

Graphite Electrode Market Analysis



Sven Leonhard
Global Purchasing

Resonac Graphite Business Unit

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Biografie - Sven Leonhard

Full name and current position:

Sven Leonhard - Director Global Purchasing

Company overview & short description of Resonac:

Resonac Graphite Business Unit is a global leader in the production of artificial graphite, a material that plays a strategic role in decarbonization and the energy transition. With over 1403 employees and revenues of more than USD 800 million, we operate production facilities across Europe, Asia, and the Americas. As part of Resonac, a multinational chemical group with 24,000 employees, USD 9 billion in revenues, and seven business divisions, we are positioned at the forefront of innovation and sustainable industrial growth.

Professional background:

Over 30 years of experience in the steel industry, with a specialized focus in the purchasing department.

Key achievements or projects:

Led initiatives to enhance innovation within the purchasing process, resulting in improved efficiency and cost savings.

Education or specializations:

Bachelor Professional in Mechanical Engineering Technologies / Technician

Private comments:

55 years old, married, 1 daughter with 26 years

I like spending time with my family, my dog Rocky (Havapoo) and friends enjoying good food and drinks.

By finding time I like love to exploring new destinations with my motorhome.





The crucial role of GE

Graphite electrodes **play a central role** in one of the world's most essential industrial processes:

The Steel Production



Graphite electrodes conduct electricity and create heat. They **melt scrap in Electric Arc Furnaces**, enabling a **key phase** of the **world's largest recycling process**.

Graphite: a critical raw material

Essential for the entire steel industry and its downstream sectors.



Construction



Machinery applications



Railway



Defense

Every second, GE help melt **steel that can be infinitely reused**, keeping industries and economies running.



Needle Coke



Pitch



Graphite



EAF Furnaces



Steel

Our industry is exposed to many global uncertainties.

No single company can secure stability alone.

Tariffs

These fluctuations make long-term planning and pricing stability increasingly difficult.



Inflation

Put pressure on profitability and investment capacity. Inflation also drives up labor and maintenance costs.



Energy Prices

Sustained increases erode margins and create uncertainty for all suppliers.



Unforeseen events

Pandemics, wars, and other unpredictable global crises can disrupt supply chains overnight, alter demand patterns, and destabilize financial markets.



Global AVG GE Sales Prices

GE prices will remain under pressure

Prices Tending Downguard

It is not expected an upward price trend in 2026, signaling continued pressure on margins.

Regional Cost Advantages

India and China maintain a competitive edge due to lower energy and labor costs, challenging producers in the U.S., Japan, and Europe.

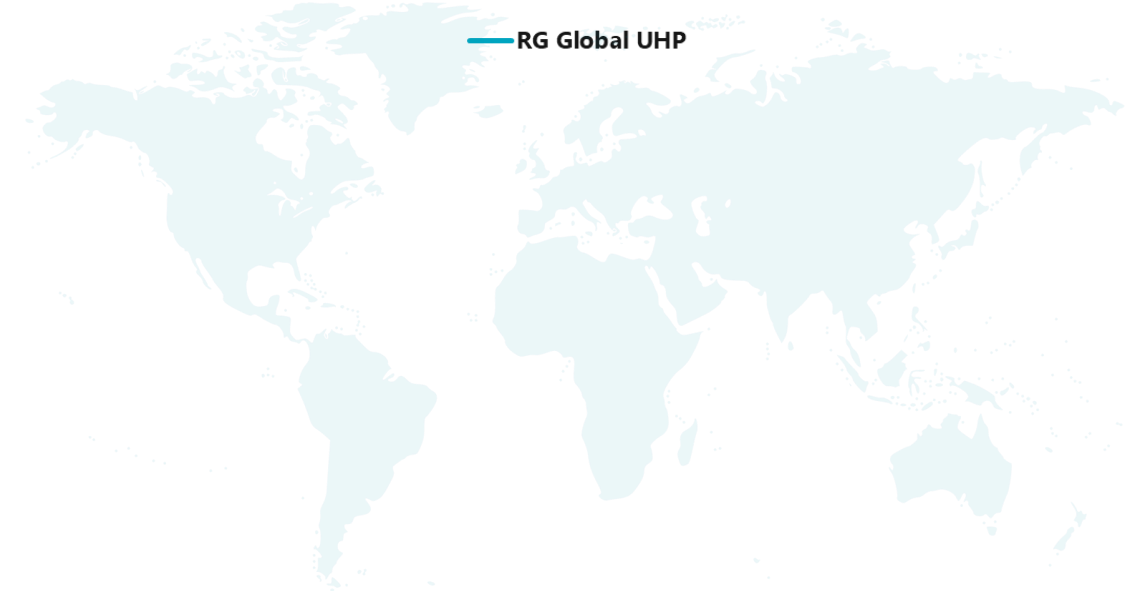
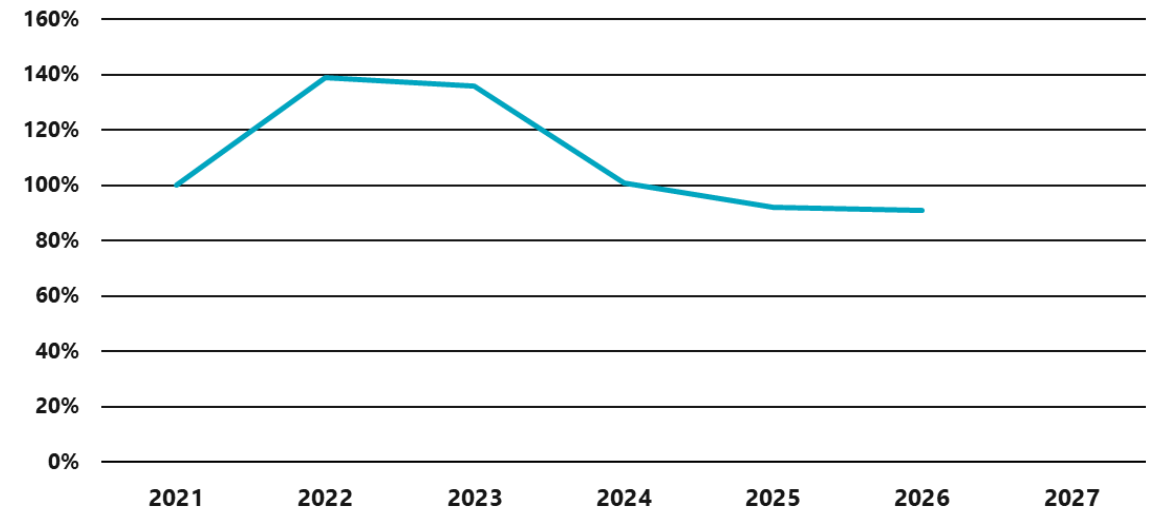
Ongoing Market Pressure

