

# Global Automotive End-of-Line Testing Equipment Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Automotive End-of-Line Testing Equipment market size was valued at US\$ 2418 million in 2025 and is forecast to a readjusted size of US\$ 3315 million by 2032 with a CAGR of 3.9% during review period.

Automotive End-of-Line Testing Equipment refers to dedicated test benches, automated test cells, integrated test systems, fixtures, measurement platforms and production-line verification equipment used at the final stage of vehicle, powertrain, e-drive, battery pack, automotive electronics, ADAS sensor and safety-critical component manufacturing. The equipment is designed to verify whether a fully assembled vehicle or automotive subsystem meets defined functional, safety, performance, communication, calibration, leakage, insulation, high-voltage, NVH and traceability requirements before shipment or handover to the next manufacturing stage.

The scope is centered on production-grade systems that combine automation hardware, contacting and clamping devices, measurement instruments, load simulation, regenerative power electronics where applicable, test-sequence software, pass/fail judgement, data acquisition, MES connectivity and safety interlocking. Typical product forms include vehicle roll/brake/headlamp/ADAS calibration testers, engine and transmission cold-test stands, e-motor and e-drive EOL benches, inverter and power-electronics EOL test platforms, battery module and pack EOL automated test systems, automotive ECU and body electronics functional testers, leak-test stations and integrated production test lines.

Indicative equipment pricing varies materially by complexity: a single functional test

station may range from approximately USD 20,000 to USD 150,000, battery pack or electronics EOL systems from roughly USD 150,000 to USD 800,000, e-motor/e-drive/inverter EOL benches from around USD 300,000 to USD 2.5 million, and fully integrated vehicle EOL lines with roll, brake, lighting and ADAS calibration functions may exceed USD 1 million to USD 8 million depending on scope and automation level.

Based on our research, Automotive End-of-Line Testing Equipment should be understood as a production-grade quality assurance equipment market rather than a generic automotive test instrument market. The core function of this industry is to verify, at the final stage of manufacturing, whether a completed vehicle, powertrain, e-drive unit, battery pack, automotive electronics module or ADAS-related subsystem meets defined safety, functional, performance, communication, calibration and traceability requirements before delivery. Traditional vehicle EOL systems are centered on roller, brake, lighting, wheel-alignment and diagnostic checks, while the rise of electrification has shifted incremental demand toward battery pack EOL testing, inverter testing, e-motor and e-axle EOL benches, high-voltage safety testing, BMS communication, thermal management and leak testing. A narrow market definition is therefore essential. Generic laboratory validation equipment, aftermarket diagnostic tools, standalone instruments and software-only platforms should not be blended into the core equipment revenue unless they are sold as part of a production-line EOL system.

From a supply perspective, the global market is structured around several distinct supplier groups. European, Japanese and North American incumbents such as AVL, HORIBA, Meidensha, Ascential Technologies, D?rr/BBS, JW Froehlich and Marposs have accumulated strong references in vehicle, powertrain, e-drive and integrated production test systems. Platform and instrumentation companies such as Keysight, NI, Chroma and G?PEL are more prominent in automotive electronics, EV battery, power-electronics and modular automated testing. A third group consists of specialized leak, flow, NVH and production-quality testing providers, including ATEQ, Cincinnati Test Systems and Sciometric. Chinese suppliers are gaining visibility through battery pack lines, e-drive assembly and testing lines, BMS testing and locally engineered EOL systems for new-energy vehicle manufacturing. The competitive landscape is therefore fragmented but technically demanding, and market share is determined less by a single instrument specification than by system integration capability, production takt time, contacting reliability, safety design, software judgement logic and global project execution.

Demand growth is being driven by a combination of stable global vehicle manufacturing and rising testing intensity per vehicle. Conventional vehicle production continues to

sustain baseline demand for final assembly, brake, chassis, lighting, powertrain and component EOL testing. At the same time, electrification and software-defined vehicle architecture are adding new quality gates in battery packs, electric drive units, inverters, on-board chargers, DC-DC converters, high-voltage connectors, cooling circuits, sensors and control modules. As EV adoption expands, EOL testing is becoming more complex because the system under test is no longer purely mechanical: it must combine electrical safety, communication protocol verification, thermal behavior, power performance, NVH, leakage and software traceability. This favors suppliers that can provide modular, data-rich, automated and production-hardened platforms rather than isolated test instruments.

