

The Vertical Portal for China Business Intelligence

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 costeffective 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.

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Abstract

Global needle coke capacity reached about 1,600kt in 2017, largely contributed by the eight giants like Phillips66, C-Chem and Seadrift. Phillips66 is the largest producer of needle coke around the globe with its capacity seizing over 20% of the global total.

Few Chinese companies can independently produce high-quality needle coke because of high technical barriers. Fangda Carbon New Material made its presence in global high-end market via acquisition of C-Chem's Jiangsu plant in early 2017. The factory, with the capacity of 60kt/a, is chiefly for in-house production of graphite electrode.

Prices of needle coke soared in 2017, exceeding RMB40,000/t in August, more than ten times the level at the beginning of the year, thus driving up prices across industry chain (like graphite electrode). Meanwhile, prices of imported needle coke climbed as well, largely due to a surge in downstream demand.

Needle coke is mainly used in graphite electrode and lithium-battery anode materials. The demand for graphite electrode for steelmaking grew slowly because of a downturn in the steel industry between 2012 and 2016. However, as the Chinese government made great efforts to cut excessive overcapacity and get rid of substandard steel products and the demand for electric-arc furnace rose significantly, the demand for graphite electrode remained high in 2017, boosting the demand for needle coke. At the same time, rapid growth of new energy vehicles increases consumption of needle coke in lithium battery anode material. The demand was about 80kt in 2017 and is predicted to surpass 250kt in 2021.

An upsurge in needle coke prices fuels expansion and building by Chinese needle coke enterprises. Eight needle coke firms, including Jinzhou Chemical, Shandong Jingyang Technology, Qitaihe Baotailong Coal & Coal Chemicals, Shanxi Hongte Coal Chemical, Shandong Yida New Material and Fangda C-Chem announced plans for re-starting, expanding and operation in the second half of 2017. It is calculated that China boasted needle coke capacity of 550kt in 2017 with 200kt newly added. As new and expansion projects go into production, the country's needle coke capacity is expected to total around 900kt by 2021.

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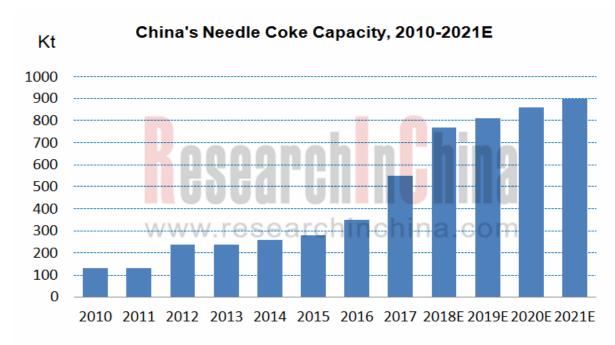
Global and China Needle Coke Industry Report, 2017-2021 highlights the followings:

Supply & demand, competition, etc. in global needle coke market;

Chinese needle coke market (development environment (policies, technology, and trade), supply and demand, competitive landscape, price trend, main projects, etc.);

Chinese graphite electrode market (supply & demand, competitive landscape, price trend, and demand for needle coke);

Chinese lithium battery anode materials market (supply & demand, competitive landscape, price trend, and demand for needle coke); Seven global and ten Chinese needle coke enterprises (operation, needle coke business, etc.)



Source: Global and China Needle Coke Industry Report, 2017-2021

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