Increased cost competition and slower demand recovery will continue to weigh on global GE price performance.

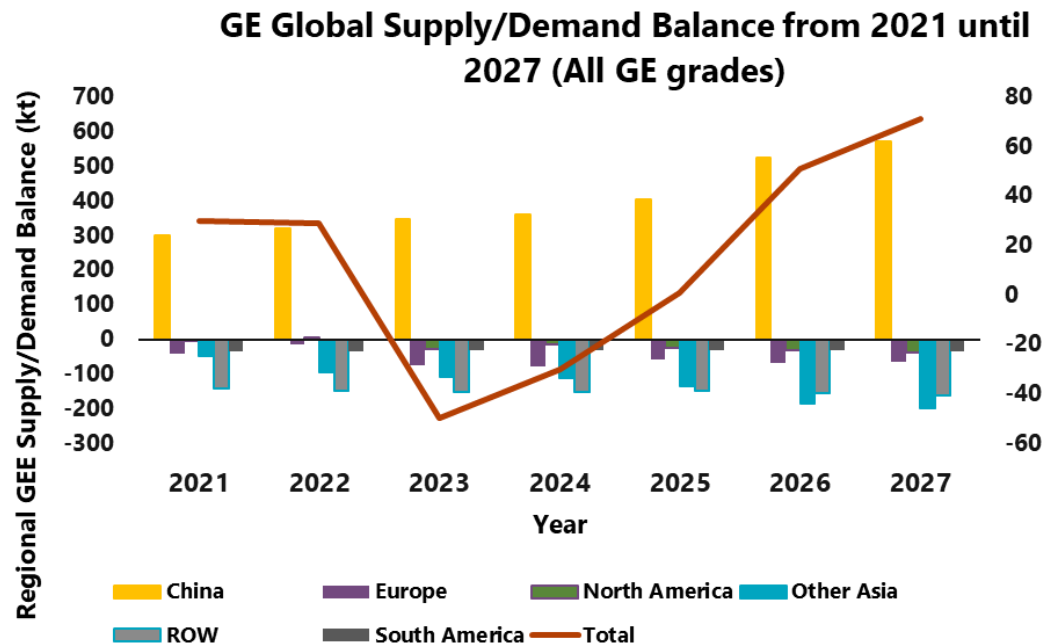
Supply-Demand Imbalance Ahead

GE supply is projected to rebound in 2026–2027, but slower EAF growth will likely keep prices subdued due to oversupply pressures.

Global GE AVG relative prices (%) – 2021/2027



GE Supply and Demand Forecast



GE supply is gradually recovering from the 2023–2024 lows, while demand is improving but expected to remain below 2021 levels through 2027. Delays in European EAF projects and slower adoption in China have prompted a **downward revision of demand forecasts for 2025–2026.**



How we deal with this uncertainty?

 **Economic sustainability**
Conducting business responsibly with a long-term vision.

 **Reliability**
Standing as a trustworthy partner.

 **Stability**
Creating strong, lasting relationships even in volatile markets.

 **Partnership**
Resilience together with our suppliers and customers.



GET IN TOUCH

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