

# Time to Add **Platinum** to Your Bullion Portfolio



**ABC BULLION**

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Platinum has become a go-to precious metal in recent years, more than doubling in price in 2025, and breaking out above a decade long trading pattern near AUD \$1,500 per troy ounce. Often overlooked relative to gold and even silver, platinum may well outperform those metals in the coming years, with a unique set of supply and demand fundamentals that suggest the market may run much further between now and 2030.

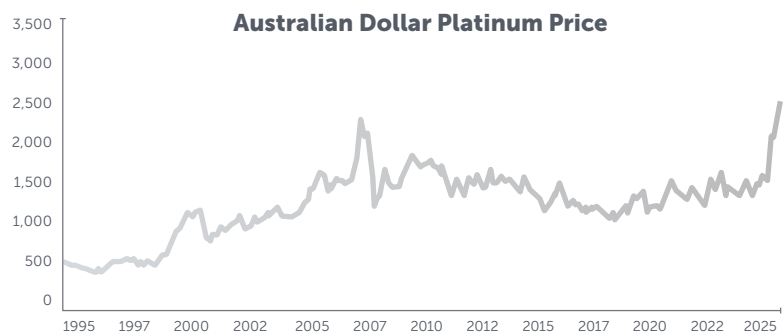
**This ABC Bullion Infographic highlights key reasons Australian investors may wish to include an allocation to platinum in their portfolio.**



## 1. Price Breaking Out

Platinum has been “building a base” for most of the past decade. This can be seen in the chart to the right, which highlights that platinum has now “broken out” above AUD \$1,500 per ounce. Platinum rallied to record highs in late 2025, surpassing AUD \$3,650: nearly 50% above the previous peak of AUD \$2,467 seen in early 2008. Strong underlying fundamentals continue to support platinum’s outlook, positioning it to sustain its upward momentum within the broader precious metals bull market.

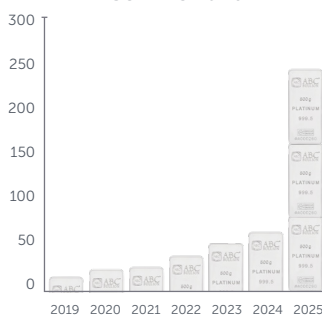
Source: ABC Bullion, LBMA



## 2. Rising Demand

Investment demand for platinum bars and coins totalled almost 300 tonnes in 2019. By the end of 2025, demand for platinum bars and coins hit 537 tonnes—a rise of almost 83%—with Chinese demand in particular surging over this timeframe. This is forecasted to grow further in 2026 to 725 tonnes. Industrial and automotive demand also continues to surge, driven (in some cases literally) by platinum’s role in reducing energy requirements, harmful emissions and enabling the growing hydrogen economy.

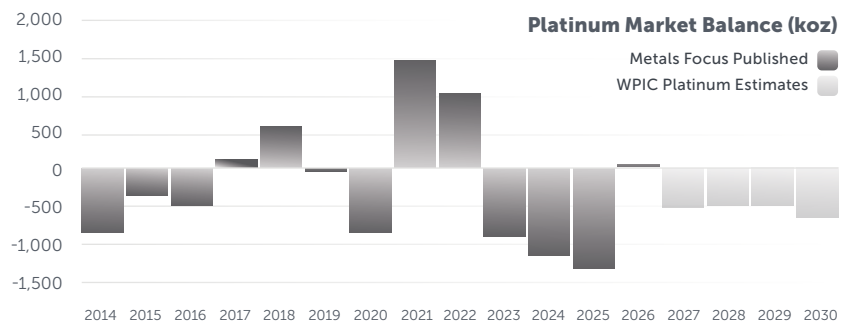
### Chinese Platinum Bar and Coin Demand



Source: World Platinum Investment Council

## 3. Constrained Supply

The platinum market is in structural deficit, with 2025 representing the third year in a row that demand has exceeded supply. This deficit is expected to continue until at least the end of the decade.



Source: World Platinum Investment Council

## 4. Undervaluation

Since 1990, platinum has on average been as valuable as gold on a per ounce basis. Despite the recent price spike, investors today still need approximately 2.1 ounces of platinum to afford one ounce of gold.

The current imbalance is unlikely to last, with the undervaluation of platinum relative to gold likely to narrow between now and the end of this decade.

**This suggests substantial opportunity for platinum to outperform in the years to come.**



# Fun Facts About Platinum



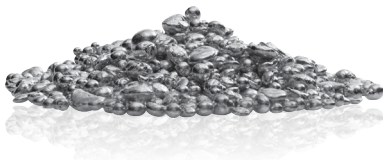
Platinum is the least reactive metal known to science.



The United States Department of the Interior (DOI), through the U.S. Geological Survey, includes platinum on its list of 50 mineral commodities deemed critical for the U.S. economy and national security.



## ABC Bullion Popular Platinum Products



### Pooled Platinum

Pooled Platinum can be bought either by specific weight (i.e. 1oz) or in fixed dollar amounts (i.e. \$10,000), with a minimum transaction size of \$500. Traded 24/7, ABC Bullion offers free storage and low trading spreads for Pooled Platinum. Perfect for new investors, SMSF trustees, and other investors who want exposure to platinum in their portfolio, but do not want to physically store the metal themselves.



### 1oz Platinum Minted Tablet

The 1oz ABC Platinum Minted Tablet is our most popular platinum product. It is made to a purity of 999.5 and security sealed inside a blister pack. This product offers maximum flexibility to investors and is highly sought after by those wanting to incorporate platinum into their precious metal portfolio.



### 1kg Platinum Minted Tablet

The 1kg ABC Bullion Platinum Minted Tablet is the perfect choice for SMSF and HNW investors looking to make a sizeable investment into this precious metal. Made to a purity of 999.5 and security sealed inside a blister pack, it offers the lowest trading premiums of any physical product and can easily be stored either with ABC Bullion or in private vaults at our sister company Custodian Vaults.



**Please call the ABC Bullion Sales and Client Service Team on 1300 361 261 to discuss the benefits of investing in precious metals**

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