

# Global Automotive Seat Motor Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Automotive Seat Motor market size was valued at US\$ 1848 million in 2024 and is forecast to a readjusted size of USD 2514 million by 2031 with a CAGR of 4.5% during review period.

Automotive seats are the most important automotive parts in Automotive interiors. Their safety and comfort directly affect the safety of drivers and passengers and their overall experience of the Automotive. Automotive seats are mainly composed of seat basic skeleton/frame, drive motor, seat cushion, surface, headrest, backrest, slide rail, angle adjuster and other components. They are system engineering products integrating ergonomics, mechanical vibration and control engineering. At present, the adjustment of automotive seat position is divided into two ways: manual mechanical adjustment and electric control. Compared with manual adjustment seats, electric adjustment seats are easier to adjust the position and seat posture, and also increase the comfort of drivers and passengers.

The seat motor is a motor that realizes the electric control of automotive seats and provides power for adjusting seats. It has the characteristics of small size, light weight, high efficiency, smooth operation and low noise. According to the different adjustment functions realized, the seat motor can be mainly divided into four categories: horizontal adjustment motor, angle adjustment motor, front lifting motor and rear lifting motor.

From the perspective of product type and technology, automotive seat motors can be divided into DC brushed motors and DC brushless motors. At present, there are many types of automotive electric seat adjustment motors on the market, and they are basically dominated by brushed motors, accounting for about 93.59% of the market.

Brushed motors have large size, low efficiency, high noise, short life, and the adjustment speed cannot be changed according to passenger requirements. The adjustment accuracy and memory position deviation are large, and the motor resonance is large. These problems have always been difficult to solve for electric seats in the existing market. In the context of global energy conservation and environmental protection, seat motors show two development trends. One is the miniaturization and lightweight of motors. The other is to replace brushed permanent magnet DC motors with brushless motors. Brushless motors have the characteristics of low noise and smaller size than brushed motors with the same power. The use of brushless motors in seat motors is the future development direction.

The seat motor is the core component of the automotive electric seat. More than 95% of electric seats are equipped in passenger car. The higher the price of the passenger car, the higher the configuration rate of the electric seat, the more adjustable parts of the seat, and the more motors are required.

Currently, the world's major manufacturers include Shenghua Wave, Brose, Denso (ASMO), Bosch and Leggett & Platt. In 2023, the top five manufacturers accounted for more than 59% of the revenue share. It is expected that industry competition will become more intense in the next few years, especially in the Chinese market.

This report is a detailed and comprehensive analysis for global Automotive Seat Motor market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Automotive Seat Motor market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive Seat Motor market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive Seat Motor market size and forecasts, by Type and by Application, in

consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive Seat Motor market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Automotive Seat Motor

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Automotive Seat Motor market based on the following parameters - company overview, sales quantity, revenue, 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.

## Market Segmentation

Automotive Seat Motor market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Brushed DC motor

Brushless DC motor

## Market segment by Application

Passenger Car

Commercial Vehicle

## Major players covered

Shenghuabo

Brose

Denso (ASMO)

Bosch

Leggett & Platt

Yanfeng

Johnson Electric

Keyang Electric Machinery

Mabuchi

Mitsuba

Nidec

## Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Automotive Seat Motor product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Seat Motor, with price, sales quantity, revenue, and global market share of Automotive Seat Motor from 2020 to 2025.

Chapter 3, the Automotive Seat Motor competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Seat Motor breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Automotive Seat Motor market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive Seat Motor.

Chapter 14 and 15, to describe Automotive Seat Motor sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Automotive Seat Motor Consumption Value by Type: 2020 Versus 2024 Versus 2031
  - 1.3.2 Brushed DC motor
  - 1.3.3 Brushless DC motor
- 1.4 Market Analysis by Application
  - 1.4.1 Overview: Global Automotive Seat Motor Consumption Value by Application: 2020 Versus 2024 Versus 2031
  - 1.4.2 Passenger Car
  - 1.4.3 Commercial Vehicle
- 1.5 Global Automotive Seat Motor Market Size & Forecast
  - 1.5.1 Global Automotive Seat Motor Consumption Value (2020 & 2024 & 2031)
  - 1.5.2 Global Automotive Seat Motor Sales Quantity (2020-2031)
  - 1.5.3 Global Automotive Seat Motor Average Price (2020-2031)

