

# Global Automotive Seat Motor Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Automotive Seat Motor market size will reach 1,979.71 Million USD in 2025 and is projected to reach 2,752.39 Million USD by 2032, with a CAGR of 4.82% (2025-2032). Notably, the China Automotive Seat 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 seat motor is a component used in the seating systems of vehicles to provide various adjustments and functionalities for the comfort and convenience of passengers. These motors are typically electrically powered and are responsible for controlling movements such as adjusting the seat position (forward/backward), changing the seat height, tilting the seatback angle, and sometimes even adjusting lumbar support or bolstering features. Automotive seat motors can be found in both driver and passenger seats and are often integrated with control switches or buttons located on the side of the seat or on the vehicle's dashboard. These motors enhance the ergonomics of the vehicle by allowing occupants to customize their seating positions for optimal comfort, posture, and visibility while driving or riding. They play a crucial role in providing a comfortable and adjustable seating experience for drivers and passengers alike.

The major global manufacturers of Automotive Seat Motor include Bosch, Denso, Brose, Johnson Electric, Keyang Electric Machinery, Mabuchi, SHB, Nidec, Mitsuba,

Yanfengadient, 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 Seat 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 Seat 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 Seat 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 Seat 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 Seat Motor Include:

Bosch

Denso

Brose

Johnson Electric

Keyang Electric Machinery

Mabuchi

SHB

Nidec

Mitsuba

Yanfengadient

Automotive Seat Motor Product Segment Include:

Brushed DC Motor

Brushless DC Motor

Automotive Seat Motor Product Application Include:

Passenger Car

Commercial Vehicle

## **Chapter Scope**

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