

# Global Automotive Motor Potting Compound Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Automotive Motor Potting Compound competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Global production in 2024 is expected to be approximately 70,000 tons, with an average selling price of US\$8,000 per ton. Automotive motor potting compounds are high-performance adhesives used to encapsulate and protect key motor components (such as stators, rotors, and coils). Their primary functions are insulation, moisture resistance, vibration resistance, thermal conductivity, and dust resistance, ensuring long-term stable operation in harsh operating conditions such as high temperature, high humidity, and vibration. Common types include epoxy potting compounds, polyurethane potting compounds, and silicone potting compounds, and are widely used in new energy vehicle drive motors, generators, and other electronic control components.

The global Automotive Motor Potting Compound market size was estimated at USD 560.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Automotive Motor Potting Compound 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 Motor Potting Compound 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 Motor Potting Compound market.

## **Global Automotive Motor Potting Compound 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**

Sika Automotive  
Parker  
Huntsman  
ALTANA  
Henkel Adhesives  
DELO  
Rampf

3M  
WEVO-CHEMIE  
Arkema  
Nagase  
Von Roll  
Dawn Tianhe Materials Technology  
Shanghai Kleber New Material  
BeGinor Material  
JONES  
Zhejiang Rongtai Technical Industry  
CollTech

### **Market Segmentation (by Type)**

Epoxy Resin  
Polyurethane  
Other

### **Market Segmentation (by Application)**

Passenger Cars  
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:**

*Global Automotive Motor Potting Compound Market Research Report 2026(Status and Outlook)*

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 Motor Potting Compound Market  
Overview of the regional outlook of the Automotive Motor Potting Compound 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 Motor Potting Compound 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 Motor Potting Compound, 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 Motor Potting Compound
- 1.2 Key Market Segments
  - 1.2.1 Automotive Motor Potting Compound Segment by Type
  - 1.2.2 Automotive Motor Potting Compound 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

### **2 AUTOMOTIVE MOTOR POTTING COMPOUND MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Automotive Motor Potting Compound Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Automotive Motor Potting Compound Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 AUTOMOTIVE MOTOR POTTING COMPOUND MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Automotive Motor Potting Compound Product Life Cycle
- 3.3 Global Automotive Motor Potting Compound Sales by Manufacturers (2020-2025)
- 3.4 Global Automotive Motor Potting Compound Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Automotive Motor Potting Compound Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Automotive Motor Potting Compound Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Automotive Motor Potting Compound Market Competitive Situation and Trends

- 3.8.1 Automotive Motor Potting Compound Market Concentration Rate
- 3.8.2 Global 5 and 10 Largest Automotive Motor Potting Compound Players Market Share by Revenue
- 3.8.3 Mergers & Acquisitions, Expansion

#### **4 AUTOMOTIVE MOTOR POTTING COMPOUND INDUSTRY CHAIN ANALYSIS**

- 4.1 Automotive Motor Potting Compound 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 MOTOR POTTING COMPOUND 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 Motor Potting Compound 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 Motor Potting Compound Market
- 5.7 ESG Ratings of Leading Companies

#### **6 AUTOMOTIVE MOTOR POTTING COMPOUND MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Automotive Motor Potting Compound Sales Market Share by Type (2020-2025)

6.3 Global Automotive Motor Potting Compound Market Size by Type (2020-2025)

6.4 Global Automotive Motor Potting Compound Price by Type (2020-2025)

## **7 AUTOMOTIVE MOTOR POTTING COMPOUND MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Automotive Motor Potting Compound Market Sales by Application (2020-2025)

7.3 Global Automotive Motor Potting Compound Market Size (M USD) by Application (2020-2025)

7.4 Global Automotive Motor Potting Compound Sales Growth Rate by Application (2020-2025)

## **8 AUTOMOTIVE MOTOR POTTING COMPOUND MARKET SALES BY REGION**

8.1 Global Automotive Motor Potting Compound Sales by Region

8.1.1 Global Automotive Motor Potting Compound Sales by Region

8.1.2 Global Automotive Motor Potting Compound Sales Market Share by Region

8.2 Global Automotive Motor Potting Compound Market Size by Region

8.2.1 Global Automotive Motor Potting Compound Market Size by Region

8.2.2 Global Automotive Motor Potting Compound Market Size by Region

8.3 North America

8.3.1 North America Automotive Motor Potting Compound Sales by Country

8.3.2 North America Automotive Motor Potting Compound 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 Motor Potting Compound Sales by Country

