

Global Automotive Integrated Starter Generator (Isg) Market Research Report 2026(Status and Outlook)

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Abstracts

The Integrated Starter Generator (ISG) replaces the conventional starter, generator and flywheel of the engine and provides an auxiliary function as a convenient automatic vehicle start-stop system for further improved fuel efficiency.

The global Automotive Integrated Starter Generator (Isg) market size was estimated at USD 3862.25 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 10.45% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Automotive Integrated Starter Generator (Isg) market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Automotive Integrated Starter Generator (Isg) market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants,

investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Automotive Integrated Starter Generator (Isg) market.

Global Automotive Integrated Starter Generator (Isg) Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Bosch
Cosworth
Mahle
Mitsubishi Electric
Continental Automotive
Volvo

Market Segmentation (by Type)

12 V Integrated Starter Generator
42 V Integrated Starter Generator
48 V Integrated Starter Generator

Market Segmentation (by Application)

Passenger Vehicles
Commercial Vehicles

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Automotive Integrated Starter Generator (Isg) Market

Overview of the regional outlook of the Automotive Integrated Starter Generator (Isg) Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Automotive Integrated Starter Generator (Isg) Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Automotive Integrated Starter Generator (Isg), their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Automotive Integrated Starter Generator (Isg)
- 1.2 Key Market Segments
 - 1.2.1 Automotive Integrated Starter Generator (Isg) Segment by Type
 - 1.2.2 Automotive Integrated Starter Generator (Isg) Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats
- 1.4 Key Data of Global Auto Market
 - 1.4.1 Global Automobile Production by Country
 - 1.4.2 Global Automobile Production by Type

2 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Automotive Integrated Starter Generator (Isg) Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Automotive Integrated Starter Generator (Isg) Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Automotive Integrated Starter Generator (Isg) Product Life Cycle
- 3.3 Global Automotive Integrated Starter Generator (Isg) Sales by Manufacturers (2020-2025)
- 3.4 Global Automotive Integrated Starter Generator (Isg) Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Automotive Integrated Starter Generator (Isg) Market Share by Company Type (Tier

1, Tier 2, and Tier 3)

3.6 Global Automotive Integrated Starter Generator (Isg) Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Automotive Integrated Starter Generator (Isg) Market Competitive Situation and Trends

3.8.1 Automotive Integrated Starter Generator (Isg) Market Concentration Rate

3.8.2 Global 5 and 10 Largest Automotive Integrated Starter Generator (Isg) Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) INDUSTRY CHAIN ANALYSIS

4.1 Automotive Integrated Starter Generator (Isg) Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Automotive Integrated Starter Generator (Isg) Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Automotive Integrated Starter Generator (Isg) Market

5.7 ESG Ratings of Leading Companies

6 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Type (2020-2025)

6.3 Global Automotive Integrated Starter Generator (Isg) Market Size by Type (2020-2025)

6.4 Global Automotive Integrated Starter Generator (Isg) Price by Type (2020-2025)

7 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Automotive Integrated Starter Generator (Isg) Market Sales by Application (2020-2025)

7.3 Global Automotive Integrated Starter Generator (Isg) Market Size (M USD) by Application (2020-2025)

7.4 Global Automotive Integrated Starter Generator (Isg) Sales Growth Rate by Application (2020-2025)

8 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET SALES BY REGION

8.1 Global Automotive Integrated Starter Generator (Isg) Sales by Region

8.1.1 Global Automotive Integrated Starter Generator (Isg) Sales by Region

8.1.2 Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Region

8.2 Global Automotive Integrated Starter Generator (Isg) Market Size by Region

8.2.1 Global Automotive Integrated Starter Generator (Isg) Market Size by Region

8.2.2 Global Automotive Integrated Starter Generator (Isg) Market Size by Region

8.3 North America

8.3.1 North America Automotive Integrated Starter Generator (Isg) Sales by Country

8.3.2 North America Automotive Integrated Starter Generator (Isg) Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Automotive Integrated Starter Generator (Isg) Sales by Country

8.4.2 Europe Automotive Integrated Starter Generator (Isg) Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Automotive Integrated Starter Generator (Isg) Sales by Region

8.5.2 Asia Pacific Automotive Integrated Starter Generator (Isg) Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Automotive Integrated Starter Generator (Isg) Sales by Country

8.6.2 South America Automotive Integrated Starter Generator (Isg) Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Automotive Integrated Starter Generator (Isg) Sales by Region

