

Global Rubber Coated Neodymium Magnets Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Rubber Coated Neodymium Magnets market size is expected to reach \$ 143 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

In 2025, global sales of rubber-coated neodymium magnets reached 4,800 tons, with an average selling price of US\$18,000 per ton. Rubber-coated neodymium magnets are magnetic materials with a rubber layer coated on the surface of neodymium iron boron permanent magnets. They are primarily used to prevent surface damage, reduce friction, improve corrosion resistance, reduce noise, and enhance product safety. They are widely used in automotive motors, power tools, home appliances, medical equipment, and sensors, and are particularly suitable for equipment requiring high magnetic properties while also having high requirements for friction and impact resistance. Global total production capacity is approximately 6,500 tons per year, with an average industry gross margin of about 28%. Upstream raw materials mainly consist of neodymium, iron, boron, rubber, and other alloy materials, with neodymium iron boron alloys being the most significant consumable material. Downstream suppliers primarily include automakers, power tool companies, home appliance manufacturers, and medical device manufacturers. With the increasing demand for new energy vehicles, smart home appliances, and automated equipment, the application of rubber-coated neodymium magnets in high-efficiency motors, precision equipment, and intelligent products is gradually expanding. The future lies in developing towards lightweight and high-efficiency technologies, and providing more innovative solutions in areas such as environmental protection, noise reduction, and protection. Business opportunities mainly come from the continuous expansion of new energy, home appliance upgrades, and industrial automation products.

The rubber-coated neodymium magnet market is experiencing sustained growth, primarily driven by the demand for high-performance, durable, and environmentally friendly magnetic materials in the new energy vehicle, power tool, home appliance, and industrial automation sectors. Neodymium magnets are widely used in various electric motors and sensors due to their excellent magnetic properties, while rubber coating further enhances their protective properties, corrosion resistance, and safety, meeting the diverse needs of high-strength magnetic materials in complex environments. Especially in the new energy vehicle sector, the demand for rubber-coated neodymium magnets has been increasing year by year due to advancements in electric motor and battery technology. Furthermore, the requirements for miniaturized, low-noise, and long-life motor components in smart homes and automation equipment have also driven the use of this material.

From a market competition perspective, although neodymium magnet manufacturing technology has gradually matured, the combination with rubber coating technology still provides companies with a certain degree of differentiation. Currently, the market is still in the stage of technology optimization and cost control, with the added value of products mainly reflected in the lightweight, durability, and environmental performance of the materials. In the future, with the further development of the power tool, home appliance, and smart manufacturing industries, rubber-coated neodymium magnets will play an important role in a wider range of application scenarios. A company's capabilities in innovative design, precision control, and the provision of customized solutions will be key factors determining its market competitiveness. Overall, the market will continue to grow steadily, especially given increasingly stringent environmental regulations; providing more sustainable and efficient solutions will be a crucial future development direction.

This report studies the global Rubber Coated Neodymium Magnets production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Rubber Coated Neodymium Magnets total production and demand, 2021-2032, (Tons)

Global Rubber Coated Neodymium Magnets total production value, 2021-2032, (USD Million)

Global Rubber Coated Neodymium Magnets production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Rubber Coated Neodymium Magnets consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Rubber Coated Neodymium Magnets domestic production, consumption, key domestic manufacturers and share

Global Rubber Coated Neodymium Magnets production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Rubber Coated Neodymium Magnets production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Rubber Coated Neodymium Magnets production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Rubber Coated Neodymium 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 Eclipse Magnetics, K&J Magnetics, Great Magtech (Xiamen) Electric Co.,Ltd, First4Magnets, WZ Magnetics, Stanford Magnets, KENENG, NingBo bestWay Magnet Co.,Ltd., SDM Magnetics Co., Ltd., Osencmag, 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 Rubber Coated Neodymium Magnets market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) 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 Rubber Coated Neodymium Magnets Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Rubber Coated Neodymium Magnets Market, Segmentation by Type:

Fully Flexible Rubber Neodymium Magnet

Rigid Core Coated Type

Global Rubber Coated Neodymium Magnets Market, Segmentation by Installation Interface:

Through Hole Type

Counterhead Hole Type

Internal Thread Type

Others

Global Rubber Coated Neodymium Magnets Market, Segmentation by Remanence:

Remanence Br (kG): 2.7-3.3

Remanence Br (kG): 3.9-4.8

Others

Global Rubber Coated Neodymium Magnets Market, Segmentation by Application:

Automotive Field

Consumer Electronics Field

Industrial Field

Others

Companies Profiled:

Eclipse Magnetics

K&J Magnetics

Great Magtech (Xiamen) Electric Co.,Ltd

First4Magnets

WZ Magnetics

Stanford Magnets

KENENG

NingBo bestWay Magnet Co.,Ltd.

