

Europe Electroplating Market for Jewellery and Personal Goods Application Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Metal (Gold, Silver, Copper, Nickel, and Others), Type (Barrel Plating, Rack Plating, Continuous Plating, and Line Plating), and Application [Jewellery and Personal Goods (Buckles, Carabiners, Kitchenware, Eyeglass Frames, Tableware, and Others)]

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Abstracts

The Europe electroplating market for jewellery and personal goods application accounted for US\$ 3.45 billion in 2022 and is expected to reach US\$ 5.03 billion by 2030; the market is estimated to record a CAGR of 4.8% from 2022 to 2030.

Electroplating is the process of coating metal or metal objects with a very thin layer of another metal by applying a direct electric current. Electroplating is used to build thickness, protect the substrate, lend surface properties, and improve appearance. Electroplating is highly used in the jewellery and personal goods industries. In the personal goods industry, electroplating is used for buckles, carabiners, kitchenware, eyeglass frames, tableware, and others.

Based on metal, the Europe electroplating market for jewellery and personal goods application is segmented into gold, silver, copper, nickel, and others. The copper segment accounted for the largest market share in 2022. Copper plating increases the conductivity of a substrate, though copper is extremely conductive only. As a soft metal, copper is often malleable and thus has the inherent flexibility to maintain adhesion.

Copper is a metallic material with a red-orange color known for its malleability, high electrical conductivity, and resistance to corrosion. These properties make copper a common choice for coating components in numerous industries. Copper cyanide plating is commonly used as a strike in many plating operations. For copper cyanide plating, cuprous cyanide must be complexed with potassium or sodium to form soluble copper compounds in aqueous solutions. Copper pyrophosphate plating, which is used for plating on plastics and printed circuit boards, requires more monitoring and maintenance of the plating baths than copper cyanide plating does.

Based on country, the market is segmented into countries such as Germany, France, Italy, the UK, Russia, and the Rest of Europe. Germany accounted for the largest Europe electroplating market for jewellery and personal goods application share in 2022. Strong growth of the end-use industries, rapid industrialization, and technological developments drive the electroplating market in Europe. Electroplating is highly used in the jewellery and personal goods industries. In Europe, there is a high demand for on-trend and fashionable pieces of jewellery from young and fashion-conscious consumers. The growing number of working women, increasing disposable income of consumers, and rising inclination toward minimalist jewellery boost the demand for jewellery. Also, the rapid expansion of online sales platforms and the marketing and branding campaigns by different brands fuel the demand for different types of jewellery. Various European jewellery brands are investing in strong marketing campaigns and promotional activities such as celebrity endorsements and digital advertising to attract a wide and diverse consumer base. Electroplating is highly used in jewellery making to enhance the overall aesthetic of the jewellery and design.

ELIX Polymers SL, Dr Hesse GmbH & Cie KG, PRV Engineering Ltd, SAXONIA Galvanik GmbH, Karas Plating Ltd, Dr Ing Max Schlotter GmbH and Co KG, Atotech Deutschland GmbH & Co KG, Allenchrome Electroplating Ltd, Frost Electroplating Ltd, and UK Metal Finishing Ltd. are among the major players operating in the Europe electroplating market for jewellery and personal goods application. Market players are highly focused on developing high-quality and innovative products to fulfill customers' requirements. Players operating in the market focus on adopting various strategies such as investment in research and development activities and others. For instance, in July 2023, MKS Instruments announced the release of the Atotech CMA Closed-Loop System for alkaline zinc nickel plating. This technology is certified by T?V Rheinland, which enables virtually wastewater-free operations while minimizing waste generation and reducing carbon footprint. This technology features compact membrane anodes, custom chemical additives, a vacuum evaporator, and a freezing unit. This results in a significantly reduced environmental impact, a longer lifespan, and enhanced product

quality for the electroplating line. In November 2023, Alleima AB, a global manufacturer of high-value-added products in advanced stainless steel and special alloys, announced a plan to expand its operations in Switzerland to meet the growing demand for plated components.

The overall Europe electroplating market for jewellery and personal goods application size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the Europe electroplating market for jewellery and personal goods application.

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