

Global Automotive Sunshade Motor 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 Sunshade Motor market size was valued at US\$ 315 million in 2025 and is forecast to a readjusted size of US\$ 482 million by 2032 with a CAGR of 6.2% during review period.

In 2025, global Automotive Sunshade Motor sales volume was approximately 17 million units, with an average selling price of about US\$18 per unit at the manufacturer level. Gross margins of major manufacturers were approximately 20%–28%.

Automotive Sunshade Motors are specialized miniature motors or geared motor actuators designed to drive the extension, retraction, and position holding of automotive electric sunshades. They are mainly installed in roof, rear-window, and side-window sunshade systems. These products typically use brushed or brushless DC motors and may integrate reduction gears, output shafts, position-sensing components, and control modules. Their compact structure enables stable torque output as well as smooth, low-noise, bidirectional operation of the sunshade. Given the limited installation space and their direct impact on in-vehicle comfort, key product requirements include compact size, output torque, operating noise, smooth start-stop performance, stall protection, position control, temperature resistance, and service life. Some higher-end products also incorporate electronic control, anti-pinch protection, and position-learning functions.

The upstream supply chain for Automotive Sunshade Motors primarily includes permanent magnetic materials, copper wire, electrical steel, engineering plastics, gears, bearings, commutators, carbon brushes, magnetic components, Hall sensors, PCBs, and power electronic components. The motor itself, precision reduction mechanism, and electronic control system are the key elements determining product performance and

cost. Midstream manufacturers of automotive motors and actuators are responsible for motor design, component processing, assembly, performance testing, and automotive-grade reliability validation, while products are typically customized for specific sunroof systems or sunshade assembly programs. Downstream customers mainly include suppliers of automotive sunroof systems, panoramic glass roofs, and electric sunshade systems, which in turn supply vehicle manufacturers. End applications are concentrated in passenger vehicles and selected premium commercial vehicles. With the rising penetration of panoramic sunroofs, fixed panoramic glass roofs, and intelligent cockpit features, Automotive Sunshade Motors are evolving toward thinner designs, lower noise, higher integration, and greater adoption of brushless motor technologies.

Report Scope

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

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

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

Global Automotive Sunshade Motor market shares of main players, shipments in revenue (\$ Million), sales quantity (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 Sunshade 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 Sunshade 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 MITSUBA, NIDEC, MABUCHI MOTOR, KEYANG Electric Machinery, SHA YANG YE, Ningbo Hengte Automobile Parts, Zhejiang Walter Mech Electrical, Ningbo Shenglong Automotive Powertrain System, Hennkwell, etc.

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

Automotive Sunshade Motor 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 Segmentation

Market segment by Type

Brushed DC Motor

Brushless DC Motor

Market segment by Maximum Output Torque

≤5 N·m

>5–10 N·m

>10 N·m

Market segment by Application

Roof Sunshade

Rear Window Sunshade

Side Window Sunshade

Other

Major players covered

MITSUBA

NIDEC

MABUCHI MOTOR

KEYANG Electric Machinery

SHA YANG YE

Ningbo Hengte Automobile Parts

Zhejiang Walter Mech Electrical

Ningbo Shenglong Automotive Powertrain System

Hennkwell

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)

Chapter Outline

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

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

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

Chapter 4, the Automotive Sunshade Motor 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 Sunshade Motor 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 Sunshade Motor.

Chapter 14 and 15, to describe Automotive Sunshade 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 Sunshade Motor Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Brushed DC Motor

1.3.3 Brushless DC Motor

1.4 Market Analysis by Maximum Output Torque

1.4.1 Overview: Global Automotive Sunshade Motor Consumption Value by Maximum Output Torque: 2021 Versus 2025 Versus 2032