8.4.2 Europe Automotive Motor Potting Compound 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 Motor Potting Compound Sales by Region
- 8.5.2 Asia Pacific Automotive Motor Potting Compound 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 Motor Potting Compound Sales by Country
  - 8.6.2 South America Automotive Motor Potting Compound 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 Motor Potting Compound Sales by Region
  - 8.7.2 Middle East and Africa Automotive Motor Potting Compound 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 MOTOR POTTING COMPOUND MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Automotive Motor Potting Compound by Region(2020-2025)
- 9.2 Global Automotive Motor Potting Compound Revenue Market Share by Region (2020-2025)
- 9.3 Global Automotive Motor Potting Compound Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Automotive Motor Potting Compound Production
  - 9.4.1 North America Automotive Motor Potting Compound Production Growth Rate (2020-2025)
  - 9.4.2 North America Automotive Motor Potting Compound Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Automotive Motor Potting Compound Production
  - 9.5.1 Europe Automotive Motor Potting Compound Production Growth Rate (2020-2025)

9.5.2 Europe Automotive Motor Potting Compound Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Automotive Motor Potting Compound Production (2020-2025)

9.6.1 Japan Automotive Motor Potting Compound Production Growth Rate (2020-2025)

9.6.2 Japan Automotive Motor Potting Compound Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Automotive Motor Potting Compound Production (2020-2025)

