

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

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## Abstracts

The global Automotive 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).

Automotive seat motors are small electrically driven actuators 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 angle, 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 motors are estimated at 290,130,000 units, with an average price of approximately US\$6.32 per unit.

As automobiles evolve from simple transportation tools into 'mobile living spaces' integrating comfort, intelligence, and personalization, the cabin system is becoming one of the core areas of differentiation in vehicle manufacturing. As the most frequently used component in the cabin, with the longest direct contact time with occupants, the level of electrification and intelligence of the seat directly impacts consumers' perception of the overall vehicle quality and value. Within this system, the automotive seat motor, though small in size, plays a crucial role in translating control signals into actual actions, making it an indispensable basic power unit for electric seat systems.

Automotive 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. They typically exist in the form of miniature DC motors and are integrated with reduction mechanisms, lead screws, or gear systems. A seat with multi-directional electric adjustment often requires multiple motors working in tandem, transforming the automotive seat motor from an early 'high-end component' into a core execution unit that determines the upper limit of seat functionality and the level of user experience.

From the market demand perspective, the growth of automotive seat motors is highly correlated with automotive electrification, intelligence, and consumer upgrading. On the one hand, the proportion of electric seats in new energy passenger vehicles and mid-to-high-end gasoline vehicles continues to increase, with electric adjustment rapidly expanding from luxury models to mainstream models. On the other hand, consumers' demands for comfort, personalized seating posture, seat memory, and multi-scenario connectivity are constantly increasing, driving a continuous increase in the number of seat motors used per vehicle. Therefore, the automotive seat motor market exhibits a dual growth characteristic of 'increased vehicle installation rate + increased value per vehicle.'

From a technological evolution perspective, automotive seat motors are continuously upgrading towards miniaturization, low noise, high reliability, and high integration. Traditional brushed DC motors have achieved mature solutions in terms of cost and stability through structural optimization and material improvements. Meanwhile, brushless DC motors, with their advantages of long lifespan, low noise, and high control precision, are gradually penetrating mid-to-high-end models and new energy platforms. The integrated design of the motor with the gearbox and control unit is also becoming an important technological path to improve system efficiency and reduce assembly complexity.

In terms of the industry chain structure, automotive seat motors have typical automotive component attributes. The upstream sector involves basic materials such as copper, magnetic materials, engineering plastics, and precision metal parts; the midstream consists of motor and actuator manufacturers; and the downstream primarily connects with seat system integrators, ultimately entering the supply chains of OEMs. During the selection process, OEMs, in addition to cost factors, place greater emphasis on batch consistency, long-term reliability, platform compatibility, and supply chain stability. This allows suppliers with automotive-grade quality systems, automated production capabilities, and collaborative development experience to gradually gain an advantage in market competition.

From a regional market perspective, the European, American, and Japanese markets started earlier in the popularization of electric seats and ergonomic standards, placing higher demands on the durability, NVH performance, and safety of seat motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrading of intelligent cockpit configurations, has become one of the most dynamic regions for global demand growth in automotive seat motors. The advantages of domestic supply chains in cost control, development response speed, and system integration are becoming increasingly apparent, accelerating the process of domestic substitution.

Looking ahead, the development of the automotive seat motor market will focus more on upgrading comfort experience, intelligent collaborative control, and ensuring long-term reliability. In terms of comfort, low noise, low vibration, and smooth adjustment will become core indicators; in terms of intelligence, seat motors will be more deeply integrated into the vehicle's electronic architecture to achieve linkage with user recognition, seat memory, health management, 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 iteration.