### 2 MANUFACTURERS PROFILES

- 2.1 Shenghuabo
  - 2.1.1 Shenghuabo Details
  - 2.1.2 Shenghuabo Major Business
  - 2.1.3 Shenghuabo Automotive Seat Motor Product and Services
  - 2.1.4 Shenghuabo Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.1.5 Shenghuabo Recent Developments/Updates
- 2.2 Brose
  - 2.2.1 Brose Details
  - 2.2.2 Brose Major Business
  - 2.2.3 Brose Automotive Seat Motor Product and Services
  - 2.2.4 Brose Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.2.5 Brose Recent Developments/Updates
- 2.3 Denso (ASMO)
  - 2.3.1 Denso (ASMO) Details

- 2.3.2 Denso (ASMO) Major Business
- 2.3.3 Denso (ASMO) Automotive Seat Motor Product and Services
- 2.3.4 Denso (ASMO) Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Denso (ASMO) Recent Developments/Updates
- 2.4 Bosch
  - 2.4.1 Bosch Details
  - 2.4.2 Bosch Major Business
  - 2.4.3 Bosch Automotive Seat Motor Product and Services
  - 2.4.4 Bosch Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.4.5 Bosch Recent Developments/Updates
- 2.5 Leggett & Platt
  - 2.5.1 Leggett & Platt Details
  - 2.5.2 Leggett & Platt Major Business
  - 2.5.3 Leggett & Platt Automotive Seat Motor Product and Services
  - 2.5.4 Leggett & Platt Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.5.5 Leggett & Platt Recent Developments/Updates
- 2.6 Yanfeng
  - 2.6.1 Yanfeng Details
  - 2.6.2 Yanfeng Major Business
  - 2.6.3 Yanfeng Automotive Seat Motor Product and Services
  - 2.6.4 Yanfeng Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.6.5 Yanfeng Recent Developments/Updates
- 2.7 Johnson Electric
  - 2.7.1 Johnson Electric Details
  - 2.7.2 Johnson Electric Major Business
  - 2.7.3 Johnson Electric Automotive Seat Motor Product and Services
  - 2.7.4 Johnson Electric Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.7.5 Johnson Electric Recent Developments/Updates
- 2.8 Keyang Electric Machinery
  - 2.8.1 Keyang Electric Machinery Details
  - 2.8.2 Keyang Electric Machinery Major Business
  - 2.8.3 Keyang Electric Machinery Automotive Seat Motor Product and Services
  - 2.8.4 Keyang Electric Machinery Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