1.4.2 ≤5 N·m

1.4.3 >5–10 N·m

1.4.4 >10 N·m

1.5 Market Analysis by Application

1.5.1 Overview: Global Automotive Sunshade Motor Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.5.2 Roof Sunshade

1.5.3 Rear Window Sunshade

1.5.4 Side Window Sunshade

1.5.5 Other

1.6 Global Automotive Sunshade Motor Market Size & Forecast

1.6.1 Global Automotive Sunshade Motor Consumption Value (2021 & 2025 & 2032)

1.6.2 Global Automotive Sunshade Motor Sales Quantity (2021-2032)

1.6.3 Global Automotive Sunshade Motor Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 MITSUBA

2.1.1 MITSUBA Details

2.1.2 MITSUBA Major Business

2.1.3 MITSUBA Automotive Sunshade Motor Product and Services

2.1.4 MITSUBA Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 MITSUBA Recent Developments/Updates

2.2 NIDEC

- 2.2.1 NIDEC Details
- 2.2.2 NIDEC Major Business
- 2.2.3 NIDEC Automotive Sunshade Motor Product and Services
- 2.2.4 NIDEC Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.2.5 NIDEC Recent Developments/Updates
- 2.3 MABUCHI MOTOR
 - 2.3.1 MABUCHI MOTOR Details
 - 2.3.2 MABUCHI MOTOR Major Business
 - 2.3.3 MABUCHI MOTOR Automotive Sunshade Motor Product and Services
 - 2.3.4 MABUCHI MOTOR Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.3.5 MABUCHI MOTOR Recent Developments/Updates
- 2.4 KEYANG Electric Machinery
 - 2.4.1 KEYANG Electric Machinery Details
 - 2.4.2 KEYANG Electric Machinery Major Business
 - 2.4.3 KEYANG Electric Machinery Automotive Sunshade Motor Product and Services
 - 2.4.4 KEYANG Electric Machinery Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 KEYANG Electric Machinery Recent Developments/Updates
- 2.5 SHA YANG YE
 - 2.5.1 SHA YANG YE Details
 - 2.5.2 SHA YANG YE Major Business
 - 2.5.3 SHA YANG YE Automotive Sunshade Motor Product and Services
 - 2.5.4 SHA YANG YE Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 SHA YANG YE Recent Developments/Updates
- 2.6 Ningbo Hengte Automobile Parts
 - 2.6.1 Ningbo Hengte Automobile Parts Details
 - 2.6.2 Ningbo Hengte Automobile Parts Major Business
 - 2.6.3 Ningbo Hengte Automobile Parts Automotive Sunshade Motor Product and Services
 - 2.6.4 Ningbo Hengte Automobile Parts Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 Ningbo Hengte Automobile Parts Recent Developments/Updates
- 2.7 Zhejiang Walter Mech Electrical
 - 2.7.1 Zhejiang Walter Mech Electrical Details
 - 2.7.2 Zhejiang Walter Mech Electrical Major Business
 - 2.7.3 Zhejiang Walter Mech Electrical Automotive Sunshade Motor Product and

Services

2.7.4 Zhejiang Walter Mech Electrical Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Zhejiang Walter Mech Electrical Recent Developments/Updates

2.8 Ningbo Shenglong Automotive Powertrain System

2.8.1 Ningbo Shenglong Automotive Powertrain System Details

2.8.2 Ningbo Shenglong Automotive Powertrain System Major Business

2.8.3 Ningbo Shenglong Automotive Powertrain System Automotive Sunshade Motor Product and Services

2.8.4 Ningbo Shenglong Automotive Powertrain System Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Ningbo Shenglong Automotive Powertrain System Recent Developments/Updates

2.9 Hennkwell

2.9.1 Hennkwell Details

2.9.2 Hennkwell Major Business

2.9.3 Hennkwell Automotive Sunshade Motor Product and Services

2.9.4 Hennkwell Automotive Sunshade Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Hennkwell Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: AUTOMOTIVE SUNSHADE MOTOR BY MANUFACTURER

3.1 Global Automotive Sunshade Motor Sales Quantity by Manufacturer (2021-2026)

3.2 Global Automotive Sunshade Motor Revenue by Manufacturer (2021-2026)

3.3 Global Automotive Sunshade Motor Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Automotive Sunshade Motor by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Automotive Sunshade Motor Manufacturer Market Share in 2025