SDM Magnetics Co., Ltd.

Osencmag

KINGS MAGNET

ALB Materials Inc

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

- 1.1 Rubber Coated Neodymium Magnets Introduction
- 1.2 World Rubber Coated Neodymium Magnets Supply & Forecast
 - 1.2.1 World Rubber Coated Neodymium Magnets Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Rubber Coated Neodymium Magnets Production (2021-2032)
 - 1.2.3 World Rubber Coated Neodymium Magnets Pricing Trends (2021-2032)
- 1.3 World Rubber Coated Neodymium Magnets Production by Region (Based on Production Site)
 - 1.3.1 World Rubber Coated Neodymium Magnets Production Value by Region (2021-2032)
 - 1.3.2 World Rubber Coated Neodymium Magnets Production by Region (2021-2032)
 - 1.3.3 World Rubber Coated Neodymium Magnets Average Price by Region (2021-2032)
 - 1.3.4 North America Rubber Coated Neodymium Magnets Production (2021-2032)
 - 1.3.5 Europe Rubber Coated Neodymium Magnets Production (2021-2032)
 - 1.3.6 China Rubber Coated Neodymium Magnets Production (2021-2032)
 - 1.3.7 Japan Rubber Coated Neodymium Magnets Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Rubber Coated Neodymium Magnets Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Rubber Coated Neodymium Magnets Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Rubber Coated Neodymium Magnets Demand (2021-2032)
- 2.2 World Rubber Coated Neodymium Magnets Consumption by Region
 - 2.2.1 World Rubber Coated Neodymium Magnets Consumption by Region (2021-2026)
 - 2.2.2 World Rubber Coated Neodymium Magnets Consumption Forecast by Region (2027-2032)
- 2.3 United States Rubber Coated Neodymium Magnets Consumption (2021-2032)
- 2.4 China Rubber Coated Neodymium Magnets Consumption (2021-2032)
- 2.5 Europe Rubber Coated Neodymium Magnets Consumption (2021-2032)
- 2.6 Japan Rubber Coated Neodymium Magnets Consumption (2021-2032)
- 2.7 South Korea Rubber Coated Neodymium Magnets Consumption (2021-2032)

2.8 ASEAN Rubber Coated Neodymium Magnets Consumption (2021-2032)

2.9 India Rubber Coated Neodymium Magnets Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Rubber Coated Neodymium Magnets Production Value by Manufacturer (2021-2026)

3.2 World Rubber Coated Neodymium Magnets Production by Manufacturer (2021-2026)

3.3 World Rubber Coated Neodymium Magnets Average Price by Manufacturer (2021-2026)

3.4 Rubber Coated Neodymium Magnets Company Evaluation Quadrant

3.5 Industry Rank and Concentration Rate (CR)

3.5.1 Global Rubber Coated Neodymium Magnets Industry Rank of Major Manufacturers

3.5.2 Global Concentration Ratios (CR4) for Rubber Coated Neodymium Magnets in 2025

3.5.3 Global Concentration Ratios (CR8) for Rubber Coated Neodymium Magnets in 2025

3.6 Rubber Coated Neodymium Magnets Market: Overall Company Footprint Analysis

3.6.1 Rubber Coated Neodymium Magnets Market: Region Footprint

3.6.2 Rubber Coated Neodymium Magnets Market: Company Product Type Footprint

3.6.3 Rubber Coated Neodymium Magnets Market: Company Product Application Footprint

3.7 Competitive Environment

3.7.1 Historical Structure of the Industry

3.7.2 Barriers of Market Entry

3.7.3 Factors of Competition

3.8 New Entrant and Capacity Expansion Plans

3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Rubber Coated Neodymium Magnets Production Value Comparison

