

Russia's invasion of Ukraine has led to a serious **humanitarian crisis**. BCG condemns this attack and the violence that is killing, wounding, and displacing so many people.

The top priority in moments like these must be the **safety and security of people**. Corporates, governments, and non-for-profit organizations should focus on supporting the people in Ukraine, Russia, Europe, and globally affected (physically and mentally).

# ...but is already impacting the global economy through the industrial sector

It is the duty of political, societal, and business leaders to navigate through this crisis. **The intent** of this document is to inform discussions and decisions on the global economic impact as well as the industrial sector impact of the war in Ukraine.

The situation surrounding Ukraine is dynamic and rapidly evolving - this document reflects information and analysis as of **14 April 2022.** It is not intended as a prediction of future events and is shared only as a resource for BCG and client conversations.



### **IMPACT ON INDUSTRIAL SECTOR**

Russia's invasion of Ukraine is exacerbating a crisis among industries that were already struggling to cope with supply chain bottlenecks, soaring costs, and critical material shortages stemming from the pandemic. The ripple effects could include reduced automobile production, delays in big infrastructure projects, major shifts in global trade, and a food crisis in Africa.

Sectors that rely heavily on materials and natural gas from Russia and Ukraine are among the hardest hit. Global agriculture, for example, was under stress prior to the war because of high fertilizer prices. The war is driving up fertilizer costs even further, causing the biggest leap in food prices since 1990. The impact is especially dire in Africa, which imports much of its wheat from the two countries. Disruption in supplies of pig iron, semifinished steel, and natural gas will hobble production of finished steel. This, in turn, could affect major construction projects worldwide and automakers in the EU.

In other sectors, such as chemicals and transportation, war-related supply shocks could be more manageable as companies gradually shift to Asian and North American sources of energy and materials. As a result, an increased number of goods are likely to travel via ocean freight. And higher hydrocarbon costs could make green energy solutions more attractive across industries.



### Perspective on industrial sector impact

- > Cross-industry trends
- > Selected sector impacts
- > Implications for leaders

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### **Summary** Industrial Trends & Implications of the War in Ukraine

# **Cross-industry** trends

**This is a crisis on top of existing crises** (e.g., Covid, supply chains), exacerbating price increases (e.g., oil & gas, fertilizers) and existing supply chain shortages (e.g., semi-conductors)

**Critical industrial sectors exposed** to rising costs and supply shortages (e.g., food crisis), but **manageable risks** and business upside for some segments (e.g., ocean freight, Greentech, clean energies)

# **Sector implications**

Agriculture | Food crisis driven by price and supply shock, compounded by high fertilizer prices and risking severe socioeconomic consequences, especially in Africa & Middle East

### **SECTOR IMPACT**

Critical Manageable Raw Materials | Scarcity of raw materials causes specific sector impacts (e.g., Steel) and second-order effects reach end users

**Construction** | Higher input costs & supply chain bottlenecks drive delays, and hinder infrastructure-led recovery

**Chemicals** | Manageable global impact of high input costs, but vulnerability and second-order impact for downstream chemical players and customer industries if potential cuts in Natural Gas supplies were to materialize

**Automotive** Limited direct global sales impact; rising material, energy, labor costs stress supply base

**Transportation** | Change in trade patterns to cause modal shift to ocean freight and sustaining high rates

**Greentech & Sustainability** Opportunity to accelerate adoption driven by energy independence, relatively more attractive economics, but constrained by supply in the short term

# Implications for leaders

**Business** | Understand exposure and respond with contingency plans, proactively manage 360° risks, invest in resilience and review long-term strategy including geopolitical risk

**Policymakers** | Shape evolving situation, plan for socioeconomic resilience and review long-term industrial strategy & sector-specific policies



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### War in Ukraine is a crisis on top of existing crises

### **EXAMPLES, NOT COMPREHENSIVE**

### Industrial sectors already under pressure...

### ... and War in Ukraine added further stress

### Supply chain bottlenecks



**Automotive sector** already affected by '21 chip shortages

**11.3M** units of production lost in 2021 from chip shortage<sup>1</sup>

**Added threat to semiconductors** as Ukraine produces a key input



of global Neon gas, a critical semiconductor component<sup>2</sup>

### **Rising prices**



**Agriculture sector** had been facing surging fertilizer prices from demand, supply chain disruptions, energy prices, etc.

