

Global Automotive Low-Power (below 1kW) DC Motors Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Low-Power (below 1kW) DC Motors market size is expected to reach \$ 18354 million by 2032, rising at a market growth of 2.6% CAGR during the forecast period (2026-2032).

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, Mitsuba, 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 studies the global Automotive Low-Power (below 1kW) DC Motors production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Low-Power (below 1kW) DC Motors and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive Low-Power (below 1kW) DC Motors that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Low-Power (below 1kW) DC Motors total production and demand, 2021-2032, (K Units)

Global Automotive Low-Power (below 1kW) DC Motors total production value, 2021-2032, (USD Million)

Global Automotive Low-Power (below 1kW) DC Motors production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production

site)

Global Automotive Low-Power (below 1kW) DC Motors consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automotive Low-Power (below 1kW) DC Motors domestic production, consumption, key domestic manufacturers and share

Global Automotive Low-Power (below 1kW) DC Motors production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Automotive Low-Power (below 1kW) DC Motors production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automotive Low-Power (below 1kW) DC Motors production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automotive Low-Power (below 1kW) DC Motors market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Low-Power (below 1kW) DC Motors market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automotive Low-Power (below 1kW) DC Motors Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Low-Power (below 1kW) DC Motors Market, Segmentation by Type:

Brushed DC Motor

Brushless DC Motor

Global Automotive Low-Power (below 1kW) DC Motors Market, Segmentation by Power Range:

?50 watts

50–200 watts

>200,800 watts

Global Automotive Low-Power (below 1kW) DC Motors Market, Segmentation by Sales Channel:

OEM

Aftermarket

Global Automotive Low-Power (below 1kW) DC Motors Market, Segmentation by Application:

Passenger Car

Commercial Vehicle

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Automotive Low-Power (below 1kW) DC Motors market?
2. What is the demand of the global Automotive Low-Power (below 1kW) DC Motors market?
3. What is the year over year growth of the global Automotive Low-Power (below 1kW) DC Motors market?
4. What is the production and production value of the global Automotive Low-Power (below 1kW) DC Motors market?
5. Who are the key producers in the global Automotive Low-Power (below 1kW) DC Motors market?
6. What are the growth factors driving the market demand?

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