

Global Automotive Power Seat Actuator Motor Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Power Seat Actuator Motor market size is expected to reach \$ 2521 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

Automotive power seat actuator motors are small electrically driven components installed inside car seats to drive various adjustable mechanisms. Through the rotational or linear motion output of the motor, and via reduction gears, worm gears, or lead screws, they electrically adjust the seat's fore-and-aft movement, height, backrest angle, seat cushion tilt, headrest, and lumbar support, allowing drivers and passengers to quickly and precisely achieve a comfortable and ergonomic seating posture. These motors typically use 12V or 48V DC power and can work with position sensors and control modules to support intelligent functions such as memory seats and welcome modes. They are key components for enhancing cabin comfort and intelligence in mid-to-high-end and new energy vehicles.

In 2025, global sales of automotive power seat actuator motors were approximately 290,130 thousand units.

As automobiles evolve from traditional transportation tools into 'mobile living spaces' integrating comfort, intelligence, and personalization, the cabin system is becoming a key area for differentiation in vehicle manufacturing. As the most frequently used and directly interacting component in the cabin, the level of electrification and intelligence of the seat directly impacts the user's overall perception of the vehicle's quality. Within this system, the actuator motor of an automotive power seat, though small in size and limited in individual value, plays a crucial role in translating electronic control commands into actual mechanical actions, making it an indispensable basic execution unit of the

power seat system.

Automotive power seat actuator motors are widely used in functional modules such as seat fore-and-aft sliding, height adjustment, backrest tilt, seat cushion angle, lumbar support, headrest, and side wing adjustment. These motors are typically highly integrated with gearboxes, lead screws, worm gears, or gear mechanisms to form complete actuator modules, achieving stable, controllable, and self-locking motion output. With the increasing specialization of power seat adjustments, a mid-to-high-end seat often requires multiple actuator motors to work in tandem, upgrading them from single-function components to fundamental components that determine the performance boundaries of the seat system.

From the market demand perspective, the growth of automotive power seat actuator motors is highly correlated with the increasing penetration rate of power seats and the upgrading of vehicle configurations. On the one hand, new energy passenger vehicles and mid-to-high-end fuel vehicles continue to shift towards comfort and intelligence in their cabin configurations, with power seats gradually moving from luxury models to mainstream models. On the other hand, consumers' demand for multi-directional adjustment, seat memory, long-distance driving comfort, and personalized seating postures is constantly increasing, driving a simultaneous increase in the quantity and value of actuator motors used per vehicle. Therefore, this market exhibits a dual-driven characteristic of 'increased vehicle installation rate + increased value per vehicle.'

From a technological evolution perspective, automotive power seat actuator motors are continuously developing towards high integration, low noise, high reliability, and modular design. Traditional separate motors and transmission mechanisms are evolving into integrated motor-reduction-control actuators to reduce assembly complexity and improve system consistency. At the motor level, brushed DC motors still dominate due to their cost and maturity advantages, while brushless DC motors are rapidly penetrating mid-to-high-end models to meet higher lifespan and NVH requirements. Meanwhile, for key functions such as backrest and height adjustment, self-locking capabilities and overload protection designs are becoming key focuses in product development.

In terms of the industry chain structure, automotive power seat actuator motors exhibit typical automotive component attributes. Upstream includes copper materials for motors, magnetic materials, engineering plastics, precision metal gears, and electronic components; midstream consists of actuator motor and module manufacturers; downstream primarily connects with seat system integrators and ultimately enters the

OEM supply chain. During the selection process, OEMs, in addition to cost factors, place greater emphasis on product consistency, long-term reliability, platform compatibility, and supply chain stability. This gives companies with automotive-grade quality systems, automated manufacturing capabilities, and collaborative development experience a competitive advantage.

