

Global Automotive Starter Generator Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Automotive Starter Generator market size was valued at US\$ 8571 million in 2025 and is forecast to a readjusted size of US\$ 11993 million by 2032 with a CAGR of 4.9% during review period.

Automotive Starter Generator combines engine starting and power generation functions into a single unit—either as a traditional starter motor–alternator combination or an integrated starter-generator system—providing engine cranking, electrical energy supply, regenerative braking capability, and efficiency enhancements for internal combustion engine vehicles, mild hybrids, and full hybrid powertrains.

The Automotive Starter Generator industry chain begins upstream with suppliers of copper windings, permanent magnets, stator and rotor laminations, steel housings, bearings, power electronics, voltage regulators, control chips, wiring harnesses, sensor modules, and cooling components, progresses midstream through electromagnetic design, mechanical machining, winding, motor assembly, inverter and control integration, calibration, durability testing, and system validation by Tier-1 manufacturers, and extends downstream through OEM vehicle assembly plants, hybrid system integrators, commercial fleet customers, aftermarket distributors, and service centers that install, maintain, and replace starter generator systems across global automotive markets.

Projects under construction and planned include expansion of 48V starter generator production facilities for mild hybrid vehicles, development of next-generation high-efficiency belt-driven starter generators, upgrades to automated winding and stator

assembly lines, new regional manufacturing bases in Asia and Eastern Europe to support OEM localization, joint ventures between Tier-1 suppliers and automakers for integrated hybrid powertrain platforms, R&D programs focused on higher-density permanent magnet rotors and improved thermal management, and pilot installations of fully integrated starter-generator units designed for commercial vehicles and heavy-duty hybridization strategies.

2025 Global Market sales Volume: 85 million units. Average Global Market Price: US\$98 per unit. Market Average Gross Profit Margin: 22%.

This report is a detailed and comprehensive analysis for global Automotive Starter Generator 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 Starter Generator market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Starter Generator market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Starter Generator market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Starter Generator market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

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 Starter Generator
- 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 Starter Generator 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 Robert Bosch GmbH, Denso Corporation, Valeo Group, AUMOVIO, Innotec Power, SEG Automotive, Mitsuba Corporation, BorgWarner, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Automotive Starter Generator market is split by Type and by Application. For the period 2021-2032, 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

Belt-driven Starter-generator (BSG)

Integrated Starter-generator (ISG)

Market segment by Electrical System Level

12V

24V

48V

Others

Market segment by Vehicle Type

Passenger Vehicle

Light Commercial Vehicle

Heavy Commercial Vehicle

Off-Highway Vehicle

Market segment by Application

Mild Hybrid Electric Vehicles (MHEV)

Hybrid Electric Vehicles (HEV)

Major players covered

Robert Bosch GmbH

Denso Corporation

Valeo Group

AUMOVIO

Innotec Power

SEG Automotive

Mitsuba Corporation

BorgWarner

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 Starter Generator product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Starter Generator, with price, sales quantity, revenue, and global market share of Automotive Starter Generator from 2021 to 2026.

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

Chapter 4, the Automotive Starter Generator breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Automotive Starter Generator market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Starter Generator.

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

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