

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

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## Abstracts

The global Automotive Power Seat 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).

An automotive power seat motor is a small electric drive actuator installed inside a car seat to drive various adjustable mechanisms. Through the rotational or linear motion output of the motor, and via a transmission structure such as a reduction gear, worm gear, or lead screw, it electrically adjusts the seat's fore-and-aft movement, height, backrest angle, seat cushion tilt, headrest, and lumbar support, allowing the driver 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 motors were approximately 290130 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 power seat motor, 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.

Power seat 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 a complete adjustment mechanism, 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 adjustment motors working in tandem, upgrading it from a single-function component to a crucial fundamental component determining the performance boundaries of the seat system.

From the market demand perspective, the growth of automotive power seat 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 usage and value of adjustment motors 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 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 adjustment units 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 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 adjustment 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 adjustment motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrade to intelligent cockpits, has become one of the most dynamic regions globally in terms of demand growth for automotive power seat 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 development of the automotive power seat 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, the adjustment motor will be more deeply integrated into the vehicle's electronic and electrical architecture, enabling interconnection with user recognition, seat memory, health management, and intelligent cockpit scenarios. In terms of reliability, adapting to longer vehicle lifecycles and more complex usage environments will become an important direction for continuous product iteration.

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

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

### **Highlights and key features of the study**

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

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

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

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

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

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

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

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

This report profiles key players in the global Automotive Power Seat 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 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 Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Brushed DC Motor

Brushless DC Motor

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

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

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

Front Seats

Rear Seats

Global Automotive Power Seat Motor Market, Segmentation by Application:

Passenger Cars

Commercial Vehicles

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 Motor market?

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

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