From a regional market perspective, the European, American, and Japanese markets started earlier in the popularization of power seats and ergonomic standards, placing higher demands on the durability, safety, and NVH performance of actuator motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrade to smart cockpits, has become one of the most dynamic regions globally in terms of demand growth for automotive power seat actuator motors. The advantages of the domestic supply chain in cost control, development response speed, and system integration capabilities are gradually becoming apparent, accelerating the process of domestic substitution. Looking ahead, the automotive power seat actuator motor market will focus more on enhancing comfort, intelligent system collaboration, and ensuring long-term reliability. In terms of comfort, lower noise, smoother adjustment, and higher positional accuracy will become core indicators. Regarding intelligence, actuator motors will be more deeply integrated into the vehicle's electronic and electrical architecture, enabling interconnection with user recognition, seat memory, health management, and smart cockpit scenarios. In terms of reliability, adapting to longer vehicle lifecycles and more complex usage environments will be a crucial direction for continuous product iteration.

This report studies the global Automotive Power Seat Actuator Motor production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Power Seat Actuator Motor 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 Power Seat Actuator Motor that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Power Seat Actuator Motor total production and demand, 2021-2032, (K Units)

Global Automotive Power Seat Actuator Motor total production value, 2021-2032, (USD

Million)

Global Automotive Power Seat Actuator Motor production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Automotive Power Seat Actuator Motor consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automotive Power Seat Actuator Motor domestic production, consumption, key domestic manufacturers and share

Global Automotive Power Seat Actuator Motor production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Automotive Power Seat Actuator Motor production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automotive Power Seat Actuator Motor production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automotive Power Seat Actuator Motor 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 Shenghuabo, Brose, Denso (ASMO), Bosch, Leggett & Platt, Yanfeng, Johnson Electric, Keyang Electric Machinery, Mabuchi, Mitsuba, 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 Power Seat Actuator Motor 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 Power Seat Actuator Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Power Seat Actuator Motor Market, Segmentation by Type:

Brushed DC Motor

Brushless DC Motor

Global Automotive Power Seat Actuator Motor Market, Segmentation by Function:

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

Global Automotive Power Seat Actuator Motor Market, Segmentation by Location:

Front Seats

Rear Seats

Global Automotive Power Seat Actuator Motor Market, Segmentation by Application:

Passenger Car

Commercial Vehicle

Companies Profiled:

Shenghuabo

Brose

Denso (ASMO)

Bosch

Leggett & Platt

Yanfeng

Johnson Electric

Keyang Electric Machinery

Mabuchi

Mitsuba

Nidec

Key Questions Answered:

1. How big is the global Automotive Power Seat Actuator Motor market?
2. What is the demand of the global Automotive Power Seat Actuator Motor market?
3. What is the year over year growth of the global Automotive Power Seat Actuator Motor market?
4. What is the production and production value of the global Automotive Power Seat Actuator Motor market?
5. Who are the key producers in the global Automotive Power Seat Actuator Motor market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Automotive Power Seat Actuator Motor Introduction
- 1.2 World Automotive Power Seat Actuator Motor Supply & Forecast
 - 1.2.1 World Automotive Power Seat Actuator Motor Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Automotive Power Seat Actuator Motor Production (2021-2032)
 - 1.2.3 World Automotive Power Seat Actuator Motor Pricing Trends (2021-2032)
- 1.3 World Automotive Power Seat Actuator Motor Production by Region (Based on Production Site)
 - 1.3.1 World Automotive Power Seat Actuator Motor Production Value by Region (2021-2032)
 - 1.3.2 World Automotive Power Seat Actuator Motor Production by Region (2021-2032)
 - 1.3.3 World Automotive Power Seat Actuator Motor Average Price by Region (2021-2032)
 - 1.3.4 North America Automotive Power Seat Actuator Motor Production (2021-2032)
 - 1.3.5 Europe Automotive Power Seat Actuator Motor Production (2021-2032)
 - 1.3.6 China Automotive Power Seat Actuator Motor Production (2021-2032)
 - 1.3.7 Japan Automotive Power Seat Actuator Motor Production (2021-2032)
 - 1.3.8 South Korea Automotive Power Seat Actuator Motor Production (2021-2032)
 - 1.3.9 India Automotive Power Seat Actuator Motor Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Automotive Power Seat Actuator Motor Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Automotive Power Seat Actuator Motor Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Automotive Power Seat Actuator Motor Demand (2021-2032)
- 2.2 World Automotive Power Seat Actuator Motor Consumption by Region
 - 2.2.1 World Automotive Power Seat Actuator Motor Consumption by Region (2021-2026)
 - 2.2.2 World Automotive Power Seat Actuator Motor Consumption Forecast by Region (2027-2032)
- 2.3 United States Automotive Power Seat Actuator Motor Consumption (2021-2032)
- 2.4 China Automotive Power Seat Actuator Motor Consumption (2021-2032)
- 2.5 Europe Automotive Power Seat Actuator Motor Consumption (2021-2032)

