

# Global Platinum Alloy Catalyst (Pt Alloy/C) Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G769D8CC8156EN.html>

Date: June 2026

Pages: 214

Price: US\$ 4,480.00 (Single User License)

ID: G769D8CC8156EN

## Abstracts

The global Platinum Alloy Catalyst (Pt Alloy/C) market size is expected to reach \$ 597 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032).

Platinum Alloy Catalyst (Pt Alloy/C) is a core electrocatalytic material in hydrogen fuel cells (primarily PEMFC cathodes). It consists of platinum alloyed with transition metals (such as cobalt (Co), nickel (Ni), and iron (Fe)) into highly dispersed particles on a carbon support (such as carbon black, carbon nanotubes, and carbon fibers). By optimizing the alloy composition, particle size, support structure, and surface treatment, platinum alloy catalysts significantly reduce Pt consumption per unit power while maintaining high catalytic activity (MA) and durability. It is a crucial technological direction for promoting the commercialization of low-platinum routes, improving fuel cell power density and lifespan, and is also the mainstream solution for PEMFC cathode industrialization. In 2025, global shipments of Platinum Alloy Catalyst (Pt Alloy/C) were approximately 6.135 tons, with a unit price of approximately US\$36,400/kg and a gross profit margin of approximately 4.86%-15.3%.

Platinum alloy catalysts are key materials for hydrogen fuel cells, primarily used in PEMFC cathodes. Their high mass activity, durability, and low Pt loading make them essential for reducing fuel cell system costs, improving power density, and extending operational lifetime. With the rapid growth of fuel cell vehicles (FCVs) and stationary PEMFC systems, coupled with global carbon neutrality policies and hydrogen energy strategies, demand for Pt alloy catalysts continues to rise. At the same time, supply volatility and price fluctuations of platinum and alloy metals (such as Co and Ni), as well as ongoing development of non-precious metal catalysts, remain key market challenges. Furthermore, industrial-scale production capacity, particle uniformity,

catalytic activity, and durability directly influence deployment across automotive, stationary, and research applications. Consequently, low-Pt, high-activity platinum alloy catalysts are poised to become the core enabler for PEMFC commercialization and industrial upgrading, gradually replacing traditional high-Pt load cathodes.

This report studies the global Platinum Alloy Catalyst (Pt Alloy/C) production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Platinum Alloy Catalyst (Pt Alloy/C) 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 Platinum Alloy Catalyst (Pt Alloy/C) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Platinum Alloy Catalyst (Pt Alloy/C) total production and demand, 2021-2032, (Tons)

Global Platinum Alloy Catalyst (Pt Alloy/C) total production value, 2021-2032, (USD Million)

Global Platinum Alloy Catalyst (Pt Alloy/C) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Platinum Alloy Catalyst (Pt Alloy/C) consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Platinum Alloy Catalyst (Pt Alloy/C) domestic production, consumption, key domestic manufacturers and share

Global Platinum Alloy Catalyst (Pt Alloy/C) production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Platinum Alloy Catalyst (Pt Alloy/C) production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Platinum Alloy Catalyst (Pt Alloy/C) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Platinum Alloy Catalyst (Pt Alloy/C) 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 Johnson Matthey, Evonik, BASF, Heraeus, Vineeth Chemicals, TANAKA, Umicore, Heesung Catalysts, Pajarito Powder, Nisshinbo Holdings, 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 Platinum Alloy Catalyst (Pt Alloy/C) 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 Platinum Alloy Catalyst (Pt Alloy/C) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Platinum Alloy Catalyst (Pt Alloy/C) Market, Segmentation by Type:

2-3nm

3-5nm

>5nm

### Global Platinum Alloy Catalyst (Pt Alloy/C) Market, Segmentation by Platinum Content:

20–40?wt.%

40–60?wt.%

60–70?wt.%

Others

### Global Platinum Alloy Catalyst (Pt Alloy/C) Market, Segmentation by ECSA:

ECSA 55–70 m<sup>2</sup>/gPt

ECSA 70–95 m<sup>2</sup>/gPt

ECSA 95–120 m<sup>2</sup>/gPt

Others

### Global Platinum Alloy Catalyst (Pt Alloy/C) Market, Segmentation by Mass Activity:

Low(200–300?mA/mgPt)

Medium(300–350?mA/mgPt)

High(350–400?mA/mgPt)

Others

### Global Platinum Alloy Catalyst (Pt Alloy/C) Market, Segmentation by Application:

Automotive Fuel Cells

Stationary Power

Portable Hydrogen Devices

DMFC

Companies Profiled:

Johnson Matthey

Evonik

BASF

Heraeus

Vineeth Chemicals

TANAKA

Umicore

Heesung Catalysts

Pajarito Powder

Nisshinbo Holdings

TsingHydrogen

Ningbo Zhongke Cotrun New Energy Science Technology Co., Ltd.

Jiangsu Lopal Tech. Co., Ltd.

Anhui Cuishui New Energy Technology Co., Ltd.

Juna Technologies

Shanghai Jiping New Energy Technology Co., Ltd.

Guangdong Zhongdian Energy Limited Company

Wuhan Himalaya Optoelectronic Technology Co., Ltd.

SPIC Hydrogen Energy Technology Development Co., Ltd.

Sino-Platinum Metals Co., Ltd.

HZJ Hydrogens

SINOTECH Company Limited

Nanjing Dongyan Hydrogen Energy Technology Co., Ltd.

SuZhou Hydrogine Power Technology Co.,Ltd

GEM Co., Ltd.

Shanghai Tangfeng Energy Technology Co., Ltd.

Shaanxi Rock New Material Co., Ltd.

Kaili Catalyst & New Materials Co.,Ltd

Hangzhou Kaida Metal Catalyst & Compounds Co., Ltd.

Jiangsu Yanchang Sunlaite New Energy Co., Ltd.

Zhejiang Gaocheng Green Energy Technology Co., Ltd.

Canan Material Co Ltd

UIV Chem

Guangzhou Siyou New Material Technology Co., Ltd.

Shaanxi Kaida Chemical Engineering Co., Ltd.

Key Questions Answered:

1. How big is the global Platinum Alloy Catalyst (Pt Alloy/C) market?
2. What is the demand of the global Platinum Alloy Catalyst (Pt Alloy/C) market?
3. What is the year over year growth of the global Platinum Alloy Catalyst (Pt Alloy/C) market?
4. What is the production and production value of the global Platinum Alloy Catalyst (Pt Alloy/C) market?
5. Who are the key producers in the global Platinum Alloy Catalyst (Pt Alloy/C) market?
6. What are the growth factors driving the market demand?

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