

# Global Platinum on Carbon (Pt & C) Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Platinum on Carbon (Pt & C) market size is expected to reach \$ 1086 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032).

Platinum on Carbon (Pt & C) is the core cathode catalyst in fuel cells, consisting of highly dispersed nano-sized platinum particles on a high specific surface area carbon support (such as carbon black, carbon nanotubes, or carbon fibers). Its primary function is to catalyze the hydrogen oxidation reaction (HOR) and oxygen reduction reaction (ORR), directly determining the power density, efficiency, and durability of the fuel cell. By controlling the platinum particle size, loading, carbon support structure, and surface treatment, high catalytic activity, low precious metal usage, and long-term stability can be achieved. Platinum-carbon catalysts still dominate the low-temperature PEM fuel cell (PEMFC) cathode market and are one of the core materials driving the commercialization of fuel cells. In 2025, global shipments of Platinum on Carbon (Pt & C) were approximately 2,849 tons, with a unit price of approximately US\$142.66 thousand/kg and a gross margin of approximately 4.86%-15.3%.

With the rapid development of fuel cell vehicles, stationary power generation, and portable hydrogen energy devices, the demand for PEMFC cathode catalysts continues to grow. Pt/C catalysts, due to their high catalytic activity, mature commercialization processes, and stability, are widely used in PEMFC cathodes and are the industry's default mainstream catalysts. Developing highly active Pt/C catalysts with low Pt loading can help reduce fuel cell system costs while improving power output and lifespan, supporting the rapid commercialization of new energy vehicles and the hydrogen energy industry.

Platinum resources are scarce and expensive, and the preparation process is complex, requiring high standards for production technology and quality control. Companies must ensure batch-to-batch consistency of catalysts; otherwise, PEMFC performance will be affected. The development of non-precious metal catalysts may create some competitive pressure in the future, especially in cost-sensitive markets.

Automotive fuel cells still account for the majority of the Pt/C cathode catalyst market, while stationary power generation, backup power, and portable hydrogen energy devices represent a stable growth market. Future trends indicate that high-performance upgrades such as low-Pt high-activity catalysts, Pt Alloy/C, and core-shell Pt will gradually replace traditional Pt/C products, making technological upgrades the core of market competition.

This report studies the global Platinum on Carbon (Pt & C) production, demand, key manufacturers, and key regions.

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

#### Highlights and key features of the study

Global Platinum on Carbon (Pt & C) total production and demand, 2021-2032, (Kiloton)

Global Platinum on Carbon (Pt & C) total production value, 2021-2032, (USD Million)

Global Platinum on Carbon (Pt & C) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kiloton), (based on production site)

Global Platinum on Carbon (Pt & C) consumption by region & country, CAGR, 2021-2032 & (Kiloton)

U.S. VS China: Platinum on Carbon (Pt & C) domestic production, consumption, key domestic manufacturers and share

Global Platinum on Carbon (Pt & C) production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kiloton)

Global Platinum on Carbon (Pt & C) production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kiloton)

Global Platinum on Carbon (Pt & C) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kiloton)

This report profiles key players in the global Platinum on Carbon (Pt & 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 on Carbon (Pt & C) market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kiloton) and average price (US\$/Ton) 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 on Carbon (Pt & C) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Platinum on Carbon (Pt & C) Market, Segmentation by Type:

2-3nm

3-5nm

>5nm

### Global Platinum on Carbon (Pt & C) Market, Segmentation by Platinum Content:

20–40?wt.%

40–60?wt.%

60–70?wt.%

Others

### Global Platinum on Carbon (Pt & 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 on Carbon (Pt & 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.

#### Key Questions Answered:

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

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