



NEV Magnet Wire Industry Opportunity Discovery

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OBJECTIVES

- Client is a world-leading manufacturer and distributor of magnet wire and were looking to commission a report on China Magnet Wire Industry to better understand the market and to seek the decision-making basis for strategic planning with key focus on NEV industry

PROCESS

- Methodology
 - ▶ Establish a comprehensive understanding of China's magnet wire market and track industry hot trends (2021-2027E)
 - ▶ Benchmark competitors to provide best practice reference for future market strategies
 - ▶ Provide high-value investment strategy advice for further market penetration
- Sample Size
 - ▶ Magnet wire supplier (8), OEMs (10)
- Project Time
 - ▶ 8 weeks

DELIVERABLES

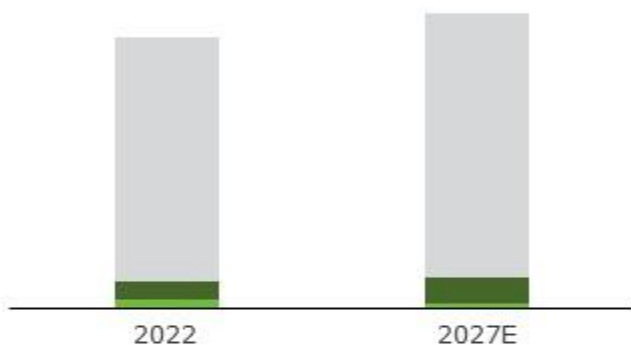
- China Magnet Market Outlook
 - ▶ Analyze China magnet wire capacity
 - ▶ Construct S&D model to forecast magnet market by considering the key drivers
 - ▶ Analysis of existing technologies for magnet wire market in China
 - ▶ Analysis of emerging technologies for magnet wire market in China
 - ▶ Analysis of regulatory manufacturing and policies on magnet wire
- Competitive analysis and benchmarking study
 - ▶ Pricing mechanism and risk control
 - ▶ Supply chain management analysis
 - ▶ Analysis of financial highlights and reasons behind
 - ▶ Analysis of future investment strategy direction and trend

Market Transparency

Supply and Demand Forecast for Magnet Wire in China, 2022 vs 2027E

Unit: kilo tons

Supply

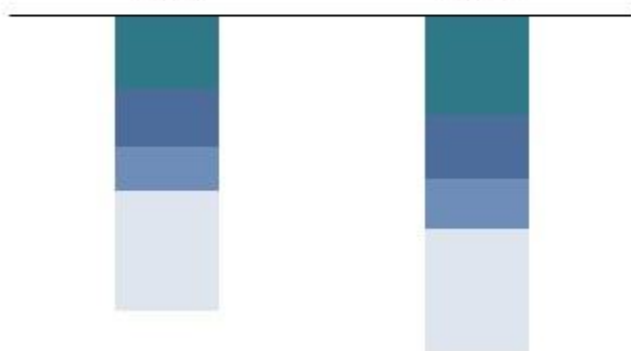


Balance

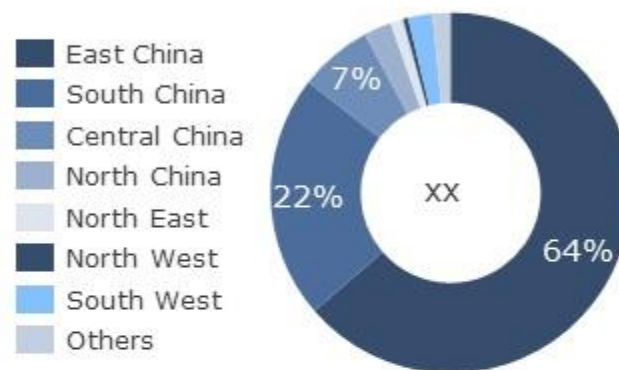


Unit: kilo tons

Demand



Distribution of China's Magnet Wire Capacity, 2022



- The magnet wire industry of China has formed the characteristics of regional industrial clustering.
- The total production capacity of magnet wire in China in 2022 will be approximately xxkt, with an average start-up rate of xx%.

