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## TiO<sub>2</sub> Forecast & Strategic Review: The Early Phases of the Upturn

2024 has seen improvement for the fortunes of TiO<sub>2</sub> companies. All signs are the beginning of a recovery in most regions. The industry is far from being strong. How much more time will be needed before the industry is in full swing?

TiPMC provides its insight, along with its analytics to provide its view of the current direction of the TiO<sub>2</sub> industry, and will it will be until the industry reaches to top of the cycle. Looking at history and currently available data, we have developed regional quarterly price forecasts for 2024 and 2025, along with a yearly forecast extending through 2028. We have developed upside and downside scenarios for pricing, along with our logic explaining the cases presented. We provide data with insight and explain our view of how we believe the current signals will impact the supply and demand balance for all segments in the coming quarters.

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### ***We also look at these questions:***

- 1Q24 preliminary announcements appear promising. Where is the strength coming, and what is driving the stronger regions?
- Chinese exports skyrocketed in 1Q24. What is behind the strong increase, and what is being signaled about the Chinese domestic market? Where is the product being exported, and what does the destination of those exports tell us about markets outside of China?
- What is the most recent export data from the US and Australia implying about the first half of 2024?
- What is the latest update on Anti-Dumping Tariffs in Europe, and what are the latest observations from industry participants. As concern about Chinese product exports impacting domestic industries is spreading well beyond the TiO<sub>2</sub> industry, are other regions and countries soon to consider further tariffs on Chinese products?
- Despite two utilization rates among many producers, are price increases likely in 2024? How and why?
- What are we learning about the future TiO<sub>2</sub> market from Feedstock producers ?

**Continued**

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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 TiO<sub>2</sub>, Mineral Sands and Chemical Industry moving forward.

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I welcome your calls, questions and requests.



**Gerry Colamarino**

Managing Director, TiPMC Consulting

+1 408-368-7759

[gcolamarino@tipmcconsulting.com](mailto:gcolamarino@tipmcconsulting.com)

[www.tipmcconsulting.com](http://www.tipmcconsulting.com)