## 2.8.5 Keyang Electric Machinery Recent Developments/Updates

## 2.9 Mabuchi

### 2.9.1 Mabuchi Details

### 2.9.2 Mabuchi Major Business

### 2.9.3 Mabuchi Automotive Seat Motor Product and Services

### 2.9.4 Mabuchi Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

### 2.9.5 Mabuchi Recent Developments/Updates

## 2.10 Mitsuba

### 2.10.1 Mitsuba Details

### 2.10.2 Mitsuba Major Business

### 2.10.3 Mitsuba Automotive Seat Motor Product and Services

### 2.10.4 Mitsuba Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

### 2.10.5 Mitsuba Recent Developments/Updates

## 2.11 Nidec

### 2.11.1 Nidec Details

### 2.11.2 Nidec Major Business

### 2.11.3 Nidec Automotive Seat Motor Product and Services

### 2.11.4 Nidec Automotive Seat Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

### 2.11.5 Nidec Recent Developments/Updates

## **3 COMPETITIVE ENVIRONMENT: AUTOMOTIVE SEAT MOTOR BY MANUFACTURER**

### 3.1 Global Automotive Seat Motor Sales Quantity by Manufacturer (2020-2025)

### 3.2 Global Automotive Seat Motor Revenue by Manufacturer (2020-2025)

### 3.3 Global Automotive Seat Motor Average Price by Manufacturer (2020-2025)

### 3.4 Market Share Analysis (2024)

#### 3.4.1 Producer Shipments of Automotive Seat Motor by Manufacturer Revenue (\$MM) and Market Share (%): 2024

#### 3.4.2 Top 3 Automotive Seat Motor Manufacturer Market Share in 2024

#### 3.4.3 Top 6 Automotive Seat Motor Manufacturer Market Share in 2024

### 3.5 Automotive Seat Motor Market: Overall Company Footprint Analysis

#### 3.5.1 Automotive Seat Motor Market: Region Footprint

#### 3.5.2 Automotive Seat Motor Market: Company Product Type Footprint

#### 3.5.3 Automotive Seat Motor Market: Company Product Application Footprint

### 3.6 New Market Entrants and Barriers to Market Entry

### 3.7 Mergers, Acquisition, Agreements, and Collaborations

## 4 CONSUMPTION ANALYSIS BY REGION

### 4.1 Global Automotive Seat Motor Market Size by Region

- 4.1.1 Global Automotive Seat Motor Sales Quantity by Region (2020-2031)
- 4.1.2 Global Automotive Seat Motor Consumption Value by Region (2020-2031)
- 4.1.3 Global Automotive Seat Motor Average Price by Region (2020-2031)

### 4.2 North America Automotive Seat Motor Consumption Value (2020-2031)

### 4.3 Europe Automotive Seat Motor Consumption Value (2020-2031)

### 4.4 Asia-Pacific Automotive Seat Motor Consumption Value (2020-2031)

### 4.5 South America Automotive Seat Motor Consumption Value (2020-2031)

### 4.6 Middle East & Africa Automotive Seat Motor Consumption Value (2020-2031)

## 5 MARKET SEGMENT BY TYPE

### 5.1 Global Automotive Seat Motor Sales Quantity by Type (2020-2031)

### 5.2 Global Automotive Seat Motor Consumption Value by Type (2020-2031)

### 5.3 Global Automotive Seat Motor Average Price by Type (2020-2031)

## 6 MARKET SEGMENT BY APPLICATION

### 6.1 Global Automotive Seat Motor Sales Quantity by Application (2020-2031)

### 6.2 Global Automotive Seat Motor Consumption Value by Application (2020-2031)

### 6.3 Global Automotive Seat Motor Average Price by Application (2020-2031)

## 7 NORTH AMERICA

### 7.1 North America Automotive Seat Motor Sales Quantity by Type (2020-2031)

### 7.2 North America Automotive Seat Motor Sales Quantity by Application (2020-2031)

### 7.3 North America Automotive Seat Motor Market Size by Country

#### 7.3.1 North America Automotive Seat Motor Sales Quantity by Country (2020-2031)

#### 7.3.2 North America Automotive Seat Motor Consumption Value by Country (2020-2031)

#### 7.3.3 United States Market Size and Forecast (2020-2031)

#### 7.3.4 Canada Market Size and Forecast (2020-2031)

#### 7.3.5 Mexico Market Size and Forecast (2020-2031)

## 8 EUROPE

- 8.1 Europe Automotive Seat Motor Sales Quantity by Type (2020-2031)
- 8.2 Europe Automotive Seat Motor Sales Quantity by Application (2020-2031)
- 8.3 Europe Automotive Seat Motor Market Size by Country
  - 8.3.1 Europe Automotive Seat Motor Sales Quantity by Country (2020-2031)
  - 8.3.2 Europe Automotive Seat Motor Consumption Value by Country (2020-2031)
  - 8.3.3 Germany Market Size and Forecast (2020-2031)
  - 8.3.4 France Market Size and Forecast (2020-2031)
  - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
  - 8.3.6 Russia Market Size and Forecast (2020-2031)
  - 8.3.7 Italy Market Size and Forecast (2020-2031)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Automotive Seat Motor Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Automotive Seat Motor Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Automotive Seat Motor Market Size by Region
  - 9.3.1 Asia-Pacific Automotive Seat Motor Sales Quantity by Region (2020-2031)
  - 9.3.2 Asia-Pacific Automotive Seat Motor Consumption Value by Region (2020-2031)
  - 9.3.3 China Market Size and Forecast (2020-2031)
  - 9.3.4 Japan Market Size and Forecast (2020-2031)
  - 9.3.5 South Korea Market Size and Forecast (2020-2031)
  - 9.3.6 India Market Size and Forecast (2020-2031)
  - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
  - 9.3.8 Australia Market Size and Forecast (2020-2031)

