



## 6. Demand

- **Platinum demand increased in 2003 by 1.3%, reaching 7.68M ounces (238.8 tonnes). This continues a growth trend of at least four years with demand showing an average growth rate of 5.6% per annum since 2000.**

- **Palladium demand reversed its falls of 2001 and 2002, to register an increase of 2.1% to 7.06M ounces (219.6 tonnes). Demand peaked in 2000 at 9.55M ounces (297.1 tonnes), since when it has contracted by over 26%.**

- **The automotive sector was sluggish during 2003. Vehicle production in the major countries in which emission control catalysts are fitted rose by 1.0%, while the number of light vehicles produced that were fitted with catalysts was up by approximately 1.6%.**

- **The use of palladium in the automotive emission control sector dropped by 3.7% in 2003, while that of platinum, driven in particular by the diesel sector in Europe, rose by 8.0%.**

- **In the jewellery sector, by contrast, platinum demand fell by a shade over 9%, while palladium offtake increased by 8.1%, reflecting the two metals' price action.**

- **China remains the world's largest consumer of platinum jewellery and this is reflected in the regional overall demand numbers, while palladium's largest market overall is still North America.**

Fabrication by Region, 1999 - 2003					
(000 ounces)					
PLATINUM					
	1999	2000	2001	2002	2003
North America	1,537	1,587	1,518	1,633	1,643
Europe	1,104	1,366	1,685	1,851	1,913
Japan	1,813	1,584	1,483	1,391	1,478
Other regions	1,723	1,887	2,316	2,701	2,642
<b>Total</b>	<b>6,177</b>	<b>6,424</b>	<b>7,002</b>	<b>7,576</b>	<b>7,676</b>
PALLADIUM					
	1999	2000	2001	2002	2003
North America	3,806	3,892	2,986	2,509	2,295
Europe	2,291	2,325	1,859	1,701	1,765
Japan	2,197	2,163	1,476	1,505	1,585
Other regions	1,079	1,173	1,119	1,227	1,414
<b>Total</b>	<b>9,372</b>	<b>9,553</b>	<b>7,440</b>	<b>6,942</b>	<b>7,060</b>

### Introduction

Platinum and palladium are frequently classed together because of their respective positions in the periodic table, which gives them similar chemical properties and which therefore means that they overlap in terms of their end usage (as well, obviously, as their geological association with one another). They do share important end-uses, notably in the emissions control industry and as industrial catalysts. Their usage in jewellery is more diverse, however, with jewellery

