

# Presentation Regional Analysis: NAFTA Cable Markets

Philip Radbourne

Director – Research, Wire & Cable Team

Integer Research Ltd, London Office

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beyond  
numbers

# NAFTA (USA, Canada, Mexico) Cable Markets

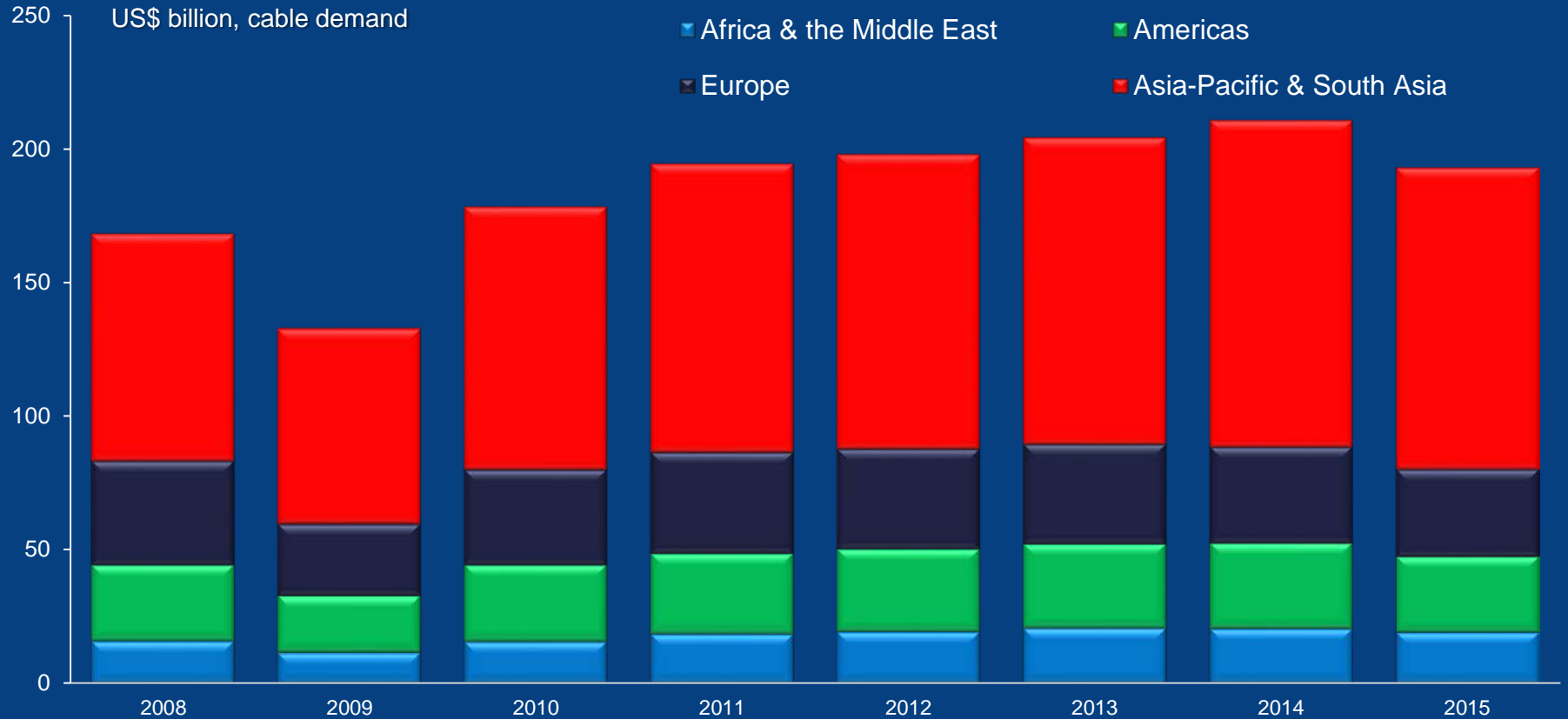
- **Introduction**
- Global Wire & Cable industry
- Overview of NAFTA cable markets
- Leading suppliers
- Conclusions – questions & answer session