- 2.6 Japan Automotive Power Seat Actuator Motor Consumption (2021-2032)
- 2.7 South Korea Automotive Power Seat Actuator Motor Consumption (2021-2032)
- 2.8 ASEAN Automotive Power Seat Actuator Motor Consumption (2021-2032)
- 2.9 India Automotive Power Seat Actuator Motor Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Automotive Power Seat Actuator Motor Production Value by Manufacturer (2021-2026)
- 3.2 World Automotive Power Seat Actuator Motor Production by Manufacturer (2021-2026)
- 3.3 World Automotive Power Seat Actuator Motor Average Price by Manufacturer (2021-2026)
- 3.4 Automotive Power Seat Actuator Motor Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Automotive Power Seat Actuator Motor Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Automotive Power Seat Actuator Motor in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Automotive Power Seat Actuator Motor in 2025
- 3.6 Automotive Power Seat Actuator Motor Market: Overall Company Footprint Analysis
 - 3.6.1 Automotive Power Seat Actuator Motor Market: Region Footprint
 - 3.6.2 Automotive Power Seat Actuator Motor Market: Company Product Type Footprint
 - 3.6.3 Automotive Power Seat Actuator Motor Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Automotive Power Seat Actuator Motor Production Value Comparison
 - 4.1.1 United States VS China: Automotive Power Seat Actuator Motor Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Automotive Power Seat Actuator Motor Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Automotive Power Seat Actuator Motor Production Comparison

4.2.1 United States VS China: Automotive Power Seat Actuator Motor Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Automotive Power Seat Actuator Motor Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Automotive Power Seat Actuator Motor Consumption Comparison

4.3.1 United States VS China: Automotive Power Seat Actuator Motor Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Automotive Power Seat Actuator Motor Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Automotive Power Seat Actuator Motor Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Automotive Power Seat Actuator Motor Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Automotive Power Seat Actuator Motor Production Value (2021-2026)

4.4.3 United States Based Manufacturers Automotive Power Seat Actuator Motor Production (2021-2026)

4.5 China Based Automotive Power Seat Actuator Motor Manufacturers and Market Share

4.5.1 China Based Automotive Power Seat Actuator Motor Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Automotive Power Seat Actuator Motor Production Value (2021-2026)

4.5.3 China Based Manufacturers Automotive Power Seat Actuator Motor Production (2021-2026)

4.6 Rest of World Based Automotive Power Seat Actuator Motor Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Automotive Power Seat Actuator Motor Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Automotive Power Seat Actuator Motor Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Brushed DC Motor

5.2.2 Brushless DC Motor

5.3 Market Segment by Type

5.3.1 World Automotive Power Seat Actuator Motor Production by Type (2021-2032)

5.3.2 World Automotive Power Seat Actuator Motor Production Value by Type (2021-2032)

5.3.3 World Automotive Power Seat Actuator Motor Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY FUNCTION

6.1 World Automotive Power Seat Actuator Motor Market Size Overview by Function: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Function

6.2.1 Seat Fore/Aft Motor

6.2.2 Seat Tilt Motor

6.2.3 Height Adjust Motor

6.2.4 Others

6.3 Market Segment by Function

6.3.1 World Automotive Power Seat Actuator Motor Production by Function (2021-2032)

6.3.2 World Automotive Power Seat Actuator Motor Production Value by Function (2021-2032)

6.3.3 World Automotive Power Seat Actuator Motor Average Price by Function (2021-2032)

7 MARKET ANALYSIS BY LOCATION

7.1 World Automotive Power Seat Actuator Motor Market Size Overview by Location: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Location