8.7.2 Middle East and Africa Automotive Integrated Starter Generator (Isg) Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET PRODUCTION BY REGION

9.1 Global Production of Automotive Integrated Starter Generator (Isg) by Region(2020-2025)

9.2 Global Automotive Integrated Starter Generator (Isg) Revenue Market Share by Region (2020-2025)

9.3 Global Automotive Integrated Starter Generator (Isg) Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Automotive Integrated Starter Generator (Isg) Production

9.4.1 North America Automotive Integrated Starter Generator (Isg) Production Growth Rate (2020-2025)

9.4.2 North America Automotive Integrated Starter Generator (Isg) Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Automotive Integrated Starter Generator (Isg) Production

9.5.1 Europe Automotive Integrated Starter Generator (Isg) Production Growth Rate (2020-2025)

9.5.2 Europe Automotive Integrated Starter Generator (Isg) Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Automotive Integrated Starter Generator (Isg) Production (2020-2025)

9.6.1 Japan Automotive Integrated Starter Generator (Isg) Production Growth Rate (2020-2025)

9.6.2 Japan Automotive Integrated Starter Generator (Isg) Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Automotive Integrated Starter Generator (Isg) Production (2020-2025)

9.7.1 China Automotive Integrated Starter Generator (Isg) Production Growth Rate (2020-2025)

9.7.2 China Automotive Integrated Starter Generator (Isg) Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Bosch

10.1.1 Bosch Basic Information

10.1.2 Bosch Automotive Integrated Starter Generator (Isg) Product Overview

10.1.3 Bosch Automotive Integrated Starter Generator (Isg) Product Market Performance

10.1.4 Bosch Business Overview

10.1.5 Bosch SWOT Analysis

10.1.6 Bosch Recent Developments

10.2 Cosworth

- 10.2.1 Cosworth Basic Information
- 10.2.2 Cosworth Automotive Integrated Starter Generator (Isg) Product Overview
- 10.2.3 Cosworth Automotive Integrated Starter Generator (Isg) Product Market Performance
- 10.2.4 Cosworth Business Overview
- 10.2.5 Cosworth SWOT Analysis
- 10.2.6 Cosworth Recent Developments
- 10.3 Mahle
 - 10.3.1 Mahle Basic Information
 - 10.3.2 Mahle Automotive Integrated Starter Generator (Isg) Product Overview
 - 10.3.3 Mahle Automotive Integrated Starter Generator (Isg) Product Market Performance
 - 10.3.4 Mahle Business Overview
 - 10.3.5 Mahle SWOT Analysis
 - 10.3.6 Mahle Recent Developments
- 10.4 Mitsubishi Electric
 - 10.4.1 Mitsubishi Electric Basic Information
 - 10.4.2 Mitsubishi Electric Automotive Integrated Starter Generator (Isg) Product Overview
 - 10.4.3 Mitsubishi Electric Automotive Integrated Starter Generator (Isg) Product Market Performance
 - 10.4.4 Mitsubishi Electric Business Overview
 - 10.4.5 Mitsubishi Electric Recent Developments
- 10.5 Continental Automotive
 - 10.5.1 Continental Automotive Basic Information
 - 10.5.2 Continental Automotive Automotive Integrated Starter Generator (Isg) Product Overview
 - 10.5.3 Continental Automotive Automotive Integrated Starter Generator (Isg) Product Market Performance
 - 10.5.4 Continental Automotive Business Overview
 - 10.5.5 Continental Automotive Recent Developments
- 10.6 Volvo
 - 10.6.1 Volvo Basic Information
 - 10.6.2 Volvo Automotive Integrated Starter Generator (Isg) Product Overview
 - 10.6.3 Volvo Automotive Integrated Starter Generator (Isg) Product Market Performance
 - 10.6.4 Volvo Business Overview
 - 10.6.5 Volvo Recent Developments

11 AUTOMOTIVE INTEGRATED STARTER GENERATOR (ISG) MARKET FORECAST BY REGION

11.1 Global Automotive Integrated Starter Generator (Isg) Market Size Forecast

11.2 Global Automotive Integrated Starter Generator (Isg) Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Automotive Integrated Starter Generator (Isg) Market Size Forecast by Country

