

# Global Automotive Starter Generator Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automotive Starter Generator market size is expected to reach \$ 11993 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

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 studies the global Automotive Starter Generator production, demand, key manufacturers, and key regions.

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

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

Global Automotive Starter Generator total production and demand, 2021-2032, (K Units)

Global Automotive Starter Generator total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Automotive Starter Generator domestic production, consumption, key domestic manufacturers and share

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

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

Global Automotive Starter Generator production by Application, production, value,

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

This report profiles key players in the global Automotive Starter Generator 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Starter Generator 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 Starter Generator Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Starter Generator Market, Segmentation by Type:

Belt-driven Starter-generator (BSG)

Integrated Starter-generator (ISG)

Global Automotive Starter Generator Market, Segmentation by Electrical System Level:

12V

24V

48V

Others

Global Automotive Starter Generator Market, Segmentation by Vehicle Type:

Passenger Vehicle

Light Commercial Vehicle

Heavy Commercial Vehicle

Off-Highway Vehicle

Global Automotive Starter Generator Market, Segmentation by Application:

Mild Hybrid Electric Vehicles (MHEV)

Hybrid Electric Vehicles (HEV)

**Companies Profiled:**

Robert Bosch GmbH

Denso Corporation

Valeo Group

AUMOVIO

Innotec Power

SEG Automotive

Mitsuba Corporation

BorgWarner

**Key Questions Answered:**

1. How big is the global Automotive Starter Generator market?
2. What is the demand of the global Automotive Starter Generator market?
3. What is the year over year growth of the global Automotive Starter Generator market?
4. What is the production and production value of the global Automotive Starter Generator market?
5. Who are the key producers in the global Automotive Starter Generator market?
6. What are the growth factors driving the market demand?

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