7.2.1 Front Seats

7.2.2 Rear Seats

7.3 Market Segment by Location

7.3.1 World Automotive Power Seat Actuator Motor Production by Location
(2021-2032)

7.3.2 World Automotive Power Seat Actuator Motor Production Value by Location
(2021-2032)

7.3.3 World Automotive Power Seat Actuator Motor Average Price by Location
(2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Automotive Power Seat Actuator Motor Market Size Overview by Application:
2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Passenger Car

8.2.2 Commercial Vehicle

8.3 Market Segment by Application

8.3.1 World Automotive Power Seat Actuator Motor Production by Application
(2021-2032)

8.3.2 World Automotive Power Seat Actuator Motor Production Value by Application
(2021-2032)

8.3.3 World Automotive Power Seat Actuator Motor Average Price by Application
(2021-2032)

9 COMPANY PROFILES

9.1 Shenghuabo

9.1.1 Shenghuabo Details

9.1.2 Shenghuabo Major Business

9.1.3 Shenghuabo Automotive Power Seat Actuator Motor Product and Services

9.1.4 Shenghuabo Automotive Power Seat Actuator Motor Production, Price, Value,
Gross Margin and Market Share (2021-2026)

9.1.5 Shenghuabo Recent Developments/Updates

9.1.6 Shenghuabo Competitive Strengths & Weaknesses

9.2 Brose

9.2.1 Brose Details

9.2.2 Brose Major Business

9.2.3 Brose Automotive Power Seat Actuator Motor Product and Services

9.2.4 Brose Automotive Power Seat Actuator Motor Production, Price, Value, Gross
Margin and Market Share (2021-2026)

9.2.5 Brose Recent Developments/Updates

- 9.2.6 Brose Competitive Strengths & Weaknesses
- 9.3 Denso (ASMO)
 - 9.3.1 Denso (ASMO) Details
 - 9.3.2 Denso (ASMO) Major Business
 - 9.3.3 Denso (ASMO) Automotive Power Seat Actuator Motor Product and Services
 - 9.3.4 Denso (ASMO) Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Denso (ASMO) Recent Developments/Updates
 - 9.3.6 Denso (ASMO) Competitive Strengths & Weaknesses
- 9.4 Bosch
 - 9.4.1 Bosch Details
 - 9.4.2 Bosch Major Business
 - 9.4.3 Bosch Automotive Power Seat Actuator Motor Product and Services
 - 9.4.4 Bosch Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Bosch Recent Developments/Updates
 - 9.4.6 Bosch Competitive Strengths & Weaknesses
- 9.5 Leggett & Platt
 - 9.5.1 Leggett & Platt Details
 - 9.5.2 Leggett & Platt Major Business
 - 9.5.3 Leggett & Platt Automotive Power Seat Actuator Motor Product and Services
 - 9.5.4 Leggett & Platt Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Leggett & Platt Recent Developments/Updates
 - 9.5.6 Leggett & Platt Competitive Strengths & Weaknesses
- 9.6 Yanfeng
 - 9.6.1 Yanfeng Details
 - 9.6.2 Yanfeng Major Business
 - 9.6.3 Yanfeng Automotive Power Seat Actuator Motor Product and Services
 - 9.6.4 Yanfeng Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Yanfeng Recent Developments/Updates
 - 9.6.6 Yanfeng Competitive Strengths & Weaknesses
- 9.7 Johnson Electric
 - 9.7.1 Johnson Electric Details
 - 9.7.2 Johnson Electric Major Business
 - 9.7.3 Johnson Electric Automotive Power Seat Actuator Motor Product and Services
 - 9.7.4 Johnson Electric Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.7.5 Johnson Electric Recent Developments/Updates
- 9.7.6 Johnson Electric Competitive Strengths & Weaknesses
- 9.8 Keyang Electric Machinery
 - 9.8.1 Keyang Electric Machinery Details
 - 9.8.2 Keyang Electric Machinery Major Business
 - 9.8.3 Keyang Electric Machinery Automotive Power Seat Actuator Motor Product and Services
 - 9.8.4 Keyang Electric Machinery Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Keyang Electric Machinery Recent Developments/Updates
 - 9.8.6 Keyang Electric Machinery Competitive Strengths & Weaknesses
- 9.9 Mabuchi
 - 9.9.1 Mabuchi Details
 - 9.9.2 Mabuchi Major Business
 - 9.9.3 Mabuchi Automotive Power Seat Actuator Motor Product and Services
 - 9.9.4 Mabuchi Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Mabuchi Recent Developments/Updates
 - 9.9.6 Mabuchi Competitive Strengths & Weaknesses
- 9.10 Mitsuba
 - 9.10.1 Mitsuba Details
 - 9.10.2 Mitsuba Major Business
 - 9.10.3 Mitsuba Automotive Power Seat Actuator Motor Product and Services
 - 9.10.4 Mitsuba Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Mitsuba Recent Developments/Updates
 - 9.10.6 Mitsuba Competitive Strengths & Weaknesses
- 9.11 Nidec
 - 9.11.1 Nidec Details
 - 9.11.2 Nidec Major Business
 - 9.11.3 Nidec Automotive Power Seat Actuator Motor Product and Services
 - 9.11.4 Nidec Automotive Power Seat Actuator Motor Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Nidec Recent Developments/Updates
 - 9.11.6 Nidec Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Automotive Power Seat Actuator Motor Industry Chain