**+210%** in Ammonia fertilizer prices (Sept 2020 – Sept 2021)<sup>3</sup>

Fertilizer prices continue to rise, as Russia, Ukraine & Belarus are significant exporters, already exacerbating the global food crisis

in prices since War started; prices now 3-4x higher than in 20204

### **Geopolitical uncertainty**



**Businesses** grappling with trade conflicts & geopolitical tensions

Source: BCG analysis and experience

of Supply Chain Leaders moved business out of China (or plan to by '23) given need to build resilience & avoid tariff costs<sup>5</sup> Added pressure for companies exposed to **sanctions**, with assets exposed, and further global decoupling

<sup>1.</sup> AutoForecast Solutions 2.CSIS.org 3. Farm Bureau, Sept 2020 – Sept 2021 4. Green Markets, Bloomberg Weekly North America Fertilizer Price Index (Feb 18 2022 – Apr 6 2022) 5. Gartner Survey

# Negative industrial impact for sectors whose inputs are exposed to rising costs and supply shortages



### Different implications across industrial sectors

Impact	pact Critical		Manageable				
	<b>₽</b>	00					
	Agriculture  Global food supply and price shock; obstacles to adjust short-	Materials  Scarcity of raw materials causes specific sector and second-order	Construction  Materials disruption and higher input costs cause large-scale	Chemicals  Manageable global risks, but vulnerability to potential cuts in	Automotive  Limited direct global sales impact; rising material, energy, labor costs	and higher costs; opp. for ocean	Greentech & Sustainability Short-term shortages but not rare earth; opp. to minimize energy
Trends	term production	industrial impacts	projects delays	Natural Gas	stress supply base	freight players	dependency
<b>Supply</b> disruption	<b>V</b>			Risk if potential NG¹ supply cuts			
Substitution complexity	<b>✓</b>	<b>✓</b>	1/15				SZN
Price volatility	<b>✓</b>	<b>✓</b>	<b>✓</b>				
Opportunity in response		DX //	MAR		NOW	<b>V</b>	



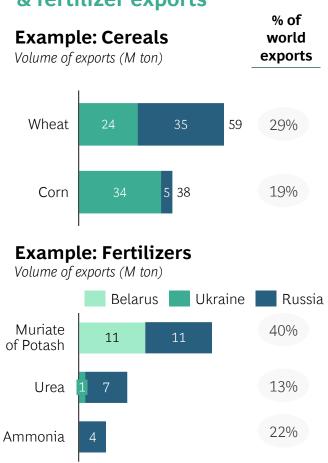
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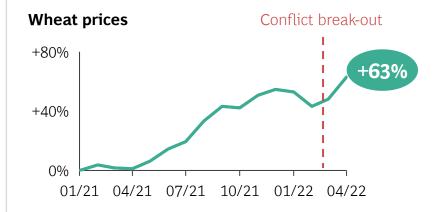
# Agriculture | War-based shock compounds food security crises, exacerbated by droughts in Africa, Middle East, and Central Asia

# **Exposure of global cereal** & fertilizer exports



### **Exacerbation of pre-War price increases**

### **Change in price since Dec. 2020**



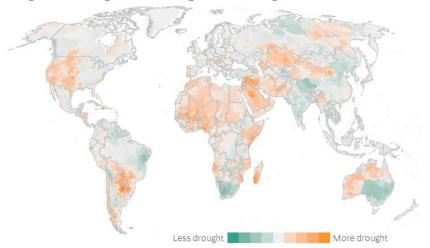


### **Africa, ME, and CA face historic droughts**



**Severe droughts** in Africa & MENA compound import & local supply shock

Agricultural regions are facing historic drought levels





However, other markets with **record harvests** (e.g., India, Australia) may balance supply gap



# **Agriculture** | Food and fertilizer challenges drive second-order implications

### **First-order impact**

### Food shock



**+13% food prices increase,** highest FAO Food Price Index since incepction in 1990<sup>1</sup>

**Food quantities unavailable**, and obstacles to local substitution (e.g., Africa & ME where 50% of cereal imports come from Ukraine/Russia<sup>2</sup>)