- **Global Wire & Cable industry**

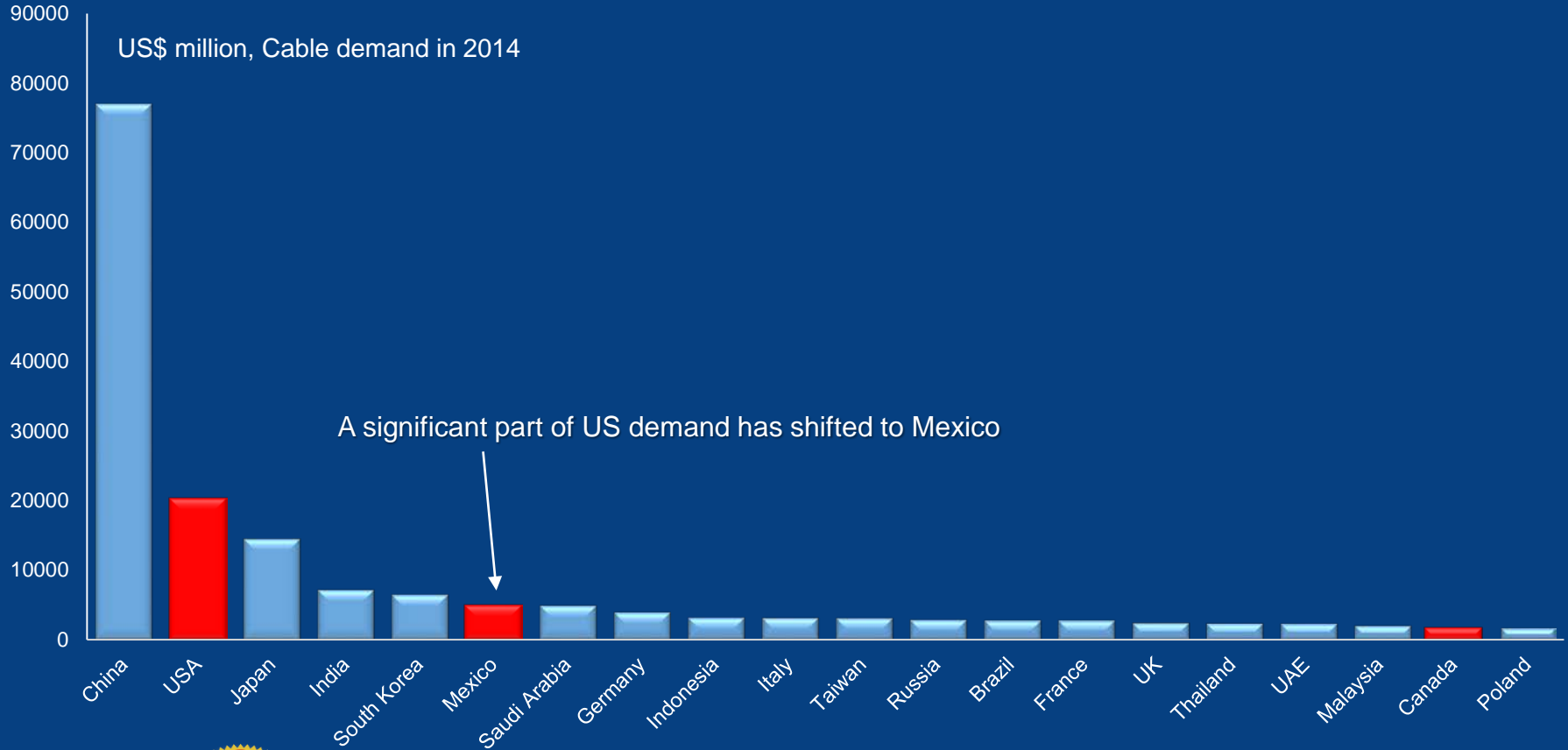


# Global wire and cable demand, US\$ billion, 2008-2015



Source: Integer, Industry Sources

# Cable demand by country in 2014



Source: Integer, Industry Sources

# Number of wire & cable making plants by country in 2014

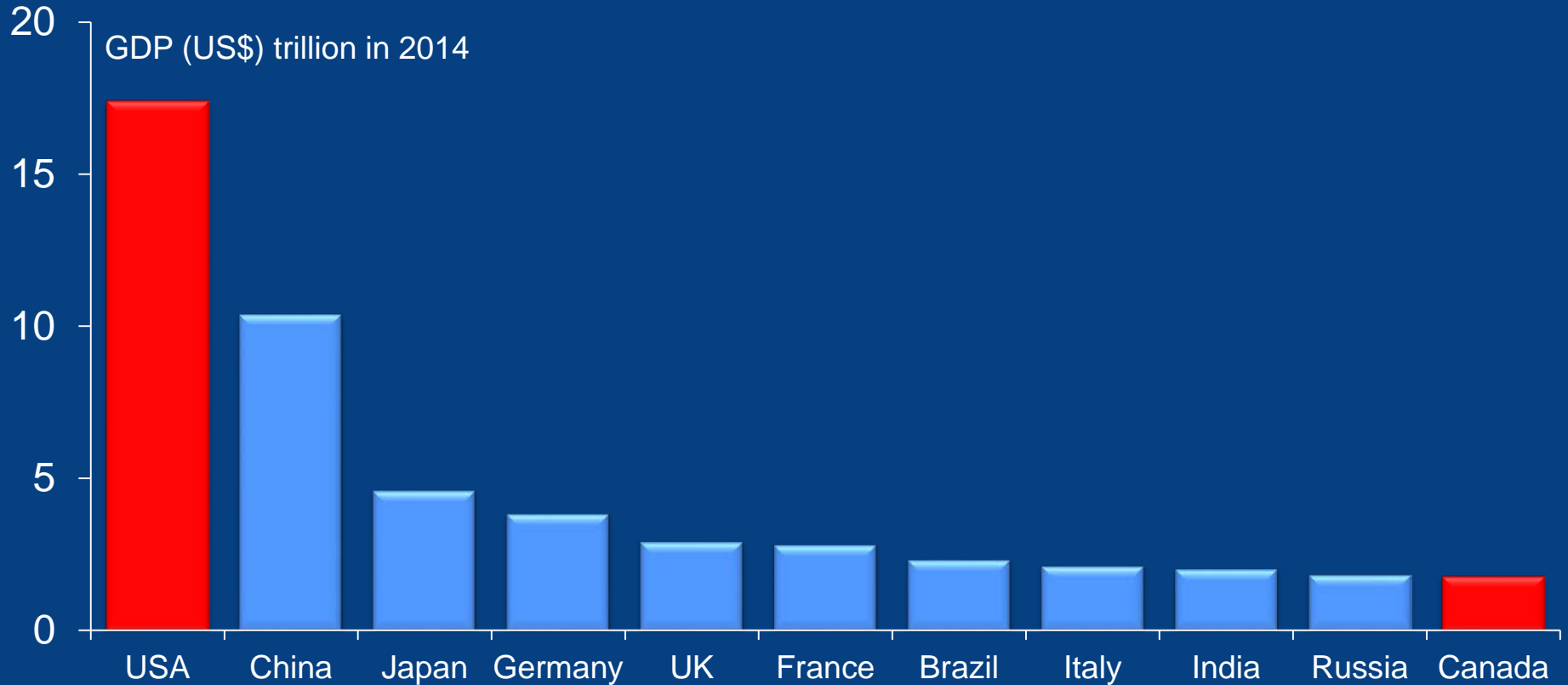


Source: Integer, Industry Sources, SECRI, Wire Association, JCMA

- **NAFTA/USA**



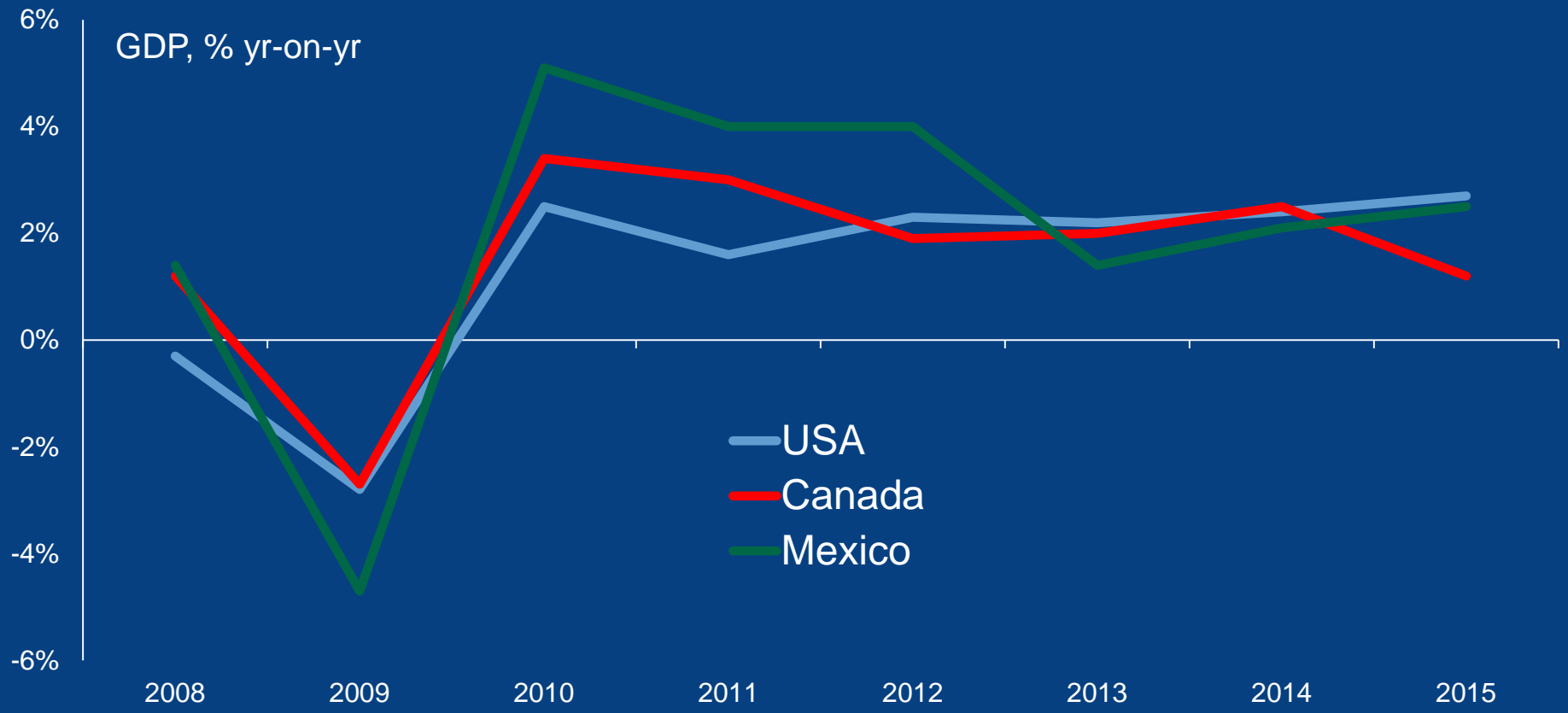
# Leading economies in the world by GDP



Source: IMF (2014) , Bloomberg

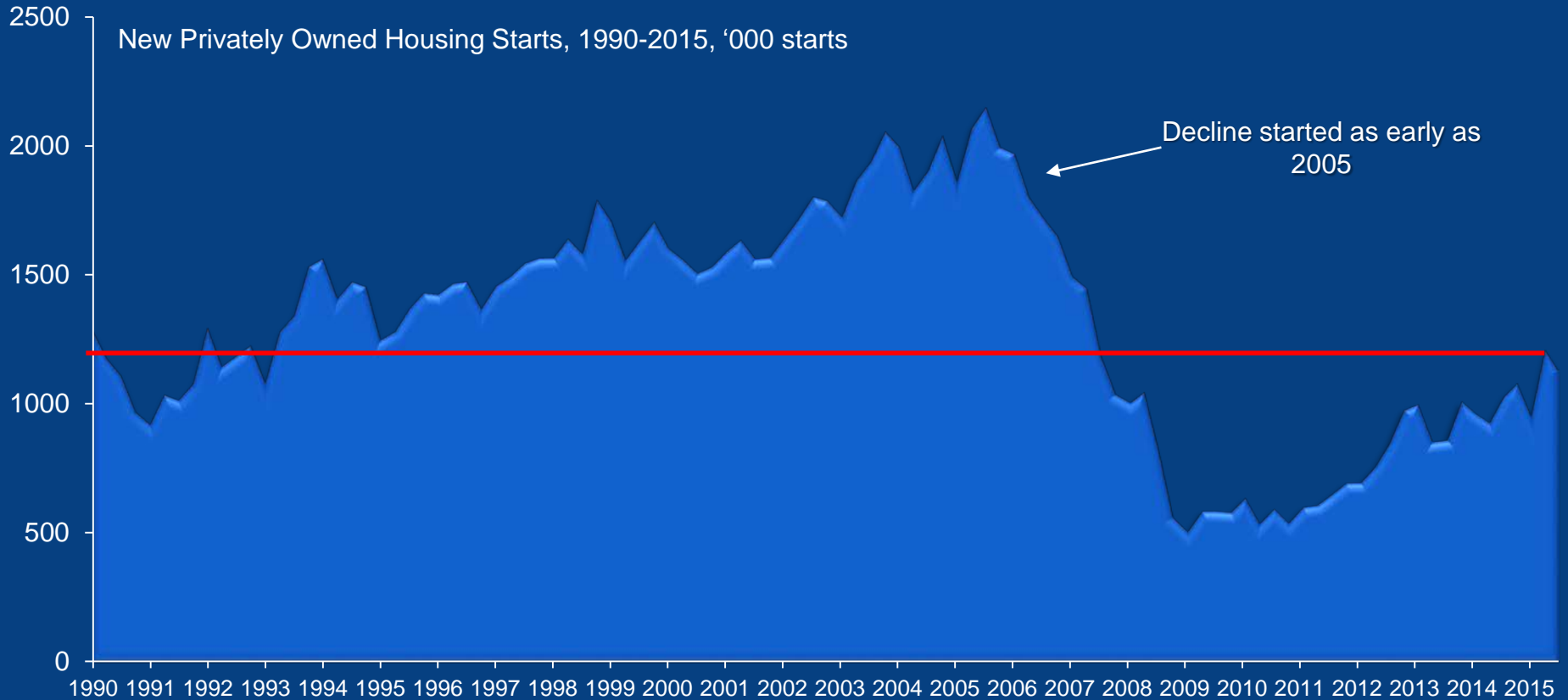