10.2 Automotive Power Seat Actuator Motor Upstream Analysis

10.2.1 Automotive Power Seat Actuator Motor Core Raw Materials

10.2.2 Main Manufacturers of Automotive Power Seat Actuator Motor Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Automotive Power Seat Actuator Motor Production Mode

10.6 Automotive Power Seat Actuator Motor Procurement Model

10.7 Automotive Power Seat Actuator Motor Industry Sales Model and Sales Channels

10.7.1 Automotive Power Seat Actuator Motor Sales Model

10.7.2 Automotive Power Seat Actuator Motor Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Automotive Power Seat Actuator Motor Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Automotive Power Seat Actuator Motor Production Value by Region (2021-2026) & (USD Million)

Table 3. World Automotive Power Seat Actuator Motor Production Value by Region (2027-2032) & (USD Million)

Table 4. World Automotive Power Seat Actuator Motor Production Value Market Share by Region (2021-2026)

Table 5. World Automotive Power Seat Actuator Motor Production Value Market Share by Region (2027-2032)

Table 6. World Automotive Power Seat Actuator Motor Production by Region (2021-2026) & (K Units)

Table 7. World Automotive Power Seat Actuator Motor Production by Region (2027-2032) & (K Units)

Table 8. World Automotive Power Seat Actuator Motor Production Market Share by Region (2021-2026)

Table 9. World Automotive Power Seat Actuator Motor Production Market Share by Region (2027-2032)

Table 10. World Automotive Power Seat Actuator Motor Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Automotive Power Seat Actuator Motor Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Automotive Power Seat Actuator Motor Major Market Trends

Table 13. World Automotive Power Seat Actuator Motor Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Automotive Power Seat Actuator Motor Consumption by Region (2021-2026) & (K Units)

Table 15. World Automotive Power Seat Actuator Motor Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Automotive Power Seat Actuator Motor Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Automotive Power Seat Actuator Motor Producers in 2025

Table 18. World Automotive Power Seat Actuator Motor Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Automotive Power Seat Actuator Motor Producers in 2025

Table 20. World Automotive Power Seat Actuator Motor Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Automotive Power Seat Actuator Motor Company Evaluation Quadrant

Table 22. World Automotive Power Seat Actuator Motor Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Automotive Power Seat Actuator Motor Production Site of Key Manufacturer

Table 24. Automotive Power Seat Actuator Motor Market: Company Product Type Footprint

Table 25. Automotive Power Seat Actuator Motor Market: Company Product Application Footprint

Table 26. Automotive Power Seat Actuator Motor Competitive Factors

Table 27. Automotive Power Seat Actuator Motor New Entrant and Capacity Expansion Plans