4.1.1 United States VS China: Rubber Coated Neodymium Magnets Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Rubber Coated Neodymium Magnets Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Rubber Coated Neodymium Magnets Production Comparison

4.2.1 United States VS China: Rubber Coated Neodymium Magnets Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Rubber Coated Neodymium Magnets Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Rubber Coated Neodymium Magnets Consumption Comparison

4.3.1 United States VS China: Rubber Coated Neodymium Magnets Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Rubber Coated Neodymium Magnets Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Rubber Coated Neodymium Magnets Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Rubber Coated Neodymium Magnets Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Rubber Coated Neodymium Magnets Production Value (2021-2026)

4.4.3 United States Based Manufacturers Rubber Coated Neodymium Magnets Production (2021-2026)

4.5 China Based Rubber Coated Neodymium Magnets Manufacturers and Market Share

4.5.1 China Based Rubber Coated Neodymium Magnets Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Rubber Coated Neodymium Magnets Production Value (2021-2026)

4.5.3 China Based Manufacturers Rubber Coated Neodymium Magnets Production (2021-2026)

4.6 Rest of World Based Rubber Coated Neodymium Magnets Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Rubber Coated Neodymium Magnets Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Rubber Coated Neodymium Magnets Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Fully Flexible Rubber Neodymium Magnet

5.2.2 Rigid Core Coated Type

5.3 Market Segment by Type

5.3.1 World Rubber Coated Neodymium Magnets Production by Type (2021-2032)

5.3.2 World Rubber Coated Neodymium Magnets Production Value by Type (2021-2032)

5.3.3 World Rubber Coated Neodymium Magnets Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY INSTALLATION INTERFACE

6.1 World Rubber Coated Neodymium Magnets Market Size Overview by Installation Interface: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Installation Interface

6.2.1 Through Hole Type

6.2.2 Counterhead Hole Type

6.2.3 Internal Thread Type

6.2.4 Others

6.3 Market Segment by Installation Interface

6.3.1 World Rubber Coated Neodymium Magnets Production by Installation Interface (2021-2032)

6.3.2 World Rubber Coated Neodymium Magnets Production Value by Installation Interface (2021-2032)

6.3.3 World Rubber Coated Neodymium Magnets Average Price by Installation Interface (2021-2032)

7 MARKET ANALYSIS BY REMANENCE

7.1 World Rubber Coated Neodymium Magnets Market Size Overview by Remanence: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Remanence

7.2.1 Remanence Br (kG): 2.7-3.3

7.2.2 Remanence Br (kG): 3.9-4.8

7.2.3 Others

7.3 Market Segment by Remanence

7.3.1 World Rubber Coated Neodymium Magnets Production by Remanence (2021-2032)

7.3.2 World Rubber Coated Neodymium Magnets Production Value by Remanence (2021-2032)

7.3.3 World Rubber Coated Neodymium Magnets Average Price by Remanence (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Rubber Coated Neodymium Magnets Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Automotive Field

8.2.2 Consumer Electronics Field

8.2.3 Industrial Field

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World Rubber Coated Neodymium Magnets Production by Application (2021-2032)

8.3.2 World Rubber Coated Neodymium Magnets Production Value by Application (2021-2032)

8.3.3 World Rubber Coated Neodymium Magnets Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Eclipse Magnetics

9.1.1 Eclipse Magnetics Details

9.1.2 Eclipse Magnetics Major Business

9.1.3 Eclipse Magnetics Rubber Coated Neodymium Magnets Product and Services

9.1.4 Eclipse Magnetics Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Eclipse Magnetics Recent Developments/Updates