Demand Forecast by Segment, 2022 vs 2027E

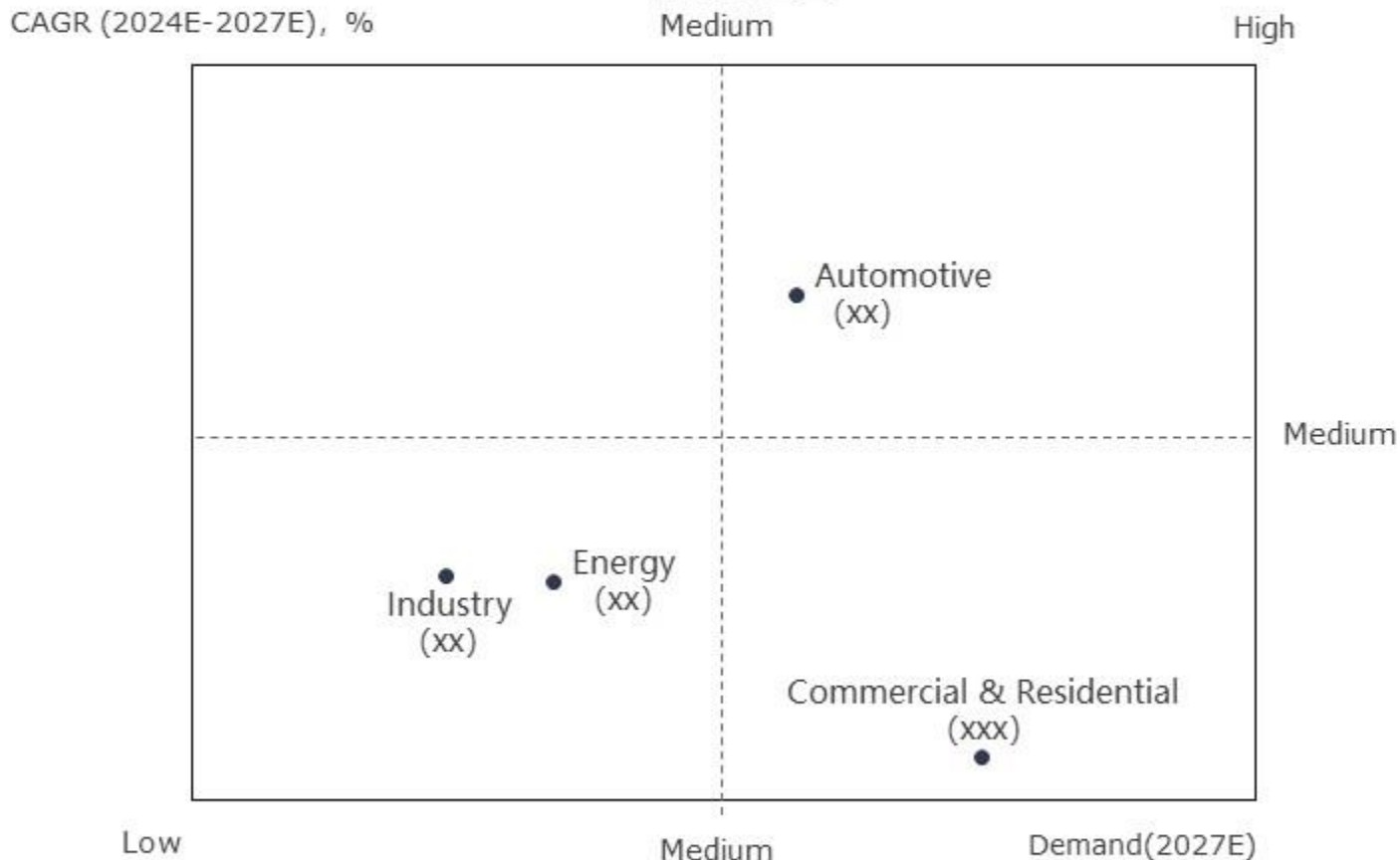


■ Automotive ■ Energy ■ Industry ■ Commercial & Residential



Market Trend

Magnet Wire Market by Segment Forecast
(2027E)



Automotive

Driven by the new energy policy, the sales of NEV will reach about 20% of the total new car sales by 2025, and by 2035, BEV will become the mainstream of new sales vehicles. The demand for magnet wire will grow the fastest, with a CAGR of 5.3% from 2024E to 2027E.