Table 28. Automotive Power Seat Actuator Motor Mergers & Acquisitions Activity

Table 29. United States VS China Automotive Power Seat Actuator Motor Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Automotive Power Seat Actuator Motor Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Automotive Power Seat Actuator Motor Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Automotive Power Seat Actuator Motor Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Automotive Power Seat Actuator Motor Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Automotive Power Seat Actuator Motor Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Automotive Power Seat Actuator Motor Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Automotive Power Seat Actuator Motor Production Market Share (2021-2026)

Table 37. China Based Automotive Power Seat Actuator Motor Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Automotive Power Seat Actuator Motor Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Automotive Power Seat Actuator Motor Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Automotive Power Seat Actuator Motor Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Automotive Power Seat Actuator Motor Production Market Share (2021-2026)

Table 42. Rest of World Based Automotive Power Seat Actuator Motor Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production Market Share (2021-2026)

Table 47. World Automotive Power Seat Actuator Motor Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Automotive Power Seat Actuator Motor Production by Type (2021-2026) & (K Units)

Table 49. World Automotive Power Seat Actuator Motor Production by Type (2027-2032) & (K Units)

Table 50. World Automotive Power Seat Actuator Motor Production Value by Type (2021-2026) & (USD Million)

Table 51. World Automotive Power Seat Actuator Motor Production Value by Type (2027-2032) & (USD Million)

Table 52. World Automotive Power Seat Actuator Motor Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Automotive Power Seat Actuator Motor Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Automotive Power Seat Actuator Motor Production Value by Function, (USD Million), 2021 & 2025 & 2032

Table 55. World Automotive Power Seat Actuator Motor Production by Function (2021-2026) & (K Units)

Table 56. World Automotive Power Seat Actuator Motor Production by Function (2027-2032) & (K Units)

Table 57. World Automotive Power Seat Actuator Motor Production Value by Function (2021-2026) & (USD Million)

Table 58. World Automotive Power Seat Actuator Motor Production Value by Function (2027-2032) & (USD Million)

Table 59. World Automotive Power Seat Actuator Motor Average Price by Function

(2021-2026) & (US\$/Unit)

Table 60. World Automotive Power Seat Actuator Motor Average Price by Function

(2027-2032) & (US\$/Unit)

Table 61. World Automotive Power Seat Actuator Motor Production Value by Location, (USD Million), 2021 & 2025 & 2032

Table 62. World Automotive Power Seat Actuator Motor Production by Location (2021-2026) & (K Units)

Table 63. World Automotive Power Seat Actuator Motor Production by Location (2027-2032) & (K Units)

Table 64. World Automotive Power Seat Actuator Motor Production Value by Location (2021-2026) & (USD Million)

Table 65. World Automotive Power Seat Actuator Motor Production Value by Location (2027-2032) & (USD Million)

Table 66. World Automotive Power Seat Actuator Motor Average Price by Location (2021-2026) & (US\$/Unit)

Table 67. World Automotive Power Seat Actuator Motor Average Price by Location (2027-2032) & (US\$/Unit)

Table 68. World Automotive Power Seat Actuator Motor Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Automotive Power Seat Actuator Motor Production by Application (2021-2026) & (K Units)

Table 70. World Automotive Power Seat Actuator Motor Production by Application (2027-2032) & (K Units)

Table 71. World Automotive Power Seat Actuator Motor Production Value by Application (2021-2026) & (USD Million)

Table 72. World Automotive Power Seat Actuator Motor Production Value by Application (2027-2032) & (USD Million)

Table 73. World Automotive Power Seat Actuator Motor Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Automotive Power Seat Actuator Motor Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Shenghuabo Basic Information, Manufacturing Base and Competitors

Table 76. Shenghuabo Major Business

Table 77. Shenghuabo Automotive Power Seat Actuator Motor Product and Services

Table 78. Shenghuabo Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Shenghuabo Recent Developments/Updates

