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## TiO<sub>2</sub>: Is 2024 Becoming a Milestone Year in the TiO<sub>2</sub> Industry?

The past several weeks have seen some significant developments within the TiO<sub>2</sub> industry. Hopes for continued increases in demand seem to be fading. US housing statistics, central bank policies, and a restocked supply chain are providing headwinds for TiO<sub>2</sub> demand in the second half of 2024. However, several developments on the supply side are increasingly tightening the supply and demand balance, both short- and long-term.

Unscheduled producer outages, significant new tariffs for Chinese product on the part of the EU, potential further tariffs, Chinese products throughout the world, as well as worldwide shutdown announcements are tightening supply options at a time when demand recovery appears on the mid-term horizon. The impact is not only significant for TiO<sub>2</sub> producers, mineral sands producers are closely following developments as their need to continually increase their share of the value chain increases.

The June issue of the *Ti Observer™ Insights* – now available – provides TiPMC's view of global TiO<sub>2</sub> 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 our analysis of the current developments, to provide a realistic view of the impact on the industry.

*We provide answers to these questions:*

- o What does underlying demand look like for the second half of 2024? How much of increased demand in the first half of 2024 due to restocking on the part of customers?
- o What are the scenarios that may need to be considered as a result of EU decision to level additional tariffs on Chinese produced TiO<sub>2</sub>? What are the potential issues that may arise if similar tariffs are levied in other countries deciding on anti-dumping complaints concerning Chinese TiO<sub>2</sub>?
- o Are there supply concerns due to the recently announced TiO<sub>2</sub> plant shutdowns and forced production outages? Which regions could be affected?
- o What do trade statistics tell us about the preparations producers have made ahead of time for the tariffs and production outages? Are they enough to delay impacts on the supply demand balance?
- o What is the net potential impact on the utilization rates for Multi-National Producers.

**Continued**

- o What are some new realities that may be faced by the Chinese TiO<sub>2</sub> industry? What are potential consequences?
- o How will the latest M&A activity within the Mineral Sands industry, along with all the activities downstream, impact Mineral Sands producers? What is their likely response?

Want to examine the data yourself, and draw your own conclusions? **Tableau® for TiO<sub>2</sub>** 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.

TiPMC will closely follow all developments in the coming months, through our upcoming **Ti Observer™ Insights** periodicals, and our mid-year Forecast and strategic review for TiO<sub>2</sub>.

Follow our group on LinkedIn for other on-going developments and analysis [HERE](#).

Interested in learning more about our Subscription, VIP Membership? 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 TiO<sub>2</sub>, Mineral Sands and Chemical Industry moving forward.

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I welcome your calls, questions and requests,



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