

Global Refrigerator Magnets Market Growth 2026-2032

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Abstracts

The global Refrigerator Magnets market size is predicted to grow from US\$ 1493 million in 2025 to US\$ 1885 million in 2032; it is expected to grow at a CAGR of 3.2% from 2026 to 2032.

Refrigerator magnets are small, decorative magnets used to stick items like notes, photos, lists, or art to a refrigerator door (or other metal surfaces) and also serve as decorations, souvenirs, or promotional items, often made from flexible ferrite mixed with plastic or small neodymium magnets, and they don't affect the fridge's cooling.

In 2024, global refrigerator magnet production reached 3.625 billion units, with an average price of US\$0.42 per unit. Gross profit margins typically range from 30% to 45%.

The upstream of the refrigerator magnet industry chain mainly consists of magnetic materials, PVC or silicone, metal sheets, paper printing materials, and surface coatings. Upstream raw material supply is ample, technological barriers are low, and costs are relatively less affected by fluctuations in the prices of magnetic powder and plastics. The downstream is the core of refrigerator magnet value realization, mainly concentrated in the cultural and tourism souvenir market, gift and cultural and creative retail, e-commerce platforms, and brand promotional gifts. Cultural and tourism scenic spots and museums design refrigerator magnets using regional culture and IP elements, making them high-frequency consumer goods for tourists. These products are characterized by low price, portability, and strong emotional appeal, representing the fastest-growing segment of downstream demand. E-commerce channels amplify sales through personalized customization, collaborations with popular IPs, and social media promotion, expanding refrigerator magnets from tourist souvenirs to everyday decorations and collectibles. Corporate brands often use refrigerator magnets as promotional gifts or peripheral products to enhance brand exposure and user loyalty,

also forming stable demand.

Industry development trends show a significant increase in design-driven and IP-based approaches. Original illustrations, city symbols, museum collections, and film and animation collaborations are becoming the main directions, while personalized customization, small-batch rapid response, and the application of environmentally friendly materials are gradually increasing. The driving factors include the recovery of domestic tourism and urban cultural and creative consumption, the preference of young consumers for low-priced, emotionally valuable products, the amplifying effect of e-commerce and short video platforms on viral product dissemination, and the increased collectability and social sharing attributes. The hindering factors mainly include severe product homogenization, difficulty in protecting design copyrights, short product lifecycles, intense price competition, and high dependence on traffic and channels, making it easy for businesses with insufficient brand building capabilities to be eliminated.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Refrigerator Magnets 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 Refrigerator Magnets.

This report presents a comprehensive overview, market shares, and growth

opportunities of Refrigerator Magnets market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Soft Magnetic Refrigerator Magnets

Hard Magnetic Refrigerator Magnets

Composite Magnetic Refrigerator Magnets

Non-Magnetic Decorative Magnets

Segmentation by Material:

Metal

PVC

Silicone

Wood

Acrylic

Others

Segmentation by Crafts:

Flat Printed Type

3D Embossed Type

Epoxy Sealing Type

Hand-Painted Type

Assembly Type

Others

Segmentation by Function:

Decorative Type

Practical Type

Message Board Type

Timer Type

Interactive Type

Others

Segmentation by Application:

E-commerce

Cultural and Museum Venues

Tourist Attractions

Gift Shops

Brand Stores

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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

National Museum of China

The Palace Museum

Henan Museum

Dongguan Ji'an Gift

Kangrui Culture

Giant K. Innovation

Chung Jen International Gift

MARKTEX

IGP(Innovative Gift & Premium)

Jinbadge

HONAV

MUJI

Disney

Dongguan Zhongnan Arts & Crafts

Fei Hong Five Metals Wares

Detai Rubber Products

Vistarts Cultural

Weixiong Cultural

Beijing Nanlixuan

Xebe

Dongguan Maghard Flexible Magnet

Magnetic Reflections

Magnum Magnetics

Magnets.com

Custom Magnets Direct

Vistaprint

Magnetic Memories

Ideaman

Pinnacle Promotions

Magnets4Fridge

Key Questions Addressed in this Report

What is the 10-year outlook for the global Refrigerator Magnets market?

What factors are driving Refrigerator Magnets market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Refrigerator Magnets market opportunities vary by end market size?

How does Refrigerator Magnets break out by Type, by Application?

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