## **10 SOUTH AMERICA**

- 10.1 South America Automotive Seat Motor Sales Quantity by Type (2020-2031)
- 10.2 South America Automotive Seat Motor Sales Quantity by Application (2020-2031)
- 10.3 South America Automotive Seat Motor Market Size by Country
  - 10.3.1 South America Automotive Seat Motor Sales Quantity by Country (2020-2031)
  - 10.3.2 South America Automotive Seat Motor Consumption Value by Country (2020-2031)
  - 10.3.3 Brazil Market Size and Forecast (2020-2031)
  - 10.3.4 Argentina Market Size and Forecast (2020-2031)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Automotive Seat Motor Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Automotive Seat Motor Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Automotive Seat Motor Market Size by Country
  - 11.3.1 Middle East & Africa Automotive Seat Motor Sales Quantity by Country (2020-2031)
  - 11.3.2 Middle East & Africa Automotive Seat Motor Consumption Value by Country (2020-2031)
  - 11.3.3 Turkey Market Size and Forecast (2020-2031)
  - 11.3.4 Egypt Market Size and Forecast (2020-2031)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
  - 11.3.6 South Africa Market Size and Forecast (2020-2031)

## **12 MARKET DYNAMICS**

- 12.1 Automotive Seat Motor Market Drivers
- 12.2 Automotive Seat Motor Market Restraints
- 12.3 Automotive Seat Motor Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Automotive Seat Motor and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Automotive Seat Motor
- 13.3 Automotive Seat Motor Production Process
- 13.4 Industry Value Chain Analysis

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Automotive Seat Motor Typical Distributors
- 14.3 Automotive Seat Motor Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Automotive Seat Motor Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Automotive Seat Motor Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Shenghuabo Basic Information, Manufacturing Base and Competitors

Table 4. Shenghuabo Major Business

Table 5. Shenghuabo Automotive Seat Motor Product and Services

Table 6. Shenghuabo Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Shenghuabo Recent Developments/Updates

Table 8. Brose Basic Information, Manufacturing Base and Competitors

Table 9. Brose Major Business

Table 10. Brose Automotive Seat Motor Product and Services

Table 11. Brose Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Brose Recent Developments/Updates

Table 13. Denso (ASMO) Basic Information, Manufacturing Base and Competitors

Table 14. Denso (ASMO) Major Business

Table 15. Denso (ASMO) Automotive Seat Motor Product and Services

Table 16. Denso (ASMO) Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Denso (ASMO) Recent Developments/Updates

Table 18. Bosch Basic Information, Manufacturing Base and Competitors

Table 19. Bosch Major Business

Table 20. Bosch Automotive Seat Motor Product and Services

Table 21. Bosch Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Bosch Recent Developments/Updates

Table 23. Leggett & Platt Basic Information, Manufacturing Base and Competitors

Table 24. Leggett & Platt Major Business

Table 25. Leggett & Platt Automotive Seat Motor Product and Services

Table 26. Leggett & Platt Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Leggett & Platt Recent Developments/Updates

Table 28. Yanfeng Basic Information, Manufacturing Base and Competitors

Table 29. Yanfeng Major Business

Table 30. Yanfeng Automotive Seat Motor Product and Services

Table 31. Yanfeng Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Yanfeng Recent Developments/Updates

Table 33. Johnson Electric Basic Information, Manufacturing Base and Competitors

Table 34. Johnson Electric Major Business

Table 35. Johnson Electric Automotive Seat Motor Product and Services

Table 36. Johnson Electric Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Johnson Electric Recent Developments/Updates

Table 38. Keyang Electric Machinery Basic Information, Manufacturing Base and Competitors

Table 39. Keyang Electric Machinery Major Business

Table 40. Keyang Electric Machinery Automotive Seat Motor Product and Services

Table 41. Keyang Electric Machinery Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Keyang Electric Machinery Recent Developments/Updates

Table 43. Mabuchi Basic Information, Manufacturing Base and Competitors

Table 44. Mabuchi Major Business

Table 45. Mabuchi Automotive Seat Motor Product and Services

Table 46. Mabuchi Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Mabuchi Recent Developments/Updates

Table 48. Mitsuba Basic Information, Manufacturing Base and Competitors

Table 49. Mitsuba Major Business

Table 50. Mitsuba Automotive Seat Motor Product and Services

Table 51. Mitsuba Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. Mitsuba Recent Developments/Updates