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

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

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

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

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

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

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

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

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

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

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

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Brushed DC motor

Brushless DC motor

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

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

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

Front Seats

Rear Seats

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

6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

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

### 2 DEMAND SUMMARY

- 2.1 World Automotive Seat Motor Demand (2021-2032)
- 2.2 World Automotive Seat Motor Consumption by Region
  - 2.2.1 World Automotive Seat Motor Consumption by Region (2021-2026)
  - 2.2.2 World Automotive Seat Motor Consumption Forecast by Region (2027-2032)
- 2.3 United States Automotive Seat Motor Consumption (2021-2032)
- 2.4 China Automotive Seat Motor Consumption (2021-2032)
- 2.5 Europe Automotive Seat Motor Consumption (2021-2032)
- 2.6 Japan Automotive Seat Motor Consumption (2021-2032)
- 2.7 South Korea Automotive Seat Motor Consumption (2021-2032)
- 2.8 ASEAN Automotive Seat Motor Consumption (2021-2032)
- 2.9 India Automotive Seat Motor Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Automotive Seat Motor Production Value by Manufacturer (2021-2026)
- 3.2 World Automotive Seat Motor Production by Manufacturer (2021-2026)
- 3.3 World Automotive Seat Motor Average Price by Manufacturer (2021-2026)
- 3.4 Automotive Seat Motor Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Automotive Seat Motor Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Automotive Seat Motor in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Automotive Seat Motor in 2025
- 3.6 Automotive Seat Motor Market: Overall Company Footprint Analysis
  - 3.6.1 Automotive Seat Motor Market: Region Footprint
  - 3.6.2 Automotive Seat Motor Market: Company Product Type Footprint
  - 3.6.3 Automotive Seat 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 Seat Motor Production Value Comparison
  - 4.1.1 United States VS China: Automotive Seat Motor Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Automotive Seat Motor Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Automotive Seat Motor Production Comparison
  - 4.2.1 United States VS China: Automotive Seat Motor Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Automotive Seat Motor Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Automotive Seat Motor Consumption Comparison
  - 4.3.1 United States VS China: Automotive Seat Motor Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Automotive Seat Motor Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Automotive Seat Motor Manufacturers and Market Share, 2021-2026
  - 4.4.1 United States Based Automotive Seat Motor Manufacturers, Headquarters and

## Production Site (States, Country)

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

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

## 4.5 China Based Automotive Seat Motor Manufacturers and Market Share

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

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

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

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

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

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

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

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Automotive Seat 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 Seat Motor Production by Type (2021-2032)

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

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

## **6 MARKET ANALYSIS BY FUNCTION**

6.1 World Automotive Seat 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 Seat Motor Production by Function (2021-2032)

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

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

## **7 MARKET ANALYSIS BY LOCATION**

7.1 World Automotive Seat 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 Seat Motor Production by Location (2021-2032)

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

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

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World Automotive Seat 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 Seat Motor Production by Application (2021-2032)

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

8.3.3 World Automotive Seat 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 Seat Motor Product and Services

9.1.4 Shenghuabo Automotive Seat 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 Seat Motor Product and Services
  - 9.2.4 Brose Automotive Seat 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 Seat Motor Product and Services
  - 9.3.4 Denso (ASMO) Automotive Seat 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 Seat Motor Product and Services
  - 9.4.4 Bosch Automotive Seat 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 Seat Motor Product and Services
  - 9.5.4 Leggett & Platt Automotive Seat 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 Seat Motor Product and Services
  - 9.6.4 Yanfeng Automotive Seat 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 Seat Motor Product and Services

9.7.4 Johnson Electric Automotive Seat 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 Seat Motor Product and Services

9.8.4 Keyang Electric Machinery Automotive Seat 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 Seat Motor Product and Services

9.9.4 Mabuchi Automotive Seat 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 Seat Motor Product and Services

9.10.4 Mitsuba Automotive Seat 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 Seat Motor Product and Services

9.11.4 Nidec Automotive Seat 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 Seat Motor Industry Chain

10.2 Automotive Seat Motor Upstream Analysis

10.2.1 Automotive Seat Motor Core Raw Materials

10.2.2 Main Manufacturers of Automotive Seat Motor Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Automotive Seat Motor Production Mode

10.6 Automotive Seat Motor Procurement Model

10.7 Automotive Seat Motor Industry Sales Model and Sales Channels

10.7.1 Automotive Seat Motor Sales Model

10.7.2 Automotive Seat 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 Seat Motor Production Value by Region (2021, 2025 and 2032) & (USD Million)

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

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

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

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

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

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

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

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

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

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

Table 12. Automotive Seat Motor Major Market Trends

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

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

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

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

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

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

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

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

Table 21. Global Automotive Seat Motor Company Evaluation Quadrant

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

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

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

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

Table 26. Automotive Seat Motor Competitive Factors

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

Table 28. Automotive Seat Motor Mergers & Acquisitions Activity

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 44. Rest of World Based Manufacturers Automotive Seat Motor Production Value

Market Share (2021-2026)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 59. World Automotive Seat Motor Average Price by Function (2021-2026) & (US\$/Unit)

Table 60. World Automotive Seat Motor Average Price by Function (2027-2032) & (US\$/Unit)

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 74. World Automotive Seat 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 Seat Motor Product and Services

Table 78. Shenghuabo Automotive Seat 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 Seat Motor Product and Services

Table 84. Brose Automotive Seat 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 Seat Motor Product and Services

