

EV Magnet Market by Magnet Type (NdFeB, SmCo, AlNiCo, Ferrite), By Vehicle Type (Passenger EVs, Electric Buses & Trucks), By Power Rating, Application, and Region - Forecast to 2030

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Abstracts

The EV magnet market is estimated at USD 5.3 billion in 2025 and is projected to reach USD 9.5 billion by 2030, growing at a CAGR of 12.4% during the forecast period. This growth is driven by the rapid global adoption of electric vehicles, increasing government incentives for vehicle electrification, and stringent emissions regulations accelerating the transition from internal combustion engines to electric drivetrains. Rising demand for high-performance permanent magnets, particularly rare-earth magnets such as neodymium-iron-boron (NdFeB), in traction motors is significantly contributing to market expansion. Advancements in motor efficiency, increased investments in EV manufacturing capacity, and the expansion of charging infrastructure across key regions, including Asia Pacific, Europe, and North America, are further supporting market growth. However, supply chain constraints related to rare-earth materials and price volatility may influence market dynamics during the forecast period.

“Electric buses & trucks accounted for largest share of overall EV magnet market in 2024”

In 2024, the electric buses & trucks segment accounted for the largest share of the overall EV magnet market by value, supported by strong global production and adoption trends that drove high demand for large traction motors with substantial magnet content. In 2023, nearly 50,000 electric buses were sold worldwide, bringing the global fleet to around 635,000 units. By 2024, the number of electric buses in operation reached approximately 780,000 units, with China alone representing almost 90% of the total fleet, underscoring the scale of production and deployment across key markets.

Chinese manufacturers also exported over 15,000 new energy buses in 2024, reflecting expanding global supply, while Europe saw 22% growth in electric city bus registrations, reaching about 7,779 units in 2024, indicating robust regional growth outside Asia. These production and adoption figures highlight why electric buses & trucks dominated the EV magnet market in 2024, as their larger size and torque requirements translate into higher volumes of EV magnets per vehicle compared to other EV types.

“In terms of value, the low-power motor (

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