Table 53. Nidec Basic Information, Manufacturing Base and Competitors

Table 54. Nidec Major Business

Table 55. Nidec Automotive Seat Motor Product and Services

Table 56. Nidec Automotive Seat Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Nidec Recent Developments/Updates

Table 58. Global Automotive Seat Motor Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 59. Global Automotive Seat Motor Revenue by Manufacturer (2020-2025) & (USD Million)

Table 60. Global Automotive Seat Motor Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 61. Market Position of Manufacturers in Automotive Seat Motor, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 62. Head Office and Automotive Seat Motor Production Site of Key Manufacturer

Table 63. Automotive Seat Motor Market: Company Product Type Footprint

Table 64. Automotive Seat Motor Market: Company Product Application Footprint

Table 65. Automotive Seat Motor New Market Entrants and Barriers to Market Entry

Table 66. Automotive Seat Motor Mergers, Acquisition, Agreements, and Collaborations

Table 67. Global Automotive Seat Motor Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 68. Global Automotive Seat Motor Sales Quantity by Region (2020-2025) & (K Units)

Table 69. Global Automotive Seat Motor Sales Quantity by Region (2026-2031) & (K Units)

Table 70. Global Automotive Seat Motor Consumption Value by Region (2020-2025) & (USD Million)

Table 71. Global Automotive Seat Motor Consumption Value by Region (2026-2031) & (USD Million)

Table 72. Global Automotive Seat Motor Average Price by Region (2020-2025) & (US\$/Unit)

Table 73. Global Automotive Seat Motor Average Price by Region (2026-2031) & (US\$/Unit)

Table 74. Global Automotive Seat Motor Sales Quantity by Type (2020-2025) & (K Units)

Table 75. Global Automotive Seat Motor Sales Quantity by Type (2026-2031) & (K Units)

Table 76. Global Automotive Seat Motor Consumption Value by Type (2020-2025) & (USD Million)

Table 77. Global Automotive Seat Motor Consumption Value by Type (2026-2031) & (USD Million)

Table 78. Global Automotive Seat Motor Average Price by Type (2020-2025) & (US\$/Unit)

Table 79. Global Automotive Seat Motor Average Price by Type (2026-2031) & (US\$/Unit)

Table 80. Global Automotive Seat Motor Sales Quantity by Application (2020-2025) & (K Units)

Table 81. Global Automotive Seat Motor Sales Quantity by Application (2026-2031) & (K Units)

Table 82. Global Automotive Seat Motor Consumption Value by Application (2020-2025) & (USD Million)

Table 83. Global Automotive Seat Motor Consumption Value by Application (2026-2031) & (USD Million)

Table 84. Global Automotive Seat Motor Average Price by Application (2020-2025) & (US\$/Unit)

Table 85. Global Automotive Seat Motor Average Price by Application (2026-2031) & (US\$/Unit)

Table 86. North America Automotive Seat Motor Sales Quantity by Type (2020-2025) & (K Units)

Table 87. North America Automotive Seat Motor Sales Quantity by Type (2026-2031) & (K Units)

Table 88. North America Automotive Seat Motor Sales Quantity by Application (2020-2025) & (K Units)

Table 89. North America Automotive Seat Motor Sales Quantity by Application (2026-2031) & (K Units)

Table 90. North America Automotive Seat Motor Sales Quantity by Country (2020-2025) & (K Units)

Table 91. North America Automotive Seat Motor Sales Quantity by Country (2026-2031) & (K Units)

Table 92. North America Automotive Seat Motor Consumption Value by Country (2020-2025) & (USD Million)

Table 93. North America Automotive Seat Motor Consumption Value by Country (2026-2031) & (USD Million)

Table 94. Europe Automotive Seat Motor Sales Quantity by Type (2020-2025) & (K Units)

Table 95. Europe Automotive Seat Motor Sales Quantity by Type (2026-2031) & (K Units)

Table 96. Europe Automotive Seat Motor Sales Quantity by Application (2020-2025) & (K Units)

Table 97. Europe Automotive Seat Motor Sales Quantity by Application (2026-2031) & (K Units)

Table 98. Europe Automotive Seat Motor Sales Quantity by Country (2020-2025) & (K Units)

