

# Global Flexible Magnets Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Flexible Magnets market size is expected to reach \$ 527 million by 2032, rising at a market growth of 3.8% CAGR during the forecast period (2026-2032).

Flexible magnets are composite flexible magnetic functional materials made by extruding/calendering ferrite or neodymium iron boron magnetic powder as the magnetic functional phase with flexible polymer substrates such as rubber, PVC, and PE. They can be bent, folded, cut, die-cut, and laminated, have a gentle magnetic field, strong formability, and are easy to install. Unlike brittle hard permanent magnets, they are the mainstream low-cost magnetic material for lightweight and irregularly shaped magnetic attraction applications.

In 2025, the global production of flexible magnets was 146 million square meters, with an average price of US\$2.7 per square meter.

Upstream mainly includes ferrite magnetic powders, polymer base materials such as PVC and rubber, as well as additives and coating materials, along with processing equipment like calendering and extrusion systems. Overall, the upstream is dominated by general chemical and magnetic materials with mature technology and stable supply, although magnetic powder performance and formulation play a critical role in determining final product properties such as magnetism and durability. Downstream applications are primarily in consumer and light industrial sectors, including refrigerator magnets, magnetic labels, advertising printing materials, door seals, and certain sensor components. With the growth of personalized consumption and customization demand, along with increasing needs for lightweight and easy-to-process materials in home appliances and packaging industries, the flexible magnet market continues to expand steadily, particularly in advertising and daily consumer applications.

From a development perspective, flexible magnets are evolving toward higher performance, environmental friendliness, and multifunctional composites, such as improved magnetic strength, weather resistance, and printability, as well as integration with conductive or sensing functions. Key drivers include sustained demand from advertising and promotional markets, stable demand from the home appliance industry for sealing and assembly materials, and trends toward miniaturization and lightweight design in consumer electronics. Additionally, the rise of e-commerce and personalized customization is driving demand for small-batch, diverse products. However, challenges include low technical barriers leading to severe product homogenization, high price transparency, and cost pressures from fluctuations in raw materials such as PVC and magnetic powders. Moreover, in certain high-performance applications, traditional rigid magnets or alternative materials offer superior performance, limiting adoption.

In terms of profitability, the flexible magnet industry generally has a moderate to low gross margin, typically ranging from 20% to 40%. Standardized products such as common refrigerator magnets and magnetic labels have lower margins due to intense competition, while customized products with special coatings, enhanced functionality, or higher magnetic performance achieve relatively higher margins. Overall, profitability is constrained by large-scale production and price competition, but companies can maintain stable returns through differentiated design, branding strategies, and expansion into functional application areas.

This report studies the global Flexible Magnets production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Flexible Magnets 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 Flexible Magnets that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Flexible Magnets total production and demand, 2021-2032, (K Sqm)

Global Flexible Magnets total production value, 2021-2032, (USD Million)

Global Flexible Magnets production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm), (based on production site)

Global Flexible Magnets consumption by region & country, CAGR, 2021-2032 & (K Sqm)

U.S. VS China: Flexible Magnets domestic production, consumption, key domestic manufacturers and share

Global Flexible Magnets production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sqm)

Global Flexible Magnets production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

Global Flexible Magnets production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

This report profiles key players in the global Flexible Magnets 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 Newlife Magnetics, Magnum Magnetics, Arnold Magnetic Technologies, Adams Magnetic Products, MagX, Nichilay Magnet, Eclipse Magnetics, Bakker Magnetics, IMA, Magengine, 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 Flexible Magnets market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Sqm) and average price (US\$/Sq m) 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 Flexible Magnets Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Flexible Magnets Market, Segmentation by Type:

Rubber-based

Plastic-based

Composite-based

#### Global Flexible Magnets Market, Segmentation by Magnetic Powder Type:

Ferrite

NdFeB

Other

#### Global Flexible Magnets Market, Segmentation by Magnetic Method:

Isopolar Magnetization

Anisopolar Magnetization

#### Global Flexible Magnets Market, Segmentation by Application:

Daily Necessities

Advertising and Signage

Industrial Automation

Automotive and Transportation

Electronics and Toys

Other

Companies Profiled:

Newlife Magnetics

Magnum Magnetics

Arnold Magnetic Technologies

Adams Magnetic Products

MagX

Nichilay Magnet

Eclipse Magnetics

Bakker Magnetics

IMA

Magengine

HSMAG

Xiamen Dexing Magnet Tech

Huan Deyi

Dongguan Xingtai

**Key Questions Answered:**

1. How big is the global Flexible Magnets market?
2. What is the demand of the global Flexible Magnets market?
3. What is the year over year growth of the global Flexible Magnets market?
4. What is the production and production value of the global Flexible Magnets market?
5. Who are the key producers in the global Flexible Magnets market?
6. What are the growth factors driving the market demand?

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