11.2.3 Asia Pacific Automotive Integrated Starter Generator (Isg) Market Size Forecast by Region

11.2.4 South America Automotive Integrated Starter Generator (Isg) Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Automotive Integrated Starter Generator (Isg) by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Automotive Integrated Starter Generator (Isg) Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Automotive Integrated Starter Generator (Isg) by Type (2026-2035)

12.1.2 Global Automotive Integrated Starter Generator (Isg) Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Automotive Integrated Starter Generator (Isg) by Type (2026-2035)

12.2 Global Automotive Integrated Starter Generator (Isg) Market Forecast by Application (2026-2035)

12.2.1 Global Automotive Integrated Starter Generator (Isg) Sales (K Units) Forecast by Application

12.2.2 Global Automotive Integrated Starter Generator (Isg) Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Automobile Production by Region (Units)

Table 4. Market Share and Development Potential of Automobiles by Region

Table 5. Global Automobile Production by Country (Units)

Table 6. Market Share and Development Potential of Automobiles by Country

Table 7. Motor Vehicle Production Market Share by Type (2024)

Table 8. Global Automobile Production by Type

Table 9. Market Share and Development Potential of Automobiles by Type

Table 10. Global Automotive Integrated Starter Generator (Isg) Market Size by Type (M USD)

Table 11. Global Automotive Integrated Starter Generator (Isg) Market Size by Application

Table 12. Automotive Integrated Starter Generator (Isg) Market Size Comparison by Region (M USD)

Table 13. Global Automotive Integrated Starter Generator (Isg) Sales (K Units) by Manufacturers (2020-2025)

Table 14. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Manufacturers (2020-2025)

Table 15. Global Automotive Integrated Starter Generator (Isg) Revenue (M USD) by Manufacturers (2020-2025)

Table 16. Global Automotive Integrated Starter Generator (Isg) Revenue Share by Manufacturers (2020-2025)

Table 17. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Automotive Integrated Starter Generator (Isg) as of 2025)

Table 18. Global Market Automotive Integrated Starter Generator (Isg) Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 19. Manufacturers? Manufacturing Sites, Areas Served

Table 20. Manufacturers? Product Type

Table 21. Global Automotive Integrated Starter Generator (Isg) Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 22. Mergers & Acquisitions, Expansion Plans

Table 23. Market Overview of Key Raw Materials

Table 24. Midstream Market Analysis

Table 25. Downstream Customer Analysis

Table 26. Key Development Trends

Table 27. Driving Factors

Table 28. Automotive Integrated Starter Generator (Isg) Market Challenges

Table 29. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 30. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 31. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 32. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 33. Global Automotive Integrated Starter Generator (Isg) Sales by Type (K Units)

Table 34. Global Automotive Integrated Starter Generator (Isg) Market Size by Type (M USD)

Table 35. Global Automotive Integrated Starter Generator (Isg) Sales (K Units) by Type (2020-2025)

Table 36. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Type (2020-2025)

Table 37. Global Automotive Integrated Starter Generator (Isg) Market Size (M USD) by Type (2020-2025)

Table 38. Global Automotive Integrated Starter Generator (Isg) Market Share by Type (2020-2025)

Table 39. Global Automotive Integrated Starter Generator (Isg) Price (USD/Unit) by Type (2020-2025)

Table 40. Global Automotive Integrated Starter Generator (Isg) Sales (K Units) by Application

Table 41. Global Automotive Integrated Starter Generator (Isg) Market Size by Application

Table 42. Global Automotive Integrated Starter Generator (Isg) Sales by Application (2020-2025) & (K Units)

Table 43. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Application (2020-2025)

Table 44. Global Automotive Integrated Starter Generator (Isg) Market Size by Application (2020-2025) & (M USD)

Table 45. Global Automotive Integrated Starter Generator (Isg) Market Share by Application (2020-2025)

Table 46. Global Automotive Integrated Starter Generator (Isg) Sales Growth Rate by Application (2020-2025)

Table 47. Global Automotive Integrated Starter Generator (Isg) Sales by Region (2020-2025) & (K Units)

Table 48. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Region (2020-2025)

Table 49. Global Automotive Integrated Starter Generator (Isg) Market Size by Region (2020-2025) & (M USD)

Table 50. Global Automotive Integrated Starter Generator (Isg) Market Size by Region (2020-2025)

Table 51. North America Automotive Integrated Starter Generator (Isg) Sales by Country (2020-2025) & (K Units)

Table 52. North America Automotive Integrated Starter Generator (Isg) Market Size by Country (2020-2025) & (M USD)