Table 80. Shenghuabo Competitive Strengths & Weaknesses

- Table 81. Brose Basic Information, Manufacturing Base and Competitors
- Table 82. Brose Major Business
- Table 83. Brose Automotive Power Seat Actuator Motor Product and Services
- Table 84. Brose Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Brose Recent Developments/Updates
- Table 86. Brose Competitive Strengths & Weaknesses
- Table 87. Denso (ASMO) Basic Information, Manufacturing Base and Competitors
- Table 88. Denso (ASMO) Major Business
- Table 89. Denso (ASMO) Automotive Power Seat Actuator Motor Product and Services
- Table 90. Denso (ASMO) Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Denso (ASMO) Recent Developments/Updates
- Table 92. Denso (ASMO) Competitive Strengths & Weaknesses
- Table 93. Bosch Basic Information, Manufacturing Base and Competitors
- Table 94. Bosch Major Business
- Table 95. Bosch Automotive Power Seat Actuator Motor Product and Services
- Table 96. Bosch Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Bosch Recent Developments/Updates
- Table 98. Bosch Competitive Strengths & Weaknesses
- Table 99. Leggett & Platt Basic Information, Manufacturing Base and Competitors
- Table 100. Leggett & Platt Major Business
- Table 101. Leggett & Platt Automotive Power Seat Actuator Motor Product and Services
- Table 102. Leggett & Platt Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Leggett & Platt Recent Developments/Updates
- Table 104. Leggett & Platt Competitive Strengths & Weaknesses
- Table 105. Yanfeng Basic Information, Manufacturing Base and Competitors
- Table 106. Yanfeng Major Business
- Table 107. Yanfeng Automotive Power Seat Actuator Motor Product and Services
- Table 108. Yanfeng Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Yanfeng Recent Developments/Updates

Table 110. Yanfeng Competitive Strengths & Weaknesses

Table 111. Johnson Electric Basic Information, Manufacturing Base and Competitors

Table 112. Johnson Electric Major Business

Table 113. Johnson Electric Automotive Power Seat Actuator Motor Product and Services

Table 114. Johnson Electric Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Johnson Electric Recent Developments/Updates

Table 116. Johnson Electric Competitive Strengths & Weaknesses

Table 117. Keyang Electric Machinery Basic Information, Manufacturing Base and Competitors

Table 118. Keyang Electric Machinery Major Business

Table 119. Keyang Electric Machinery Automotive Power Seat Actuator Motor Product and Services

Table 120. Keyang Electric Machinery Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Keyang Electric Machinery Recent Developments/Updates

Table 122. Keyang Electric Machinery Competitive Strengths & Weaknesses

Table 123. Mabuchi Basic Information, Manufacturing Base and Competitors

Table 124. Mabuchi Major Business

Table 125. Mabuchi Automotive Power Seat Actuator Motor Product and Services

Table 126. Mabuchi Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Mabuchi Recent Developments/Updates

Table 128. Mabuchi Competitive Strengths & Weaknesses

Table 129. Mitsuba Basic Information, Manufacturing Base and Competitors

Table 130. Mitsuba Major Business

Table 131. Mitsuba Automotive Power Seat Actuator Motor Product and Services

Table 132. Mitsuba Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Mitsuba Recent Developments/Updates

Table 134. Mitsuba Competitive Strengths & Weaknesses

Table 135. Nidec Basic Information, Manufacturing Base and Competitors

Table 136. Nidec Major Business

Table 137. Nidec Automotive Power Seat Actuator Motor Product and Services

Table 138. Nidec Automotive Power Seat Actuator Motor Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Nidec Recent Developments/Updates

Table 140. Nidec Competitive Strengths & Weaknesses

Table 141. Global Key Players of Automotive Power Seat Actuator Motor Upstream (Raw Materials)

Table 142. Global Automotive Power Seat Actuator Motor Typical Customers

Table 143. Automotive Power Seat Actuator Motor Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Automotive Power Seat Actuator Motor Picture
- Figure 2. World Automotive Power Seat Actuator Motor Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Automotive Power Seat Actuator Motor Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 5. World Automotive Power Seat Actuator Motor Average Price (2021-2032) & (US\$/Unit)
- Figure 6. World Automotive Power Seat Actuator Motor Production Value Market Share by Region (2021-2032)
- Figure 7. World Automotive Power Seat Actuator Motor Production Market Share by Region (2021-2032)
- Figure 8. North America Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 9. Europe Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 10. China Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 11. Japan Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 12. South Korea Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 13. India Automotive Power Seat Actuator Motor Production (2021-2032) & (K Units)
- Figure 14. Automotive Power Seat Actuator Motor Market Drivers
- Figure 15. Factors Affecting Demand
- Figure 16. World Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)
- Figure 17. World Automotive Power Seat Actuator Motor Consumption Market Share by Region (2021-2032)
- Figure 18. United States Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)
- Figure 19. China Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)