Table 99. Europe Automotive Seat Motor Sales Quantity by Country (2026-2031) & (K Units)

Table 100. Europe Automotive Seat Motor Consumption Value by Country (2020-2025)

& (USD Million)

Table 101. Europe Automotive Seat Motor Consumption Value by Country (2026-2031)

& (USD Million)

Table 102. Asia-Pacific Automotive Seat Motor Sales Quantity by Type (2020-2025) & (K Units)

Table 103. Asia-Pacific Automotive Seat Motor Sales Quantity by Type (2026-2031) & (K Units)

Table 104. Asia-Pacific Automotive Seat Motor Sales Quantity by Application (2020-2025) & (K Units)

Table 105. Asia-Pacific Automotive Seat Motor Sales Quantity by Application (2026-2031) & (K Units)

Table 106. Asia-Pacific Automotive Seat Motor Sales Quantity by Region (2020-2025) & (K Units)

Table 107. Asia-Pacific Automotive Seat Motor Sales Quantity by Region (2026-2031) & (K Units)

Table 108. Asia-Pacific Automotive Seat Motor Consumption Value by Region (2020-2025) & (USD Million)

Table 109. Asia-Pacific Automotive Seat Motor Consumption Value by Region (2026-2031) & (USD Million)

Table 110. South America Automotive Seat Motor Sales Quantity by Type (2020-2025) & (K Units)

Table 111. South America Automotive Seat Motor Sales Quantity by Type (2026-2031) & (K Units)

Table 112. South America Automotive Seat Motor Sales Quantity by Application (2020-2025) & (K Units)

Table 113. South America Automotive Seat Motor Sales Quantity by Application (2026-2031) & (K Units)

Table 114. South America Automotive Seat Motor Sales Quantity by Country (2020-2025) & (K Units)

Table 115. South America Automotive Seat Motor Sales Quantity by Country (2026-2031) & (K Units)

Table 116. South America Automotive Seat Motor Consumption Value by Country (2020-2025) & (USD Million)

Table 117. South America Automotive Seat Motor Consumption Value by Country (2026-2031) & (USD Million)

Table 118. Middle East & Africa Automotive Seat Motor Sales Quantity by Type (2020-2025) & (K Units)

Table 119. Middle East & Africa Automotive Seat Motor Sales Quantity by Type (2026-2031) & (K Units)

Table 120. Middle East & Africa Automotive Seat Motor Sales Quantity by Application (2020-2025) & (K Units)

Table 121. Middle East & Africa Automotive Seat Motor Sales Quantity by Application (2026-2031) & (K Units)

Table 122. Middle East & Africa Automotive Seat Motor Sales Quantity by Country (2020-2025) & (K Units)

Table 123. Middle East & Africa Automotive Seat Motor Sales Quantity by Country (2026-2031) & (K Units)

Table 124. Middle East & Africa Automotive Seat Motor Consumption Value by Country (2020-2025) & (USD Million)

Table 125. Middle East & Africa Automotive Seat Motor Consumption Value by Country (2026-2031) & (USD Million)

Table 126. Automotive Seat Motor Raw Material

Table 127. Key Manufacturers of Automotive Seat Motor Raw Materials

Table 128. Automotive Seat Motor Typical Distributors

Table 129. Automotive Seat Motor Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Automotive Seat Motor Picture

Figure 2. Global Automotive Seat Motor Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Automotive Seat Motor Revenue Market Share by Type in 2024

Figure 4. Brushed DC motor Examples

Figure 5. Brushless DC motor Examples

Figure 6. Global Automotive Seat Motor Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Global Automotive Seat Motor Revenue Market Share by Application in 2024

Figure 8. Passenger Car Examples

Figure 9. Commercial Vehicle Examples

Figure 10. Global Automotive Seat Motor Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global Automotive Seat Motor Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global Automotive Seat Motor Sales Quantity (2020-2031) & (K Units)

Figure 13. Global Automotive Seat Motor Price (2020-2031) & (US\$/Unit)

Figure 14. Global Automotive Seat Motor Sales Quantity Market Share by Manufacturer in 2024

Figure 15. Global Automotive Seat Motor Revenue Market Share by Manufacturer in 2024