# NAFTA GDP by country, year-on-year



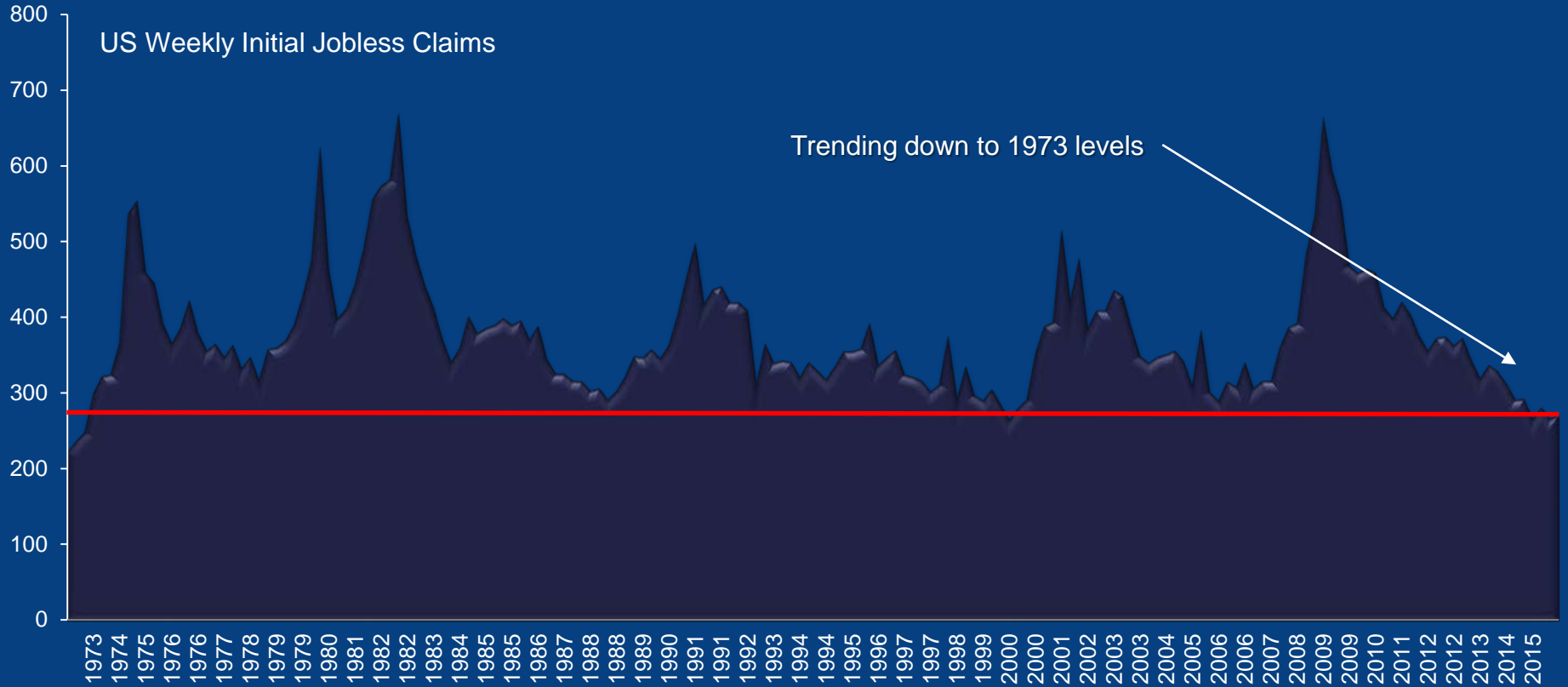
Source: IMF, Bloomberg, Integer, Note: 2015 is an estimate

# US still struggling to recover from housing crash in 2006-2007



Source: US Census, Bloomberg

# US Weekly Initial Jobless Claims, 1973-October 2015



Source: US Bureau of Labor (BLS), Bloomberg

# There are many positives about US economy

## Positive

- ✓ Economy recovered from worst recession in 80 years
- ✓ US consumer confidence at 7 year high
- ✓ US gas prices fall to lowest since 2008
- ✓ US oil extraction up dramatically – petrochem boom
- ✓ US auto sales at record highs
- ✓ US weekly jobless claims drop to 42 year low
- ✓ US unemployment at 5.1%
- ✓ US budget deficit below 3% of GDP (10% in 2010)
- ✓ Longest run (65 months) of private sector job creation on record

## Negative

- ✗ Real wage growth has been modest at best
- ✗ Recovery not evenly split
- ✗ US Housing starts below 2007 peak
- ✗ Millennials do not have the resource to purchase houses
- ✗ Manufacturing PMIs heading towards 50 in September
- ✗ Labour participation rates lowest levels since 1970s
- ✗ Lower US oil prices hit fracking boom
- ✗ US National federal debt still at highest level in 70 years
- ✗ Further potential dispute over the debt ceiling extension



