



**Global and China Needle Coke Industry  
Report, 2014-2016**

**Aug. 2014**

## STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

The global needle coke capacity rose from 920 kt/a to 1,160 kt/a in 2006-2013, registering a CAGR of 3.9%. So far, American and Japanese companies have mastered the needle coke production worldwide. ConocoPhillips as the world's largest producer of oil-based needle coke saw its capacity up to 370 kt/a in 2013; C-Chem, the largest coal-based needle coke producer, boasted capacity of 170 kt/a in the same year.

In 2006-2013, China's needle coke capacity grew from 60 kt/a to 240 kt/a at a CAGR of 17%, far above the global level. And there are still multiple projects under construction such as the 50 kt/a Needle Coke Project of Qitaihe Baotailong Coal & Coal Chemicals Public Co., Ltd. and the 100 kt/a Needle Coke Project of Fangda Carbon New Material Technology Co., Ltd. (both planned to be commissioned at the end of 2014), the 100 kt/a Needle Coke Project of Shandong Delin Petrochemical Co., Ltd. (the cornerstone-laying ceremony was held in June 2013). If these projects in process go into operation on schedule, China's abuilding needle coke capacity will hit above 880 kt/a.

China as the world's largest producer of steel has maintained a high demand for needle coke. But against the background of worsening global economic environment and domestic economic slowdown, the oversupply in the Chinese needle coke market was prominent in 2013, causing a contraction in aggregate demand and a downward trend for prices. In 2013, China's needle coke demand witnessed a year-on-year decrease of 7.8% to approximately 332 kt, which, enslaved to the serious overcapacity of downstream graphite electrode, would find it hard to show signs of recovery, but a slight decline in 2014.

Currently, domestic enterprises with realization of needle coke mass production are Shanxi Hongte Coal Chemical Industry Co., Ltd. (Hongte for short), Sinosteel Anshan Research Institute of Thermo-Energy Co., Ltd. (RDTE) and Jinzhou Petrochemical Co., Ltd., of which, the first two are engaged in the production of coal-based needle coke, with respective capacity of 150 kt/a and 40 kt/a in 2013; the oil-based needle coke producer – Jinzhou Chemical posted 50 kt/a in the same year.

Global and China Needle Coke Industry Report, 2014-2016 by ResearchInChina mainly focuses on the following contents:

- ➔The development (including competition pattern, market supply & demand) of global needle coke industry, needle coke markets in major countries e.g. the U.S., Japan and the U.K., etc.;
- ➔Development environment, market supply & demand, competition pattern, import & export, price trend, etc. of China needle coke industry;
- ➔Market supply & demand, competition pattern, etc. of China graphite electrode industry;
- ➔Operation, needle coke business, etc. of 7 global enterprises (including ConocoPhillips, Seadrift, C-Chem);
- ➔Operation, needle coke business, etc. of 10 domestic enterprises (including Hongte, Jinzhou Petrochemical and RDTE).



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