### **Reinforcing loop**

+40% increase in **fertilizer prices**<sup>3</sup>



**Fertilizer** 

Farmers to **minimize fertilizer use** and pivot to fertilizer-light crops

Compounding effect of other shortages (e.g., fuel) to **limit farmer spending** 

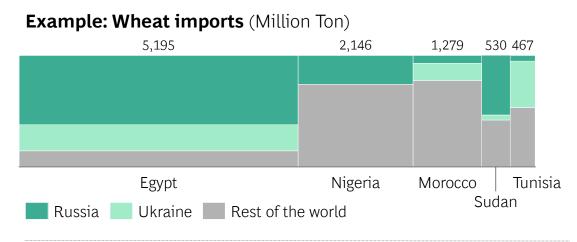
### **Second-order impact**

- **Output** Change in trade patterns
- Shock to livestock prices & production
- Shock to household spending (e.g., 43% of family income spent on food in Africa<sup>4</sup>)
- Potential social tensions, as 276 M+ people are facing acute hunger and 44 M are on the brink of famine<sup>5</sup>



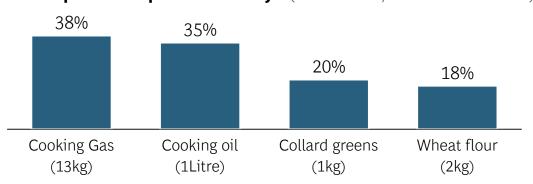
# **Agriculture** | Potential food security crisis in Africa with deep humanitarian implications

### **Africa exposure to Russia and Ukraine**



### **Countries already experiencing high price increases**

**Example: Food prices in Kenya** (% increase, March 2022 vs 21)



### Potential humanitarian crisis in Africa



Strong impetus to **shift staple foods to locally grown cereals** (e.g., millet, sorghum)



Outsized economic and social development impact given high proportion of income going on food spend



Pressure on government investment in other priorities (e.g., education, health, debt reservicing)



**Lower effectiveness of humanitarian aid** given Ukraine is a major supplier for World Food Program (+50% wheat supplies)



# Materials | Commodities shock with second-order industrial impact, but also influenced by balancing factors such as mining output substitution

# Raw material shocks lead to 2<sup>nd</sup>-order impacts across industrial uses

Material	Exposure of global exports <sup>1</sup>	Use in components & end products
Pig Iron	64%	Steel, structural components
Anthracite Coal	56%	Power generation, residencial/comercial heating
Semifinished iron and steel	38%	Steel, structural components, electromagnets
Uranium; Plutonium	35%	Electricity, radioisotopes used in medical and defence industries
Potassium chloride	34%	Fertilizers, medications
Palladium	26%	Process catalysts, Electrical Components
Aluminium	21%	Cables, electrical components
Nickel	20%	Steel products , EV batteries
Titanium	17%	Electronic circuits, heat exchangers, paint
Natural gas	16%	Key industrial heating & energy source, chemical feedstock

### 1.Russia, Ukraine, Belarus share of global exports per material (see pg. 9 for detailed references) Note: Only significant commodities included. Source: Expert inputs; BCG Analysis & experience

### Supply risks...



Conflict-driven **production disruptions** and **extended trade restrictions** 



Physical inability to transport and high freight rates

### ...but also balancing factors



**Substitution by global mining & materials players** ramping up production (e.g., critical minerals & materials)

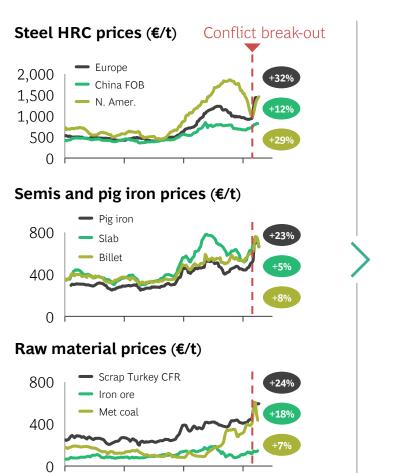


**Potential demand reduction due to parallel factors** reducing strain on markets (e.g., interestrate driven decrease in capex investments)



### Steel deep-dive | Most impact on EU rerollers and USA EAF<sup>2</sup> mills; Natural gas potentially unviable in EU to bridge green steel transition

### **Higher prices & costs...**



01/20

01/21

### ...with varying impacts across steelmaking regions

### **First-order impact**

# **European** Semis crunch impacting **reroller production** and leading to increase in HRC¹/plate prices

EAFs<sup>2</sup> were already suffering from high power and metallics costs, **crisis worsens cost position** 

### USA Shortage of virgin metallics like pig iron/DRI<sup>3</sup>

for EAFs to produce high quality products

New avenues need to be explored to supply increasing fleet of flat steel EAF capacity

### China Potential redirection of Russian semis and

finished steel exports to China

Low domestic steel prices mean room for arbitrage for **exports to EU despite duties** 

### Others Low-cost Asian mills eye lucrative western

markets to fill supply void of Russian exports

Domestic markets of countries neutral to Russia could **see influx of Russian imports** 

### **Second-order impact**

### Producers

High NG<sup>4</sup> prices make **DRI** production with NG potentially unviable in EU. DRI imports from regions with low NG cost an alternative solution.

