

South America Wire Rod Market Forecast to 2028 - COVID-19 Impact and Regional Analysis by Material (Copper and Aluminum) and Industry (Telecommunication, Power, Aviation, Automotive, and Others)

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Abstracts

The South America wire rod market is expected to grow from US\$ 126.08 million in 2022 to US\$ 147.42 million by 2028. It is estimated to grow at a CAGR of 2.6% from 2022 to 2028.

Evolving Telecommunication Industry is Fueling South America Wire Rod Market

From decades, the telecommunication industry is widely using copper for their communication purpose. Copper is the metal that has been utilized for communication wires and cables. As copper is a ductile material, having tensile strength, and a satisfactory conductor, it is widely used for communication purpose. Moreover, with evolving telecommunication industry, advanced material is used. Despite the roll out of optical fiber systems, copper is still used highly in infrastructure and interface devices. Such copper-based applications in telecommunication will endure to fuel the growth of copper in the future. Moreover, aluminum is gaining popularity in the telecommunication industry for applications such as base station, 5G equipment, and wired & wireless telecom equipment. As wire and cable in telecommunication is highly used, the demand for aluminum and copper wire rods is also high. This factor will, in turn, fuel the demand for wire rods. The adoption of 5G infrastructure is continuously increasing due to the growing smart cities, smart cars, and smart factories. Growing 5G deployment is accelerating the growth of various industries, sectors, and governments by quickly and efficiently connecting organizations to every aspect of their business. In addition, ultra-fast 5G mmWave is creating new use cases for technologies such as AI through

distributed computing and connected intelligent edge for immersive XR. Thus, the 5G technology is fueling digital transformations across the world by connecting people to their homes and cars and different businesses to their supply chains. Also, the growing of 5G network helps in increasing the adoption of robotics for various industrial purposes, which will subsequently increase the demand for wire rods to construct 5G infrastructure for uninterrupted communication and data transfer. Therefore, the growing demand for 5G is expected to create lucrative opportunities for the South America wire rod market during the forecast period.

South America Wire Rod Market Overview

The South America wire rod market is segmented into Brazil, Argentina, and the Rest of South America. Brazil is estimated to be the most significant contributor to the revenue of the SAM wire rod market during the forecast period. Wire rods are used for continuous power supply in electric and hybrid vehicles. They are also used to provide robust connectivity, which is raising their demand for electric vehicles. The automotive industry in SAM is currently going through a transitional shift toward electric vehicle mobility. Most of the global automotive companies, including BMW, BYD, Ford, General Motors, Honda, Hyundai, Kia, Land Rover, and Mercedes-Benz, have manufacturing operations in the country. The automotive industry accounts for approximately 15% of Brazil's industrial GDP. According to Atradius Collections, in the 1st half of 2021, there was a 33% increase in the registration of new passenger cars in Brazil. Similarly, Colombia has also experienced tremendous growth in the automotive industry. According to United Nations Industrial Development Organization, the country's automotive industry represents 6.2% of its industrial GDP. Also, as per the National Traffic Registry (RUNT) of Colombia, in June 2022, 23,306 new vehicles were registered, which represented an increase of 14.1% compared to June 2021. Thus, the growing automotive industry in these countries is propelling the growth of the South America wire rod market.

South America Wire Rod Market Revenue and Forecast to 2028 (US\$ Million)

South America Wire Rod Market Segmentation

The South America wire rod market is segmented into material, industry, and country.

Based on material, the South America wire rod market is bifurcated into copper and aluminum. The copper segment held a larger share of the South America wire rod market in 2022.

Based on industry, the South America wire rod market is segmented into telecommunication, power, aviation, automotive, and others. The telecommunication segment held the largest share of the South America wire rod market in 2022.

Based on country, the South America wire rod market has been categorized into Brazil, Argentina, Peru, Chile, and the rest of South America. Our regional analysis states that Chile dominated the South America wire rod market in 2022.

Alcoa Corp, APAR Industries Ltd, Elcowire Group AB, Hindalco Industries Ltd, Mitsubishi Materials Trading Corp, Norsk Hydro ASA, Sumitomo Electric Industries Ltd, United Co RUSAL Plc, and Vimetco NV are the leading companies operating in the South America wire rod market.

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