

Global Rubber Coated Neodymium Magnets Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Rubber Coated Neodymium Magnets market size was valued at US\$ 88.90 million in 2025 and is forecast to a readjusted size of US\$ 143 million by 2032 with a CAGR of 7.0% during review period.

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 is a detailed and comprehensive analysis for global Rubber Coated Neodymium Magnets market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Rubber Coated Neodymium Magnets market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Rubber Coated Neodymium Magnets market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Rubber Coated Neodymium Magnets market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Rubber Coated Neodymium Magnets market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Rubber Coated Neodymium Magnets

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Rubber Coated Neodymium Magnets market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Rubber Coated Neodymium Magnets market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Fully Flexible Rubber Neodymium Magnet

- Rigid Core Coated Type

Market segment by Installation Interface

- Through Hole Type

- Counterhead Hole Type

- Internal Thread Type

- Others

Market segment by Remanence

- Remanence Br (kG): 2.7-3.3

- Remanence Br (kG): 3.9-4.8

- Others

Market segment by Application

- Automotive Field

- Consumer Electronics Field

Industrial Field

Others

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Rubber Coated Neodymium Magnets product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Rubber Coated Neodymium Magnets, with price, sales quantity, revenue, and global market share of Rubber Coated Neodymium Magnets from 2021 to 2026.

Chapter 3, the Rubber Coated Neodymium Magnets competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Rubber Coated Neodymium Magnets breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Rubber Coated Neodymium Magnets market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Rubber Coated Neodymium Magnets.

Chapter 14 and 15, to describe Rubber Coated Neodymium Magnets sales channel,

distributors, customers, research findings and conclusion.

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