EU players could **accelerate green H2 DRI production** by leveraging support under **REPowerEU** 

### Users

**Looming shortage of steel for wind towers** putting EU's renewable push at risk

Series of supply chain shocks (like current crisis, covid, Suez blockage etc.) could lead to **increased regional sourcing by end users** 



# **Construction** | Most impact on public & large-scale infrastructure, potentially hindering economic recovery efforts

### Public infra. & commercial constructions

### **First-order impact**

### Material costs increase driving:

- Terms renegotiations in multi-year contracts
- Substantial delays in new bids
- Players withdrawing from new bids limiting price competition

### **Localized impact:**

 Global impact exacerbated local shortages (e.g., ~100k Ukrainian workers returning from Poland)



# Residential construction

**Limited impact**, minor delays due to already existing and exacerbated supply bottlenecks



# Residential renovation

**Minor "wait-and-see" effect** delaying renovation efforts during high input prices period

### **Second-order impact**

- Limited effectiveness of public infrastructure as channel for economic recovery support
- Potential crowding-out effect in infra investment if interest rates increase substantially

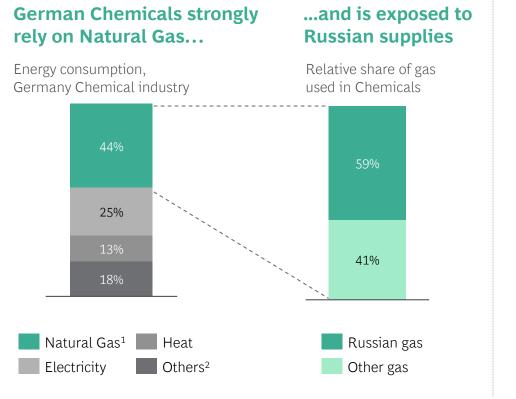
Higher attractiveness of **green energy solutions**, especially for
residential projects and building
operation (e.g., solar panels vs
fuel-based electricity)



# **Chemicals** | Potential impact for downstream chemical sector and customer industries if cuts in Natural Gas supplies were to materialize

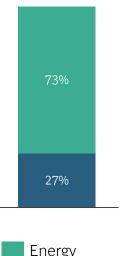
### **DEEP-DIVE**

# German chemical industry exposed to Russia Natural Gas as energy & feedstock source



# Relatively limited feedstock impact

Gas consumption in Chemicals



### Energy Feedstock

### First and second order impacts

- **Energy shortage** risk for chemical sector if potential cuts in Russian Natural Gas were to materialize
- Immediate shock to German economy, as chemical industry is a key employer
- Given global leading position of German chemical players, potential secondorder shocks in key inputs for downstream chemical sector
- Potential ripple effects for key inputs for global economy exacerbating supply shocks (e.g., fertilizer, plastic packages)



# **Automotive** | Direct risks manageable, yet crisis underscores need for rigorous assessment of geopolitical risk & greater supply chain resilience

# \$

# End market impact

### First-order impact

## Limited direct impact on global vehicle sales (Russia accounted for only 1.7M of new vehicles sold in 2021)

More acute impact on **3 players that account for >70% of sales**Inflationary / recessionary pressures increasing, but **automotive sales insulated due to semiconductor-driven pent-up demand** 

# Asset exposure

Automotive manufacturers (OEMS) and suppliers in Russia facing **potential write-offs, or Government seizure** of assets

Nonetheless, exposure relatively minor, **with** ~**\$5B** of asset exposure across major OEMs representing ~**0.2 to 2%** of total assets<sup>1</sup>



# Supply shortage

**22 foreign automotive suppliers with presence in Ukraine** (4<sup>th</sup> largest supplier of wire harnesses to Germany)

Resourcing of components will minimize long-term impact

Russia and Ukraine account for **significant source of core raw materials (e.g., Neon, Nickel, Palladium);** war driving higher prices, do not however anticipate outright risk to production

