

Global Alkaline Zinc-Nickel Alloy Plating Additives Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Alkaline Zinc-Nickel Alloy Plating Additives market size is expected to reach \$ 281 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032).

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 studies the global Alkaline Zinc-Nickel Alloy Plating Additives production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Alkaline Zinc-Nickel Alloy Plating Additives and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Alkaline Zinc-Nickel Alloy Plating Additives that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Alkaline Zinc-Nickel Alloy Plating Additives total production and demand, 2021-2032, (Tons)

Global Alkaline Zinc-Nickel Alloy Plating Additives total production value, 2021-2032, (USD Million)

Global Alkaline Zinc-Nickel Alloy Plating Additives production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Alkaline Zinc-Nickel Alloy Plating Additives consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Alkaline Zinc-Nickel Alloy Plating Additives domestic production, consumption, key domestic manufacturers and share

Global Alkaline Zinc-Nickel Alloy Plating Additives production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Alkaline Zinc-Nickel Alloy Plating Additives production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Alkaline Zinc-Nickel Alloy Plating Additives production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Alkaline Zinc-Nickel Alloy Plating Additives market based on the following parameters - company overview, production, value, 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 Schlöter, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Alkaline Zinc-Nickel Alloy Plating Additives market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/kg) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Alkaline Zinc-Nickel Alloy Plating Additives Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Alkaline Zinc-Nickel Alloy Plating Additives Market, Segmentation by Type:

Rack Plating Type

Barrel Plating Type

Rack-Barrel Universal Type

Global Alkaline Zinc-Nickel Alloy Plating Additives Market, Segmentation by Function:

Make-up Agent

Brightener

Replenisher

Complexing Agent

Wetting Agent

Global Alkaline Zinc-Nickel Alloy Plating Additives Market, Segmentation by Application:

Automotive Part

Industrial Machinery

Transportation Equipment

Electrical and Electronic

Other

Companies Profiled:

Atotech

MacDermid Enthone Industrial Solutions

SurTec

Dr.-Ing. Max Schlöter

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

Key Questions Answered:

1. How big is the global Alkaline Zinc-Nickel Alloy Plating Additives market?
2. What is the demand of the global Alkaline Zinc-Nickel Alloy Plating Additives market?
3. What is the year over year growth of the global Alkaline Zinc-Nickel Alloy Plating Additives market?
4. What is the production and production value of the global Alkaline Zinc-Nickel Alloy Plating Additives market?
5. Who are the key producers in the global Alkaline Zinc-Nickel Alloy Plating Additives market?
6. What are the growth factors driving the market demand?

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