Table 53. Europe Automotive Integrated Starter Generator (Isg) Sales by Country (2020-2025) & (K Units)

Table 54. Europe Automotive Integrated Starter Generator (Isg) Market Size by Country (2020-2025) & (M USD)

Table 55. Asia Pacific Automotive Integrated Starter Generator (Isg) Sales by Region (2020-2025) & (K Units)

Table 56. Asia Pacific Automotive Integrated Starter Generator (Isg) Market Size by Region (2020-2025) & (M USD)

Table 57. South America Automotive Integrated Starter Generator (Isg) Sales by Country (2020-2025) & (K Units)

Table 58. South America Automotive Integrated Starter Generator (Isg) Market Size by Country (2020-2025) & (M USD)

Table 59. Middle East and Africa Automotive Integrated Starter Generator (Isg) Sales by Region (2020-2025) & (K Units)

Table 60. Middle East and Africa Automotive Integrated Starter Generator (Isg) Market Size by Region (2020-2025) & (M USD)

Table 61. Global Automotive Integrated Starter Generator (Isg) Production (K Units) by Region(2020-2025)

Table 62. Global Automotive Integrated Starter Generator (Isg) Revenue (US\$ Million) by Region (2020-2025)

Table 63. Global Automotive Integrated Starter Generator (Isg) Revenue Market Share by Region (2020-2025)

Table 64. Global Automotive Integrated Starter Generator (Isg) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. North America Automotive Integrated Starter Generator (Isg) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 66. Europe Automotive Integrated Starter Generator (Isg) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 67. Japan Automotive Integrated Starter Generator (Isg) Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 68. China Automotive Integrated Starter Generator (Isg) Production (K Units),

Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 69. Bosch Basic Information

Table 70. Bosch Automotive Integrated Starter Generator (Isg) Product Overview

Table 71. Bosch Automotive Integrated Starter Generator (Isg) Sales (K Units),
Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 72. Bosch Business Overview

Table 73. Bosch SWOT Analysis

Table 74. Bosch Recent Developments

Table 75. Cosworth Basic Information

Table 76. Cosworth Automotive Integrated Starter Generator (Isg) Product Overview

Table 77. Cosworth Automotive Integrated Starter Generator (Isg) Sales (K Units),
Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 78. Cosworth Business Overview

Table 79. Cosworth SWOT Analysis

Table 80. Cosworth Recent Developments

Table 81. Mahle Basic Information

Table 82. Mahle Automotive Integrated Starter Generator (Isg) Product Overview

Table 83. Mahle Automotive Integrated Starter Generator (Isg) Sales (K Units),
Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 84. Mahle Business Overview

Table 85. Mahle SWOT Analysis

Table 86. Mahle Recent Developments

Table 87. Mitsubishi Electric Basic Information

Table 88. Mitsubishi Electric Automotive Integrated Starter Generator (Isg) Product
Overview

Table 89. Mitsubishi Electric Automotive Integrated Starter Generator (Isg) Sales (K
Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 90. Mitsubishi Electric Business Overview

Table 91. Mitsubishi Electric Recent Developments

Table 92. Continental Automotive Basic Information

Table 93. Continental Automotive Automotive Integrated Starter Generator (Isg) Product
Overview

Table 94. Continental Automotive Automotive Integrated Starter Generator (Isg) Sales
(K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 95. Continental Automotive Business Overview

Table 96. Continental Automotive Recent Developments

Table 97. Volvo Basic Information

Table 98. Volvo Automotive Integrated Starter Generator (Isg) Product Overview

Table 99. Volvo Automotive Integrated Starter Generator (Isg) Sales (K Units), Revenue

(M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 100. Volvo Business Overview

Table 101. Volvo Recent Developments

Table 102. Global Automotive Integrated Starter Generator (Isg) Sales Forecast by Region (2026-2035) & (K Units)

Table 103. Global Automotive Integrated Starter Generator (Isg) Market Size Forecast by Region (2026-2035) & (M USD)

Table 104. North America Automotive Integrated Starter Generator (Isg) Sales Forecast by Country (2026-2035) & (K Units)

Table 105. North America Automotive Integrated Starter Generator (Isg) Market Size Forecast by Country (2026-2035) & (M USD)

Table 106. Europe Automotive Integrated Starter Generator (Isg) Sales Forecast by Country (2026-2035) & (K Units)

