

Global Active Ventilated Car Seat Motor Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Active Ventilated Car Seat Motor market size was valued at US\$ 298 million in 2024 and is forecast to a readjusted size of USD 401 million by 2031 with a CAGR of 4.4% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Automobile seat ventilation motor is a component used in car seat ventilation system. It is electrically driven and can provide airflow and temperature control for seat ventilation. These motors are usually installed inside the seat and adjust the temperature of the seat surface by blowing or extracting air to provide a more comfortable driving experience.

At the regional level, the Chinese market has changed rapidly in the past few years. The market size in 2022 is 93.83 million US dollars, accounting for about 36.86% of the world. It is expected to reach 142.41 million US dollars in 2029, and the global share will reach 39.49%.

In terms of product type and technology, fan motors occupy a major share, with a market size of 173.98 million US dollars in 2022, accounting for 68.35% of the market, and it is expected to reach 250.91 million US dollars in 2029.

In terms of product market application, seat manufacturers occupy 79.24% of the market share. In addition to supplying seat manufacturers, the market for personal

modification provided to consumers through dealers also occupies a certain share, but under the current severe market competition, vehicle manufacturers have become one of the means used by vehicle manufacturers to reduce prices and increase configurations. Therefore, seat ventilation, which was previously a high-end function, will be equipped on lower-end models. It is expected that the market share of seat ventilation motors used in automotive seat manufacturers will gradually increase in the future, and the personal modification market will gradually shrink.

Currently, the world's major manufacturers include MinebeaMitsumi, ebm-papst, ASPINA, Nidec and DENSO. In 2022, the top five major manufacturers accounted for more than 68.66% of the market share. It is expected that industry competition will become more intense in the next few years, especially in the Chinese market.

This report is a detailed and comprehensive analysis for global Active Ventilated Car Seat Motor market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Active Ventilated Car Seat Motor market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Active Ventilated Car Seat Motor market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Active Ventilated Car Seat Motor market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Active Ventilated Car Seat Motor market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

Global Active Ventilated Car Seat Motor Market 2025 by Manufacturers, Regions, Type and Application, Forecast...

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Active Ventilated Car Seat Motor

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Active Ventilated Car Seat Motor market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MinebeaMitsumi, ebm-papst, ASPINA, Nidec, DENSO, Delta Electronics, YEN SUN TECHNOLOGY, IGB Automotive, Sunon, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Active Ventilated Car Seat Motor market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Fan Motor

Blower Motor

Market segment by Application

Personal Modification

Seat Manufacturer

Major players covered

MinebeaMitsumi

ebm-papst

ASPINA

Nidec

DENSO

Delta Electronics

YEN SUN TECHNOLOGY

IGB Automotive

Sunon

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Global Active Ventilated Car Seat Motor Market 2025 by Manufacturers, Regions, Type and Application, Forecast...

Chapter 1, to describe Active Ventilated Car Seat Motor product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Active Ventilated Car Seat Motor, with price, sales quantity, revenue, and global market share of Active Ventilated Car Seat Motor from 2020 to 2025.

Chapter 3, the Active Ventilated Car Seat Motor competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Active Ventilated Car Seat Motor breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Active Ventilated Car Seat Motor market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Active Ventilated Car Seat Motor.

Chapter 14 and 15, to describe Active Ventilated Car Seat Motor sales channel, distributors, customers, research findings and conclusion.

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