

# Global Car Seat Motor Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Car Seat Motor market size is expected to reach \$ 2521 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

Car seat motors are small electrically driven actuators installed inside car seats to drive various adjustable mechanisms. Through the rotational or linear motion output of the motor, and via reduction gears, worm gears, or lead screws, they electrically adjust the seat's fore-and-aft movement, height, backrest angle, seat cushion angle, headrest, and lumbar support, allowing drivers and passengers to quickly and precisely achieve a comfortable and ergonomic seating posture. These motors typically use 12V or 48V DC power and can work with position sensors and control modules to support intelligent functions such as memory seats and welcome modes. They are key components for enhancing cabin comfort and intelligence in mid-to-high-end and new energy vehicles. In 2025, global sales of automotive seat motors are estimated at 290,130,000 units, with an average price of approximately US\$6.32 per unit.

As automobiles evolve from simple transportation tools into 'mobile living spaces' integrating comfort, intelligence, and personalization, the cabin system is becoming one of the core areas of differentiation in vehicle manufacturing. As the most frequently used component in the cabin, with the longest direct contact time with occupants, the level of electrification and intelligence of the seat directly impacts consumers' perception of the overall vehicle quality and value. Within this system, the automotive seat motor, though small in size, plays a crucial role in translating control signals into actual actions, making it an indispensable basic power unit for electric seat systems.

Automotive seat motors are widely used in functional modules such as seat fore-and-aft sliding, height adjustment, backrest tilt, seat cushion angle, lumbar support, headrest,

and side wing adjustment. They typically exist in the form of miniature DC motors and are integrated with reduction mechanisms, lead screws, or gear systems. A seat with multi-directional electric adjustment often requires multiple motors working in tandem, transforming the automotive seat motor from an early 'high-end component' into a core execution unit that determines the upper limit of seat functionality and the level of user experience.

From the market demand perspective, the growth of automotive seat motors is highly correlated with automotive electrification, intelligence, and consumer upgrading. On the one hand, the proportion of electric seats in new energy passenger vehicles and mid-to-high-end gasoline vehicles continues to increase, with electric adjustment rapidly expanding from luxury models to mainstream models. On the other hand, consumers' demands for comfort, personalized seating posture, seat memory, and multi-scenario connectivity are constantly increasing, driving a continuous increase in the number of seat motors used per vehicle. Therefore, the automotive seat motor market exhibits a dual growth characteristic of 'increased vehicle installation rate + increased value per vehicle.'

From a technological evolution perspective, automotive seat motors are continuously upgrading towards miniaturization, low noise, high reliability, and high integration. Traditional brushed DC motors have achieved mature solutions in terms of cost and stability through structural optimization and material improvements. Meanwhile, brushless DC motors, with their advantages of long lifespan, low noise, and high control precision, are gradually penetrating mid-to-high-end models and new energy platforms. The integrated design of the motor with the gearbox and control unit is also becoming an important technological path to improve system efficiency and reduce assembly complexity.

In terms of the industry chain structure, automotive seat motors have typical automotive component attributes. The upstream sector involves basic materials such as copper, magnetic materials, engineering plastics, and precision metal parts; the midstream consists of motor and actuator manufacturers; and the downstream primarily connects with seat system integrators, ultimately entering the supply chains of OEMs. During the selection process, OEMs, in addition to cost factors, place greater emphasis on batch consistency, long-term reliability, platform compatibility, and supply chain stability. This allows suppliers with automotive-grade quality systems, automated production capabilities, and collaborative development experience to gradually gain an advantage in market competition.

From a regional market perspective, the European, American, and Japanese markets started earlier in the popularization of electric seats and ergonomic standards, placing higher demands on the durability, NVH performance, and safety of seat motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrading of intelligent cockpit configurations, has become one of the most dynamic regions for global demand growth in automotive seat motors. The advantages of domestic supply chains in cost control, development response speed, and system integration are becoming increasingly apparent, accelerating the process of domestic substitution.

Looking ahead, the development of the automotive seat motor market will focus more on upgrading comfort experience, intelligent collaborative control, and ensuring long-term reliability. In terms of comfort, low noise, low vibration, and smooth adjustment will become core indicators; in terms of intelligence, seat motors will be more deeply integrated into the vehicle's electronic architecture to achieve linkage with user recognition, seat memory, health management, and intelligent cockpit scenarios; in terms of reliability, adapting to longer vehicle life cycles and more complex usage environments will become an important direction for continuous product iteration.

This report studies the global Car Seat Motor production, demand, key manufacturers, and key regions.

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

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

Global Car Seat Motor total production and demand, 2021-2032, (K Units)

Global Car Seat Motor total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Car Seat Motor domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Car Seat 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Car Seat 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 Car Seat Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Car Seat Motor Market, Segmentation by Type:

Brushed DC Motor

Brushless DC Motor

#### Global Car Seat Motor Market, Segmentation by Function:

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

#### Global Car Seat Motor Market, Segmentation by Location:

Front Seats

Rear Seats

#### Global Car Seat Motor Market, Segmentation by Application:

Passenger Car

Commercial Vehicle

**Companies Profiled:**

Shenghuabo

Brose

Denso (ASMO)

Bosch

Leggett & Platt

Yanfeng

Johnson Electric

Keyang Electric Machinery

Mabuchi

Mitsuba

Nidec

**Key Questions Answered:**

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

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