

Steel Price Trends and Their Impact on the Class 8 Trailer Industry: What Poultry Producers Should Know

PHILADELPHIA, MS, UNITED STATES, April 7, 2025 /EINPresswire.com/ -- Steel markets are entering a period of adjustment in early 2025, with projected shifts that will impact the manufacturing cost of heavy-duty Class 8 trailers—including those built specifically for live poultry haul operations. Market analysts point to a combination of stabilized supply chains, moderated demand in construction sectors, and declining global shipping rates as factors contributing to a more balanced steel pricing forecast.



These developments come at a critical time for poultry producers in high-output states such as North Carolina, Georgia, Arkansas, Alabama, Texas, and Mississippi. As transportation demands increase and older fleets age out of service, producers in these regions are re-evaluating trailer acquisition strategies for greater efficiency and long-term durability.

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[Dwayne Walker](#), founder of [Walker Poultry Trailers](#), a manufacturer of live haul poultry trailers based in

Philadelphia, Mississippi, emphasized the importance of timing in procurement decisions.

“Steel has always been a volatile commodity, and trailer builders feel the effects quickly. Right now, the industry is entering a more stable pricing window, which makes this a strategic period for fleet upgrades and new builds—especially in high-volume poultry states where transport efficiency affects bottom-line performance.”

Steel Market Outlook: Early 2025 Trends

Recent market assessments show that U.S. steel prices, which saw significant spikes during post-

pandemic recovery phases, have started to normalize. Domestic production has increased, international supply chain bottlenecks have eased, and inventory levels across distributors are more consistent.

Hot-rolled coil (HRC), the primary benchmark for steel used in trailer frames and components, is trading at lower levels than the peaks of 2021–2022. Futures contracts suggest that prices will remain relatively flat through mid-year, barring major geopolitical disruptions or demand surges.



This creates an opportunity for manufacturers to stabilize build costs and offer trailers at more predictable pricing levels. For buyers in the poultry transport sector, that translates to better control over capital expenditures during a time when fuel, labor, and compliance costs are on the rise.

Class 8 Live Haul Trailers and Operational Impact

Class 8 poultry trailers are uniquely engineered to meet the demands of live bird transport. These trailers must withstand constant washouts, temperature changes, high miles, and repeated loading cycles. Durability and design precision are non-negotiable in environments that include both rural farm access and highway logistics.

Steel remains the foundational material in most poultry trailer chassis, subframes, and support structures. When steel pricing is volatile, trailer costs tend to follow suit. A more stable material market allows for greater consistency in design, planning, and maintenance budgeting.

In states like Georgia and North Carolina—where poultry output ranks among the highest in the nation—producers depend on timely live haul to meet processing schedules. The ability to forecast equipment investments without unexpected price swings helps mitigate risk in these critical operations.

Strategic Considerations for Poultry Companies

Timing fleet expansions or equipment replacements around favorable steel market conditions can provide measurable benefits in cost control and depreciation forecasting. Live haul trailers have long service lifespans when properly maintained, meaning that acquisition timing directly affects long-term ROI.

High-volume producers in states such as Texas, Arkansas, and Alabama are especially positioned to benefit from strategic trailer investments in 2025, as production demands in these regions continue to climb. Optimizing transport cycles, reducing downtime, and increasing load capacity all begin with the right equipment—built to withstand the unique pressures of poultry logistics.

In Mississippi, where both small and large producers maintain deep regional ties, trailer durability and access to responsive service networks remain key drivers of operational reliability. Walker Poultry Trailers manufactures equipment built specifically for these conditions, with a focus on live haul function in the Southeast’s poultry-heavy corridor.

“Every trailer going into the field must deliver consistency. From the farm to the processing plant, every hour counts. Trailer build quality and availability shouldn’t be a variable in that equation,” said Walker.

Moving Forward: Mid-Year Steel Watchpoints

While early 2025 indicators point to pricing stability, several variables could shift the steel outlook in the second half of the year. These include:

International trade policy updates, including tariffs or quota changes

Unplanned outages at domestic steel mills

Shifts in automotive or construction steel demand

Fluctuations in energy prices that affect production costs

Trailer buyers planning mid-year purchases are advised to monitor steel indices and maintain communication with manufacturers to track lead times and availability windows.

Summary

The Class 8 trailer sector is poised to benefit from a more predictable steel market entering 2025. For poultry producers in top output states—including North Carolina, Georgia, Arkansas, Alabama, Texas, and Mississippi—this creates a window of opportunity to align trailer investments with favorable material trends.

With live haul logistics playing a pivotal role in production schedules and animal welfare, reliable trailers remain a foundational element in operational success. Monitoring steel trends and aligning procurement decisions accordingly supports both cost control and equipment performance goals across the poultry supply chain.

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