Figure 16. Producer Shipments of Automotive Seat Motor by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 17. Top 3 Automotive Seat Motor Manufacturer (Revenue) Market Share in 2024

Figure 18. Top 6 Automotive Seat Motor Manufacturer (Revenue) Market Share in 2024

Figure 19. Global Automotive Seat Motor Sales Quantity Market Share by Region (2020-2031)

Figure 20. Global Automotive Seat Motor Consumption Value Market Share by Region (2020-2031)

Figure 21. North America Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 22. Europe Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 23. Asia-Pacific Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 24. South America Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 25. Middle East & Africa Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 26. Global Automotive Seat Motor Sales Quantity Market Share by Type (2020-2031)

Figure 27. Global Automotive Seat Motor Consumption Value Market Share by Type (2020-2031)

Figure 28. Global Automotive Seat Motor Average Price by Type (2020-2031) & (US\$/Unit)

Figure 29. Global Automotive Seat Motor Sales Quantity Market Share by Application (2020-2031)

Figure 30. Global Automotive Seat Motor Revenue Market Share by Application (2020-2031)

Figure 31. Global Automotive Seat Motor Average Price by Application (2020-2031) & (US\$/Unit)

Figure 32. North America Automotive Seat Motor Sales Quantity Market Share by Type (2020-2031)

Figure 33. North America Automotive Seat Motor Sales Quantity Market Share by Application (2020-2031)

Figure 34. North America Automotive Seat Motor Sales Quantity Market Share by Country (2020-2031)

Figure 35. North America Automotive Seat Motor Consumption Value Market Share by Country (2020-2031)

Figure 36. United States Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 37. Canada Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 38. Mexico Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 39. Europe Automotive Seat Motor Sales Quantity Market Share by Type (2020-2031)

Figure 40. Europe Automotive Seat Motor Sales Quantity Market Share by Application (2020-2031)

Figure 41. Europe Automotive Seat Motor Sales Quantity Market Share by Country (2020-2031)

Figure 42. Europe Automotive Seat Motor Consumption Value Market Share by Country (2020-2031)

Figure 43. Germany Automotive Seat Motor Consumption Value (2020-2031) & (USD

Million)

Figure 44. France Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 45. United Kingdom Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 46. Russia Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 47. Italy Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 48. Asia-Pacific Automotive Seat Motor Sales Quantity Market Share by Type (2020-2031)

Figure 49. Asia-Pacific Automotive Seat Motor Sales Quantity Market Share by Application (2020-2031)

Figure 50. Asia-Pacific Automotive Seat Motor Sales Quantity Market Share by Region (2020-2031)

Figure 51. Asia-Pacific Automotive Seat Motor Consumption Value Market Share by Region (2020-2031)

Figure 52. China Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 53. Japan Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 54. South Korea Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 55. India Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 56. Southeast Asia Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 57. Australia Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 58. South America Automotive Seat Motor Sales Quantity Market Share by Type (2020-2031)

Figure 59. South America Automotive Seat Motor Sales Quantity Market Share by Application (2020-2031)

Figure 60. South America Automotive Seat Motor Sales Quantity Market Share by Country (2020-2031)

Figure 61. South America Automotive Seat Motor Consumption Value Market Share by Country (2020-2031)

Figure 62. Brazil Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 63. Argentina Automotive Seat Motor Consumption Value (2020-2031) & (USD

Million)

Figure 64. Middle East & Africa Automotive Seat Motor Sales Quantity Market Share by Type (2020-2031)

Figure 65. Middle East & Africa Automotive Seat Motor Sales Quantity Market Share by Application (2020-2031)

Figure 66. Middle East & Africa Automotive Seat Motor Sales Quantity Market Share by Country (2020-2031)

Figure 67. Middle East & Africa Automotive Seat Motor Consumption Value Market Share by Country (2020-2031)

Figure 68. Turkey Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 69. Egypt Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 70. Saudi Arabia Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 71. South Africa Automotive Seat Motor Consumption Value (2020-2031) & (USD Million)

Figure 72. Automotive Seat Motor Market Drivers

Figure 73. Automotive Seat Motor Market Restraints

Figure 74. Automotive Seat Motor Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Automotive Seat Motor in 2024

Figure 77. Manufacturing Process Analysis of Automotive Seat Motor

Figure 78. Automotive Seat Motor Industrial Chain

Figure 79. Sales Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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