

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

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## Abstracts

The global Automotive 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 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 seat actuator motors were approximately 290,130 thousand units.

As automobiles evolve from mere 'transportation tools' to 'mobile living spaces,' cabin comfort and human-machine interface are becoming crucial dimensions for vehicle differentiation. As a core component enabling the electrification and intelligentization of seat functions, the automotive seat actuator motor, though small in size, directly determines the precision, reliability, and user experience of seat adjustments, leading to a re-evaluation of its industrial value by OEMs and the supply chain.

Automotive seat actuator motors are primarily used to drive adjustments such as seat fore-and-aft position, height, backrest angle, lumbar support, and headrest, making them a core component of electric seat systems. With continuously improving vehicle

configurations, electric seats are gradually becoming more common in mainstream models, and the demand for seat actuator motors has evolved from simply 'usable' to 'quiet, smooth, and durable.' The stability, noise control, and lifespan of motor performance have become important details affecting the overall quality of a vehicle.

From a market demand perspective, the growth of automotive seat actuator motors is highly correlated with automotive electrification, intelligentization, and consumer upgrading. On the one hand, the proportion of new energy passenger vehicles and intelligent cockpits continues to increase, with electric seats becoming standard or frequently optional features. On the other hand, consumers' demands for seat comfort, memory functions, and multi-directional adjustment are constantly rising, driving a continuous increase in the number of actuator motors used per vehicle. Therefore, the automotive seat actuator motor market exhibits a dual growth characteristic of 'increased value per vehicle + increased overall installation rate.'

From a technological evolution perspective, automotive seat actuator motors are developing towards miniaturization, low noise, and high integration. Traditional DC motors, through structural optimization and gear design improvements, have achieved mature solutions in terms of reliability and cost. Simultaneously, with the increasing intelligence of cockpits, higher requirements are placed on the response accuracy, synchronous control, and system coordination capabilities of actuator motors. High integration of motors with reduction mechanisms and control units is becoming an important path to improve system efficiency and reduce assembly complexity.

In terms of industry chain structure, the automotive seat actuator motor market has typical automotive component attributes. Upstream includes motor materials, magnetic materials, and precision gears, while downstream it directly serves seat system integrators and ultimately supplies OEMs. OEMs' requirements for these actuator motors extend beyond performance parameters, emphasizing long-term supply capabilities, quality consistency, and platform compatibility. This gives companies with automotive-grade quality systems, large-scale manufacturing capabilities, and experience in collaborative development with customers a competitive edge.

Regional markets, mature automotive markets like Europe, the US, and Japan started earlier in electric seat configurations and comfort standards, resulting in relatively mature technologies and standards. The Chinese market, driven by new energy vehicles and smart cockpits, has become one of the fastest-growing regions globally in terms of demand for automotive seat actuator motors. The advantages of domestic supply chains in cost control, response speed, and system integration are becoming

increasingly apparent, accelerating domestic substitution and market share growth.

Looking ahead, the automotive seat actuator motor market will focus more on comfort upgrades, intelligent collaboration, and reliability improvements. In terms of comfort, low noise, low vibration, and smooth adjustment will become core indicators. In terms of intelligence, actuator motors will be more deeply integrated into cockpit control systems, achieving with seat memory, user recognition, and intelligent scenarios. In terms of reliability, adapting to longer service life and more complex operating environments will be a crucial direction for continuous product iteration.

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

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

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

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

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

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

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

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

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

Global Automotive Seat Actuator Motor production by Type, production, value, CAGR,

2021-2032, (USD Million) & (K Units)

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Seat Actuator Motor Market, Segmentation by Type:

Brushed DC Motor

Brushless DC Motor

Global Automotive Seat Actuator Motor Market, Segmentation by Function:

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

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

Gasoline Vehicles

New Energy Vehicles

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

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