

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

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## Abstracts

The global Automotive Seat Micro 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 micromotors are small motors installed inside car seats to drive various electric adjustment functions. They are primarily responsible for fine-tuning the seat's fore-and-aft movement, height adjustment, backrest angle, lumbar support, headrest, and side wings. These motors are typically integrated with reduction gears, lead screws, or transmission mechanisms, and are characterized by their small size, stable torque, low noise, and long lifespan. They are key actuators in electric seat systems, enabling comfort, personalized adjustments, and intelligent linkages, directly impacting the user experience and the overall quality of the vehicle. In 2025, global sales of automotive seat micromotors reached approximately 290,130 K units.

As automobiles evolve from 'mechanical products' to 'intelligent mobile spaces,' the cabin experience is gradually becoming a crucial component of the overall vehicle value. As the component in the cabin with the most frequent contact and longest usage period, the comfort, adjustability, and intelligence level of the seat directly impact the user's perception of the vehicle's overall quality. Within this system, automotive seat micromotors, though small in size and low in unit price, play a critical role in converting electrical signals into actual actions, making them an indispensable basic power unit in electric seat systems.

Automotive seat micromotors are mainly used to drive specific functions such as seat fore-and-aft sliding, height adjustment, backrest adjustment, lumbar support, and headrest and side wing adjustment. They typically exist in the form of DC micromotors

and are integrated with reduction gearboxes, lead screws, or gear mechanisms to achieve precise and smooth linear or rotary motion. As the functions of electric seats become increasingly refined, the number of micromotors required for a single seat continues to increase, transforming automotive seat micromotors from 'optional components' into a crucial basic unit determining the upper limit of seat system functionality.

From the market demand perspective, the growth of automotive seat micromotors is highly correlated with automotive electrification, intelligentization, and consumer upgrading. On the one hand, the proportion of electric seats in new energy passenger vehicles and mid-to-high-end fuel vehicles continues to increase, with electric adjustment gradually moving from luxury models to mainstream models. On the other hand, consumers' demands for multi-directional adjustment, seat memory, comfort, and personalized experiences are constantly increasing, driving a steady rise in the usage of micro motors per seat. Therefore, the automotive seat micro motor market exhibits a dual growth characteristic of 'increased vehicle installation rate + increased usage per vehicle.'

From a technological evolution perspective, automotive seat micro motors are continuously upgrading towards miniaturization, low noise, high reliability, and high consistency. Traditional micro DC motors are constantly being optimized in structural design and material selection to meet the stringent requirements of automobiles for low vibration, low electromagnetic interference, and long lifespan. Simultaneously, as the electronic architecture of the cockpit becomes increasingly complex, the importance of micro motors in terms of response speed, synchronous control, and system matching is constantly increasing. The integrated design of the motor and reduction mechanism is becoming a key path to reduce assembly complexity and improve system stability.

In terms of industry chain structure, the automotive seat micro motor market exhibits typical characteristics of automotive parts. The upstream sector involves copper, magnetic materials, engineering plastics, and precision metal components; the midstream consists of manufacturers of micromotors and actuators; and the downstream primarily connects with seat system integrators, ultimately supplying OEMs. OEMs' focus on these micromotors has shifted from simple cost control to performance stability, batch consistency, and long-term supply capabilities. This gives suppliers with automotive-grade quality systems, automated production capabilities, and large-scale delivery experience a competitive edge.

Regionally, the European, American, and Japanese markets started earlier in the

popularization of electric seats and comfort standards, placing higher demands on the reliability and NVH performance of micromotors. Driven by the rapid development of new energy vehicles and smart cockpits, the Chinese market has become one of the most dynamic regions globally for automotive seat micromotor demand. The advantages of the domestic supply chain in cost control, development response, and system collaboration are gradually becoming apparent, accelerating domestic substitution and market share growth.

Looking ahead, the development of the automotive seat micromotor market will focus more on comfort enhancement, intelligent collaboration, and long-term reliability. In terms of comfort, low noise, smooth adjustment, and precise control will become core indicators; in terms of intelligence, micro motors will be more deeply integrated into the seat control system, and will be linked with user recognition, seat memory, and intelligent cockpit scenarios; in terms of reliability, adapting to longer vehicle life cycles and more complex usage environments will become an important direction for continuous product upgrades.

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

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

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

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

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

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

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

U.S. VS China: Automotive Seat Micro Motor domestic production, consumption, key

domestic manufacturers and share

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

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

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Brushed DC Motor

Brushless DC Motor

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

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

#### Global Automotive Seat Micro Motor Market, Segmentation by Car Type:

Gasoline Vehicles

New Energy Vehicles

#### Global Automotive Seat Micro Motor Market, Segmentation by Application:

Passenger Vehicle

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

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