3.4.3 Top 6 Automotive Sunshade Motor Manufacturer Market Share in 2025

3.5 Automotive Sunshade Motor Market: Overall Company Footprint Analysis

3.5.1 Automotive Sunshade Motor Market: Region Footprint

3.5.2 Automotive Sunshade Motor Market: Company Product Type Footprint

3.5.3 Automotive Sunshade 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 Sunshade Motor Market Size by Region

- 4.1.1 Global Automotive Sunshade Motor Sales Quantity by Region (2021-2032)
- 4.1.2 Global Automotive Sunshade Motor Consumption Value by Region (2021-2032)
- 4.1.3 Global Automotive Sunshade Motor Average Price by Region (2021-2032)

4.2 North America Automotive Sunshade Motor Consumption Value (2021-2032)

4.3 Europe Automotive Sunshade Motor Consumption Value (2021-2032)

4.4 Asia-Pacific Automotive Sunshade Motor Consumption Value (2021-2032)

4.5 South America Automotive Sunshade Motor Consumption Value (2021-2032)

4.6 Middle East & Africa Automotive Sunshade Motor Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Automotive Sunshade Motor Sales Quantity by Type (2021-2032)

5.2 Global Automotive Sunshade Motor Consumption Value by Type (2021-2032)

5.3 Global Automotive Sunshade Motor Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Automotive Sunshade Motor Sales Quantity by Application (2021-2032)

6.2 Global Automotive Sunshade Motor Consumption Value by Application (2021-2032)

6.3 Global Automotive Sunshade Motor Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America Automotive Sunshade Motor Sales Quantity by Type (2021-2032)

7.2 North America Automotive Sunshade Motor Sales Quantity by Application (2021-2032)

7.3 North America Automotive Sunshade Motor Market Size by Country

7.3.1 North America Automotive Sunshade Motor Sales Quantity by Country (2021-2032)

7.3.2 North America Automotive Sunshade Motor Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Automotive Sunshade Motor Sales Quantity by Type (2021-2032)
- 8.2 Europe Automotive Sunshade Motor Sales Quantity by Application (2021-2032)
- 8.3 Europe Automotive Sunshade Motor Market Size by Country
 - 8.3.1 Europe Automotive Sunshade Motor Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Automotive Sunshade Motor Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Automotive Sunshade Motor Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Automotive Sunshade Motor Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Automotive Sunshade Motor Market Size by Region
 - 9.3.1 Asia-Pacific Automotive Sunshade Motor Sales Quantity by Region (2021-2032)
 - 9.3.2 Asia-Pacific Automotive Sunshade Motor Consumption Value by Region (2021-2032)
 - 9.3.3 China Market Size and Forecast (2021-2032)
 - 9.3.4 Japan Market Size and Forecast (2021-2032)
 - 9.3.5 South Korea Market Size and Forecast (2021-2032)
 - 9.3.6 India Market Size and Forecast (2021-2032)
 - 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
 - 9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

- 10.1 South America Automotive Sunshade Motor Sales Quantity by Type (2021-2032)
- 10.2 South America Automotive Sunshade Motor Sales Quantity by Application (2021-2032)
- 10.3 South America Automotive Sunshade Motor Market Size by Country
 - 10.3.1 South America Automotive Sunshade Motor Sales Quantity by Country (2021-2032)
 - 10.3.2 South America Automotive Sunshade Motor Consumption Value by Country (2021-2032)
 - 10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Automotive Sunshade Motor Sales Quantity by Type (2021-2032)

11.2 Middle East & Africa Automotive Sunshade Motor Sales Quantity by Application (2021-2032)

11.3 Middle East & Africa Automotive Sunshade Motor Market Size by Country

11.3.1 Middle East & Africa Automotive Sunshade Motor Sales Quantity by Country (2021-2032)

11.3.2 Middle East & Africa Automotive Sunshade Motor Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

12.1 Automotive Sunshade Motor Market Drivers

12.2 Automotive Sunshade Motor Market Restraints

12.3 Automotive Sunshade 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 Sunshade Motor and Key Manufacturers

13.2 Manufacturing Costs Percentage of Automotive Sunshade Motor

13.3 Automotive Sunshade 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 Sunshade Motor Typical Distributors

14.3 Automotive Sunshade 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 Sunshade Motor Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Automotive Sunshade Motor Consumption Value by Maximum Output Torque, (USD Million), 2021 & 2025 & 2032

