



# Global and China NdFeB Industry Report, 2015-2018

**Nov. 2015**

## STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

As the third-generation rare-earth permanent magnet material, NdFeB, an alloy of Pr-Nd metal and ferroboron, is featured with strong magnetic energy product, high coercive force, and high energy density. Being the best-value magnet, it enjoys the reputation of the “King of Magnets”.

Thanks to the booming NdFeB industry in China, global NdFeB output soared from 14 kt in 2000 to 127 kt in 2014 at a CAGR of 13.4%. As the Chinese government eliminated export quota for rare earths, global NdFeB output will continue to grow to 143 kt in 2015.

China is the world's largest NdFeB producer with an output of 112 kt in 2014 (88.1% of the global total), up 19.0% year on year. In 2015, due to ceaseless decline in NdFeB price, China will produce 127 kt throughout the year, gaining by 13.5% from a year ago.

Nowadays, around 75% of NdFeB is used in traditional fields (electro-acoustic devices, magnetic separation, consumer electronics, etc.), while only 25% finds application in new fields (inverter air-conditioners, new energy vehicles, and energy-saving elevators). Compared with stable demand from traditional fields, the demand for NdFeB from new applications, especially new energy vehicles, increases significantly. According to the statistics, new energy vehicles' consumption of NdFeB was 439 tons in China in 2014 when 79,000 new energy vehicles were manufactured, and is expected to further rise to 946 tons in 2015 when the country's new energy vehicle output will witness a spectacular rise (to an estimated 178,000).






As downstream demand grows steadily and upstream raw material resources are abundant in China, the world's major NdFeB companies have made their presence here and continued to expand capacity.

**Hitachi Metals:** The largest NdFeB manufacturer in Japan where is the home to most of its production bases. The company decided in Jun 2015 to set up a joint venture- Hitachi Metals San Huan Magnetic Materials (Nantong) Co., Ltd. with Beijing Zhong Ke San Huan Hi-Tech Co., Ltd. Phase I of the project will see the construction of 2 kt/a NdFeB production line and is planned to go into operation in 2016.

**Shin-Etsu Chemical:** With completion of 3 kt/a magnet alloys production line for rare earth magnets in Changting base in 2013, the 3 kt/a magnetic powder production line for rare earth magnets will finish construction at the end of 2015. All products manufactured by the project will be exported to Japan for the production of hybrid electric vehicles.

**Beijing Zhong Ke San Huan Hi-Tech:** The largest NdFeB manufacturer in China and even across the world; production bases located in Ningbo, Tianjin, Nantong, Beijing, Guangdong, and Shanghai with total NdFeB capacity of 18 kt/a. The 2 kt/a high-performance NdFeB production line was officially completed in Nantong base in May 2015.

## Projects Proposed/under Construction of Global Major NdFeB Manufacturers, 2015

Manufacturers	Capacity ( ton )	Proposed/ Under Construction
 Zhongke Sanhuan	18,000	A 2 kt/a NdFeB production line project (located in Nantong , Jiangsu, a joint venture established with Hitachi Metals)
 Ningbo Yunsheng	6,000	A 6 kt/a sintered NdFeB preform body relocation and expansion project located in Baotou, is expected to go into operation in 2018
 Shin-Etsu	5,000	A 3 kt/a rare-earth magnet-used magnetic powder production line project in Changting, Fujian, is to be put into operation at the end of 2015
 Rising Nonferrous	4,500	A 2.5 kt/a high-performance NdFeB production line project (located in Guangdong, a joint venture with TDK), projected to be put into operation in 2017.
 Advanced Technology	2,300	A 0.5 kt/a new energy vehicle-used high-performance NdFeB production line project, which, located in Beijing, expected to go into operation at the end of 2015.

Source: Global and China NdFeB Industry Report, 2015-2018; ResearchInChina

Global and China NdFeB Industry Report, 2015-2018 focuses on the followings:

- Global NdFeB industry (development environment, market size/structure, competitive landscape, etc.);
- NdFeB industry in China (industrial policies, market size/structure, competitive landscape, import & export, etc.);
- NdFeB in China (price changes of main raw materials, demand structure of main applications, etc.);
- Operation, revenue structure, NdFeB business, etc. of 5 foreign and 16 Chinese NdFeB manufacturers.

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- 1.1 Definition
- 1.2 Product Category
- 1.3 Industry Chain

### 2 Status Quo of Global NdFeB Market

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- 2.2 Market Size
- 2.3 Market Structure
- 2.4 Competitive Landscape

### 3 Status Quo of Chinese NdFeB Market

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