9.1.6 Eclipse Magnetics Competitive Strengths & Weaknesses

9.2 K&J Magnetics

9.2.1 K&J Magnetics Details

9.2.2 K&J Magnetics Major Business

9.2.3 K&J Magnetics Rubber Coated Neodymium Magnets Product and Services

9.2.4 K&J Magnetics Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 K&J Magnetics Recent Developments/Updates

- 9.2.6 K&J Magnetics Competitive Strengths & Weaknesses
- 9.3 Great Magtech (Xiamen) Electric Co.,Ltd
 - 9.3.1 Great Magtech (Xiamen) Electric Co.,Ltd Details
 - 9.3.2 Great Magtech (Xiamen) Electric Co.,Ltd Major Business
 - 9.3.3 Great Magtech (Xiamen) Electric Co.,Ltd Rubber Coated Neodymium Magnets Product and Services
 - 9.3.4 Great Magtech (Xiamen) Electric Co.,Ltd Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Great Magtech (Xiamen) Electric Co.,Ltd Recent Developments/Updates
 - 9.3.6 Great Magtech (Xiamen) Electric Co.,Ltd Competitive Strengths & Weaknesses
- 9.4 First4Magnets
 - 9.4.1 First4Magnets Details
 - 9.4.2 First4Magnets Major Business
 - 9.4.3 First4Magnets Rubber Coated Neodymium Magnets Product and Services
 - 9.4.4 First4Magnets Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 First4Magnets Recent Developments/Updates
 - 9.4.6 First4Magnets Competitive Strengths & Weaknesses
- 9.5 WZ Magnetics
 - 9.5.1 WZ Magnetics Details
 - 9.5.2 WZ Magnetics Major Business
 - 9.5.3 WZ Magnetics Rubber Coated Neodymium Magnets Product and Services
 - 9.5.4 WZ Magnetics Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 WZ Magnetics Recent Developments/Updates
 - 9.5.6 WZ Magnetics Competitive Strengths & Weaknesses
- 9.6 Stanford Magnets
 - 9.6.1 Stanford Magnets Details
 - 9.6.2 Stanford Magnets Major Business
 - 9.6.3 Stanford Magnets Rubber Coated Neodymium Magnets Product and Services
 - 9.6.4 Stanford Magnets Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Stanford Magnets Recent Developments/Updates
 - 9.6.6 Stanford Magnets Competitive Strengths & Weaknesses
- 9.7 KENENG
 - 9.7.1 KENENG Details
 - 9.7.2 KENENG Major Business
 - 9.7.3 KENENG Rubber Coated Neodymium Magnets Product and Services
 - 9.7.4 KENENG Rubber Coated Neodymium Magnets Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.7.5 KENENG Recent Developments/Updates

9.7.6 KENENG Competitive Strengths & Weaknesses

9.8 NingBo bestWay Magnet Co.,Ltd.

9.8.1 NingBo bestWay Magnet Co.,Ltd. Details

9.8.2 NingBo bestWay Magnet Co.,Ltd. Major Business

9.8.3 NingBo bestWay Magnet Co.,Ltd. Rubber Coated Neodymium Magnets Product and Services

9.8.4 NingBo bestWay Magnet Co.,Ltd. Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 NingBo bestWay Magnet Co.,Ltd. Recent Developments/Updates

9.8.6 NingBo bestWay Magnet Co.,Ltd. Competitive Strengths & Weaknesses

9.9 SDM Magnetism Co., Ltd.

9.9.1 SDM Magnetism Co., Ltd. Details

9.9.2 SDM Magnetism Co., Ltd. Major Business

9.9.3 SDM Magnetism Co., Ltd. Rubber Coated Neodymium Magnets Product and Services

9.9.4 SDM Magnetism Co., Ltd. Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 SDM Magnetism Co., Ltd. Recent Developments/Updates