Looking forward, the industry is expected to grow at a moderate-to-high single-digit rate under a conservative narrow-scope definition. Growth will be supported by EV platform rollouts, battery pack localization, e-drive insourcing by OEMs, ADAS calibration requirements, stricter quality traceability and global replication of production lines. However, the market will also face cyclicalities from automotive capital expenditure, delayed EV investment in some regions, project-based revenue recognition and price pressure from local automation companies. In our view, the most resilient suppliers will be those that combine domain-specific automotive testing know-how with standardized modules, energy-regenerative power testing, flexible fixtures, MES connectivity, cybersecurity-aware data handling and the ability to support customers across Europe, North America and Asia.

This report is a detailed and comprehensive analysis for global Automotive End-of-Line Testing Equipment market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Tested Object 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 Automotive End-of-Line Testing Equipment market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Automotive End-of-Line Testing Equipment market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling

prices (K US\$/Unit), 2021-2032

Global Automotive End-of-Line Testing Equipment market size and forecasts, by Tested Object and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Automotive End-of-Line Testing Equipment market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (K 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 Automotive End-of-Line Testing Equipment

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 Automotive End-of-Line Testing Equipment 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 Ascential Technologies, AVL List GmbH, Durr AG, HORIBA, Ltd., Meidensha Corporation, JW Froehlich Maschinenfabrik GmbH, Chroma ATE Inc., Marposs S.p.A., Keysight Technologies, Inc., Emerson, etc.

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

### Market Segmentation

Automotive End-of-Line Testing Equipment market is split by Tested Object and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Tested Object, 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 Tested Object

- Complete Vehicle EOL Testing
- Powertrain and Drivetrain EOL Testing
- Battery Pack and Module EOL Testing
- Automotive Electronics EOL Testing
- Other

## Market segment by Test Function

- Functional and Performance Testing
- Electrical Safety and HV Testing
- Leak and Flow Testing
- NVH and Calibration Testing
- Other

## Market segment by Automation Level

- Manual or Semi-automatic Test Station
- Automatic Standalone Test Bench
- Fully Integrated EOL Test Line
- Modular Reconfigurable Test Platform

## Market segment by End-use Customer

Vehicle OEMs

Tier-1 Component Suppliers

Battery and E-drive Manufacturers

Contract Manufacturers and System Integrators

Other

#### Market segment by Application

ICE Vehicle EOL Testing

Hybrid Vehicle EOL Testing

Battery Electric Vehicle EOL Testing

Fuel Cell Vehicle EOL Testing

Other

#### Major players covered

Ascential Technologies

AVL List GmbH

D?rr AG

HORIBA, Ltd.

Meidensha Corporation

JW Froehlich Maschinenfabrik GmbH

Chroma ATE Inc.

Marposs S.p.A.

Keysight Technologies, Inc.

Emerson

ATS Corporation

PIA Automation

ATEQ

Cincinnati Test Systems

Sciometric

D&V Electronics

Strama-MPS

Sonplas GmbH

G?PEL electronic GmbH

ENGMATEC GmbH

Mustang Advanced Engineering

Sorion Electronics

Linktron Group

Dalian Haosen

Guangdong Lyric Robot

Fujian Nebula Electronics

Shenzhen RePower

Kewell Technology

Shanghai W-Ibeda

Guangdong NewPower Technology

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 Automotive End-of-Line Testing Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive End-of-Line Testing Equipment, with price, sales quantity, revenue, and global market share of Automotive End-of-Line Testing Equipment from 2021 to 2026.

Chapter 3, the Automotive End-of-Line Testing Equipment competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive End-of-Line Testing Equipment 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 Tested Object and by Application, with sales market share and growth rate by Tested Object, 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 Automotive End-of-Line Testing Equipment market forecast, by regions, by Tested Object, 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 Automotive End-of-Line Testing Equipment.

Chapter 14 and 15, to describe Automotive End-of-Line Testing Equipment sales channel, distributors, customers, research findings and conclusion.

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