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TiO₂: Producers See Sales Improving Earnings and Cash Come into Focus

The recent Earnings Reports from Multi-National Producers (MNPs) for 1Q 2024 continue to present an recovering industry, but several questions still remain concerning the strength of the recovery. Cost control has improved. Markets are improving. What is the next step to improve earnings and cash flow? Price increase announcements for second quarter are being strongly pushed by producers, despite traditionally low utilization rates. Customers are claiming their TiO₂ demand is not high, particularly in North American markets looking for a housing recovery.

The May issue of the *Ti Observer™ Insights* – now available – provides TiPMC’s view of global TiO₂ producer’s current situation, along with the current status of the Chinese industry, based on the most recent data available. We review the most recent data from China, trade statistics, and corporate filings, and tie them to the most recent global economic news.

We provide answers to these questions:

- o What is driving growth in the APEC market and Europe? What are key housing market indicators saying about North America?
- o Chinese export data continues to increase, with 1Q24 a record quarter for Chinese exports? What are we seeing in the destination of Chinese exports, and the current export price? What about the Chinese price increases?
- o How does the most recent increases in TiO₂ sales compare with Coatings sales for the last several quarters? Is this a sign of concern, or a normal restocking patten?
- o What is happening to producer costs? Is there significant relief in sight? Is spreading fixed costs among more tonnes the solution to everyone’s issues? How do costs compare with previous periods with similar sales figinres, and what has changed?
- o Who do Chinese producers see as their primary competition? What is the evidence?

TiPMC will closely follow all developments in the coming months, through our upcoming *Ti Observer™ Insights* periodicals and our latest TiO₂ Forecast. Follow our group on LinkedIn for other on-going developments and analysis:

<https://www.linkedin.com/company/tipmc-solutions-llc/?viewAsMember=true>

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Want to examine the data yourself, and draw your own conclusions? Tableau® for TiO₂ allows producers, customers, and investors to examine the data themselves, and develop their own views of the market. TiPMC has other consulting options available to provide a full range of market consulting solutions to assist decision makers in developing the best answers to their most pressing questions.

Interested in learning more about our Subscription, VIP Membership, and Tableau® for TiO₂? Visit our website or contact us directly. We can prepare the perfect package to meet your needs.

Interested in learning more about TiPMC Consulting, Robert Fry Economics LLC, or our other collaboration partners? Visit either website or contact us directly. We collaborate on webinar and seminar services to provide you and your clients the most unique and most trusted view on the TiO₂, Mineral Sands and Chemical Industry moving forward.

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I welcome your calls, questions and requests,



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