9.7.1 China Automotive Motor Potting Compound Production Growth Rate (2020-2025)

9.7.2 China Automotive Motor Potting Compound Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Sika Automotive

10.1.1 Sika Automotive Basic Information

10.1.2 Sika Automotive Automotive Motor Potting Compound Product Overview

10.1.3 Sika Automotive Automotive Motor Potting Compound Product Market

Performance

10.1.4 Sika Automotive Business Overview

10.1.5 Sika Automotive SWOT Analysis

10.1.6 Sika Automotive Recent Developments

10.2 Parker

10.2.1 Parker Basic Information

10.2.2 Parker Automotive Motor Potting Compound Product Overview

10.2.3 Parker Automotive Motor Potting Compound Product Market Performance

10.2.4 Parker Business Overview

10.2.5 Parker SWOT Analysis

10.2.6 Parker Recent Developments

10.3 Huntsman

10.3.1 Huntsman Basic Information

10.3.2 Huntsman Automotive Motor Potting Compound Product Overview

10.3.3 Huntsman Automotive Motor Potting Compound Product Market Performance

10.3.4 Huntsman Business Overview

10.3.5 Huntsman SWOT Analysis

10.3.6 Huntsman Recent Developments

10.4 ALTANA

10.4.1 ALTANA Basic Information

- 10.4.2 ALTANA Automotive Motor Potting Compound Product Overview
- 10.4.3 ALTANA Automotive Motor Potting Compound Product Market Performance
- 10.4.4 ALTANA Business Overview
- 10.4.5 ALTANA Recent Developments
- 10.5 Henkel Adhesives
  - 10.5.1 Henkel Adhesives Basic Information
  - 10.5.2 Henkel Adhesives Automotive Motor Potting Compound Product Overview
  - 10.5.3 Henkel Adhesives Automotive Motor Potting Compound Product Market Performance
  - 10.5.4 Henkel Adhesives Business Overview
  - 10.5.5 Henkel Adhesives Recent Developments
- 10.6 DELO
  - 10.6.1 DELO Basic Information
  - 10.6.2 DELO Automotive Motor Potting Compound Product Overview
  - 10.6.3 DELO Automotive Motor Potting Compound Product Market Performance
  - 10.6.4 DELO Business Overview
  - 10.6.5 DELO Recent Developments
- 10.7 Rampf
  - 10.7.1 Rampf Basic Information
  - 10.7.2 Rampf Automotive Motor Potting Compound Product Overview
  - 10.7.3 Rampf Automotive Motor Potting Compound Product Market Performance
  - 10.7.4 Rampf Business Overview
  - 10.7.5 Rampf Recent Developments
- 10.8 3M
  - 10.8.1 3M Basic Information
  - 10.8.2 3M Automotive Motor Potting Compound Product Overview
  - 10.8.3 3M Automotive Motor Potting Compound Product Market Performance
  - 10.8.4 3M Business Overview
  - 10.8.5 3M Recent Developments
- 10.9 WEVO-CHEMIE
  - 10.9.1 WEVO-CHEMIE Basic Information
  - 10.9.2 WEVO-CHEMIE Automotive Motor Potting Compound Product Overview
  - 10.9.3 WEVO-CHEMIE Automotive Motor Potting Compound Product Market Performance
  - 10.9.4 WEVO-CHEMIE Business Overview
  - 10.9.5 WEVO-CHEMIE Recent Developments
- 10.10 Arkema
  - 10.10.1 Arkema Basic Information
  - 10.10.2 Arkema Automotive Motor Potting Compound Product Overview

- 10.10.3 Arkema Automotive Motor Potting Compound Product Market Performance
- 10.10.4 Arkema Business Overview
- 10.10.5 Arkema Recent Developments
- 10.11 Nagase
  - 10.11.1 Nagase Basic Information
  - 10.11.2 Nagase Automotive Motor Potting Compound Product Overview
  - 10.11.3 Nagase Automotive Motor Potting Compound Product Market Performance
  - 10.11.4 Nagase Business Overview
  - 10.11.5 Nagase Recent Developments
- 10.12 Von Roll
  - 10.12.1 Von Roll Basic Information
  - 10.12.2 Von Roll Automotive Motor Potting Compound Product Overview
  - 10.12.3 Von Roll Automotive Motor Potting Compound Product Market Performance
  - 10.12.4 Von Roll Business Overview
  - 10.12.5 Von Roll Recent Developments
- 10.13 Dawn Tianhe Materials Technology
  - 10.13.1 Dawn Tianhe Materials Technology Basic Information
  - 10.13.2 Dawn Tianhe Materials Technology Automotive Motor Potting Compound Product Overview
  - 10.13.3 Dawn Tianhe Materials Technology Automotive Motor Potting Compound Product Market Performance
  - 10.13.4 Dawn Tianhe Materials Technology Business Overview
  - 10.13.5 Dawn Tianhe Materials Technology Recent Developments
- 10.14 Shanghai Kleber New Material
  - 10.14.1 Shanghai Kleber New Material Basic Information
  - 10.14.2 Shanghai Kleber New Material Automotive Motor Potting Compound Product Overview
  - 10.14.3 Shanghai Kleber New Material Automotive Motor Potting Compound Product Market Performance
  - 10.14.4 Shanghai Kleber New Material Business Overview
  - 10.14.5 Shanghai Kleber New Material Recent Developments
- 10.15 BeGinor Material
  - 10.15.1 BeGinor Material Basic Information
  - 10.15.2 BeGinor Material Automotive Motor Potting Compound Product Overview
  - 10.15.3 BeGinor Material Automotive Motor Potting Compound Product Market Performance
  - 10.15.4 BeGinor Material Business Overview
  - 10.15.5 BeGinor Material Recent Developments
- 10.16 JONES