Source: US Bureau of Labor (BLS), Bloomberg, Economist, Integer

# Countries with similar GDPs to each state in 2014

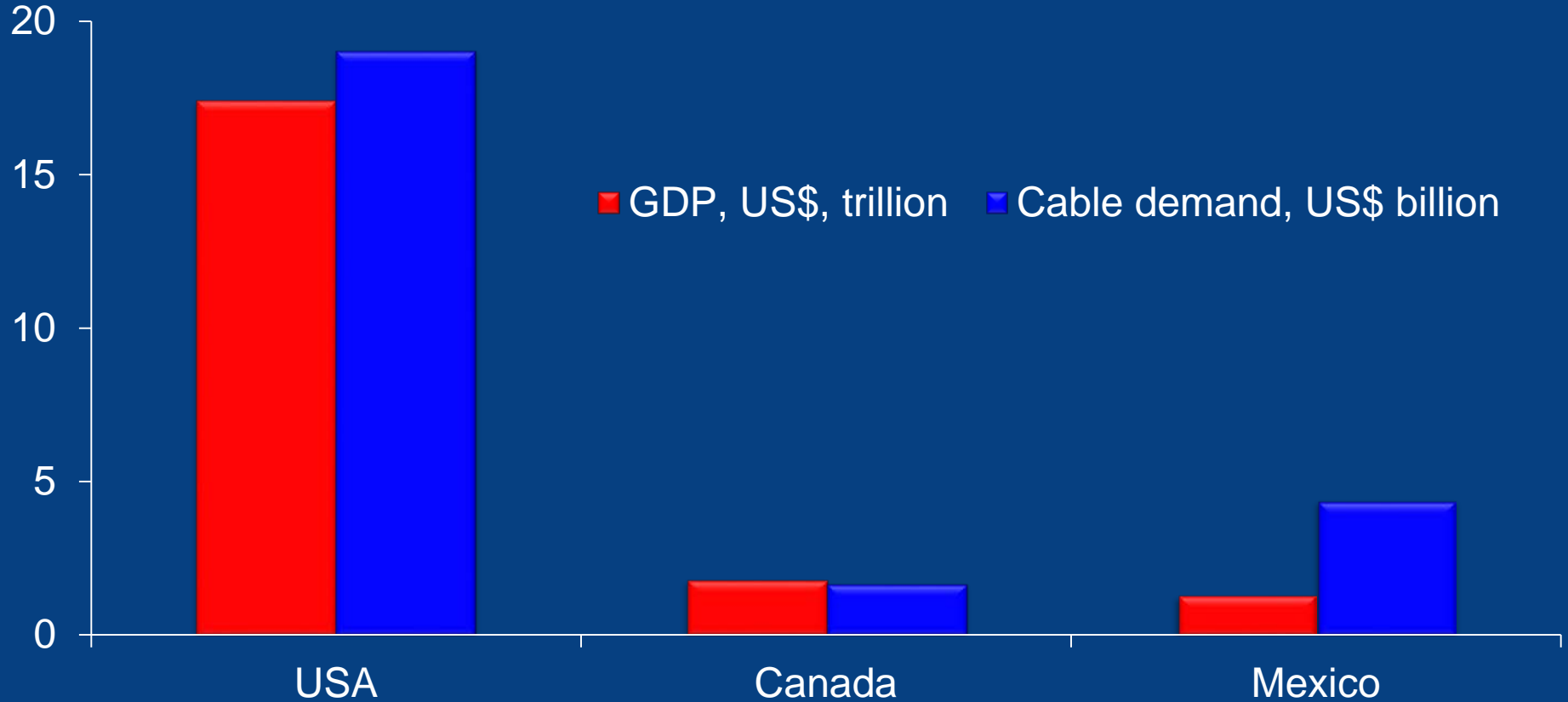


Source: Bureau of Economic Analysis, IMF, Bloomberg, Economist, Integer

- **Overview of NAFTA cable markets**

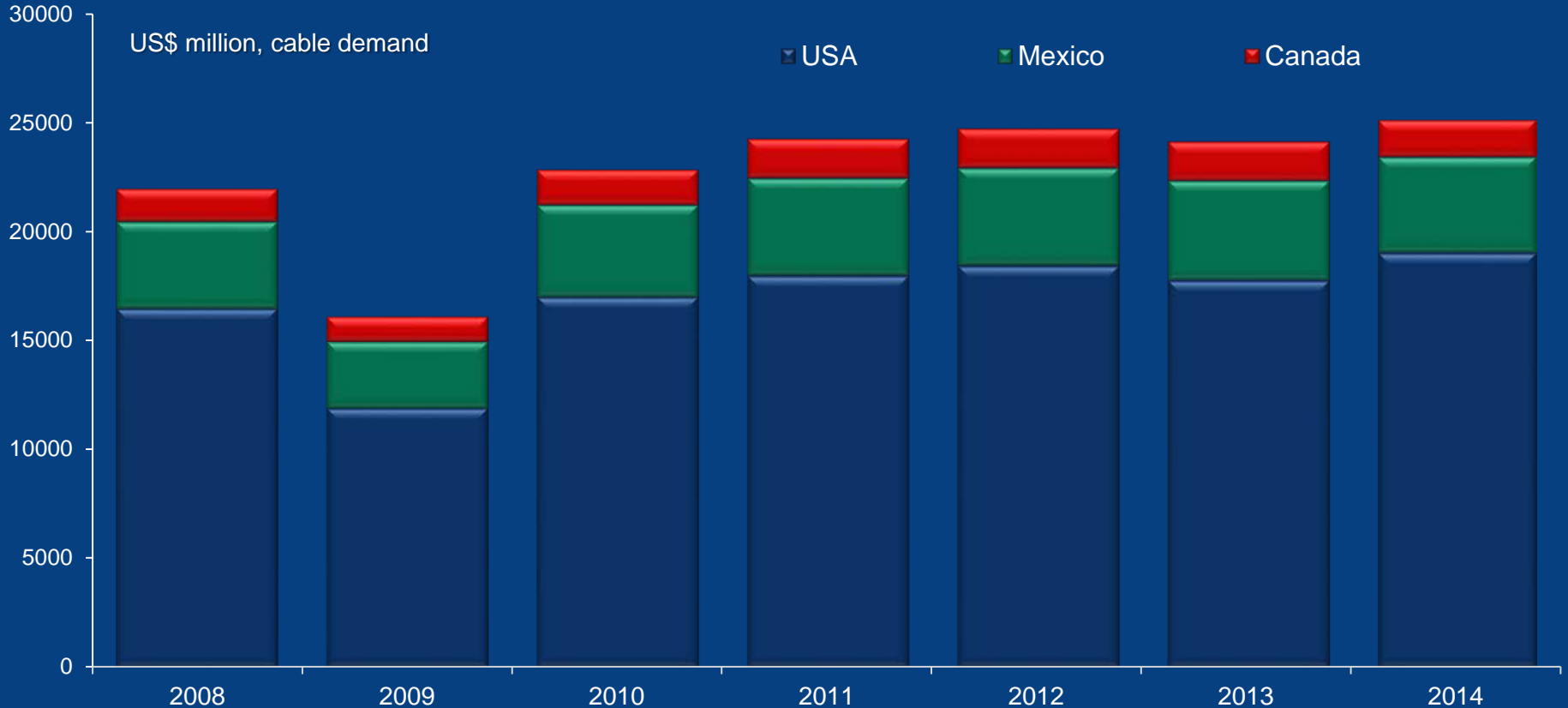