9.9.6 SDM Magnetism Co., Ltd. Competitive Strengths & Weaknesses

9.10 Osencmag

9.10.1 Osencmag Details

9.10.2 Osencmag Major Business

9.10.3 Osencmag Rubber Coated Neodymium Magnets Product and Services

9.10.4 Osencmag Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 Osencmag Recent Developments/Updates

9.10.6 Osencmag Competitive Strengths & Weaknesses

9.11 KINGS MAGNET

9.11.1 KINGS MAGNET Details

9.11.2 KINGS MAGNET Major Business

9.11.3 KINGS MAGNET Rubber Coated Neodymium Magnets Product and Services

9.11.4 KINGS MAGNET Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 KINGS MAGNET Recent Developments/Updates

9.11.6 KINGS MAGNET Competitive Strengths & Weaknesses

9.12 ALB Materials Inc

9.12.1 ALB Materials Inc Details

- 9.12.2 ALB Materials Inc Major Business
- 9.12.3 ALB Materials Inc Rubber Coated Neodymium Magnets Product and Services
- 9.12.4 ALB Materials Inc Rubber Coated Neodymium Magnets Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.12.5 ALB Materials Inc Recent Developments/Updates
- 9.12.6 ALB Materials Inc Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Rubber Coated Neodymium Magnets Industry Chain
- 10.2 Rubber Coated Neodymium Magnets Upstream Analysis
 - 10.2.1 Rubber Coated Neodymium Magnets Core Raw Materials
 - 10.2.2 Main Manufacturers of Rubber Coated Neodymium Magnets Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Rubber Coated Neodymium Magnets Production Mode
- 10.6 Rubber Coated Neodymium Magnets Procurement Model
- 10.7 Rubber Coated Neodymium Magnets Industry Sales Model and Sales Channels
 - 10.7.1 Rubber Coated Neodymium Magnets Sales Model
 - 10.7.2 Rubber Coated Neodymium Magnets Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Rubber Coated Neodymium Magnets Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Rubber Coated Neodymium Magnets Production Value by Region (2021-2026) & (USD Million)

Table 3. World Rubber Coated Neodymium Magnets Production Value by Region (2027-2032) & (USD Million)

Table 4. World Rubber Coated Neodymium Magnets Production Value Market Share by Region (2021-2026)

Table 5. World Rubber Coated Neodymium Magnets Production Value Market Share by Region (2027-2032)

Table 6. World Rubber Coated Neodymium Magnets Production by Region (2021-2026) & (Tons)

Table 7. World Rubber Coated Neodymium Magnets Production by Region (2027-2032) & (Tons)

Table 8. World Rubber Coated Neodymium Magnets Production Market Share by Region (2021-2026)

Table 9. World Rubber Coated Neodymium Magnets Production Market Share by Region (2027-2032)

Table 10. World Rubber Coated Neodymium Magnets Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Rubber Coated Neodymium Magnets Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Rubber Coated Neodymium Magnets Major Market Trends

Table 13. World Rubber Coated Neodymium Magnets Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Tons)

Table 14. World Rubber Coated Neodymium Magnets Consumption by Region (2021-2026) & (Tons)

Table 15. World Rubber Coated Neodymium Magnets Consumption Forecast by Region (2027-2032) & (Tons)

Table 16. World Rubber Coated Neodymium Magnets Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Rubber Coated Neodymium Magnets Producers in 2025

Table 18. World Rubber Coated Neodymium Magnets Production by Manufacturer (2021-2026) & (Tons)

Table 19. Production Market Share of Key Rubber Coated Neodymium Magnets Producers in 2025

Table 20. World Rubber Coated Neodymium Magnets Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Rubber Coated Neodymium Magnets Company Evaluation Quadrant

Table 22. World Rubber Coated Neodymium Magnets Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Rubber Coated Neodymium Magnets Production Site of Key Manufacturer

Table 24. Rubber Coated Neodymium Magnets Market: Company Product Type Footprint

Table 25. Rubber Coated Neodymium Magnets Market: Company Product Application Footprint

Table 26. Rubber Coated Neodymium Magnets Competitive Factors

Table 27. Rubber Coated Neodymium Magnets New Entrant and Capacity Expansion Plans

Table 28. Rubber Coated Neodymium Magnets Mergers & Acquisitions Activity

Table 29. United States VS China Rubber Coated Neodymium Magnets Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Rubber Coated Neodymium Magnets Production Comparison, (2021 & 2025 & 2032) & (Tons)

Table 31. United States VS China Rubber Coated Neodymium Magnets Consumption Comparison, (2021 & 2025 & 2032) & (Tons)

Table 32. United States Based Rubber Coated Neodymium Magnets Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Rubber Coated Neodymium Magnets Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Rubber Coated Neodymium Magnets Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Rubber Coated Neodymium Magnets Production (2021-2026) & (Tons)

Table 36. United States Based Manufacturers Rubber Coated Neodymium Magnets Production Market Share (2021-2026)

Table 37. China Based Rubber Coated Neodymium Magnets Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Rubber Coated Neodymium Magnets Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Rubber Coated Neodymium Magnets Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Rubber Coated Neodymium Magnets Production, (2021-2026) & (Tons)

Table 41. China Based Manufacturers Rubber Coated Neodymium Magnets Production Market Share (2021-2026)

Table 42. Rest of World Based Rubber Coated Neodymium Magnets Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production, (2021-2026) & (Tons)

Table 46. Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production Market Share (2021-2026)

Table 47. World Rubber Coated Neodymium Magnets Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Rubber Coated Neodymium Magnets Production by Type (2021-2026) & (Tons)

