

Global Automotive Low-Power (below 1kW) DC Motors 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 Low-Power (below 1kW) DC Motors market size was valued at US\$ 15190 million in 2025 and is forecast to a readjusted size of US\$ 18354 million by 2032 with a CAGR of 2.6% during review period.

Automotive low-power DC motors (below 1 kW) are a class of electric motors developed to enable distributed electromechanical actuation and comfort/safety functions under a vehicle's low-voltage electrical architecture. As vehicles become increasingly electrified and electronic, numerous compact, fast-responding, cost-effective drive units are needed to integrate with ECUs for closed-loop control, converting electrical energy into small, intermittent or continuous mechanical outputs for components such as windows, seats, door locks, wipers, fans, and various pumps. These motors typically operate on 12V/24V systems (with some migration toward 48V), have a rated power below 1 kW, and include both brushed DC motors and brushless DC motors (BLDC). Key performance focuses are efficiency, NVH, service life, and reliability, ensuring stable operation under harsh automotive temperature, vibration, and electromagnetic conditions. In 2025, global production of automotive low-power (below 1 kW) DC motors reached 3.142 billion units, with an average selling price of USD 4.70 per unit.

Automotive low-power (below 1 kW) DC motors are the most widely deployed core components among electromechanical actuators in both passenger and commercial vehicles. They primarily serve body and cabin comfort functions (power windows, seats, door locks, sunroofs, wipers), thermal management and fluid handling (blowers, cooling fans, various small pumps), as well as distributed chassis/safety-related actuation units. Demand growth is driven by the increasing number of motors per vehicle, rising

penetration of new energy vehicles, and the down-market adoption of comfort and intelligent features, resulting in steady growth with structural upgrading (a higher share of high-efficiency, low-NVH, long-life products).

From a regional perspective, the manufacturing and supply-chain center of gravity is concentrated in Asia-Pacific, supported by the automotive component ecosystems and motor manufacturing capabilities in China, Japan, and South Korea. Europe and North America are primarily characterized by local Tier 1 supply for high-end vehicle platforms, while retaining a certain level of localized capacity to meet delivery and compliance requirements. In terms of product structure, the market can be divided by technology route into brushed DC motors and brushless DC motors (BLDC). Brushed motors still account for a large portion of shipments due to cost advantages and maturity; however, under tightening energy-efficiency regulations and higher requirements for functional safety and service life, BLDC penetration continues to rise in fan/pump applications and high-duty-cycle operating conditions, creating opportunities for controller integration, sensing/drive integration, and compatibility with 48V electrical architectures. By application structure, body/cabin actuators form the largest shipment base, while thermal management and small-pump demand grows more prominently in new energy vehicles; chassis and safety-related low-power actuation typically face higher requirements for consistency and reliability, with higher ASPs and more stringent validation barriers.

On the cost side, these motors are relatively low in unit value but highly sensitive to automation, consistency, and yield. Raw materials (copper wire, magnetic materials/permanent magnets, electrical steel/structural steel, bearings and engineering plastics, terminals and connectors, etc.) account for 55%–70% of cost; manufacturing overhead (equipment depreciation, tooling/fixtures, energy, indirect manufacturing) accounts for 15%–25%; labor accounts for 5%–10%; the remainder includes quality/testing, packaging & logistics, and management expenses. "Single-line capacity" depends on motor type (brushed/brushless), size class, and automation level: a typical automated assembly-and-test line delivers annual output of 3–8 million units, while a mature highly automated line—optimized for cycle time with parallel multi-station processes—can reach 8–15 million units per year. Capacity expansion is commonly achieved by replicating standardized lines while improving first-pass yield through process standardization and in-line testing. Industry gross margin averages around 20%, with leading players typically in the 17%–26% range and occasionally reaching ~27% in specific years, reflecting the decisive roles of scale manufacturing, customer mix, and product portfolio (BLDC/integrated solutions) in profitability.

In the industry value chain, upstream includes copper and magnet wire, magnetic materials and magnets, bearings/springs/precision metal parts, engineering plastics and injection-molded parts, and PCBs plus power devices (for brushless drives). Midstream covers motor design and manufacturing, winding/assembly/balancing/varnish impregnation/in-line testing, and modular integration of motor + controller, reduction mechanisms, and gearboxes. Downstream consists of OEMs and Tier 1 suppliers (body systems, seating systems, thermal management systems, pump/valve systems, etc.). The competitive landscape features a coexistence of global Tier 1 motor platforms, strong regional suppliers, and a long tail of smaller players. Under the sample scope, Johnson Electric, Denso, Bosch, Brose, Nidec, Mitsuha, and MinebeaMitsumi demonstrate advantages in scale and customer coverage; Chinese suppliers (e.g., Shenghuabo and Ningbo Jingcheng Motor Co., Ltd.) are more competitive in cost and local responsiveness. Overall, the market remains fragmented, with "Others" still accounting for a relatively high share in the sample. Key future trends include higher BLDC penetration and power electronics integration, efficiency and power-density upgrades driven by 48V low-voltage platforms, material and structural optimization for NVH and lifetime (low-noise bearings, precision balancing, magnetic circuit optimization), improved consistency through automated and digital manufacturing, and stronger system-level supply capabilities aligned with vehicle platformization and modularization.

This report is a detailed and comprehensive analysis for global Automotive Low-Power (below 1kW) DC Motors 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 Automotive Low-Power (below 1kW) DC Motors market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Low-Power (below 1kW) DC Motors 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 Automotive Low-Power (below 1kW) DC Motors 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 Automotive Low-Power (below 1kW) DC Motors 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 Automotive Low-Power (below 1kW) DC Motors
- 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 Low-Power (below 1kW) DC Motors 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 Johnson Electric, Denso, Bosch, Brose, Mitsuba, Mabuchi Motor, Valeo, Nidec, Shenghuabo, DY, etc.

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

Market Segmentation

Automotive Low-Power (below 1kW) DC Motors 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

Brushed DC Motor

Brushless DC Motor

Market segment by Power Range

?50 watts

50–200 watts

>200,800 watts

Market segment by Sales Channel

OEM

Aftermarket

Market segment by Application

Passenger Car

Commercial Vehicle

Major players covered

Johnson Electric

Denso

Bosch

Brose

Mitsuba

Mabuchi Motor

Valeo

Nidec

Shenghuabo

DY

MinebeaMitsumi

Hyoseong Electric

Keyang Electric Machinery

Yanfeng

Leggett & Platt

Ningbo Jingcheng Motor

Marelli

LG Innotek

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 Low-Power (below 1kW) DC Motors product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Low-Power (below 1kW) DC Motors, with price, sales quantity, revenue, and global market share of Automotive Low-Power (below 1kW) DC Motors from 2021 to 2026.

Chapter 3, the Automotive Low-Power (below 1kW) DC Motors competitive situation,

sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Low-Power (below 1kW) DC Motors 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 Automotive Low-Power (below 1kW) DC Motors 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 Automotive Low-Power (below 1kW) DC Motors.

Chapter 14 and 15, to describe Automotive Low-Power (below 1kW) DC Motors sales channel, distributors, customers, research findings and conclusion.

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