Energy

The demand growth of energy magnet wire is mainly driven by power distribution, power consumption, trains, ships, agricultural equipment etc. Due to the increase in investment in wind power and photovoltaic fields, the CAGR from 2024E to 2027E of energy magnet wire will reach 2.6%.



Industry

The demand for magnet wire in industry is mainly driven by industrial motors, with a CAGR of 2.6% from 2024E to 2027E.



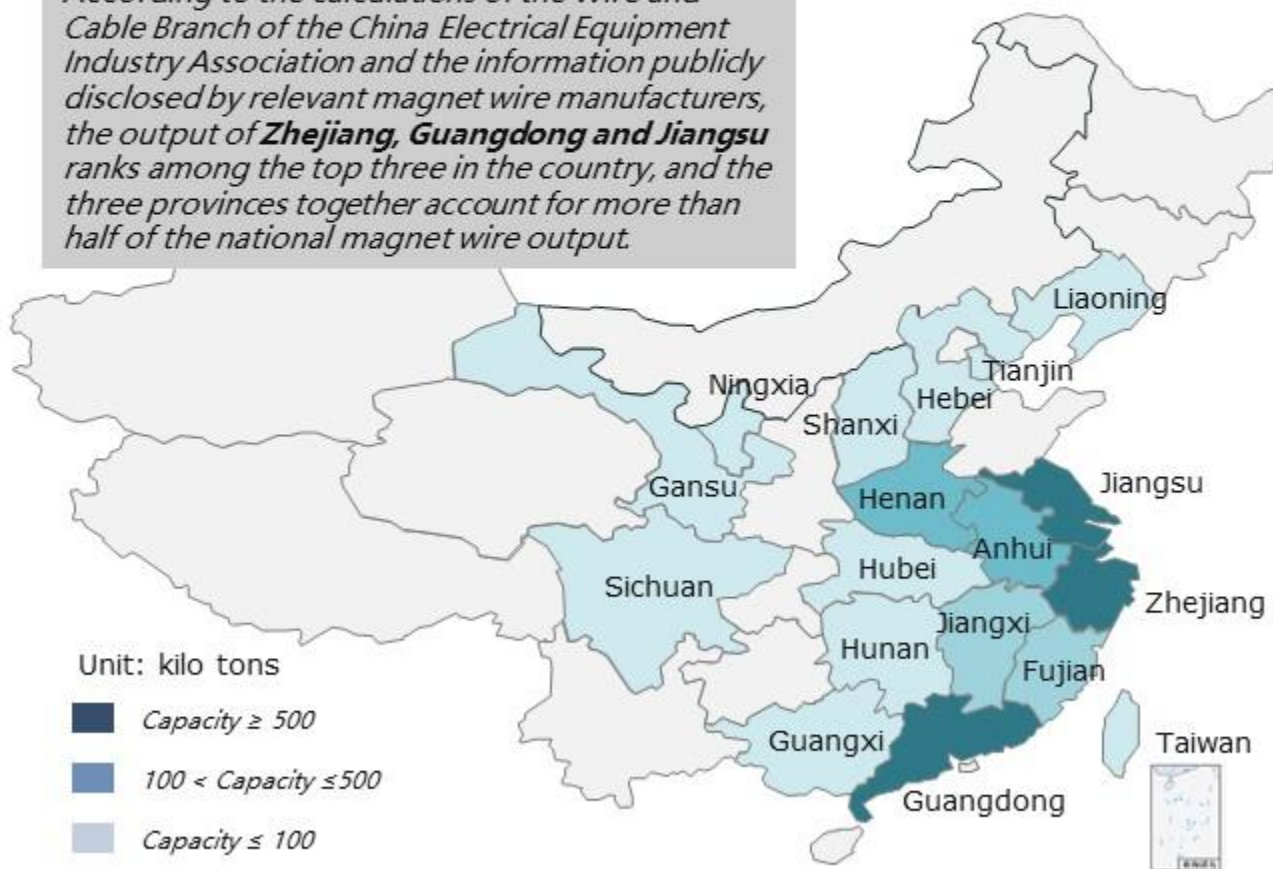
Commercial and Residential

The growth in demand for commercial and residential magnet wire is mainly driven by household appliances, with a CAGR of 0.9% from 2024E to 2027E.