Figure 20. Europe Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)

Figure 21. Japan Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)

Figure 22. South Korea Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)

Figure 23. ASEAN Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)

Figure 24. India Automotive Power Seat Actuator Motor Consumption (2021-2032) & (K Units)

Figure 25. Producer Shipments of Automotive Power Seat Actuator Motor by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Automotive Power Seat Actuator Motor Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Automotive Power Seat Actuator Motor Markets in 2025

Figure 28. United States VS China: Automotive Power Seat Actuator Motor Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Automotive Power Seat Actuator Motor Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Automotive Power Seat Actuator Motor Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Automotive Power Seat Actuator Motor Production Market Share 2025

Figure 32. China Based Manufacturers Automotive Power Seat Actuator Motor Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Automotive Power Seat Actuator Motor Production Market Share 2025

Figure 34. World Automotive Power Seat Actuator Motor Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Automotive Power Seat Actuator Motor Production Value Market Share by Type in 2025

Figure 36. Brushed DC Motor

Figure 37. Brushless DC Motor

Figure 38. World Automotive Power Seat Actuator Motor Production Market Share by Type (2021-2032)

Figure 39. World Automotive Power Seat Actuator Motor Production Value Market Share by Type (2021-2032)

Figure 40. World Automotive Power Seat Actuator Motor Average Price by Type

(2021-2032) & (US\$/Unit)

Figure 41. World Automotive Power Seat Actuator Motor Production Value by Function, (USD Million), 2021 & 2025 & 2032

Figure 42. World Automotive Power Seat Actuator Motor Production Value Market Share by Function in 2025

Figure 43. Seat Fore/Aft Motor

Figure 44. Seat Tilt Motor

Figure 45. Height Adjust Motor

Figure 46. Others

Figure 47. World Automotive Power Seat Actuator Motor Production Market Share by Function (2021-2032)

Figure 48. World Automotive Power Seat Actuator Motor Production Value Market Share by Function (2021-2032)

Figure 49. World Automotive Power Seat Actuator Motor Average Price by Function (2021-2032) & (US\$/Unit)

Figure 50. World Automotive Power Seat Actuator Motor Production Value by Location, (USD Million), 2021 & 2025 & 2032

Figure 51. World Automotive Power Seat Actuator Motor Production Value Market Share by Location in 2025

Figure 52. Front Seats

Figure 53. Rear Seats

Figure 54. World Automotive Power Seat Actuator Motor Production Market Share by Location (2021-2032)

Figure 55. World Automotive Power Seat Actuator Motor Production Value Market Share by Location (2021-2032)

Figure 56. World Automotive Power Seat Actuator Motor Average Price by Location (2021-2032) & (US\$/Unit)

Figure 57. World Automotive Power Seat Actuator Motor Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World Automotive Power Seat Actuator Motor Production Value Market Share by Application in 2025

Figure 59. Passenger Car

Figure 60. Commercial Vehicle

Figure 61. World Automotive Power Seat Actuator Motor Production Market Share by Application (2021-2032)

Figure 62. World Automotive Power Seat Actuator Motor Production Value Market Share by Application (2021-2032)

Figure 63. World Automotive Power Seat Actuator Motor Average Price by Application (2021-2032) & (US\$/Unit)

Figure 64. Automotive Power Seat Actuator Motor Industry Chain

Figure 65. Automotive Power Seat Actuator Motor Procurement Model

Figure 66. Automotive Power Seat Actuator Motor Sales Model

Figure 67. Automotive Power Seat Actuator Motor Sales Channels, Direct Sales, and Distribution

Figure 68. Methodology

Figure 69. Research Process and Data Source

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