

# Global Palladium and Platinum Market: Trends and Opportunities (2015-2019)

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## Abstracts

### Scope of the Report

The report titled “Palladium and Platinum Market: Trends and Opportunities (2015-2019)” analyzes the potential opportunities, challenges, demand drivers and significant trends in the Palladium and Platinum markets. The report elucidates facts on the palladium and platinum market as supplemented by the latest available statistics. In the report, we also try to study the growth pattern in the Palladium and Platinum market and the latest trends concerning this industry. Most importantly, we analyze the current market size and project future market size of the overall Palladium and Platinum business for the years to come. The report gives valuable insight into the major producers of Palladium and Platinum such as Norilsk Nickel, Anglo American Platinum, North American Palladium, Stillwater. It also profiles and analyzes the leading four companies operating in this industry with latest data and a brief overview of their business and finance structure along with a brief discussion of their future business strategies.

### Company Coverage

Norilsk Nickel

Anglo American Platinum

North American Palladium

Stillwater

## **Country coverage**

North America

South Africa

Zimbabwe

Russia

## **Executive Summary**

The palladium and platinum market has been growing rapidly since the past several years mainly due to increasing demand for jewellery, growth in automobile sector, adoption of luxury lifestyle mainly among the urban population and global growth in Gross domestic product (GDP). Demand for palladium continues to grow, driven primarily by the automotive sector which consumes palladium supply for the manufacture of catalytic converters, that helps reduce toxic emissions into the environment. The demand for palladium is mainly driven by its uses in cars powered by natural gas, which is a growing niche offering in emerging markets such as India. Also, the growth of the U.S. shale-gas output is contributing to the increasing demand for palladium.

The European auto market is the largest user of platinum in auto catalysts, accounting for a significant share of global platinum fabrication demand. Demand for platinum has been weighed down by reduced vehicle sales amid two consecutive years of economic recession, as well as continued thrifting of platinum in passenger diesel vehicles. A stronger auto market and expected increases in consumer platinum jewelry purchases could lead to stronger growth in total platinum fabrication demand.

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