

Automotive Power Window Motor Market By Vehicle Type (Passenger Cars, Commercial Vehicles, Electric Vehicles), By Motor (DC brushed motors, DC brushless, Stepper), By Distribution Channel (OEM, Aftermarket), By Application (Front Windows, Rear Windows): Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/AA03346316B0EN.html>

Date: March 2025

Pages: 467

Price: US\$ 2,790.00 (Single User License)

ID: AA03346316B0EN

Abstracts

The global automotive power window motor market has witnessed significant growth, driven by increase in vehicle production, rise in adoption of electric vehicles (EVs), and surge in consumer demand for comfort & convenience features in modern vehicles. Power window motors, an essential component in vehicle window systems, have become a standard feature across most vehicle segments, ranging from entry-level cars to luxury models. The market growth is driven by advancements in motor technology, such as the shift from brushed DC motors to brushless DC motors, which offer superior efficiency, durability, and quiet operation. The global automotive power window motor market is expected to grow steadily, fueled by the rise in penetration of electric vehicles, increase in demand for premium features in vehicles, and expansion in aftermarket opportunities.

Regions such as Asia-Pacific are projected to maintain their dominance due to high vehicle production volumes, while North America and Europe are expected to continue to drive innovation in advanced motor systems. The OEM segment dominates the distribution channel for power window motors, as these components are typically installed during vehicle manufacturing. The growth of this segment is directly linked to global vehicle production trends. According to OICA, global vehicle production reached around 93 million units in 2023, driven by demand for both passenger cars and

commercial vehicles. Automakers are increasingly incorporating power windows as a standard feature across all vehicle models, such as in emerging markets, to align with rise in consumer expectations.

The Asia-Pacific region dominates the global automotive power window motor market due to its large vehicle production volume, growing consumer base, and increasing demand for advanced vehicle features. Countries such as China, Japan, India, and South Korea are major contributors to this growth, driven by a mix of robust domestic manufacturing, rising disposable incomes, and government initiatives supporting automotive development. Automakers in the region are increasingly integrating power windows, even in entry-level vehicles, as consumer demand for comfort and convenience rises. Moreover, the rapid growth of electric vehicles (EVs) in China and other countries is boosting the demand for brushless DC motors, which are highly efficient and suitable for EVs. The region's cost-effective manufacturing capabilities further support its dominance, as many global automakers source power window motors from Asia-Pacific suppliers.

The market is highly competitive, with several key players dominating the industry. Leading manufacturers focus on innovation, product differentiation, and strategic partnerships to maintain their market positions. Major market players include companies such as Denso Corporation, Robert Bosch GmbH, Mitsuba Corp., Brose Fahrzeugteile GmbH & Co. KG, Continental AG, Aisin Corporation, Johnson Electric Holdings Limited, Inteva Products, Nidec Corporation, Mabuchi Motor Co., Ltd., Surabhi Automotive Private Limited, and Valeo.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the automotive power window motor market analysis from 2023 to 2033 to identify the prevailing automotive power window motor market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the automotive power window motor market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global automotive power window motor market trends, key players, market segments, application areas, and market growth strategies.

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SWOT Analysis

Key Market Segments

By Vehicle Type

Passenger Cars

Commercial Vehicles

Electric Vehicles

By Motor

DC brushed motors

DC brushless

Stepper

By Distribution Channel

OEM

Aftermarket

By Application

Front Windows

Rear Windows

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Robert Bosch GmbH

Brose Fahrzeugteile GmbH & Co. KG

Continental AG

AISIN CORPORATION

Johnson Electric Holdings Limited

NIDEC CORPORATION

Mitsuba Corporation

Surabhi Automotive Private Limited

Inteva Products, LLC.

Mabuchi Motor Co., Ltd.

Valeo

DENSO Corporation

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