- 10.16.1 JONES Basic Information
- 10.16.2 JONES Automotive Motor Potting Compound Product Overview
- 10.16.3 JONES Automotive Motor Potting Compound Product Market Performance
- 10.16.4 JONES Business Overview
- 10.16.5 JONES Recent Developments
- 10.17 Zhejiang Rongtai Technical Industry
  - 10.17.1 Zhejiang Rongtai Technical Industry Basic Information
  - 10.17.2 Zhejiang Rongtai Technical Industry Automotive Motor Potting Compound Product Overview
  - 10.17.3 Zhejiang Rongtai Technical Industry Automotive Motor Potting Compound Product Market Performance
  - 10.17.4 Zhejiang Rongtai Technical Industry Business Overview
  - 10.17.5 Zhejiang Rongtai Technical Industry Recent Developments
- 10.18 CollTech
  - 10.18.1 CollTech Basic Information
  - 10.18.2 CollTech Automotive Motor Potting Compound Product Overview
  - 10.18.3 CollTech Automotive Motor Potting Compound Product Market Performance
  - 10.18.4 CollTech Business Overview
  - 10.18.5 CollTech Recent Developments

## **11 AUTOMOTIVE MOTOR POTTING COMPOUND MARKET FORECAST BY REGION**

- 11.1 Global Automotive Motor Potting Compound Market Size Forecast
- 11.2 Global Automotive Motor Potting Compound Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Automotive Motor Potting Compound Market Size Forecast by Country
  - 11.2.3 Asia Pacific Automotive Motor Potting Compound Market Size Forecast by Region
  - 11.2.4 South America Automotive Motor Potting Compound Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Automotive Motor Potting Compound by Country

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

- 12.1 Global Automotive Motor Potting Compound Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of Automotive Motor Potting Compound by Type (2026-2035)

12.1.2 Global Automotive Motor Potting Compound Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Automotive Motor Potting Compound by Type (2026-2035)

12.2 Global Automotive Motor Potting Compound Market Forecast by Application (2026-2035)

12.2.1 Global Automotive Motor Potting Compound Sales (K MT) Forecast by Application

12.2.2 Global Automotive Motor Potting Compound 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 Automotive Motor Potting Compound Market Size by Type (M USD)

Table 4. Global Automotive Motor Potting Compound Market Size by Application

Table 5. Automotive Motor Potting Compound Market Size Comparison by Region (M USD)

Table 6. Global Automotive Motor Potting Compound Sales (K MT) by Manufacturers (2020-2025)

Table 7. Global Automotive Motor Potting Compound Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Automotive Motor Potting Compound Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Automotive Motor Potting Compound Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Automotive Motor Potting Compound as of 2025)

Table 11. Global Market Automotive Motor Potting Compound Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Automotive Motor Potting Compound Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Automotive Motor Potting Compound Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Automotive Motor Potting Compound Sales by Type (K MT)

Table 27. Global Automotive Motor Potting Compound Market Size by Type (M USD)

Table 28. Global Automotive Motor Potting Compound Sales (K MT) by Type (2020-2025)

Table 29. Global Automotive Motor Potting Compound Sales Market Share by Type (2020-2025)

Table 30. Global Automotive Motor Potting Compound Market Size (M USD) by Type (2020-2025)

Table 31. Global Automotive Motor Potting Compound Market Share by Type (2020-2025)

Table 32. Global Automotive Motor Potting Compound Price (USD/KG) by Type (2020-2025)

Table 33. Global Automotive Motor Potting Compound Sales (K MT) by Application

Table 34. Global Automotive Motor Potting Compound Market Size by Application

Table 35. Global Automotive Motor Potting Compound Sales by Application (2020-2025) & (K MT)

Table 36. Global Automotive Motor Potting Compound Sales Market Share by Application (2020-2025)

Table 37. Global Automotive Motor Potting Compound Market Size by Application (2020-2025) & (M USD)

Table 38. Global Automotive Motor Potting Compound Market Share by Application (2020-2025)

Table 39. Global Automotive Motor Potting Compound Sales Growth Rate by Application (2020-2025)

Table 40. Global Automotive Motor Potting Compound Sales by Region (2020-2025) & (K MT)

Table 41. Global Automotive Motor Potting Compound Sales Market Share by Region (2020-2025)

Table 42. Global Automotive Motor Potting Compound Market Size by Region (2020-2025) & (M USD)

Table 43. Global Automotive Motor Potting Compound Market Size by Region (2020-2025)

Table 44. North America Automotive Motor Potting Compound Sales by Country (2020-2025) & (K MT)