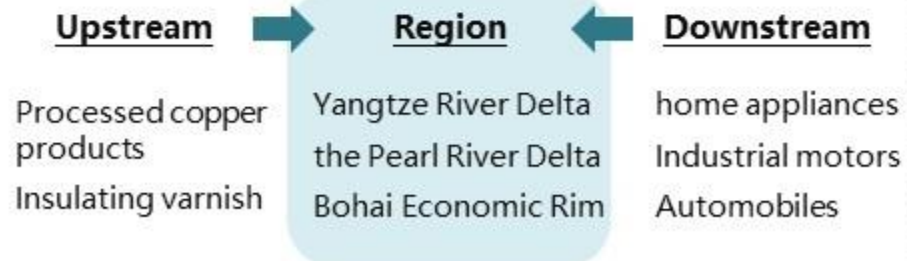
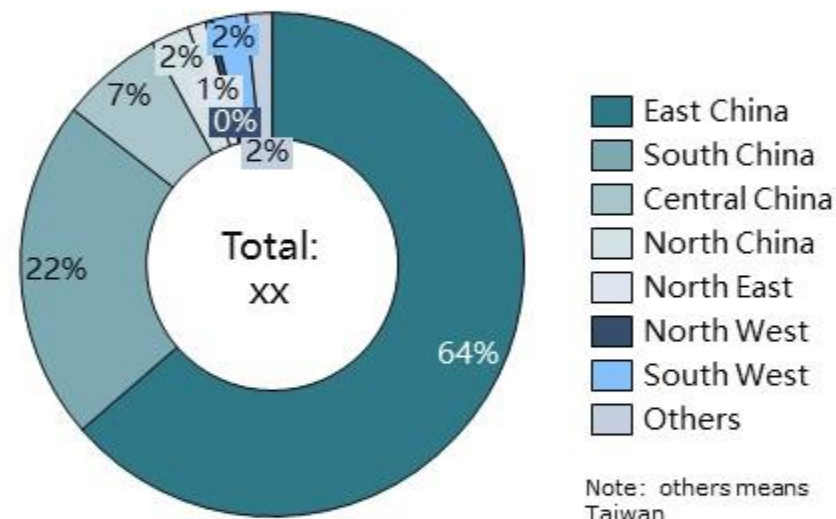
Distribution of China's Magnet Wire Capacity

Distribution Map of China's Magnet Wire Capacity

According to the calculations of the Wire and Cable Branch of the China Electrical Equipment Industry Association and the information publicly disclosed by relevant magnet wire manufacturers, the output of **Zhejiang, Guangdong and Jiangsu** ranks among the top three in the country, and the three provinces together account for more than half of the national magnet wire output.