### **Second-order impact**

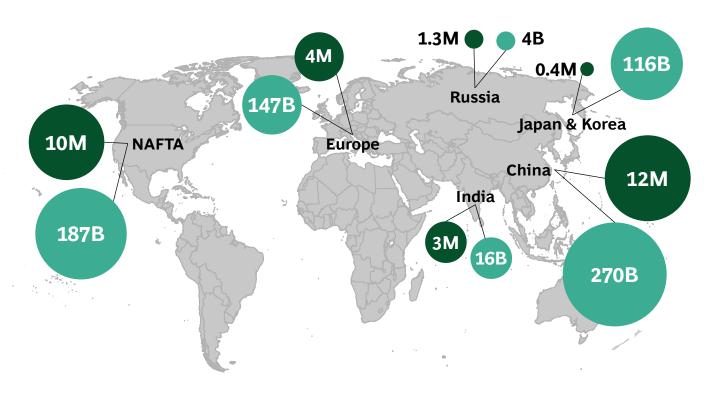
- Potential **redistribution of global markets**, with Chinese suppliers and OEMs replacing disrupted component and finished vehicle supply in Russia
- While OEMS will be able to pass on rising costs to consumers, **suppliers**will need support as their balance sheets are vulnerable to higher energy, material, & labor costs
  - Higher fuel costs will drive accelerated shift to EV (impact offset by increase in Nickel costs)
- Reinforced **need to assess geopolitical risk** when developing supply chain strategy and prioritizing which markets to focus

Focus on next page



# **Automotive** | Crisis and global nature of industry elevates need for a revaluing of risk and the building of more resilient supply chains

### High exposure to foreign companies in major trade blocs



- # units manufactured by foreign companies (2021)<sup>1</sup>
- Value of auto components exported (2021)<sup>2</sup>

### **Implications for auto industry**



Interconnectivity of global value chains **demands a much more** robust assessment of risk



Events of the last few years have brought more fully into light the costs of single source risk and prioritizing lowest landed cost



Looking ahead, imperative that companies incorporate a **broader range of criteria** for geographic markets and sourcing selection...



...focusing more fully on **geopolitical** risks and supply chain resilience

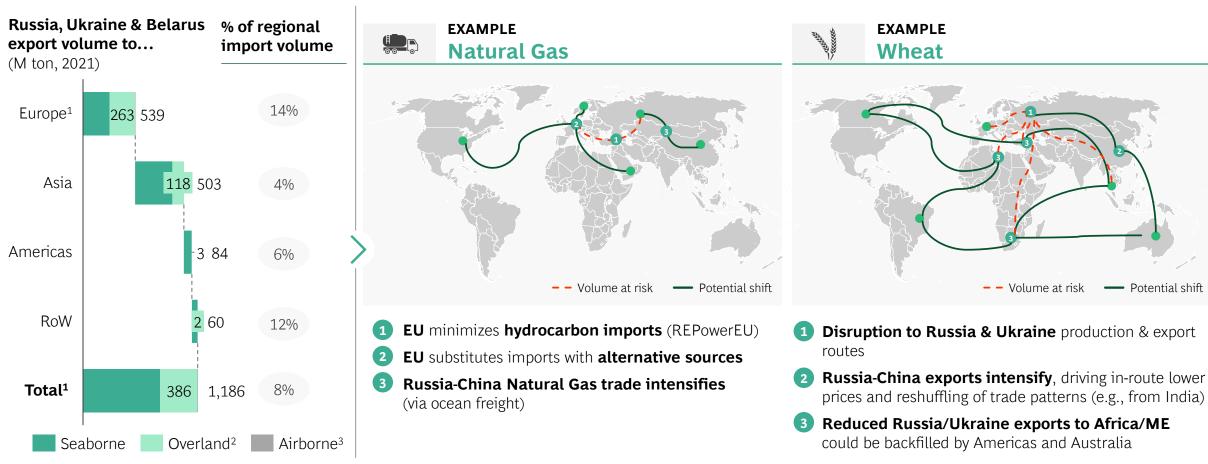


# Transport | 8% of global trade volume at risk, with changes in trade flows leading to the transformation of transport routes

### **EXAMPLES, NON-EXHAUSTIVE**

### 8% of global trade volume at risk

### War-induced changes in trade flows lead to transport routes transformation



<sup>1.</sup> Including Russia, Ukraine and Belarus, accounting for 87 M ton of trade among them 2. Includes rail, road & pipeline (esp. relevant in energy trade in RUS-EU) 3. Limited amount of airborne cargo, 162k ton to World. Source: BCG Analysis and experience. Note: excludes airborne due to negligeable value