Table 45. North America Automotive Motor Potting Compound Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Automotive Motor Potting Compound Sales by Country (2020-2025) & (K MT)

Table 47. Europe Automotive Motor Potting Compound Market Size by Country (2020-2025) & (M USD)

- Table 48. Asia Pacific Automotive Motor Potting Compound Sales by Region (2020-2025) & (K MT)
- Table 49. Asia Pacific Automotive Motor Potting Compound Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Automotive Motor Potting Compound Sales by Country (2020-2025) & (K MT)
- Table 51. South America Automotive Motor Potting Compound Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Automotive Motor Potting Compound Sales by Region (2020-2025) & (K MT)
- Table 53. Middle East and Africa Automotive Motor Potting Compound Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Automotive Motor Potting Compound Production (K MT) by Region(2020-2025)
- Table 55. Global Automotive Motor Potting Compound Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Automotive Motor Potting Compound Revenue Market Share by Region (2020-2025)
- Table 57. Global Automotive Motor Potting Compound Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. North America Automotive Motor Potting Compound Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Europe Automotive Motor Potting Compound Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. Japan Automotive Motor Potting Compound Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. China Automotive Motor Potting Compound Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 62. Sika Automotive Basic Information
- Table 63. Sika Automotive Automotive Motor Potting Compound Product Overview
- Table 64. Sika Automotive Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 65. Sika Automotive Business Overview
- Table 66. Sika Automotive SWOT Analysis
- Table 67. Sika Automotive Recent Developments
- Table 68. Parker Basic Information
- Table 69. Parker Automotive Motor Potting Compound Product Overview
- Table 70. Parker Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

- Table 71. Parker Business Overview
- Table 72. Parker SWOT Analysis
- Table 73. Parker Recent Developments
- Table 74. Huntsman Basic Information
- Table 75. Huntsman Automotive Motor Potting Compound Product Overview
- Table 76. Huntsman Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 77. Huntsman Business Overview
- Table 78. Huntsman SWOT Analysis
- Table 79. Huntsman Recent Developments
- Table 80. ALTANA Basic Information
- Table 81. ALTANA Automotive Motor Potting Compound Product Overview
- Table 82. ALTANA Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 83. ALTANA Business Overview
- Table 84. ALTANA Recent Developments
- Table 85. Henkel Adhesives Basic Information
- Table 86. Henkel Adhesives Automotive Motor Potting Compound Product Overview
- Table 87. Henkel Adhesives Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 88. Henkel Adhesives Business Overview
- Table 89. Henkel Adhesives Recent Developments
- Table 90. DELO Basic Information
- Table 91. DELO Automotive Motor Potting Compound Product Overview
- Table 92. DELO Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 93. DELO Business Overview
- Table 94. DELO Recent Developments
- Table 95. Rampf Basic Information
- Table 96. Rampf Automotive Motor Potting Compound Product Overview
- Table 97. Rampf Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 98. Rampf Business Overview
- Table 99. Rampf Recent Developments
- Table 100. 3M Basic Information
- Table 101. 3M Automotive Motor Potting Compound Product Overview
- Table 102. 3M Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 103. 3M Business Overview

- Table 104. 3M Recent Developments
- Table 105. WEVO-CHEMIE Basic Information
- Table 106. WEVO-CHEMIE Automotive Motor Potting Compound Product Overview
- Table 107. WEVO-CHEMIE Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 108. WEVO-CHEMIE Business Overview
- Table 109. WEVO-CHEMIE Recent Developments
- Table 110. Arkema Basic Information
- Table 111. Arkema Automotive Motor Potting Compound Product Overview
- Table 112. Arkema Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 113. Arkema Business Overview
- Table 114. Arkema Recent Developments
- Table 115. Nagase Basic Information
- Table 116. Nagase Automotive Motor Potting Compound Product Overview
- Table 117. Nagase Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 118. Nagase Business Overview
- Table 119. Nagase Recent Developments
- Table 120. Von Roll Basic Information
- Table 121. Von Roll Automotive Motor Potting Compound Product Overview
- Table 122. Von Roll Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 123. Von Roll Business Overview
- Table 124. Von Roll Recent Developments
- Table 125. Dawn Tianhe Materials Technology Basic Information
- Table 126. Dawn Tianhe Materials Technology Automotive Motor Potting Compound Product Overview
- Table 127. Dawn Tianhe Materials Technology Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 128. Dawn Tianhe Materials Technology Business Overview
- Table 129. Dawn Tianhe Materials Technology Recent Developments
- Table 130. Shanghai Kleber New Material Basic Information
- Table 131. Shanghai Kleber New Material Automotive Motor Potting Compound Product Overview
- Table 132. Shanghai Kleber New Material Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 133. Shanghai Kleber New Material Business Overview
- Table 134. Shanghai Kleber New Material Recent Developments

