



Construction steel market in Poland 2008

Development forecasts for 2009-2011

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A word from the author



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"The construction sector, the largest buyer of steel in Poland, following dynamic growth in 2006 and 2007, slowed a bit mid-2008, which was immediately reflected in lower demand for construction steel and, as a consequence, in a drop in construction steel prices. The slackened demand is the offspring of numerous delays in the execution of large infrastructure investments and lower-than-anticipated number of new real estate developments.

We believe this to be a temporary phenomenon. Over the next few years, along with further growth of the construction sector, powered by civil engineering works, the order portfolios of steel works as well as distributors will bulk up to fuel domestic demand for and consumption of construction steel."

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Methodology

In the whole of 2008, Poland will produce approximately 10 million tonnes of pig iron.

Report description

The report is a comprehensive analysis of the construction steel market in Poland. It describes the current **market situation, market trends and forecasts for 2009-2011**. The analysis of future trends looks at the general macroeconomic situation, the overall construction sector and the construction steel market in Poland.

The publication looks at the current market conditions on the Polish construction market, **new investments and modernisation works, and construction prices**. Moreover, the discussion of the construction steel market looks at the main market drivers, such as demand and supply, foreign trade indicators, prices and market value. The report gives a strategic view of the market's distribution channels and identifies the main groups of steel products used by the construction sector.

Additionally, the report contains detailed **profiles of 20 key players on the construction steel market**, mostly producers and distributors.

The directory of companies operating on the Polish construction steel market provides the following information:

- company name
- contact information
- net revenues and profits
- shareholder structure
- distribution network
- product assortment
- brief description.

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Key sections

Section one is an **overview of the situation on the construction market** in Poland. It specifies market size and year-on-year market growth, economic climate, state of investments and modernisation works, and prices on the construction market.

Section two focuses on the **construction steel market** in Poland. The current situation, market size, development trends, prices, main product categories and distribution channels are identified. This section also looks at the market via supply and demand drivers and presents foreign trade indicators.

Section three gives a strategic view of the future market situation, providing **forecasts for 2009-2011** for the macroeconomic situation, construction sector in Poland, engineering construction and market consolidation trends

Section four presents detailed **profiles of producers operating on the construction steel market** in Poland, identifying the main product categories, distribution channels and revenues.

Finally, **section five** is a comprehensive **description of distributors active on the Polish construction steel market**. The key market players are detailed by product range, distribution network and shareholder structure.

With approximately 300 kg per capita consumption, Poland is slowly closing in on the EU average of 400 kg.

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Construction steel accounts for approximately 70% of Poland's total steel output.

The report is based on an analysis of information from the following sources:

- PMR data, analysis and forecasts
- general access sources: trade press, general economic publications, analytical reports, documents published by public institutions
- information from market players
- interviews with experts from the construction steel market.

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The report provides valuable insight for:

- top management and marketing departments of companies either already active or considering launching operations on the construction steel market in Poland
- producers and distributors operating on the Polish construction steel market
- companies engaged in construction and those active in the production and distribution of construction steel in the region
- consultants and analysts that provide advice and intelligence to governmental and business organizations, as well as those seeking investment opportunities.

The Polish market of steel distribution is more dispersed than the analogous markets of Western European countries.

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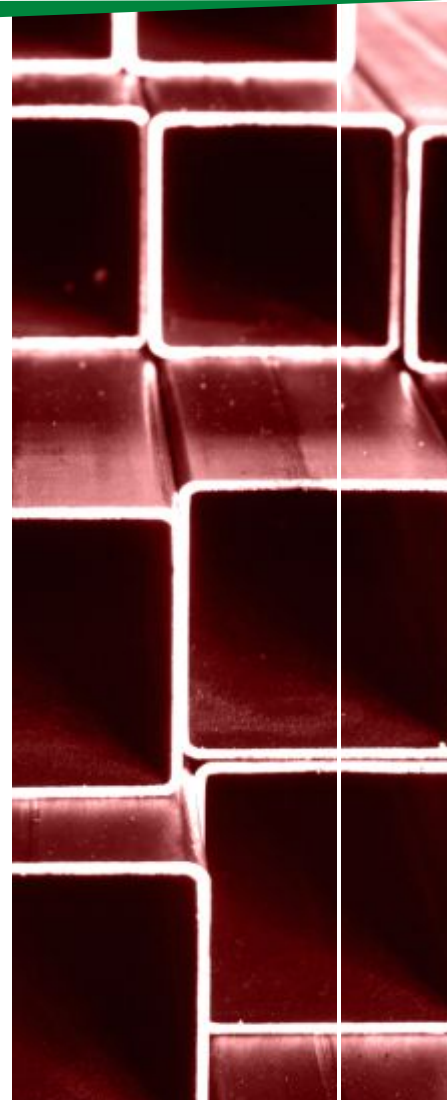
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