Table 107. Europe Automotive Integrated Starter Generator (Isg) Market Size Forecast by Country (2026-2035) & (M USD)

Table 108. Asia Pacific Automotive Integrated Starter Generator (Isg) Sales Forecast by Region (2026-2035) & (K Units)

Table 109. Asia Pacific Automotive Integrated Starter Generator (Isg) Market Size Forecast by Region (2026-2035) & (M USD)

Table 110. South America Automotive Integrated Starter Generator (Isg) Sales Forecast by Country (2026-2035) & (K Units)

Table 111. South America Automotive Integrated Starter Generator (Isg) Market Size Forecast by Country (2026-2035) & (M USD)

Table 112. Middle East and Africa Automotive Integrated Starter Generator (Isg) Sales Forecast by Country (2026-2035) & (Units)

Table 113. Middle East and Africa Automotive Integrated Starter Generator (Isg) Market Size Forecast by Country (2026-2035) & (M USD)

Table 114. Global Automotive Integrated Starter Generator (Isg) Sales Forecast by Type (2026-2035) & (K Units)

Table 115. Global Automotive Integrated Starter Generator (Isg) Market Size Forecast by Type (2026-2035) & (M USD)

Table 116. Global Automotive Integrated Starter Generator (Isg) Price Forecast by Type (2026-2035) & (USD/Unit)

Table 117. Global Automotive Integrated Starter Generator (Isg) Sales (K Units) Forecast by Application (2026-2035)

Table 118. Global Automotive Integrated Starter Generator (Isg) Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Automotive Integrated Starter Generator (Isg)

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Motor Vehicle Production (M Units)

Figure 5. Global Automotive Integrated Starter Generator (Isg) Market Size (M USD), 2025-2035

Figure 6. Global Automotive Integrated Starter Generator (Isg) Market Size (M USD) (2020-2035)

Figure 7. Global Automotive Integrated Starter Generator (Isg) Sales (K Units) & (2020-2035)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 9. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 10. Evaluation Matrix of Regional Market Development Potential

Figure 11. Automotive Integrated Starter Generator (Isg) Market Size by Country (M USD)

Figure 12. Company Assessment Quadrant

Figure 13. Global Automotive Integrated Starter Generator (Isg) Product Life Cycle

Figure 14. Automotive Integrated Starter Generator (Isg) Sales Share by Manufacturers in 2025

Figure 15. Global Automotive Integrated Starter Generator (Isg) Revenue Share by Manufacturers in 2025

Figure 16. Automotive Integrated Starter Generator (Isg) Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 17. Global Market Automotive Integrated Starter Generator (Isg) Average Price (USD/Unit) of Key Manufacturers in 2025

Figure 18. The Global 5 and 10 Largest Players: Market Share by Automotive Integrated Starter Generator (Isg) Revenue in 2025

Figure 19. Industry Chain Map of Automotive Integrated Starter Generator (Isg)

Figure 20. Global Automotive Integrated Starter Generator (Isg) Market PEST Analysis

Figure 21. Global Automotive Integrated Starter Generator (Isg) Market Porter's Five Forces Analysis

Figure 22. Global Merchandise Trade as a Percentage Of GDP

Figure 23. US - Imports of Goods by Country

Figure 24. China Exports by Country

Figure 25. ESG Rating Distribution of The Leading Company Compared With Its Peers

- Figure 26. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 27. Global Automotive Integrated Starter Generator (Isg) Market Share by Type
- Figure 28. Sales Market Share of Automotive Integrated Starter Generator (Isg) by Type (2020-2025)
- Figure 29. Sales Market Share of Automotive Integrated Starter Generator (Isg) by Type in 2025
- Figure 30. Market Share of Automotive Integrated Starter Generator (Isg) by Type (2020-2025)
- Figure 31. Market Share of Automotive Integrated Starter Generator (Isg) by Type in 2025
- Figure 32. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 33. Global Automotive Integrated Starter Generator (Isg) Market Share by Application
- Figure 34. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Application (2020-2025)
- Figure 35. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Application in 2025
- Figure 36. Global Automotive Integrated Starter Generator (Isg) Market Share by Application (2020-2025)
- Figure 37. Global Automotive Integrated Starter Generator (Isg) Market Share by Application in 2025
- Figure 38. Global Automotive Integrated Starter Generator (Isg) Sales Growth Rate by Application (2020-2025)
- Figure 39. Global Automotive Integrated Starter Generator (Isg) Sales Market Share by Region (2020-2025)
- Figure 40. Global Automotive Integrated Starter Generator (Isg) Market Size by Region (2020-2025)
- Figure 41. North America Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)
- Figure 43. North America Automotive Integrated Starter Generator (Isg) Sales Market Share by Country in 2024
- Figure 44. North America Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 45. North America Automotive Integrated Starter Generator (Isg) Market Size by Country in 2024
- Figure 46. U.S. Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 47. U.S. Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. Canada Automotive Integrated Starter Generator (Isg) Sales (K Units) and Growth Rate (2020-2025)

