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# Global Sputtering Targets for Data Storage Media Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Sputtering Targets for Data Storage Media market size is predicted to grow from US$ 479 million in 2025 to US$ 814 million in 2032; it is expected to grow at a CAGR of 7.1% from 2026 to 2032.

Sputtering Targets for Data Storage Media refer to high-purity metal, alloy, ceramic, and composite target materials specifically used for thin-film deposition in data storage media and memory devices. Through physical vapor deposition (PVD) sputtering, these targets form functional films providing magnetic recording, magnetic coupling, electrical conduction, diffusion-barrier, reflective, protective, or dielectric properties. In this report, Sputtering Targets for Data Storage Media mainly include targets used in HDD magnetic storage media, MRAM devices, and optical data storage media such as CDs, DVDs, and Blu-ray Discs. Typical materials include Pt-containing magnetic alloys such as CoCrPt, FePt, and CoPt; Ru and Ru alloys; Co-, Fe-, Ni-, Cr-, Mn-, and Ta-based metals and alloys; as well as Ag-, Al-, and Cu-based materials, carbon, oxides, and other ceramic or composite materials. These targets are mainly used to deposit recording layers, seed layers, soft magnetic underlayers, interlayers, spacer layers, electrode layers, barrier layers, cap layers, reflective layers, and dielectric layers. Key technical requirements include high purity, precise composition control, microstructural uniformity, controlled grain size, high density, low trace-impurity levels, and stable sputtering performance. Sputtering targets used for general semiconductor, display, photovoltaic, or decorative coating applications are excluded unless they are directly used in data storage media or memory device manufacturing.

Sputtering Targets for Data Storage Media are an important category of advanced PVD thin-film materials, primarily serving HDD magnetic storage media, MRAM devices, and optical data storage media such as CDs, DVDs, and Blu-ray Discs. The material system

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is highly diversified and includes Pt-containing magnetic alloys such as CoCrPt, FePt, and CoPt; Ru and Ru alloys; Co-, Fe-, Ni-, Cr-, Mn-, and Ta-based metals and alloys; as well as Ag-, Al-, and Cu-based materials, carbon, oxides, and other ceramic or composite materials. These targets are used to deposit functional films such as recording layers, seed layers, soft magnetic underlayers, interlayers, spacer layers, electrode layers, barrier layers, cap layers, reflective layers, and dielectric layers. Compared with conventional industrial coating targets, data-storage targets require stricter control of purity, chemical composition, grain size, density, microstructure, trace impurities, and batch-to-batch consistency. Typical product purity ranges from 3N to 5N and above, while multicomponent alloy and composite targets place greater emphasis on compositional uniformity and microstructural stability.

From an industry-chain perspective, upstream suppliers provide high-purity metals such as Pt, Ru, Co, Ni, Cr, and Ta, together with high-purity ceramic powders. Midstream processes include purification, alloying, powder metallurgy, sintering, melting, thermomechanical processing, machining, and target-to-backing-plate bonding. Downstream customers mainly include HDD media manufacturers, magnetic memory manufacturers, and optical storage media producers. Powder metallurgy and sintering, melting and casting, and thermomechanical processing are the major manufacturing routes. Complex magnetic composite targets such as CoCrPt-Oxide and FePt-Oxide require particularly tight control of powder size, sintered density, and second-phase distribution. Production lines are generally smaller in scale than those for commodity metal targets, with the industry characterized by multi-product, small-batch, and high-value-added manufacturing. Precious-metal feedstocks account for a significant share of cost, and fluctuations in Pt and Ru prices can directly affect product pricing and working-capital requirements. Industry gross margins are generally higher than those of conventional industrial targets, although profitability varies significantly by material type; suppliers with strong capabilities in precious-metal recycling, complex alloy formulation, customer qualification, and stable mass production typically achieve better margins.

The global market is relatively concentrated, with major participants including Solar Applied Materials Technology, JX Advanced Metals, Furuya Metal, TANAKA Precious Metal Technologies, Proterial, Materion, Mitsui Kinzoku, and ULVAC. Japanese and Taiwanese suppliers maintain particularly strong technological capabilities and customer relationships in HDD magnetic-recording targets. Key entry barriers include proprietary material formulations, microstructure control, sputtering stability, lengthy customer qualification cycles, and precious-metal recycling capabilities, while HDD and MRAM customers are generally cautious about changing qualified suppliers. Future market growth will be driven primarily by the expansion of nearline HDD capacity for AI

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data centers, increasing penetration of next-generation high-density recording technologies such as HAMR, and broader adoption of MRAM, while traditional optical storage media continue to decline. As HAMR scales up, demand for FePt-, Ru-, and other high-performance magnetic materials is expected to increase, and competition will increasingly shift from simple material supply toward high-purity feedstock control, complex alloy design, thin-film performance matching, closed-loop precious-metal recycling, and global customer-service capabilities.

## Report Scope

LPI (LP Information)' newest research report, the “Sputtering Targets for Data Storage Media Industry Forecast” looks at past sales and reviews total world Sputtering Targets for Data Storage Media sales in 2025, providing a comprehensive analysis by region and market sector of projected Sputtering Targets for Data Storage Media sales for 2026 through 2032. With Sputtering Targets for Data Storage Media sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Sputtering Targets for Data Storage Media industry.

This Insight Report provides a comprehensive analysis of the global Sputtering Targets for Data Storage Media landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Sputtering Targets for Data Storage Media portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sputtering Targets for Data Storage Media market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sputtering Targets for Data Storage Media and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sputtering Targets for Data Storage Media.

This report presents a comprehensive overview, market shares, and growth opportunities of Sputtering Targets for Data Storage Media market by product type, application, key players and key regions and countries.

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# Market Segmentation

## Segmentation by Type:

Pt-Containing Alloy and Composite Targets

Ru and Ru Alloy Targets

Co-, Fe-, Ni-, Cr-, Mn-, Ta-Based Targets

Ag-, Al- and Cu-Based Targets

Carbon, Oxide, Ceramic and Other Targets

## Segmentation by Purity Level:

3N–3N5

4N–4N5

5N and Above

## Segmentation by Application:

HDD Magnetic Storage Media

MRAM

Optical Data Storage

## This report also splits the market by region:

Americas

United States

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- Canada
- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa

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Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Solar Applied Materials Technology

JX Advanced Metals

Furuya Metal

TANAKA Precious Metal Technologies

Proterial

Tosoh

Materion

GRINM

Sino-Platinum Metals

Mitsui Kinzoku

Plansee

ULVAC

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