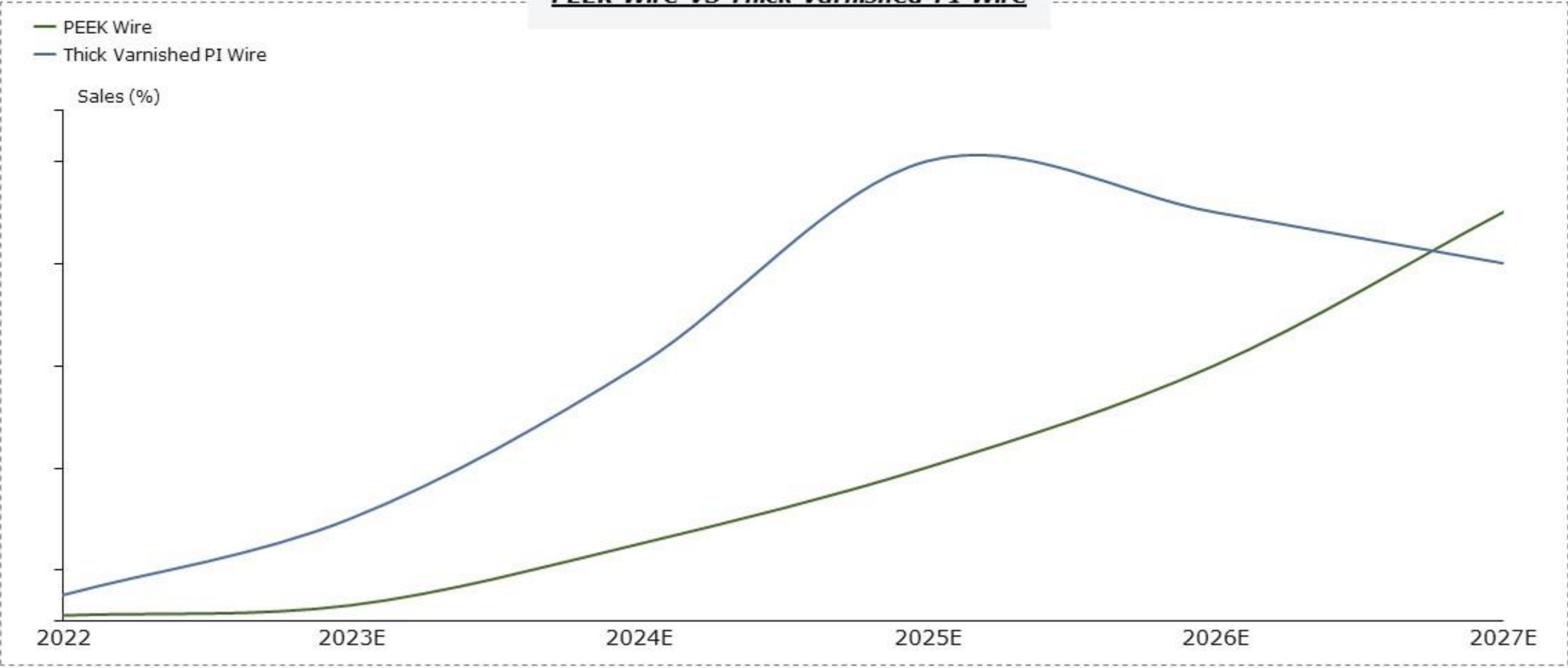
Distribution of China's Magnet Wire Capacity





Life Cycle

PEEK Wire VS Thick Varnished PI Wire



Source: SMM

Regional Policy Analysis

Region	Date	Title	Core Content	Segment	Impact
Zhejiang Province	May 06, 2021	The 14th Five-Year Plan for major construction projects in Zhejiang Province.	Focusing on building a new material industrial cluster of RMB100 billion, focusing on key strategic materials such as advanced semiconductor materials, new energy materials , high-performance fibers and composite materials, etc.	Automotive Energy ↑	★ ★
	Dec. 30, 2018	Plan for Zhejiang Province to accelerate and upgrading of traditional manufacturing industry.	Focusing on promoting new non-ferrous metal materials such as high-strength alloys , and significantly improve the position of copper processing, and other sub-sectors in the international industrial division of labor and value chain.	Automotive Energy R&C ↑	★ ★ ★
Jiangsu Province	Sept.15, 2022	Notice for Jiangsu Provincial Department of Commerce and other departments to expand automobile consumption.	Implement the policy of exempting new energy vehicles from purchase tax, actively support the construction of charging facilities, and further serve and support the promotion and application of new energy vehicles.	Automotive ↑	★
	Nov. 06, 2021	Jiangsu Province "14th Five-Year" new energy vehicle industry development plan.	Deepen cooperation with automobile and parts enterprises in the Yangtze River Delta region, promote the construction of power battery recycling system and automobile life cycle management, support the backup of key links in the industrial chain, and ensure the stability of the industrial chain and supply chain.	Automotive ↑	★
Guangdong Province	June 08, 2023	Regulations of Guangdong Province on Promoting Manufacturing Industry.	Establishing an incentive and risk compensation mechanism to promote the demonstration and application of the first set of major technical equipment , the first batch of materials , the first version of software.	Energy R&C ↑	★ ★
	June 20, 2023	Rules for the Management of Special funds for the Development of Advanced Manufacturing Industries in Guangdong Province.	Supporting the development of basic public service platforms for industrial technology in the field of industry and information technology; Support the development of system solution providers; Support other industrial service platforms in the field of industry and information technology.	Industry Energy R&C ↑	★ ★ ★