# GDP and Cable demand in NAFTA in 2014



Source: Integer, US Census, Cansim, INEGI, IMF

# NAFTA cable demand, 2008-2014



Source: Integer, Industry Sources



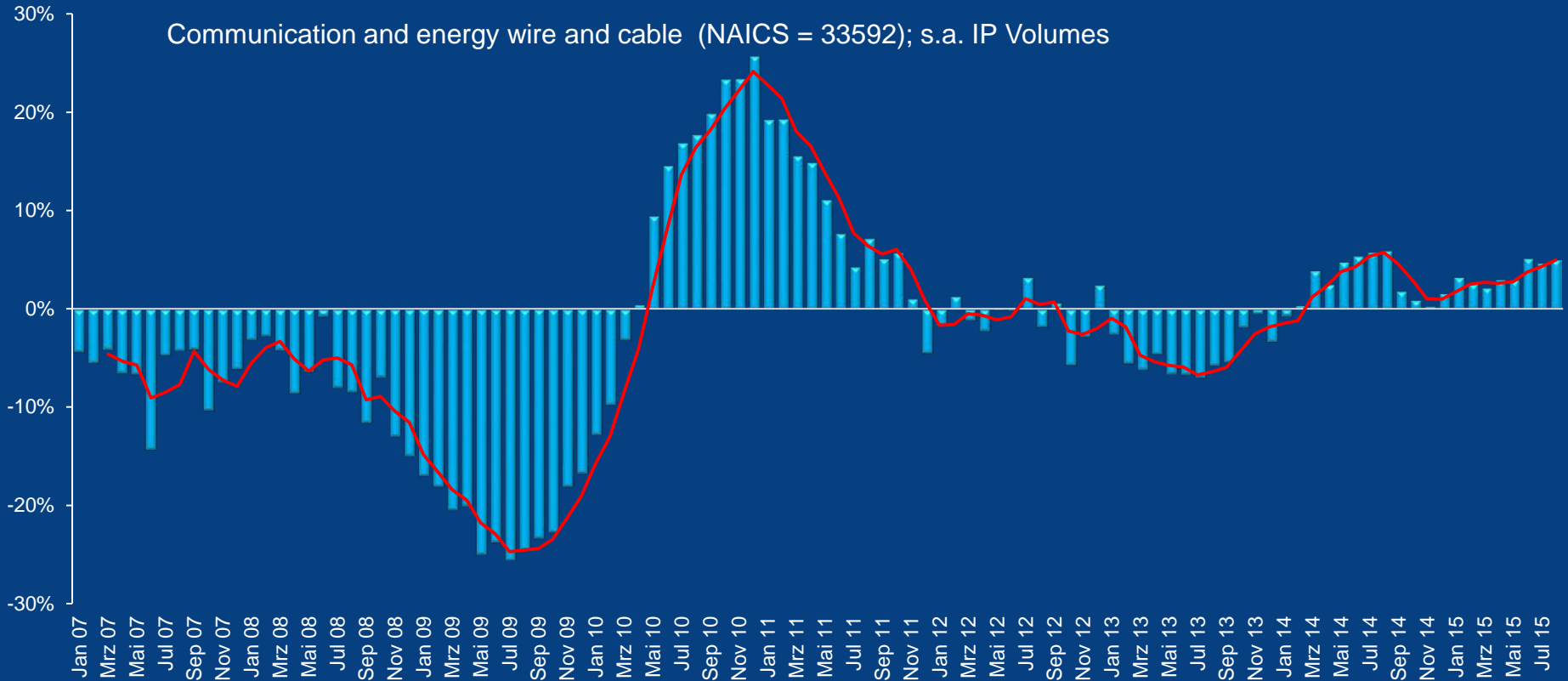
# Overview of NAFTA cable markets

- USA



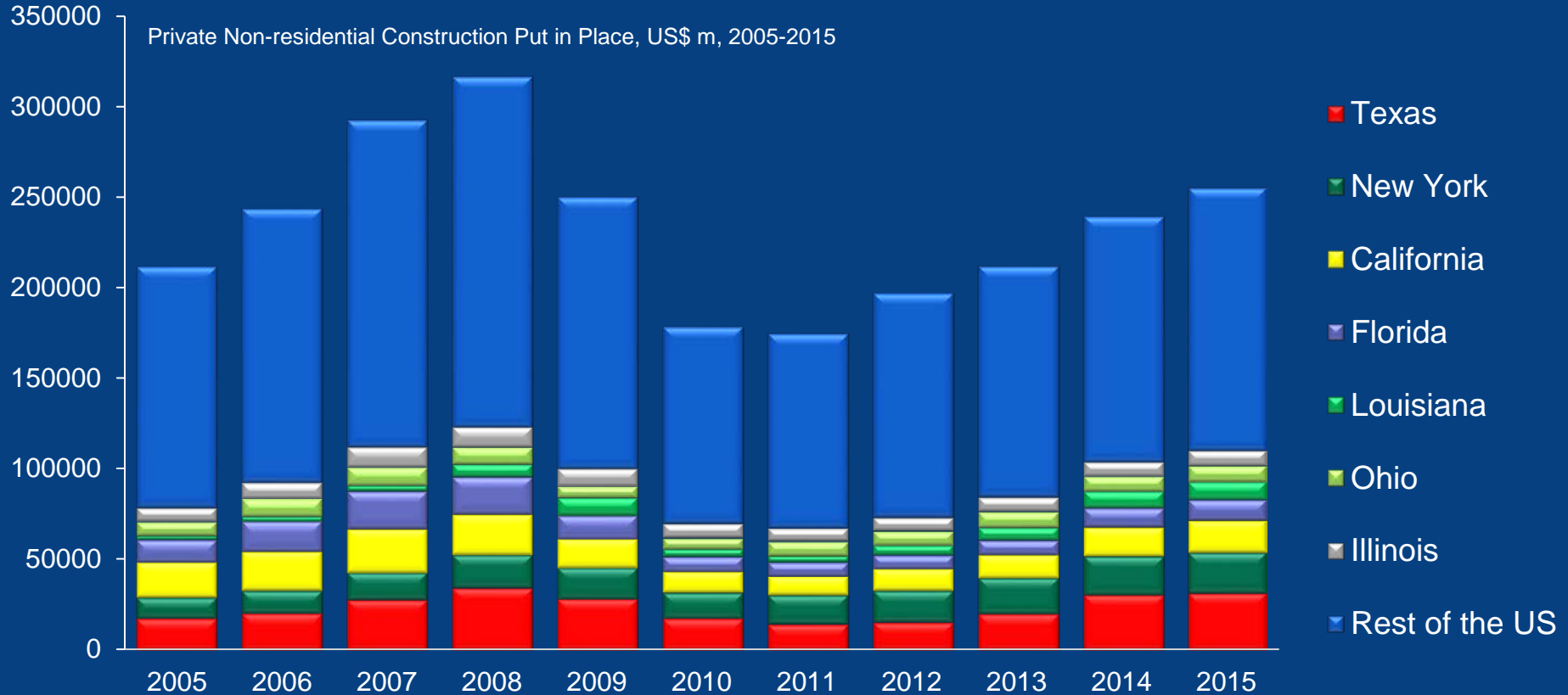
# US cable production up through 2014 & 2015