Table 135. BeGinor Material Basic Information

Table 136. BeGinor Material Automotive Motor Potting Compound Product Overview

Table 137. BeGinor Material Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 138. BeGinor Material Business Overview

Table 139. BeGinor Material Recent Developments

Table 140. JONES Basic Information

Table 141. JONES Automotive Motor Potting Compound Product Overview

Table 142. JONES Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 143. JONES Business Overview

Table 144. JONES Recent Developments

Table 145. Zhejiang Rongtai Technical Industry Basic Information

Table 146. Zhejiang Rongtai Technical Industry Automotive Motor Potting Compound Product Overview

Table 147. Zhejiang Rongtai Technical Industry Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 148. Zhejiang Rongtai Technical Industry Business Overview

Table 149. Zhejiang Rongtai Technical Industry Recent Developments

Table 150. CollTech Basic Information

Table 151. CollTech Automotive Motor Potting Compound Product Overview

Table 152. CollTech Automotive Motor Potting Compound Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 153. CollTech Business Overview

Table 154. CollTech Recent Developments

Table 155. Global Automotive Motor Potting Compound Sales Forecast by Region (2026-2035) & (K MT)

Table 156. Global Automotive Motor Potting Compound Market Size Forecast by Region (2026-2035) & (M USD)

Table 157. North America Automotive Motor Potting Compound Sales Forecast by Country (2026-2035) & (K MT)

Table 158. North America Automotive Motor Potting Compound Market Size Forecast by Country (2026-2035) & (M USD)

Table 159. Europe Automotive Motor Potting Compound Sales Forecast by Country (2026-2035) & (K MT)

Table 160. Europe Automotive Motor Potting Compound Market Size Forecast by Country (2026-2035) & (M USD)

Table 161. Asia Pacific Automotive Motor Potting Compound Sales Forecast by Region (2026-2035) & (K MT)

Table 162. Asia Pacific Automotive Motor Potting Compound Market Size Forecast by Region (2026-2035) & (M USD)

Table 163. South America Automotive Motor Potting Compound Sales Forecast by Country (2026-2035) & (K MT)

Table 164. South America Automotive Motor Potting Compound Market Size Forecast by Country (2026-2035) & (M USD)

Table 165. Middle East and Africa Automotive Motor Potting Compound Sales Forecast by Country (2026-2035) & (Units)

Table 166. Middle East and Africa Automotive Motor Potting Compound Market Size Forecast by Country (2026-2035) & (M USD)

Table 167. Global Automotive Motor Potting Compound Sales Forecast by Type (2026-2035) & (K MT)

Table 168. Global Automotive Motor Potting Compound Market Size Forecast by Type (2026-2035) & (M USD)

Table 169. Global Automotive Motor Potting Compound Price Forecast by Type (2026-2035) & (USD/KG)

Table 170. Global Automotive Motor Potting Compound Sales (K MT) Forecast by Application (2026-2035)