Table 49. World Rubber Coated Neodymium Magnets Production by Type (2027-2032) & (Tons)

Table 50. World Rubber Coated Neodymium Magnets Production Value by Type (2021-2026) & (USD Million)

Table 51. World Rubber Coated Neodymium Magnets Production Value by Type (2027-2032) & (USD Million)

Table 52. World Rubber Coated Neodymium Magnets Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Rubber Coated Neodymium Magnets Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Rubber Coated Neodymium Magnets Production Value by Installation Interface, (USD Million), 2021 & 2025 & 2032

Table 55. World Rubber Coated Neodymium Magnets Production by Installation Interface (2021-2026) & (Tons)

Table 56. World Rubber Coated Neodymium Magnets Production by Installation Interface (2027-2032) & (Tons)

Table 57. World Rubber Coated Neodymium Magnets Production Value by Installation Interface (2021-2026) & (USD Million)

Table 58. World Rubber Coated Neodymium Magnets Production Value by Installation Interface (2027-2032) & (USD Million)

Table 59. World Rubber Coated Neodymium Magnets Average Price by Installation

Interface (2021-2026) & (US\$/Ton)

Table 60. World Rubber Coated Neodymium Magnets Average Price by Installation Interface (2027-2032) & (US\$/Ton)

Table 61. World Rubber Coated Neodymium Magnets Production Value by Remanence, (USD Million), 2021 & 2025 & 2032

Table 62. World Rubber Coated Neodymium Magnets Production by Remanence (2021-2026) & (Tons)

Table 63. World Rubber Coated Neodymium Magnets Production by Remanence (2027-2032) & (Tons)

Table 64. World Rubber Coated Neodymium Magnets Production Value by Remanence (2021-2026) & (USD Million)

Table 65. World Rubber Coated Neodymium Magnets Production Value by Remanence (2027-2032) & (USD Million)

Table 66. World Rubber Coated Neodymium Magnets Average Price by Remanence (2021-2026) & (US\$/Ton)

Table 67. World Rubber Coated Neodymium Magnets Average Price by Remanence (2027-2032) & (US\$/Ton)

Table 68. World Rubber Coated Neodymium Magnets Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Rubber Coated Neodymium Magnets Production by Application (2021-2026) & (Tons)

Table 70. World Rubber Coated Neodymium Magnets Production by Application (2027-2032) & (Tons)

Table 71. World Rubber Coated Neodymium Magnets Production Value by Application (2021-2026) & (USD Million)

Table 72. World Rubber Coated Neodymium Magnets Production Value by Application (2027-2032) & (USD Million)

Table 73. World Rubber Coated Neodymium Magnets Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Rubber Coated Neodymium Magnets Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Eclipse Magnetics Basic Information, Manufacturing Base and Competitors

Table 76. Eclipse Magnetics Major Business

Table 77. Eclipse Magnetics Rubber Coated Neodymium Magnets Product and Services

Table 78. Eclipse Magnetics Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Eclipse Magnetics Recent Developments/Updates

- Table 80. Eclipse Magnetics Competitive Strengths & Weaknesses
- Table 81. K&J Magnetics Basic Information, Manufacturing Base and Competitors
- Table 82. K&J Magnetics Major Business
- Table 83. K&J Magnetics Rubber Coated Neodymium Magnets Product and Services
- Table 84. K&J Magnetics Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. K&J Magnetics Recent Developments/Updates
- Table 86. K&J Magnetics Competitive Strengths & Weaknesses
- Table 87. Great Magtech (Xiamen) Electric Co.,Ltd Basic Information, Manufacturing Base and Competitors
- Table 88. Great Magtech (Xiamen) Electric Co.,Ltd Major Business
- Table 89. Great Magtech (Xiamen) Electric Co.,Ltd Rubber Coated Neodymium Magnets Product and Services
- Table 90. Great Magtech (Xiamen) Electric Co.,Ltd Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Great Magtech (Xiamen) Electric Co.,Ltd Recent Developments/Updates
- Table 92. Great Magtech (Xiamen) Electric Co.,Ltd Competitive Strengths & Weaknesses
- Table 93. First4Magnets Basic Information, Manufacturing Base and Competitors
- Table 94. First4Magnets Major Business
- Table 95. First4Magnets Rubber Coated Neodymium Magnets Product and Services
- Table 96. First4Magnets Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. First4Magnets Recent Developments/Updates
- Table 98. First4Magnets Competitive Strengths & Weaknesses
- Table 99. WZ Magnetics Basic Information, Manufacturing Base and Competitors
- Table 100. WZ Magnetics Major Business
- Table 101. WZ Magnetics Rubber Coated Neodymium Magnets Product and Services
- Table 102. WZ Magnetics Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. WZ Magnetics Recent Developments/Updates
- Table 104. WZ Magnetics Competitive Strengths & Weaknesses
- Table 105. Stanford Magnets Basic Information, Manufacturing Base and Competitors
- Table 106. Stanford Magnets Major Business
- Table 107. Stanford Magnets Rubber Coated Neodymium Magnets Product and