Table 3. Global Automotive Sunshade Motor Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 4. MITSUBA Basic Information, Manufacturing Base and Competitors

Table 5. MITSUBA Major Business

Table 6. MITSUBA Automotive Sunshade Motor Product and Services

Table 7. MITSUBA Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 8. MITSUBA Recent Developments/Updates

Table 9. NIDEC Basic Information, Manufacturing Base and Competitors

Table 10. NIDEC Major Business

Table 11. NIDEC Automotive Sunshade Motor Product and Services

Table 12. NIDEC Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 13. NIDEC Recent Developments/Updates

Table 14. MABUCHI MOTOR Basic Information, Manufacturing Base and Competitors

Table 15. MABUCHI MOTOR Major Business

Table 16. MABUCHI MOTOR Automotive Sunshade Motor Product and Services

Table 17. MABUCHI MOTOR Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 18. MABUCHI MOTOR Recent Developments/Updates

Table 19. KEYANG Electric Machinery Basic Information, Manufacturing Base and Competitors

Table 20. KEYANG Electric Machinery Major Business

Table 21. KEYANG Electric Machinery Automotive Sunshade Motor Product and Services

Table 22. KEYANG Electric Machinery Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 23. KEYANG Electric Machinery Recent Developments/Updates

Table 24. SHA YANG YE Basic Information, Manufacturing Base and Competitors

Table 25. SHA YANG YE Major Business

Table 26. SHA YANG YE Automotive Sunshade Motor Product and Services

Table 27. SHA YANG YE Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 28. SHA YANG YE Recent Developments/Updates

Table 29. Ningbo Hengte Automobile Parts Basic Information, Manufacturing Base and Competitors

Table 30. Ningbo Hengte Automobile Parts Major Business

Table 31. Ningbo Hengte Automobile Parts Automotive Sunshade Motor Product and Services

Table 32. Ningbo Hengte Automobile Parts Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 33. Ningbo Hengte Automobile Parts Recent Developments/Updates

Table 34. Zhejiang Walter Mech Electrical Basic Information, Manufacturing Base and Competitors

Table 35. Zhejiang Walter Mech Electrical Major Business

Table 36. Zhejiang Walter Mech Electrical Automotive Sunshade Motor Product and Services

Table 37. Zhejiang Walter Mech Electrical Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 38. Zhejiang Walter Mech Electrical Recent Developments/Updates

Table 39. Ningbo Shenglong Automotive Powertrain System Basic Information, Manufacturing Base and Competitors

Table 40. Ningbo Shenglong Automotive Powertrain System Major Business

Table 41. Ningbo Shenglong Automotive Powertrain System Automotive Sunshade Motor Product and Services

Table 42. Ningbo Shenglong Automotive Powertrain System Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 43. Ningbo Shenglong Automotive Powertrain System Recent Developments/Updates

Table 44. Hennkwell Basic Information, Manufacturing Base and Competitors

Table 45. Hennkwell Major Business

Table 46. Hennkwell Automotive Sunshade Motor Product and Services

Table 47. Hennkwell Automotive Sunshade Motor Sales Quantity (Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 48. Hennkwell Recent Developments/Updates

Table 49. Global Automotive Sunshade Motor Sales Quantity by Manufacturer (2021-2026) & (Units)

Table 50. Global Automotive Sunshade Motor Revenue by Manufacturer (2021-2026) & (USD Million)

Table 51. Global Automotive Sunshade Motor Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 52. Market Position of Manufacturers in Automotive Sunshade Motor, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 53. Head Office and Automotive Sunshade Motor Production Site of Key Manufacturer

Table 54. Automotive Sunshade Motor Market: Company Product Type Footprint

Table 55. Automotive Sunshade Motor Market: Company Product Application Footprint

Table 56. Automotive Sunshade Motor New Market Entrants and Barriers to Market Entry

Table 57. Automotive Sunshade Motor Mergers, Acquisition, Agreements, and Collaborations

Table 58. Global Automotive Sunshade Motor Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 59. Global Automotive Sunshade Motor Sales Quantity by Region (2021-2026) & (Units)

