

Global Automotive Blower Motor Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/A73E3A87F448EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: A73E3A87F448EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Automotive Blower Motor market size will reach 2,993.62 Million USD in 2025 and is projected to reach 3,438.73 Million USD by 2032, with a CAGR of 2.00% (2025-2032). Notably, the China Automotive Blower Motor market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An automotive blower motor is a part of the heating, ventilation, and air conditioning (HVAC) system in a vehicle that circulates air throughout the cabin. It is responsible for blowing the air that is heated or cooled by the HVAC system into the cabin of the vehicle, keeping the interior comfortable for the driver and passengers. The blower motor is typically located under the dashboard on the passenger side of the vehicle. It uses electricity to turn a fan that pulls in air from the outside and pushes it through the HVAC system to be heated or cooled before being distributed throughout the cabin. Without a properly functioning blower motor, the HVAC system in a vehicle will not work effectively, and the interior of the vehicle will not be comfortable.

The major global manufacturers of Automotive Blower Motor include Brose, Valeo, Hyoseong Electric, Marelli Corporation, Denso, Delphi (BorgWarner), Nidec, Continental, Standard Motor Products(SMP), Bosch, ACDelco, TYC Genera, Lucas TVS, Kitashiba Electric, Zhejiang Songtian Automotive Motor System, etc. The global players competition landscape in this report is divided into three tiers. The first tier

comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Automotive Blower Motor. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Automotive Blower Motor market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Automotive Blower Motor market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Automotive Blower Motor industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Automotive Blower Motor Include:

Brose

Valeo

Hyoseong Electric

Marelli Corporation

Denso

Delphi (BorgWarner)

Nidec

Continental

Standard Motor Products(SMP)

Bosch

ACDelco

TYC Genera

Lucas TVS

Kitashiba Electric

Zhejiang Songtian Automotive Motor System

Automotive Blower Motor Product Segment Include:

Brushed Motor

Brushless Motor

Automotive Blower Motor Product Application Include:

Passenger Vehicle

Commercial Vehicle

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