# **Transport** | Ocean freight to absorb modal shift, while increase in uncertainty and trade costs drive broader implications

### **First-order impact**

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Tanker

Lost EU pipeline energy imports to be backfilled by LNG and crude oil imports from 3<sup>rd</sup> countries, driving freight rate increase



Container

**East-to-West volume shift** from disrupted Russian rail routes **Sustained high rates** & more pressure on **container shortages** 



Bulk

Commodities shock in short term, e.g., agriculture & iron ore Russian exports to Asia shifting from ocean to rail & road Global supply substitution will impact demand rate outlook



Rail & road

**Asia-Europe volume reduced** as Southern Route (Central Asia) cannot handle all Northern Route (Russia) volume **Low impact to inland routes**, key to distribute seaborne trade



Air freight East-to-West supply chain delays and risks lead to **increased emergency air freight demand** 

Longer times due to closed airspace, leading to lower capacity

### **Second-order impact**

- Varying ability to substitute commodity shortages depending on seaborne routes
- Negative decarbonization impact in short term due to shift to ocean freight vs pipeline
- Higher hydrocarbon costs and better electrification economics push **green transition** (e.g., electrification of heavy-duty transport, renewable fuels)
- Higher trade costs and uncertainty on shortages
   times accelerate
   manufacturing re-location



# **Greentech & Sustainability | Opportunity to accelerate the adoption of 'green solutions' across industries**

### Push of sustainable solutions, although balanced



**Political & business support** of green energy sources & technologies to secure independence

- e.g., new 'Osterpaket' legislation in Germany with new RE subsidies and simplified permitting
- Relatively more attractive economics of 'green solutions' given higher hydrocarbon prices meeting increasing performance of green technologies, e.g., heat pumps, xEVs



Balancing factors such as supply shortages and higher costs (e.g., Nickel) **might delay the short-term transition to sustainable technologies** 

### **Examples across industries**



**Agriculture** | Change in consumption habits and push to locally sourced, sustainable food



**Materials** | Green H2 as feedstock and energy source in metal transformation processes (e.g., green steel)



**Construction** | Solar panels for residential projects, heat pump for heating (savings through 3x efficiency vs. gas/oil)



**Chemicals** | Opportunity to develop alternative fuels and green chemical products



**Automotive** | Acceleration of shift to xEVs (e.g., Q1/22 US xEV sales w/ record growth while overall market down 15%)



**Transportation** | Electrification of light/medium duty road transport, increased use of renewable fuels,



Additional focus on **recycling and improving collection & reverse distribution** to optimize supply of scarce materials (e.g., Nickel), but higher complexity and cost

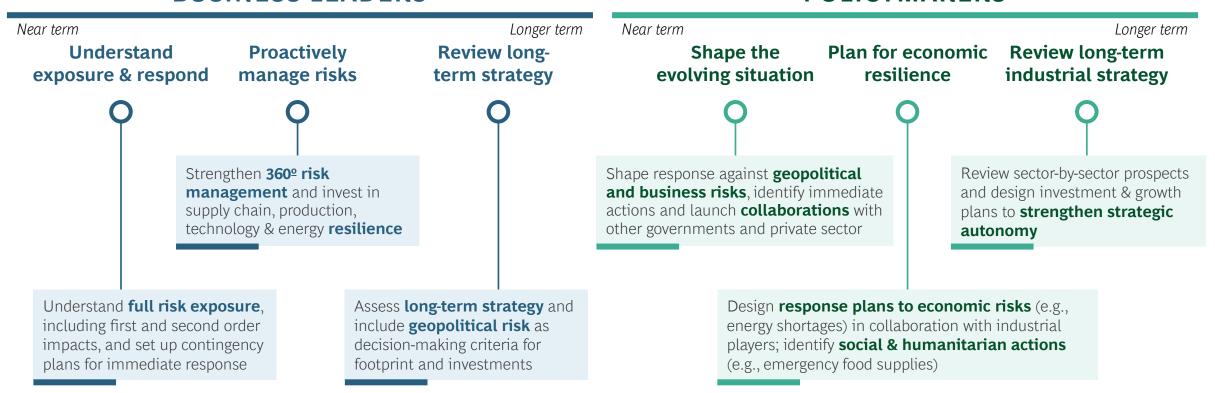
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### **BUSINESS LEADERS**

### **POLICYMAKERS**



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