Table 60. Global Automotive Sunshade Motor Sales Quantity by Region (2027-2032) & (Units)

Table 61. Global Automotive Sunshade Motor Consumption Value by Region (2021-2026) & (USD Million)

Table 62. Global Automotive Sunshade Motor Consumption Value by Region (2027-2032) & (USD Million)

Table 63. Global Automotive Sunshade Motor Average Price by Region (2021-2026) & (US\$/Unit)

Table 64. Global Automotive Sunshade Motor Average Price by Region (2027-2032) & (US\$/Unit)

Table 65. Global Automotive Sunshade Motor Sales Quantity by Type (2021-2026) & (Units)

Table 66. Global Automotive Sunshade Motor Sales Quantity by Type (2027-2032) & (Units)

Table 67. Global Automotive Sunshade Motor Consumption Value by Type (2021-2026) & (USD Million)

Table 68. Global Automotive Sunshade Motor Consumption Value by Type (2027-2032) & (USD Million)

Table 69. Global Automotive Sunshade Motor Average Price by Type (2021-2026) &

(US\$/Unit)

Table 70. Global Automotive Sunshade Motor Average Price by Type (2027-2032) & (US\$/Unit)

Table 71. Global Automotive Sunshade Motor Sales Quantity by Application (2021-2026) & (Units)

Table 72. Global Automotive Sunshade Motor Sales Quantity by Application (2027-2032) & (Units)

Table 73. Global Automotive Sunshade Motor Consumption Value by Application (2021-2026) & (USD Million)

Table 74. Global Automotive Sunshade Motor Consumption Value by Application (2027-2032) & (USD Million)

Table 75. Global Automotive Sunshade Motor Average Price by Application (2021-2026) & (US\$/Unit)

Table 76. Global Automotive Sunshade Motor Average Price by Application (2027-2032) & (US\$/Unit)

Table 77. North America Automotive Sunshade Motor Sales Quantity by Type (2021-2026) & (Units)

Table 78. North America Automotive Sunshade Motor Sales Quantity by Type (2027-2032) & (Units)

Table 79. North America Automotive Sunshade Motor Sales Quantity by Application (2021-2026) & (Units)

Table 80. North America Automotive Sunshade Motor Sales Quantity by Application (2027-2032) & (Units)

Table 81. North America Automotive Sunshade Motor Sales Quantity by Country (2021-2026) & (Units)

Table 82. North America Automotive Sunshade Motor Sales Quantity by Country (2027-2032) & (Units)

Table 83. North America Automotive Sunshade Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 84. North America Automotive Sunshade Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 85. Europe Automotive Sunshade Motor Sales Quantity by Type (2021-2026) & (Units)

Table 86. Europe Automotive Sunshade Motor Sales Quantity by Type (2027-2032) & (Units)

Table 87. Europe Automotive Sunshade Motor Sales Quantity by Application (2021-2026) & (Units)

Table 88. Europe Automotive Sunshade Motor Sales Quantity by Application (2027-2032) & (Units)

Table 89. Europe Automotive Sunshade Motor Sales Quantity by Country (2021-2026) & (Units)

Table 90. Europe Automotive Sunshade Motor Sales Quantity by Country (2027-2032) & (Units)

Table 91. Europe Automotive Sunshade Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 92. Europe Automotive Sunshade Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 93. Asia-Pacific Automotive Sunshade Motor Sales Quantity by Type (2021-2026) & (Units)

Table 94. Asia-Pacific Automotive Sunshade Motor Sales Quantity by Type (2027-2032) & (Units)

Table 95. Asia-Pacific Automotive Sunshade Motor Sales Quantity by Application (2021-2026) & (Units)

Table 96. Asia-Pacific Automotive Sunshade Motor Sales Quantity by Application (2027-2032) & (Units)

Table 97. Asia-Pacific Automotive Sunshade Motor Sales Quantity by Region (2021-2026) & (Units)

Table 98. Asia-Pacific Automotive Sunshade Motor Sales Quantity by Region (2027-2032) & (Units)

Table 99. Asia-Pacific Automotive Sunshade Motor Consumption Value by Region (2021-2026) & (USD Million)