Services

Table 108. Stanford Magnets Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Stanford Magnets Recent Developments/Updates

Table 110. Stanford Magnets Competitive Strengths & Weaknesses

Table 111. KENENG Basic Information, Manufacturing Base and Competitors

Table 112. KENENG Major Business

Table 113. KENENG Rubber Coated Neodymium Magnets Product and Services

Table 114. KENENG Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. KENENG Recent Developments/Updates

Table 116. KENENG Competitive Strengths & Weaknesses

Table 117. NingBo bestWay Magnet Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 118. NingBo bestWay Magnet Co.,Ltd. Major Business

Table 119. NingBo bestWay Magnet Co.,Ltd. Rubber Coated Neodymium Magnets Product and Services

Table 120. NingBo bestWay Magnet Co.,Ltd. Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. NingBo bestWay Magnet Co.,Ltd. Recent Developments/Updates

Table 122. NingBo bestWay Magnet Co.,Ltd. Competitive Strengths & Weaknesses

Table 123. SDM Magnetism Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 124. SDM Magnetism Co., Ltd. Major Business

Table 125. SDM Magnetism Co., Ltd. Rubber Coated Neodymium Magnets Product and Services

Table 126. SDM Magnetism Co., Ltd. Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. SDM Magnetism Co., Ltd. Recent Developments/Updates

Table 128. SDM Magnetism Co., Ltd. Competitive Strengths & Weaknesses

Table 129. Osencmag Basic Information, Manufacturing Base and Competitors

Table 130. Osencmag Major Business

Table 131. Osencmag Rubber Coated Neodymium Magnets Product and Services

Table 132. Osencmag Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 133. Osencmag Recent Developments/Updates

Table 134. Osencmag Competitive Strengths & Weaknesses

Table 135. KINGS MAGNET Basic Information, Manufacturing Base and Competitors

Table 136. KINGS MAGNET Major Business

Table 137. KINGS MAGNET Rubber Coated Neodymium Magnets Product and Services

Table 138. KINGS MAGNET Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. KINGS MAGNET Recent Developments/Updates

Table 140. KINGS MAGNET Competitive Strengths & Weaknesses

Table 141. ALB Materials Inc Basic Information, Manufacturing Base and Competitors

Table 142. ALB Materials Inc Major Business

Table 143. ALB Materials Inc Rubber Coated Neodymium Magnets Product and Services

Table 144. ALB Materials Inc Rubber Coated Neodymium Magnets Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. ALB Materials Inc Recent Developments/Updates

Table 146. ALB Materials Inc Competitive Strengths & Weaknesses

Table 147. Global Key Players of Rubber Coated Neodymium Magnets Upstream (Raw Materials)

Table 148. Global Rubber Coated Neodymium Magnets Typical Customers

Table 149. Rubber Coated Neodymium Magnets Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Rubber Coated Neodymium Magnets Picture

Figure 2. World Rubber Coated Neodymium Magnets Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Rubber Coated Neodymium Magnets Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Rubber Coated Neodymium Magnets Production (2021-2032) & (Tons)

Figure 5. World Rubber Coated Neodymium Magnets Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Rubber Coated Neodymium Magnets Production Value Market Share by Region (2021-2032)

Figure 7. World Rubber Coated Neodymium Magnets Production Market Share by Region (2021-2032)

Figure 8. North America Rubber Coated Neodymium Magnets Production (2021-2032) & (Tons)

Figure 9. Europe Rubber Coated Neodymium Magnets Production (2021-2032) & (Tons)

