

# Global Automobile Seat Ventilation Motor Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G5FDDCA49DF8EN.html>

Date: January 2026

Pages: 86

Price: US\$ 3,480.00 (Single User License)

ID: G5FDDCA49DF8EN

## Abstracts

According to our (Global Info Research) latest study, the global Automobile Seat Ventilation Motor market size was valued at US\$ 310 million in 2025 and is forecast to a readjusted size of US\$ 416 million by 2032 with a CAGR of 4.1% during review period.

A automobile seat ventilation motor is a miniature motor installed inside the seat to drive a ventilation or exhaust system. It powers a fan or blower to circulate air across the seat surface and interior, thereby cooling, dehumidifying, and regulating the comfort of the occupant's back and seat cushion area. These motors are typically integrated with air ducts, foam structures, and control units, and require high levels of low noise, stable airflow, and the ability to operate continuously for extended periods. They are a crucial core component for achieving a comfortable experience and differentiated configurations in ventilated seats. In 2024, approximately 69,144,000 car seat ventilation motors were used globally, with an average price of approximately US\$4.09 per unit.

As automobiles evolve from simple transportation tools into highly comfortable and experiential 'mobile living spaces,' cabin environment management is becoming a crucial component of vehicle competition. Seats, as the component with which occupants have the longest contact with the vehicle, directly impact user experience through their temperature, humidity control, and overall comfort. Within this system, the motor of the automotive seat ventilation system, though small and inexpensive, plays a key role in airflow and comfort regulation, making it an indispensable core component of the ventilated seat system.

Automotive seat ventilation motors are primarily installed inside the seat cushion and

backrest. By driving a fan or blower, they circulate air through the seat surface and internal structure, achieving cooling, dehumidification, and relief from stuffiness. Compared to air conditioning systems, seat ventilation offers advantages such as faster response, more direct comfort, and lower energy consumption. The stability of the ventilation motor's airflow, noise control, and durability directly determine the actual user experience and satisfaction of the ventilated seat.

From a market demand perspective, the growth of automotive seat ventilation motors is highly correlated with the upgrading of automobile consumption and the increasing penetration rate of new energy vehicles. On the one hand, mid-to-high-end passenger vehicles and new energy vehicles continue to prioritize comfort in their configurations, with ventilated seats gradually moving from luxury features to mainstream models. On the other hand, consumers are increasingly focused on long-distance driving comfort and summer seating experience, transforming ventilation from a 'bonus feature' to a 'must-have.' Against this backdrop, the installation rate and per-vehicle value of seat ventilation motors are steadily increasing.

From a technological evolution perspective, automotive seat ventilation motors are continuously developing towards lower noise, higher efficiency, and higher integration. Traditional brushed DC motors have advantages in cost and technological maturity, but are gradually facing challenges in lifespan and noise control. Brushless DC motors, with their controllable speed, longer lifespan, and superior NVH performance, are becoming the mainstream choice for mid-to-high-end ventilated seats. Simultaneously, the integrated design of the motor with the fan, duct, and control unit helps reduce assembly complexity and improve system consistency.

In terms of industry chain structure, automotive seat ventilation motors exhibit typical characteristics of automotive components. The upstream sector involves copper materials for motors, magnetic materials, engineering plastics, and electronic components; the midstream consists of motor and ventilation module manufacturers; and the downstream primarily connects with seat system integrators, ultimately supplying OEMs. During the selection process, OEMs not only focus on cost and performance parameters but also place greater emphasis on batch consistency, long-term supply capabilities, and compatibility with vehicle platforms. This gives suppliers with automotive-grade quality systems and large-scale manufacturing capabilities a competitive advantage.

Regionally, the European, American, and Japanese markets started earlier in the application of ventilated seats and comfort standards, with higher requirements for noise

levels and reliability of ventilation system motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrading of intelligent cockpit configurations, has become one of the most dynamic regions globally in terms of demand growth for automotive seat ventilation motors. The advantages of the domestic supply chain in cost control, development response speed, and system integration are gradually becoming apparent, accelerating the process of domestic substitution.

Looking ahead, the development of the automotive seat ventilation motor market will focus more on optimizing comfort, intelligent collaborative control, and long-term reliability. In terms of comfort, lower noise and more uniform airflow will become core indicators; in terms of intelligence, the ventilation system motor will be linked with the cabin temperature control, seat heating and user recognition system; in terms of reliability, adapting to a longer vehicle life cycle and more stringent usage environments will become an important direction for continuous product iteration.

This report is a detailed and comprehensive analysis for global Automobile Seat Ventilation 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 Automobile Seat Ventilation Motor market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automobile Seat Ventilation Motor market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automobile Seat Ventilation Motor market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automobile Seat Ventilation Motor market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

## The Primary Objectives in This Report Are:

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

To assess the growth potential for Automobile Seat Ventilation 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 Automobile Seat Ventilation 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, Y.S. TECH, IGB Automotive, Sunon, Gentherm, etc.

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

## Market Segmentation

Automobile Seat Ventilation Motor market is split by Type and by Application. For the period 2021-2032, 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 Airflow Form

Blowing

Extraction

#### Market segment by Location

Seat Cushion Ventilation

Backrest Ventilation

#### Market segment by Application

Personal Modification

Seat Manufacturer

#### Major players covered

MinebeaMitsumi

ebm-papst

ASPINA

Nidec

DENSO

Delta Electronics

Y.S. TECH

IGB Automotive

Sunon

## Gentherm

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:**

Chapter 1, to describe Automobile Seat Ventilation Motor product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automobile Seat Ventilation Motor, with price, sales quantity, revenue, and global market share of Automobile Seat Ventilation Motor from 2021 to 2026.

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

Chapter 4, the Automobile Seat Ventilation Motor breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021

to 2026. and Automobile Seat Ventilation Motor market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Automobile Seat Ventilation Motor.

Chapter 14 and 15, to describe Automobile Seat Ventilation Motor sales channel, distributors, customers, research findings and conclusion.

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