

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

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Abstracts

The global Automotive Sunroof Motor market size is expected to reach \$ 865 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

An automotive sunroof motor is a compact electromechanical unit used to move the openable glass panel of a vehicle roof system. A brushed DC or brushless DC motor generates rotary power, which is transmitted through a worm gear, spur gear or comparable reduction mechanism to a cable, flexible shaft or rail assembly, enabling the roof panel to tilt, slide, close and maintain its commanded position. Key engineering requirements include output torque, operating speed, acoustic performance, electromagnetic compatibility, thermal stability, water and dust resistance, service life, package size and functional safety. The product is generally supplied by a specialist motor manufacturer to a roof-system Tier 1, which incorporates it into the complete roof module before delivery to the vehicle manufacturer.

Key Findings

Global Automotive Sunroof Motor shipments reached 47.24 million units in 2025

The global average selling price was approximately US\$13.1 per unit in 2025

Market Trends

The Automotive Sunroof Motor market is shifting from conventional brushed motor supply toward more integrated mechatronic solutions combining gear reduction, position

sensing, anti-pinch control, diagnostics and vehicle-network communication. Brushed DC motors remain dominant in cost-sensitive and high-volume vehicle programs because of their mature manufacturing process and competitive cost, while brushless motors are gaining attention in premium vehicles, electric vehicles and applications requiring lower noise, longer service life and higher efficiency. Product development is increasingly focused on compact packaging, reduced mass, improved acoustic performance and standardized drive platforms that can be adapted across multiple roof architectures. At the same time, the rapid adoption of fixed panoramic glass roofs is changing the product mix rather than eliminating roof-motor demand. Fixed roofs reduce demand for glass-opening motors but create additional opportunities for powered shade motors, particularly in electric vehicles where thermal comfort and cabin temperature management have become more important. The long-term market direction is therefore characterized by moderate volume growth, a rising share of powered shade applications and gradual improvement in average product value through greater electronic integration.

Market Dynamics

Drivers

Growth is supported by the increasing penetration of panoramic roof systems, higher SUV and crossover production, rising consumer demand for cabin openness and comfort, and the continued migration of sunroofs from optional equipment to standard equipment on mid- and high-grade vehicle versions. Electric vehicles are an important demand contributor because manufacturers frequently use large glass roofs to strengthen interior differentiation and perceived vehicle value. Larger roof areas also increase the need for powered shades to control sunlight, heat load and passenger comfort. On the supply side, greater use of Hall sensors, integrated controllers, LIN communication and anti-pinch functions increases the value of each drive unit and supports revenue growth even when vehicle production expands slowly.

Restraints

The market faces significant price pressure from vehicle manufacturers and roof-system Tier 1 suppliers, particularly for mature brushed motor platforms. Fixed panoramic glass roofs without movable panels reduce the addressable volume of glass-drive motors, while manual shades, coated glass and switchable glazing can reduce demand for

powered shade motors. Automotive qualification requirements are lengthy, and suppliers must demonstrate performance in noise, electromagnetic compatibility, durability, temperature cycling, water resistance and functional safety before entering a vehicle platform. These requirements increase development costs and limit the ability of small motor manufacturers to compete directly in global programs. Vehicle architecture simplification and continuous cost reduction also place pressure on margins throughout the supply chain.

Opportunities

The strongest opportunities are concentrated in intelligent drive systems, brushless platforms, low-noise gear mechanisms and integrated motor-controller products. Suppliers capable of combining motor design, gear engineering, embedded electronics, sensing and software control can capture a larger share of the roof-system value chain. China, India and Southeast Asia offer additional localization opportunities as vehicle production expands and regional automakers seek shorter development cycles and lower procurement costs. Powered shades for fixed panoramic roofs represent a particularly attractive growth segment because their demand can increase even when openable sunroof penetration stabilizes. Platform-based products that can serve roof glass, sunshades and adjacent comfort-motion applications also improve scale efficiency and broaden customer coverage.

Challenges

The principal challenge is balancing cost, reliability and functional integration. Automotive Sunroof Motor products operate in an environment where gear noise, vibration, temperature variation, moisture ingress and repeated load cycles can directly affect customer satisfaction and warranty costs. Greater electronic integration introduces additional requirements for software validation, cybersecurity, electromagnetic compatibility and communication reliability. Supply relationships are concentrated among a limited number of roof-system integrators and vehicle manufacturers, creating long qualification periods and substantial dependence on individual vehicle platforms. Local suppliers must therefore move beyond low-cost motor manufacturing and establish capabilities in system engineering, automated production, traceability, quality control and global technical support.

Industry Chain Analysis

The upstream supply chain includes copper wire, electrical steel, permanent magnets, carbon brushes, bearings, engineering plastics, stamped metal parts, gear materials, connectors, Hall sensors, semiconductors and electronic control components. Material selection directly affects motor efficiency, acoustic performance, thermal behavior, service life and unit cost. Precision plastic gears, worm shafts and housings are especially important because gear quality and assembly tolerance strongly influence roof-system noise and movement stability. Electronic components represent a growing share of value as more products incorporate position sensing, anti-pinch control and network communication.

Midstream participants design and manufacture bare motors, gearmotors and intelligent drive modules, while downstream roof-system Tier 1 suppliers integrate these products with rails, cables, glass panels, shades, seals and control modules before delivery to vehicle manufacturers. Value creation is progressively moving from basic motor manufacturing toward integrated mechanical, electronic and software capabilities. Conventional products remain highly cost competitive, whereas suppliers of validated low-noise gear systems, brushless motors and integrated control modules can achieve higher unit value and stronger customer retention. Long vehicle-platform cycles and strict qualification standards also make engineering capability and supply reliability important components of profitability.

Report Scope

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

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

Highlights and key features of the study

Global Automotive Sunroof Motor total production and demand, 2021-2032, (K

Units)

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

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

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

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

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

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

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

This report profiles key players in the global Automotive Sunroof 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 MITSUBA, NIDEC, Bosch, Johnson Electric, Ningbo Hengte, Ningbo Xinxin, DENSO, Inteva Products, DY Corporation, Brose, 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 Sunroof 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 Sunroof Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Automotive Sunroof Motor Market, Segmentation by Type:

DC Brushed Motor

DC Brushless Motor

Global Automotive Sunroof Motor Market, Segmentation by End User:

Panoramic Sunroof

Conventional Sunroof

Global Automotive Sunroof Motor Market, Segmentation by Model:

SUV

Sedan

Global Automotive Sunroof Motor Market, Segmentation by Application:

New Energy Vehicles

ICE Vehicles

Companies Profiled:

MITSUBA

NIDEC

Bosch

Johnson Electric

Ningbo Hengte

Ningbo Xinxin

DENSO

Inteva Products

DY Corporation

Brose

Shanghai Bobang

SNT Motiv

Keyang Electric Machinery

Key Questions Answered

1. How big is the global Automotive Sunroof Motor market?
2. What is the demand of the global Automotive Sunroof Motor market?
3. What is the year over year growth of the global Automotive Sunroof Motor market?
4. What is the total value of the global Automotive Sunroof Motor market?
5. Who are the Major Players in the global Automotive Sunroof Motor market?
6. What are the growth factors driving the market demand?

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