Table 100. Asia-Pacific Automotive Sunshade Motor Consumption Value by Region (2027-2032) & (USD Million)

Table 101. South America Automotive Sunshade Motor Sales Quantity by Type (2021-2026) & (Units)

Table 102. South America Automotive Sunshade Motor Sales Quantity by Type (2027-2032) & (Units)

Table 103. South America Automotive Sunshade Motor Sales Quantity by Application (2021-2026) & (Units)

Table 104. South America Automotive Sunshade Motor Sales Quantity by Application (2027-2032) & (Units)

Table 105. South America Automotive Sunshade Motor Sales Quantity by Country (2021-2026) & (Units)

Table 106. South America Automotive Sunshade Motor Sales Quantity by Country (2027-2032) & (Units)

Table 107. South America Automotive Sunshade Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 108. South America Automotive Sunshade Motor Consumption Value by Country

(2027-2032) & (USD Million)

Table 109. Middle East & Africa Automotive Sunshade Motor Sales Quantity by Type (2021-2026) & (Units)

Table 110. Middle East & Africa Automotive Sunshade Motor Sales Quantity by Type (2027-2032) & (Units)

Table 111. Middle East & Africa Automotive Sunshade Motor Sales Quantity by Application (2021-2026) & (Units)

Table 112. Middle East & Africa Automotive Sunshade Motor Sales Quantity by Application (2027-2032) & (Units)

Table 113. Middle East & Africa Automotive Sunshade Motor Sales Quantity by Country (2021-2026) & (Units)

Table 114. Middle East & Africa Automotive Sunshade Motor Sales Quantity by Country (2027-2032) & (Units)

Table 115. Middle East & Africa Automotive Sunshade Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 116. Middle East & Africa Automotive Sunshade Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 117. Automotive Sunshade Motor Raw Material

Table 118. Key Manufacturers of Automotive Sunshade Motor Raw Materials

Table 119. Automotive Sunshade Motor Typical Distributors

Table 120. Automotive Sunshade Motor Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Automotive Sunshade Motor Picture

Figure 2. Global Automotive Sunshade Motor Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Automotive Sunshade Motor Revenue Market Share by Type in 2025

Figure 4. Brushed DC Motor Examples

Figure 5. Brushless DC Motor Examples

Figure 6. Global Automotive Sunshade Motor Revenue by Maximum Output Torque, (USD Million), 2021 & 2025 & 2032

Figure 7. Global Automotive Sunshade Motor Revenue Market Share by Maximum Output Torque in 2025

Figure 8. ?5 N·m Examples

Figure 9. >5–10 N·m Examples

Figure 10. >10 N·m Examples

Figure 11. Global Automotive Sunshade Motor Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 12. Global Automotive Sunshade Motor Revenue Market Share by Application in 2025

Figure 13. Roof Sunshade Examples

Figure 14. Rear Window Sunshade Examples

Figure 15. Side Window Sunshade Examples

Figure 16. Other Examples

Figure 17. Global Automotive Sunshade Motor Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 18. Global Automotive Sunshade Motor Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 19. Global Automotive Sunshade Motor Sales Quantity (2021-2032) & (Units)

Figure 20. Global Automotive Sunshade Motor Price (2021-2032) & (US\$/Unit)

Figure 21. Global Automotive Sunshade Motor Sales Quantity Market Share by Manufacturer in 2025

Figure 22. Global Automotive Sunshade Motor Revenue Market Share by Manufacturer in 2025

Figure 23. Producer Shipments of Automotive Sunshade Motor by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 24. Top 3 Automotive Sunshade Motor Manufacturer (Revenue) Market Share in 2025

Figure 25. Top 6 Automotive Sunshade Motor Manufacturer (Revenue) Market Share in 2025

Figure 26. Global Automotive Sunshade Motor Sales Quantity Market Share by Region (2021-2032)

Figure 27. Global Automotive Sunshade Motor Consumption Value Market Share by Region (2021-2032)

Figure 28. North America Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 29. Europe Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 30. Asia-Pacific Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 31. South America Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 32. Middle East & Africa Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 33. Global Automotive Sunshade Motor Sales Quantity Market Share by Type (2021-2032)