Table 90. Denso (ASMO) Automotive Seat 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 Seat Motor Product and Services
- Table 96. Bosch Automotive Seat 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 Seat Motor Product and Services
- Table 102. Leggett & Platt Automotive Seat 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 Seat Motor Product and Services
- Table 108. Yanfeng Automotive Seat 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 Seat Motor Product and Services
- Table 114. Johnson Electric Automotive Seat 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 Seat Motor Product and Services
- Table 120. Keyang Electric Machinery Automotive Seat 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 Seat Motor Product and Services
- Table 126. Mabuchi Automotive Seat 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 Seat Motor Product and Services
- Table 132. Mitsuba Automotive Seat 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 Seat Motor Product and Services
- Table 138. Nidec Automotive Seat 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 Seat Motor Upstream (Raw Materials)
- Table 142. Global Automotive Seat Motor Typical Customers
- Table 143. Automotive Seat Motor Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Automotive Seat Motor Picture

Figure 2. World Automotive Seat Motor Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Automotive Seat Motor Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Automotive Seat Motor Production (2021-2032) & (K Units)

Figure 5. World Automotive Seat Motor Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Automotive Seat Motor Production Value Market Share by Region (2021-2032)

Figure 7. World Automotive Seat Motor Production Market Share by Region (2021-2032)

Figure 8. North America Automotive Seat Motor Production (2021-2032) & (K Units)

Figure 9. Europe Automotive Seat Motor Production (2021-2032) & (K Units)

Figure 10. China Automotive Seat Motor Production (2021-2032) & (K Units)

Figure 11. Japan Automotive Seat Motor Production (2021-2032) & (K Units)

Figure 12. South Korea Automotive Seat Motor Production (2021-2032) & (K Units)

Figure 13. Automotive Seat Motor Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 16. World Automotive Seat Motor Consumption Market Share by Region (2021-2032)

Figure 17. United States Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 18. China Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 19. Europe Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 20. Japan Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 21. South Korea Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 22. ASEAN Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 23. India Automotive Seat Motor Consumption (2021-2032) & (K Units)

Figure 24. Producer Shipments of Automotive Seat Motor by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Automotive Seat Motor Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Automotive Seat Motor Markets in 2025

Figure 27. United States VS China: Automotive Seat Motor Production Value Market

Share Comparison (2021 & 2025 & 2032)

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

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

Figure 30. United States Based Manufacturers Automotive Seat Motor Production Market Share 2025

Figure 31. China Based Manufacturers Automotive Seat Motor Production Market Share 2025

Figure 32. Rest of World Based Manufacturers Automotive Seat Motor Production Market Share 2025

Figure 33. World Automotive Seat Motor Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 34. World Automotive Seat Motor Production Value Market Share by Type in 2025

Figure 35. Brushed DC motor

Figure 36. Brushless DC motor

Figure 37. World Automotive Seat Motor Production Market Share by Type (2021-2032)

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

Figure 39. World Automotive Seat Motor Average Price by Type (2021-2032) & (US\$/Unit)

Figure 40. World Automotive Seat Motor Production Value by Function, (USD Million), 2021 & 2025 & 2032

Figure 41. World Automotive Seat Motor Production Value Market Share by Function in 2025

Figure 42. Seat Fore/Aft Motor

Figure 43. Seat Tilt Motor

Figure 44. Height Adjust Motor

Figure 45. Others

Figure 46. World Automotive Seat Motor Production Market Share by Function (2021-2032)

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

Figure 48. World Automotive Seat Motor Average Price by Function (2021-2032) & (US\$/Unit)

Figure 49. World Automotive Seat Motor Production Value by Location, (USD Million), 2021 & 2025 & 2032

Figure 50. World Automotive Seat Motor Production Value Market Share by Location in

2025

Figure 51. Front Seats

Figure 52. Rear Seats

Figure 53. World Automotive Seat Motor Production Market Share by Location  
(2021-2032)

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

Figure 55. World Automotive Seat Motor Average Price by Location (2021-2032) &  
(US\$/Unit)

Figure 56. World Automotive Seat Motor Production Value by Application, (USD Million),  
2021 & 2025 & 2032

Figure 57. World Automotive Seat Motor Production Value Market Share by Application  
in 2025

Figure 58. Passenger Car

Figure 59. Commercial Vehicle

Figure 60. World Automotive Seat Motor Production Market Share by Application  
(2021-2032)

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

Figure 62. World Automotive Seat Motor Average Price by Application (2021-2032) &  
(US\$/Unit)

Figure 63. Automotive Seat Motor Industry Chain

Figure 64. Automotive Seat Motor Procurement Model

Figure 65. Automotive Seat Motor Sales Model

Figure 66. Automotive Seat Motor Sales Channels, Direct Sales, and Distribution

Figure 67. Methodology

Figure 68. Research Process and Data Source

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