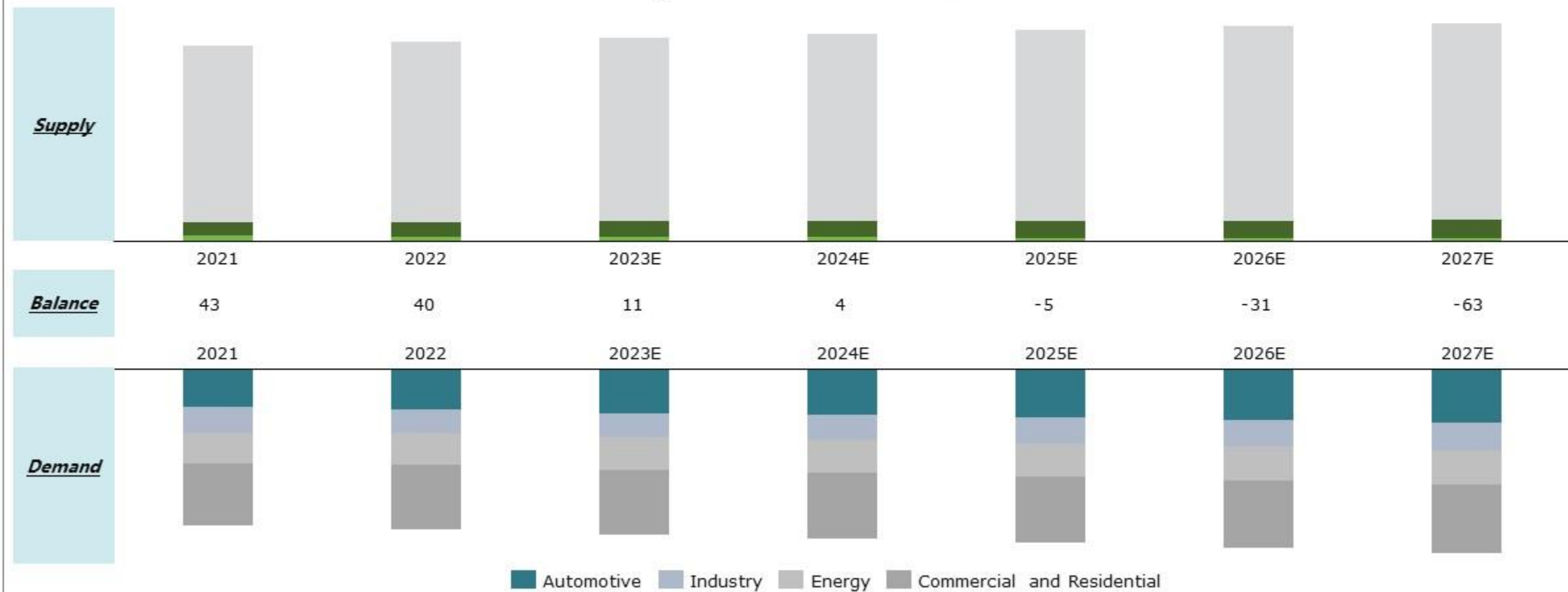
Note: R&C: Residential & Commercial

Source: SMM

China Magnet Wire S&D Balance

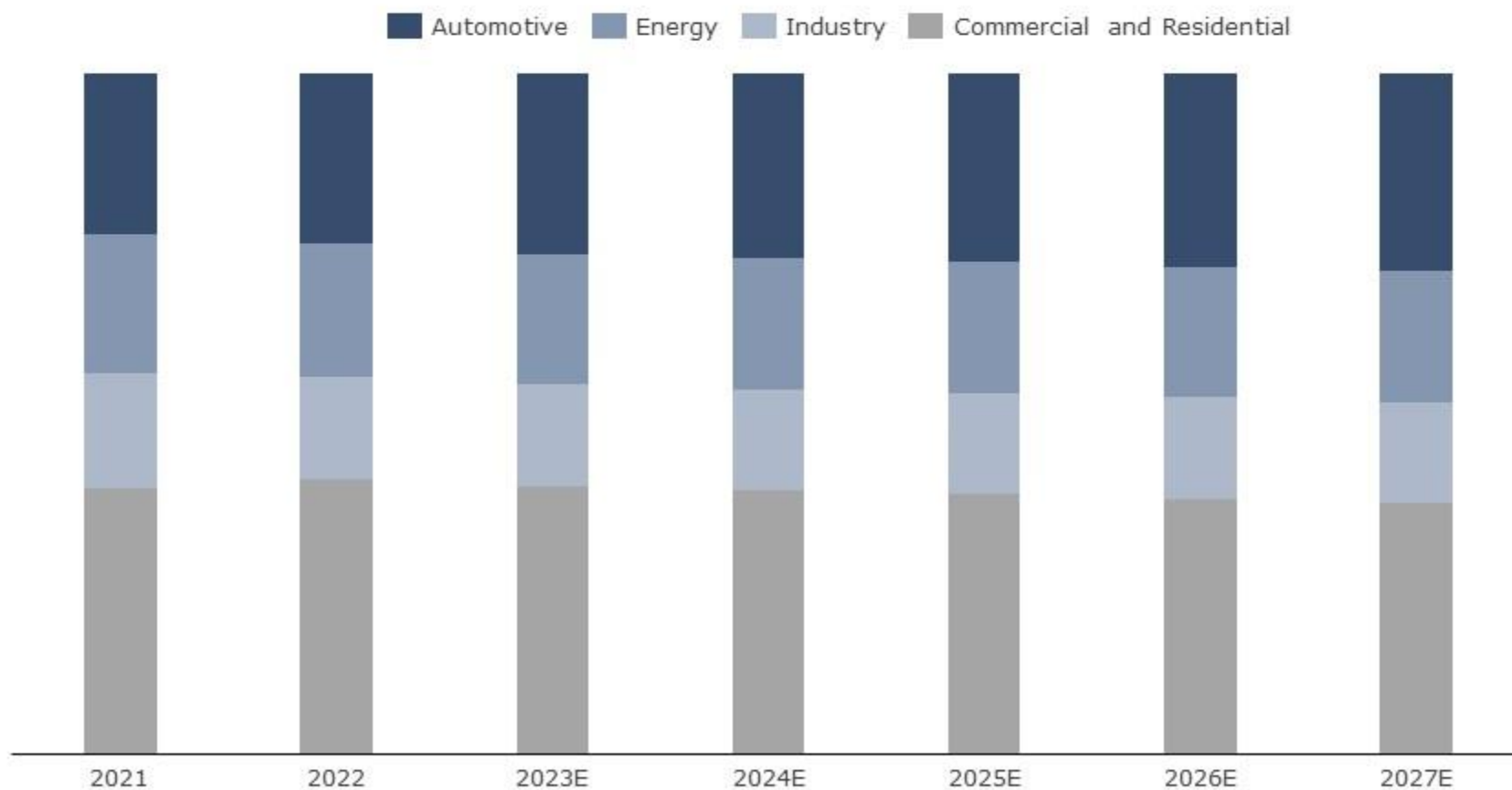
China Magnet Wire Supply & Demand, 2021-2027E

Unit: kilo tons Copper Wire Aluminum Wire Others



Change in Share of Downstream Demand

Change in the Share of Downstream Demand for Magnet Wire by Segment, 2021-2027E



CAGR

	2021-2023E	2024E-2027E
Automotive	8.9%	XX
Energy	2.2%	XX
Industry	-3.6%	XX
Commercial & Residential	2.3%	XX

Source: SMM