

Global Alkaline Zinc-Nickel Alloy Plating Additives Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Alkaline Zinc-Nickel Alloy Plating Additives market size was valued at US\$ 191 million in 2025 and is forecast to a readjusted size of US\$ 281 million by 2032 with a CAGR of 5.7% during review period.

In 2025, global sales volume of alkaline zinc-nickel alloy plating additives was approximately 29,000 tons. The mainstream ex-factory price was about US\$6.4/kg, and the gross margin of major manufacturers was approximately 30%-45%.

Alkaline zinc-nickel alloy plating additives are functional surface treatment chemicals used in alkaline zinc-nickel alloy electroplating processes, mainly for depositing zinc-nickel alloy anti-corrosion coatings on steel components. They are not zinc-nickel alloy materials themselves. Through complexing, brightening, wetting, dispersion and replenishment control, these additives enable zinc and nickel ions to co-deposit stably in alkaline plating baths, forming zinc-nickel alloy coatings with a nickel content typically around 12%-16%. Compared with conventional zinc plating, zinc-nickel alloy coatings offer better corrosion resistance, heat resistance and compatibility with subsequent passivation treatment, and are therefore widely used in automotive parts, industrial machinery, transportation equipment, electrical and electronic components, and other metal parts requiring high corrosion resistance.

The upstream supply chain mainly includes basic inorganic chemicals, zinc sources, nickel sources, alkaline regulators, complexing agents, surfactants, organic brighteners, wetting agents and solvents. Among these, zinc sources, nickel sources and the alkaline system determine the basic plating environment; complexing agents and

brighteners affect nickel content stability, coating appearance and throwing power; while wetting agents and stabilizers help reduce pinholes, pitting and burning, while improving bath stability. Downstream applications mainly include automotive parts, industrial machinery, transportation equipment, electrical and electronics, and other high-corrosion-resistance metal components. End-use demand is concentrated in automotive fasteners, chassis parts, braking system components, engineering machinery connectors, rail transit parts, electrical structural components and general hardware parts.

This report is a detailed and comprehensive analysis for global Alkaline Zinc-Nickel Alloy Plating Additives market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Alkaline Zinc-Nickel Alloy Plating Additives market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/kg), 2021-2032

Global Alkaline Zinc-Nickel Alloy Plating Additives market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/kg), 2021-2032

Global Alkaline Zinc-Nickel Alloy Plating Additives market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/kg), 2021-2032

Global Alkaline Zinc-Nickel Alloy Plating Additives market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/kg), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Alkaline Zinc-Nickel Alloy Plating Additives

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Alkaline Zinc-Nickel Alloy Plating Additives market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Atotech, MacDermid Enthone Industrial Solutions, SurTec, Dr.-Ing. Max Schlichter, PAVCO, Columbia Chemical, Dr. Hesse, A-Gas Electronic Materials, Nippon Hyomen Kagaku, Guangdong Bigely Technology, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Alkaline Zinc-Nickel Alloy Plating Additives market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Rack Plating Type

Barrel Plating Type

Rack-Barrel Universal Type

Market segment by Function

Make-up Agent

Brightener

Replenisher

Complexing Agent

Wetting Agent

Market segment by Application

Automotive Part

Industrial Machinery

Transportation Equipment

Electrical and Electronic

Other

Major players covered

Atotech

MacDermid Enthone Industrial Solutions

SurTec

Dr.-Ing. Max Schlötter

PAVCO

Columbia Chemical

Dr. Hesse

A-Gas Electronic Materials

Nippon Hyomen Kagaku

Guangdong Bigely Technology

Guangzhou Sanfu New Materials Technology

Hunan Lead Power Dazhi Technology

Wuxi Zhongdu Technology

Guangzhou Chuanfu Chemical

Anhui Dingwang Environmental Protection Materials Technology

Hangzhou Dongfang Surface Technology

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Alkaline Zinc-Nickel Alloy Plating Additives product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Alkaline Zinc-Nickel Alloy Plating Additives, with price, sales quantity, revenue, and global market share of Alkaline Zinc-Nickel Alloy Plating Additives from 2021 to 2026.

Chapter 3, the Alkaline Zinc-Nickel Alloy Plating Additives competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Alkaline Zinc-Nickel Alloy Plating Additives breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Alkaline Zinc-Nickel Alloy Plating Additives market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Alkaline Zinc-Nickel Alloy Plating Additives.

Chapter 14 and 15, to describe Alkaline Zinc-Nickel Alloy Plating Additives sales channel, distributors, customers, research findings and conclusion.

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