Figure 49. Canada Automotive Integrated Starter Generator (Isg) Market Size (M USD) and Growth Rate (2020-2025)

Figure 50. Mexico Automotive Integrated Starter Generator (Isg) Sales (Units) and Growth Rate (2020-2025)

Figure 51. Mexico Automotive Integrated Starter Generator (Isg) Market Size (Units) and Growth Rate (2020-2025)

Figure 52. Europe Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 53. Europe Automotive Integrated Starter Generator (Isg) Sales Market Share by Country in 2024

Figure 54. Europe Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. Europe Automotive Integrated Starter Generator (Isg) Market Size by Country in 2024

Figure 56. Germany Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 57. Germany Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. France Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 59. France Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. U.K. Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 61. U.K. Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 62. Italy Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 63. Italy Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 64. Spain Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 65. Spain Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 66. Asia Pacific Automotive Integrated Starter Generator (Isg) Sales and Growth

Rate (K Units)

Figure 67. Asia Pacific Automotive Integrated Starter Generator (Isg) Sales Market Share by Region in 2024

Figure 68. Asia Pacific Automotive Integrated Starter Generator (Isg) Market Size by Region in 2024

Figure 69. China Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 70. China Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 71. Japan Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 72. Japan Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 73. South Korea Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 74. South Korea Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 75. India Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 76. India Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 77. Southeast Asia Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 78. Southeast Asia Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 79. South America Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (K Units)

Figure 80. South America Automotive Integrated Starter Generator (Isg) Sales Market Share by Country in 2024

Figure 81. South America Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (M USD)

Figure 82. South America Automotive Integrated Starter Generator (Isg) Market Size by Country in 2024

Figure 83. Brazil Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 84. Brazil Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 85. Argentina Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 86. Argentina Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 87. Columbia Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 88. Columbia Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 89. Middle East and Africa Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (K Units)

Figure 90. Middle East and Africa Automotive Integrated Starter Generator (Isg) Sales Market Share by Region in 2024

Figure 91. Middle East and Africa Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (M USD)

Figure 92. Middle East and Africa Automotive Integrated Starter Generator (Isg) Market Size by Region in 2024

Figure 93. Saudi Arabia Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 94. Saudi Arabia Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 95. UAE Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 96. UAE Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 97. Egypt Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 98. Egypt Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 99. Nigeria Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 100. Nigeria Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 101. South Africa Automotive Integrated Starter Generator (Isg) Sales and Growth Rate (2020-2025) & (K Units)

Figure 102. South Africa Automotive Integrated Starter Generator (Isg) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 103. Global Automotive Integrated Starter Generator (Isg) Production Market Share by Region (2020-2025)

Figure 104. North America Automotive Integrated Starter Generator (Isg) Production (K Units) Growth Rate (2020-2025)

Figure 105. Europe Automotive Integrated Starter Generator (Isg) Production (K Units)

Growth Rate (2020-2025)

Figure 106. Japan Automotive Integrated Starter Generator (Isg) Production (K Units)
Growth Rate (2020-2025)

Figure 107. China Automotive Integrated Starter Generator (Isg) Production (K Units)
Growth Rate (2020-2025)

Figure 108. Global Automotive Integrated Starter Generator (Isg) Sales Forecast by
Volume (2020-2035) & (K Units)

Figure 109. Global Automotive Integrated Starter Generator (Isg) Market Size Forecast
by Value (2020-2035) & (M USD)

Figure 110. Global Automotive Integrated Starter Generator (Isg) Sales Market Share
Forecast by Type (2026-2035)

Figure 111. Global Automotive Integrated Starter Generator (Isg) Market Share
Forecast by Type (2026-2035)

Figure 112. Global Automotive Integrated Starter Generator (Isg) Sales Forecast by
Application (2026-2035)

Figure 113. Global Automotive Integrated Starter Generator (Isg) Market Share
Forecast by Application (2026-2035)

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