Figure 34. Global Automotive Sunshade Motor Consumption Value Market Share by Type (2021-2032)

Figure 35. Global Automotive Sunshade Motor Average Price by Type (2021-2032) & (US\$/Unit)

Figure 36. Global Automotive Sunshade Motor Sales Quantity Market Share by Application (2021-2032)

Figure 37. Global Automotive Sunshade Motor Revenue Market Share by Application (2021-2032)

Figure 38. Global Automotive Sunshade Motor Average Price by Application (2021-2032) & (US\$/Unit)

Figure 39. North America Automotive Sunshade Motor Sales Quantity Market Share by Type (2021-2032)

Figure 40. North America Automotive Sunshade Motor Sales Quantity Market Share by Application (2021-2032)

Figure 41. North America Automotive Sunshade Motor Sales Quantity Market Share by Country (2021-2032)

Figure 42. North America Automotive Sunshade Motor Consumption Value Market Share by Country (2021-2032)

Figure 43. United States Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 44. Canada Automotive Sunshade Motor Consumption Value (2021-2032) &

(USD Million)

Figure 45. Mexico Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 46. Europe Automotive Sunshade Motor Sales Quantity Market Share by Type (2021-2032)

Figure 47. Europe Automotive Sunshade Motor Sales Quantity Market Share by Application (2021-2032)

Figure 48. Europe Automotive Sunshade Motor Sales Quantity Market Share by Country (2021-2032)

Figure 49. Europe Automotive Sunshade Motor Consumption Value Market Share by Country (2021-2032)

Figure 50. Germany Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 51. France Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 52. United Kingdom Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 53. Russia Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 54. Italy Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 55. Asia-Pacific Automotive Sunshade Motor Sales Quantity Market Share by Type (2021-2032)

Figure 56. Asia-Pacific Automotive Sunshade Motor Sales Quantity Market Share by Application (2021-2032)

Figure 57. Asia-Pacific Automotive Sunshade Motor Sales Quantity Market Share by Region (2021-2032)

Figure 58. Asia-Pacific Automotive Sunshade Motor Consumption Value Market Share by Region (2021-2032)

Figure 59. China Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 60. Japan Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 61. South Korea Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 62. India Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 63. Southeast Asia Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 64. Australia Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 65. South America Automotive Sunshade Motor Sales Quantity Market Share by Type (2021-2032)

Figure 66. South America Automotive Sunshade Motor Sales Quantity Market Share by Application (2021-2032)

Figure 67. South America Automotive Sunshade Motor Sales Quantity Market Share by Country (2021-2032)

Figure 68. South America Automotive Sunshade Motor Consumption Value Market Share by Country (2021-2032)

Figure 69. Brazil Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 70. Argentina Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 71. Middle East & Africa Automotive Sunshade Motor Sales Quantity Market Share by Type (2021-2032)

Figure 72. Middle East & Africa Automotive Sunshade Motor Sales Quantity Market Share by Application (2021-2032)

Figure 73. Middle East & Africa Automotive Sunshade Motor Sales Quantity Market Share by Country (2021-2032)

Figure 74. Middle East & Africa Automotive Sunshade Motor Consumption Value Market Share by Country (2021-2032)

Figure 75. Turkey Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 76. Egypt Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 77. Saudi Arabia Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 78. South Africa Automotive Sunshade Motor Consumption Value (2021-2032) & (USD Million)

Figure 79. Automotive Sunshade Motor Market Drivers

Figure 80. Automotive Sunshade Motor Market Restraints

Figure 81. Automotive Sunshade Motor Market Trends

Figure 82. Porters Five Forces Analysis

Figure 83. Manufacturing Cost Structure Analysis of Automotive Sunshade Motor in 2025

Figure 84. Manufacturing Process Analysis of Automotive Sunshade Motor

Figure 85. Automotive Sunshade Motor Industrial Chain

Figure 86. Sales Channel: Direct to End-User vs Distributors

Figure 87. Direct Channel Pros & Cons

Figure 88. Indirect Channel Pros & Cons

Figure 89. Methodology

Figure 90. Research Process and Data Source

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