of 2011 on the back of government stimulus packages, improving macroeconomic

environment, and regaining of consumer confidence.

Our report, “European Aluminium Market Analysis”, provides extensive research and rational analysis of the European aluminium industry. The report also contains information about changing dynamics of the aluminium industry in key European countries, with a focus on present and future market trends to give a clear picture of how the industry will progress in the coming years. It also studies forces that have been supporting growth in the aluminium industry along with strategic insight into the functional areas of key players.

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