



“ZincMagnesium Coated Sheet in the EU: Niche Product or Mainstream Market?”

A Multi-Client Study by SteelConsult International

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 - ArcelorMittal FCE
 - thyssenkrupp Steel
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4. Conclusions

Our Multi-Client Study was published in May 2019. The 115 page report contains a wealth of information and, owing to its PowerPoint slide format, is easy to digest. The report includes statistics for 2007-2018, and forecasts for 2019-2030. The research is based on interviews with producers, distributors, users and industry experts. The deliverables also include a statistical appendix summarizing the main data.

Why this report?

- Unique report in the industry; no other report for purchase is known to focus on the EU market for ZnMg Coated Sheet;
- Consumption and forecasts for each main end-use industry, based on interviews with industry experts;
- Thorough analysis, based on triangulation of production by mill, consumption by end-use sector and supply of coatings;
- Covers profiles of EU producers of ZnMg Coated Sheet incl. their production, overview of HDG lines with ZnMg capability, activities and investments. The EU hosts some of the world leaders in ZnMg Coated Sheet, not only in terms of volumes, but also with regard to quality, technology and marketing;
- Analysis of the main trends, drivers, advantages and barriers to adoption in end-use industries with regard to using ZnMg Coated Sheet, incl. automotive and construction;
- Investigates expected impact of ZnMg coated sheet on conventional hot dipped zinc galvanized sheet.

Who should buy this report?

- **Producers** of Galvanized Sheet
- **Users** of Galvanized Sheet
- **Distributors**
- **Traders**
- **Batch-Galvanizers**
- **Zinc suppliers**

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