Communication and energy wire and cable (NAICS = 33592); s.a. IP Volumes



Source: US Census Bureau

# US non-residential construction sector, 2005-2015



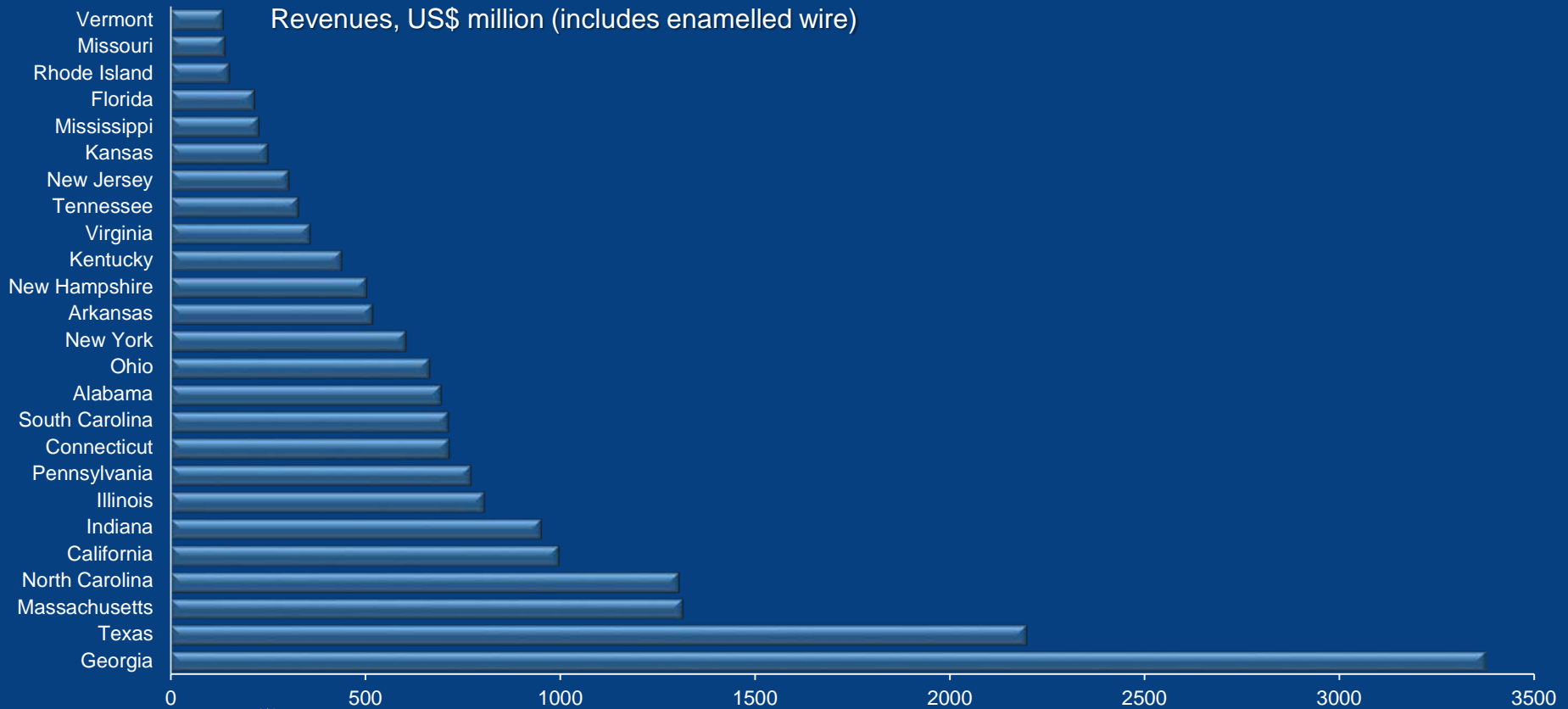
Source: US Census Bureau

# US cable manufacturing locations in 2014



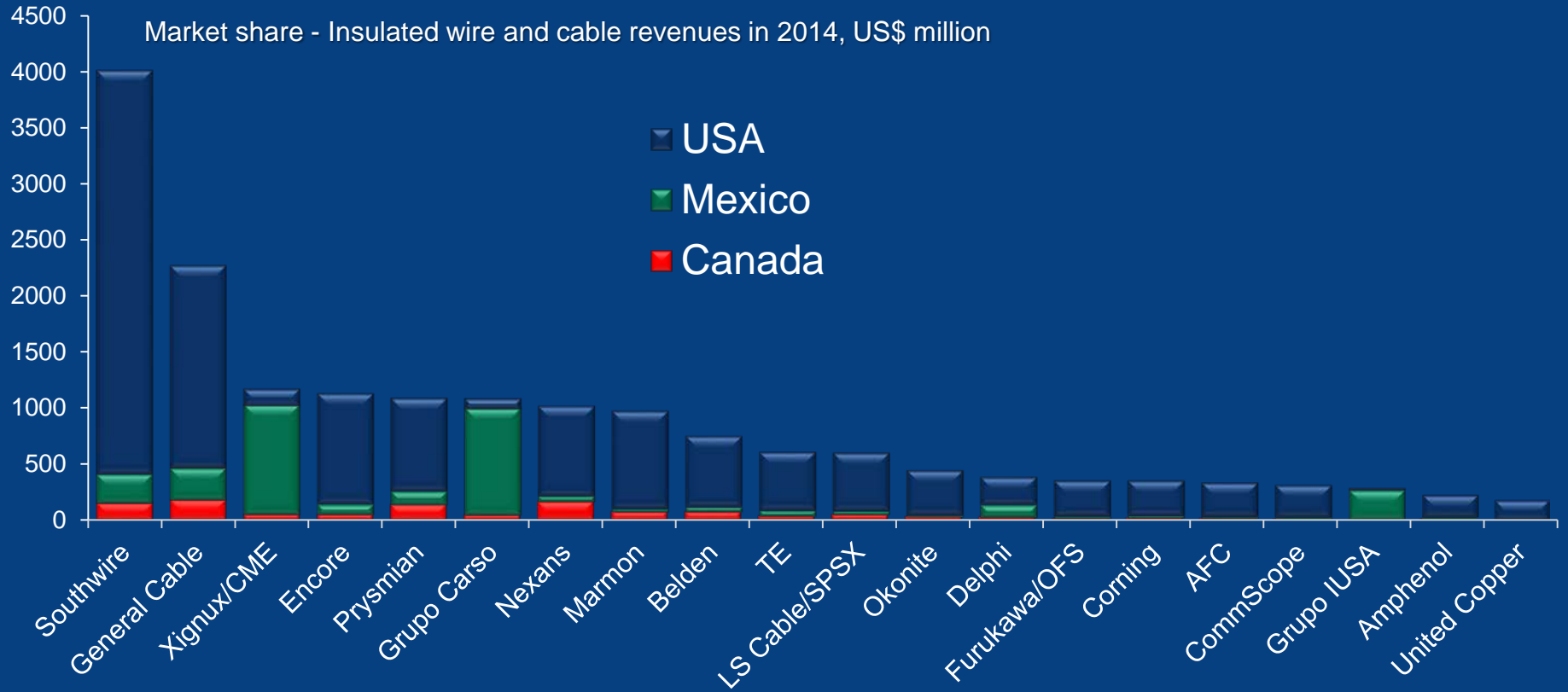
Source: Integer, US Census Bureau, Wire Association, NEMA, Industry Sources

# US state by state production in 2014



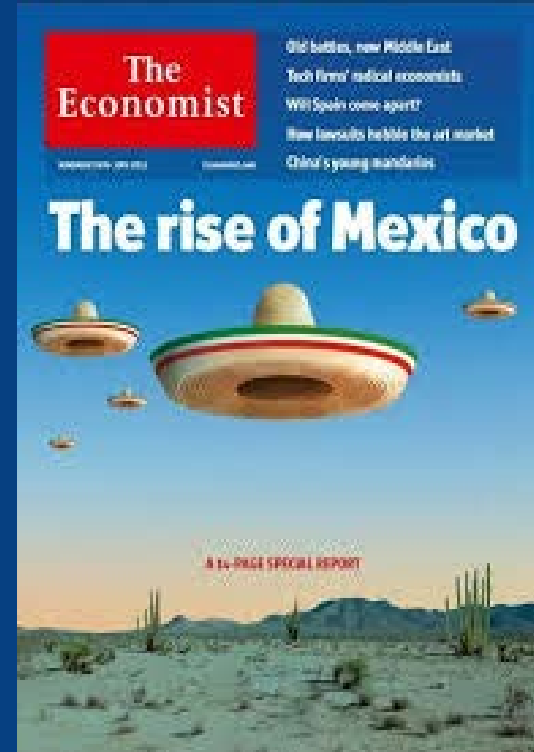
Source: Integer, US Census Bureau, Wire Association, Industry Sources

# Market share of the leading cable makers in NAFTA, 2014



Source: Industry sources, Integer – excludes bare overhead – ACSR/AAC, magnet wire and Al/Cu rod sales

# Conclusions



# NAFTA Cable markets

**For further information and questions on  
the survey, please contact**

Louisa Winnik  
Editor, NAFTA Survey  
Analyst, Wire & Cable  
[louisa.winnik@integer-research.com](mailto:louisa.winnik@integer-research.com)

Philip Radbourne  
Director, Wire & Cable Research  
[philip.radbourne@integer-research.com](mailto:philip.radbourne@integer-research.com)

Tel: +44 20 7503 1265  
Fax: +44 20 7503 1266  
Integer Research Ltd  
London Office, Invicta House  
108-114 Golden Lane  
London, EC1Y 0TL, UK



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