Table 171. Global Automotive Motor Potting Compound Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Automotive Motor Potting Compound
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Automotive Motor Potting Compound Market Size (M USD), 2025-2035
- Figure 5. Global Automotive Motor Potting Compound Market Size (M USD) (2020-2035)
- Figure 6. Global Automotive Motor Potting Compound Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Automotive Motor Potting Compound Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Automotive Motor Potting Compound Product Life Cycle
- Figure 13. Automotive Motor Potting Compound Sales Share by Manufacturers in 2025
- Figure 14. Global Automotive Motor Potting Compound Revenue Share by Manufacturers in 2025
- Figure 15. Automotive Motor Potting Compound Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Automotive Motor Potting Compound Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Automotive Motor Potting Compound Revenue in 2025
- Figure 18. Industry Chain Map of Automotive Motor Potting Compound
- Figure 19. Global Automotive Motor Potting Compound Market PEST Analysis
- Figure 20. Global Automotive Motor Potting Compound Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Automotive Motor Potting Compound Market Share by Type
- Figure 27. Sales Market Share of Automotive Motor Potting Compound by Type (2020-2025)
- Figure 28. Sales Market Share of Automotive Motor Potting Compound by Type in 2025

- Figure 29. Market Share of Automotive Motor Potting Compound by Type (2020-2025)
- Figure 30. Market Share of Automotive Motor Potting Compound by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Automotive Motor Potting Compound Market Share by Application
- Figure 33. Global Automotive Motor Potting Compound Sales Market Share by Application (2020-2025)
- Figure 34. Global Automotive Motor Potting Compound Sales Market Share by Application in 2025
- Figure 35. Global Automotive Motor Potting Compound Market Share by Application (2020-2025)
- Figure 36. Global Automotive Motor Potting Compound Market Share by Application in 2025
- Figure 37. Global Automotive Motor Potting Compound Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Automotive Motor Potting Compound Sales Market Share by Region (2020-2025)
- Figure 39. Global Automotive Motor Potting Compound Market Size by Region (2020-2025)
- Figure 40. North America Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Automotive Motor Potting Compound Sales Market Share by Country in 2024
- Figure 43. North America Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Automotive Motor Potting Compound Market Size by Country in 2024
- Figure 45. U.S. Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Automotive Motor Potting Compound Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Automotive Motor Potting Compound Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Automotive Motor Potting Compound Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Automotive Motor Potting Compound Market Size (Units) and Growth

Rate (2020-2025)

Figure 51. Europe Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Automotive Motor Potting Compound Sales Market Share by Country in 2024

Figure 53. Europe Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Automotive Motor Potting Compound Market Size by Country in 2024

Figure 55. Germany Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Automotive Motor Potting Compound Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Automotive Motor Potting Compound Sales Market Share by Region in 2024

Figure 67. Asia Pacific Automotive Motor Potting Compound Market Size by Region in 2024

Figure 68. China Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Automotive Motor Potting Compound Sales and Growth Rate

(2020-2025) & (K MT)

Figure 71. Japan Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Automotive Motor Potting Compound Sales and Growth Rate (K MT)

Figure 79. South America Automotive Motor Potting Compound Sales Market Share by Country in 2024

Figure 80. South America Automotive Motor Potting Compound Market Size and Growth Rate (M USD)

Figure 81. South America Automotive Motor Potting Compound Market Size by Country in 2024

Figure 82. Brazil Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Automotive Motor Potting Compound Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Automotive Motor Potting Compound Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Automotive Motor Potting Compound Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Automotive Motor Potting Compound Market Size by Region in 2024

Figure 92. Saudi Arabia Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Automotive Motor Potting Compound Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Automotive Motor Potting Compound Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Automotive Motor Potting Compound Production Market Share by Region (2020-2025)

Figure 103. North America Automotive Motor Potting Compound Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Automotive Motor Potting Compound Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Automotive Motor Potting Compound Production (K MT) Growth Rate (2020-2025)

Figure 106. China Automotive Motor Potting Compound Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Automotive Motor Potting Compound Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Automotive Motor Potting Compound Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Automotive Motor Potting Compound Sales Market Share Forecast

by Type (2026-2035)

Figure 110. Global Automotive Motor Potting Compound Market Share Forecast by Type (2026-2035)

Figure 111. Global Automotive Motor Potting Compound Sales Forecast by Application (2026-2035)

Figure 112. Global Automotive Motor Potting Compound Market Share Forecast by Application (2026-2035)

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