

Long Steel Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Process (Basic Oxygen Furnace, Electric Arc Furnace), By Product Type (Rebar, Merchant Bar, Wire Rod, Rail), By End-User Industry (Construction, Infrastructure, Others), By Region, By Competition, 2020-2030F

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Abstracts

Global Long Steel Market was valued at USD 47.85 billion in 2024 and is expected to reach USD 63.67 billion by 2030 with a CAGR of 4.72% during the forecast period. The long steel market encompasses the production, distribution, and application of steel products that are primarily elongated in shape, including rebars, wire rods, rails, structural sections, and merchant bars. These products play a critical role in construction, infrastructure, automotive, energy, and manufacturing industries due to their high tensile strength, durability, and flexibility. Long steel is extensively used in reinforced concrete structures, bridges, highways, railways, transmission towers, and heavy machinery, making it indispensable for urbanization and industrialization. The market is driven by growing infrastructure development projects, increasing urban construction, and expanding transportation networks worldwide. Additionally, the rise in government investments in public infrastructure, smart cities, and commercial projects further fuels demand for long steel products.

Key Market Drivers

Expanding Infrastructure and Construction Activities

The long steel market is witnessing robust growth, primarily driven by the surge in

global infrastructure and construction activities. Governments and private sector players worldwide are investing heavily in large-scale projects, including highways, bridges, railways, airports, and urban infrastructure, which require a substantial amount of long steel products such as rebar, wire rods, and structural steel. The increasing urbanization, particularly in emerging economies, has further fueled the demand for long steel, as countries focus on developing smart cities, transportation networks, and commercial real estate. For instance, China's Belt and Road Initiative (BRI) and India's Smart Cities Mission are driving significant investments in long steel consumption. Additionally, public-private partnerships (PPPs) are playing a crucial role in financing infrastructure projects, further propelling market growth.

Steel manufacturers are also developing high-strength, corrosion-resistant long steel variants to meet stringent building codes and safety regulations, increasing the market's attractiveness. Furthermore, the global shift towards sustainable construction practices has led to the adoption of recycled steel in infrastructure development, reducing environmental impact while ensuring cost efficiency. With governments allocating significant budgets for infrastructure modernization and industrial expansion, the demand for long steel is expected to remain strong in the coming years.

Key Market Challenges

Volatility in Raw Material Prices

The long steel market faces a significant challenge in the form of raw material price volatility, which directly impacts production costs and profit margins. The primary raw materials for long steel production, such as iron ore and scrap metal, are highly susceptible to fluctuations due to geopolitical tensions, supply chain disruptions, and demand-supply imbalances. For instance, iron ore prices have experienced sharp increases due to mining restrictions, export duties, and supply shortages caused by regulatory policies in key producing countries like Australia and Brazil. Similarly, the price of scrap metal, another critical input, fluctuates based on global economic cycles, recycling rates, and trade policies. These price swings create uncertainties for steel manufacturers, making it challenging to forecast costs and set competitive pricing strategies.

Moreover, long steel producers often operate in a highly competitive environment where cost efficiency is crucial. When raw material prices rise, manufacturers face the dilemma of either absorbing the additional costs, which reduces profit margins, or passing them on to customers, which can lead to reduced demand and loss of market

share. Small and medium-sized enterprises (SMEs) in the steel sector are particularly vulnerable, as they lack the financial flexibility to hedge against price volatility effectively. This unpredictability also affects long-term investment planning, as steel manufacturers hesitate to commit to large-scale capacity expansions or modernization projects when raw material costs are unstable.

Key Market Trends

Increasing Demand for Sustainable and Recycled Steel

The long steel market is witnessing a significant shift towards sustainability, driven by stringent environmental regulations, increasing consumer awareness, and the growing emphasis on reducing carbon footprints. Governments worldwide are imposing stricter emission norms on the steel industry, compelling manufacturers to adopt sustainable production methods. One of the key trends in this space is the rising adoption of recycled steel, which significantly reduces energy consumption and carbon emissions compared to traditional steelmaking processes. With advancements in electric arc furnace (EAF) technology, steel manufacturers are increasingly utilizing scrap steel to produce long steel products, enhancing resource efficiency while minimizing environmental impact. The transition towards green steel is further supported by the push for carbon-neutral operations, with major steel producers investing in renewable energy sources such as hydrogen-based steelmaking. Additionally, the construction and infrastructure sectors, which are the primary consumers of long steel, are incorporating sustainability measures by preferring low-emission and high-recycled content steel.

The rise of green building certifications and sustainable construction practices is further driving demand for eco-friendly long steel products. Market players are also focusing on innovative manufacturing techniques, such as carbon capture and storage (CCS) and direct reduced iron (DRI) technology, to align with global sustainability goals. As governments and industries increasingly prioritize circular economy principles, the demand for recycled and sustainable long steel is expected to surge. Additionally, growing investor interest in ESG (Environmental, Social, and Governance) criteria is encouraging steel manufacturers to adopt eco-friendly production methods, thereby creating a competitive advantage in the market. The ongoing transition towards sustainable long steel is reshaping supply chains and business models, making it a crucial trend in the industry's evolution.

Key Market Players

ArcelorMittal

JFE Steel Corporation

Joseph T. Ryerson & Son, Inc.

Emirates Rebar Limited

Emsteel

Rak Steel FZE LLC

Union Iron & Steel

AlRahed Group

Report Scope:

In this report, the Global Long Steel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Long Steel Market, By Process:

Basic Oxygen Furnace

Electric Arc Furnace

Long Steel Market, By Product Type:

Rebar

Merchant Bar

Wire Rod

Rail

Long Steel Market, By End-User Industry:

Construction

Infrastructure

Others

Long Steel Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Long Steel Market.

Available Customizations:

Global Long Steel Market report with the given Market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

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