

Global Vehicle Electric Seat Motor Market Research Report 2026(Status and Outlook)

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Abstracts

Automotive seats are the most important automotive parts in Automotive interiors. Their safety and comfort directly affect the safety of drivers and passengers and their overall experience of the Automotive. Automotive seats are mainly composed of seat basic skeleton/frame, drive motor, seat cushion, surface, headrest, backrest, slide rail, angle adjuster and other components. They are system engineering products integrating ergonomics, mechanical vibration and control engineering. At present, the adjustment of automotive seat position is divided into two ways: manual mechanical adjustment and electric control. Compared with manual adjustment seats, electric adjustment seats are easier to adjust the position and seat posture, and also increase the comfort of drivers and passengers. The seat motor is a motor that realizes the electric control of automotive seats and provides power for adjusting seats. It has the characteristics of small size, light weight, high efficiency, smooth operation and low noise. From a regional perspective, the Chinese market has changed rapidly in the past few years. In 2024, the automotive seat motor market size accounted for about 33.46% of the global market. China is the world's largest producer of automotive seats, and most of its products are exported to Europe, America, India, Southeast Asia and other regions. In terms of product type and technology, automotive seat motors can be divided into DC brushed motors and DC brushless motors. There are many types of automotive electric seat adjustment motors on the market, and they are basically dominated by brushed motors, accounting for about 93.59% of the market. Brushed motors have large size, low efficiency, high noise, short life, and the adjustment speed cannot be changed according to passenger requirements. The adjustment accuracy and memory position deviation are large, and the motor resonance is large. These problems have always been difficult to solve for electric seats in the existing market. In the context of global energy conservation and environmental protection, seat motors show two development trends, one is the miniaturization and lightweight of motors. The other is to replace

brushed permanent magnet DC motors with brushless motors. Brushless motors have the characteristics of low noise and smaller size than brushed motors with the same power. The use of brushless motors in seat motors is the future development direction. The seat motor is the core component of the electric seat of the car. More than 95% of the electric seats are equipped in passenger cars. The higher the price of the passenger car, the higher the configuration rate of the electric seat. The more adjustable parts of the seat, the more motors are needed. At present, more than 70% of the car sales are A-class cars. Compared with B-class cars (configuration rate of more than 75%), C-class cars (configuration rate of more than 95%), and D-class cars (configuration rate close to 100%), the configuration rate of electric seats in A-class cars is still relatively low. Therefore, there is a large room for growth in the demand for automotive seat motors in the future. At present, the world's major manufacturers include Shenghuabo, Brose, Denso (ASMO), Bosch and Leggett & Platt. In 2024, the revenue share of the top five manufacturers accounted for more than 59%. It is expected that the industry competition will be more intense in the next few years, especially in the Chinese market.

The global Vehicle Electric Seat Motor market size was estimated at USD 1796.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Vehicle Electric Seat Motor 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 Vehicle Electric Seat Motor 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 Vehicle Electric Seat Motor market.

Global Vehicle Electric Seat Motor 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

Shenghuabo
Brose
Denso (ASMO)
Bosch
Leggett & Platt
Yanfeng
Johnson Electric
Keyang Electric Machinery
Mabuchi
Mitsuba
Nidec

Market Segmentation (by Type)

Brushed DC motor
Brushless DC motor

Market Segmentation (by Application)

Passenger Car

Commercial Vehicle

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 Vehicle Electric Seat Motor Market

Overview of the regional outlook of the Vehicle Electric Seat Motor 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 Vehicle Electric Seat Motor 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 Vehicle Electric Seat Motor, 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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