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Southeast Asia Galvanized Steel Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Galvanized steel is a type of carbon steel that is coated with a protective layer of zinc to prevent rust and extend durability, particularly in harsh or humid conditions. It is widely used because the zinc layer protects the steel against moisture and corrosion.

The Southeast Asian Galvanized Steel market is expected to exhibit a growth rate of 6.50% during the forecast period (2025-2033F). The rapid construction and infrastructure growth, increasing automotive and appliance production, and rising demand for galvanized steel are the growth drivers in the Southeast Asia galvanized steel market. The wet climate in the area drives strong demand for corrosion-resistant products, and governments invest in industrial regions, railway and port reconstruction, and residential housing. The growing Foreign Direct Investment (FDI) is forcing steel processors to expand capacity and to produce more value-added coated products. The export potential is also gaining momentum as buyers worldwide shift sourcing to ASEAN.

Based on product type, the market is segmented into hot-dip galvanized steel, electro-galvanized steel, galvannealed steel, and others. Among these, the hot-dip galvanized steel market held the dominant share in 2024. This is mainly due to its consistent reliability and wide-scale acceptance for corrosion protection across all Southeast Asian climatic conditions. Contractors and infrastructure developers use it in bridges, roofing, industrial facilities, and along the coast, where the structure's life is directly related to its life-cycle costs. With governments implementing massive public works projects, demand for long-lasting coated steel increases, compelling companies to expand production lines and enhance coating quality. On February 12, 2025, PT Tata Metal Lestari, a key player in Indonesia’s coated and painted steel industry and part of the

global Tatalogam Group, awarded Tenova a contract for the supply of a new hot dip galvanizing line for zinc, aluminum, and magnesium alloy-coated steel coils. This advanced facility will be installed at the Sadang Plant in Cijaya, Kabupaten Purwakarta, Indonesia, and will have an annual production capacity of 250,000 tons.

Based on end use industry, the Southeast Asian Galvanized Steel market is segmented into automotive, building & construction, appliances, industrial equipment & machinery, energy & utilities, and others. Among these, the automotive segment is expected to grow at a significant CAGR during the forecast period (2025-2033). The automotive industry is driving the use of galvanized steel by demanding uniform coating thickness, a high-quality surface finish, and good weldability of the vehicle body and structural parts. As automotive manufacturing ecosystems become stronger, suppliers are compelled to shift to galvannealed and advanced-coated products. Additionally, this shift has led companies to invest in cleaner furnaces, better alloy formulations, and computerized process control. As regional OEMs source an increasing number of parts and produce higher volumes, galvanized steel manufacturers also benefit from long-term, steady procurement cycles and rising demand for value-added grades.

For a better understanding of the market adoption of the Southeast Asian Galvanized Steel market, it is analyzed based on its regional presence in Southeast Asia, including Indonesia, Thailand, the Philippines, Vietnam, Malaysia, Singapore, and the Rest of Southeast Asia. Indonesia is expected to grow at a significant CAGR during the forecast period (2025-2033) due to rising investment in large infrastructure projects, urban development, and an emerging automotive assembly sector. The rising demand for corrosion-resistant steel is due to long-term national projects, such as new highways, airports, energy facilities, and the new capital city. Therefore, companies are increasing their galvanizing capacity, enhancing product customization for construction purposes, and complying with government-implemented industrial policies. Moreover, galvanized steel manufacturers have a rapidly expanding market base as the country continues to industrialize and invest heavily in manufacturing. On September 3, 2024, South Korean steel giant POSCO and Indonesia's state-owned steel producer Krakatau Steel signed an important investment agreement in Indonesia. The two companies plan to invest a total of USD 3.5 billion to build blast furnaces and cold rolling mills in Indonesia. South Korean steel producer POSCO is aiming to join a large-scale construction project planned to move Indonesia's capital from Jakarta to the East Kalimantan province of Borneo.

Some major players running in the market include Hoa Phat Group, Hoa Sen Group, Nam Kim Steel Joint Stock Company (T?n Nam Kim), Ton Dong A (Ton Dong A Joint Stock Company), JFE Steel Corporation, Bangkok Steel Industry Public Co. Ltd., PT Krakatau Steel (Persero) Tbk, PT Saranacentral Bajatama Tbk (Sarana Steel Group), CSC Steel Holdings Berhad (China Steel Corporation), Puyat Steel Corporation.

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