Figure 10. China Rubber Coated Neodymium Magnets Production (2021-2032) & (Tons)

Figure 11. Japan Rubber Coated Neodymium Magnets Production (2021-2032) & (Tons)

Figure 12. Rubber Coated Neodymium Magnets Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 15. World Rubber Coated Neodymium Magnets Consumption Market Share by Region (2021-2032)

Figure 16. United States Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 17. China Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 18. Europe Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 19. Japan Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 20. South Korea Rubber Coated Neodymium Magnets Consumption

(2021-2032) & (Tons)

Figure 21. ASEAN Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 22. India Rubber Coated Neodymium Magnets Consumption (2021-2032) & (Tons)

Figure 23. Producer Shipments of Rubber Coated Neodymium Magnets by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Rubber Coated Neodymium Magnets Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Rubber Coated Neodymium Magnets Markets in 2025

Figure 26. United States VS China: Rubber Coated Neodymium Magnets Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Rubber Coated Neodymium Magnets Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Rubber Coated Neodymium Magnets Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Rubber Coated Neodymium Magnets Production Market Share 2025

Figure 30. China Based Manufacturers Rubber Coated Neodymium Magnets Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Rubber Coated Neodymium Magnets Production Market Share 2025

Figure 32. World Rubber Coated Neodymium Magnets Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Rubber Coated Neodymium Magnets Production Value Market Share by Type in 2025

Figure 34. Fully Flexible Rubber Neodymium Magnet

Figure 35. Rigid Core Coated Type

Figure 36. World Rubber Coated Neodymium Magnets Production Market Share by Type (2021-2032)

Figure 37. World Rubber Coated Neodymium Magnets Production Value Market Share by Type (2021-2032)

Figure 38. World Rubber Coated Neodymium Magnets Average Price by Type (2021-2032) & (US\$/Ton)

Figure 39. World Rubber Coated Neodymium Magnets Production Value by Installation Interface, (USD Million), 2021 & 2025 & 2032

Figure 40. World Rubber Coated Neodymium Magnets Production Value Market Share by Installation Interface in 2025

Figure 41. Through Hole Type

Figure 42. Counterhead Hole Type

Figure 43. Internal Thread Type

Figure 44. Others

Figure 45. World Rubber Coated Neodymium Magnets Production Market Share by Installation Interface (2021-2032)

Figure 46. World Rubber Coated Neodymium Magnets Production Value Market Share by Installation Interface (2021-2032)

Figure 47. World Rubber Coated Neodymium Magnets Average Price by Installation Interface (2021-2032) & (US\$/Ton)

Figure 48. World Rubber Coated Neodymium Magnets Production Value by Remanence, (USD Million), 2021 & 2025 & 2032

Figure 49. World Rubber Coated Neodymium Magnets Production Value Market Share by Remanence in 2025

Figure 50. Remanence Br (kG): 2.7-3.3

Figure 51. Remanence Br (kG): 3.9-4.8

Figure 52. Others

Figure 53. World Rubber Coated Neodymium Magnets Production Market Share by Remanence (2021-2032)

Figure 54. World Rubber Coated Neodymium Magnets Production Value Market Share by Remanence (2021-2032)

Figure 55. World Rubber Coated Neodymium Magnets Average Price by Remanence (2021-2032) & (US\$/Ton)

Figure 56. World Rubber Coated Neodymium Magnets Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 57. World Rubber Coated Neodymium Magnets Production Value Market Share by Application in 2025

Figure 58. Automotive Field

Figure 59. Consumer Electronics Field

Figure 60. Industrial Field

Figure 61. Others

Figure 62. World Rubber Coated Neodymium Magnets Production Market Share by Application (2021-2032)

Figure 63. World Rubber Coated Neodymium Magnets Production Value Market Share by Application (2021-2032)

Figure 64. World Rubber Coated Neodymium Magnets Average Price by Application (2021-2032) & (US\$/Ton)

Figure 65. Rubber Coated Neodymium Magnets Industry Chain

Figure 66. Rubber Coated Neodymium Magnets Procurement Model

Figure 67. Rubber Coated Neodymium Magnets Sales Model

Figure 68. Rubber Coated Neodymium Magnets Sales Channels, Direct Sales, and Distribution

Figure 69. Methodology

Figure 70. Research Process and Data Source

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