

Global Cooling Tower Motor Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cooling Tower Motor market size is expected to reach \$ 1697 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032). In 2025, global sales of cooling tower motors reached 3.5 million units, with an average selling price of US\$320. Cooling tower motors are key power components providing continuous drive for cooling tower fans, requiring high efficiency, high protection, resistance to damp heat, and long lifespan. They are widely used in HVAC, power, chemical, steel, data center, and commercial building sectors. Upstream raw materials mainly include electrolytic copper, silicon steel sheets, aluminum, cast iron, and insulating paint. Material consumption per unit is approximately 2.5 kg of copper, 18 kg of silicon steel, 3 kg of aluminum, and 6 kg of cast iron. Downstream, they are supplied to end users through cooling tower OEMs and system integrators. Global total production capacity in 2025 was approximately 4.2 million units, with an industry gross margin of approximately 22%. Downstream consumption breakdown is as follows: HVAC 45%, power 20%, chemical 15%, data center 10%, and others 10%. Future growth lies in high-efficiency IE4 and above grade motors with permanent magnet synchronous and variable frequency integrated solutions to meet energy conservation, emission reduction, and intelligent operation and maintenance needs. Demand is mainly driven by urbanization, data center expansion, and the replacement of aging equipment, with energy-saving retrofits and high-end customized products bringing significant business opportunities.

The cooling tower motor market is experiencing steady growth, with demand primarily driven by the expansion of HVAC systems, the construction of data centers and new energy power plants, and the upgrading of existing equipment to higher efficiency. The industry is gradually shifting from a 'volume-driven' to a 'efficiency-driven' approach, with high efficiency, long lifespan, and low maintenance costs becoming core procurement criteria.

From a product and technology perspective, the upgrade from IE3 to IE4 and above energy efficiency levels, the replacement of traditional asynchronous motors with permanent magnet synchronous motors, and integrated solutions deeply integrated with frequency converters are rapidly gaining traction. These solutions not only meet energy efficiency regulations in various countries but also significantly reduce operating power consumption for end users. Technological barriers and system integration capabilities are becoming key differentiators for manufacturers.

From a competitive landscape perspective, international brands still hold an advantage in high-end large-scale industrial and data center projects. Local manufacturers are rapidly rising in low-to-medium power and batch projects due to their cost, delivery, and local service advantages. Industry concentration is trending upward, price competition is gradually easing, and competition is increasingly focused on energy efficiency, reliability, and full lifecycle services.

From a downstream perspective, commercial building and industrial cooling remain the core markets, but the demand for cooling systems in data centers, semiconductors, and new energy sectors is growing faster. This places higher demands on the continuous operational stability and intelligent monitoring of cooling motors, driving manufacturers to deploy intelligent sensing, remote operation and maintenance, and predictive maintenance functions.

Overall, the cooling tower motor market is affected by short-term fluctuations in macroeconomic investment, but in the medium to long term, it possesses sustained growth momentum driven by 'dual-carbon' policies, increasingly stringent energy efficiency standards, and the construction of digital economy infrastructure. Companies with strong product development capabilities, system solutions, and service network advantages are more likely to achieve growth exceeding the industry average.

This report studies the global Cooling Tower Motor production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Cooling Tower Motor total production and demand, 2021-2032, (K Units)

Global Cooling Tower Motor total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Cooling Tower Motor domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Cooling Tower 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 Ryowo, Sabar Pumps, EMF Motor, SPX Cooling Tech, LLC, Oswal Pumps, DAC Electric, Lubi Pumps, ANG DRIVE, Rawat Industries, Tower Tech, 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 Cooling Tower 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 Cooling Tower Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cooling Tower Motor Market, Segmentation by Type:

Asynchronous Induction Motor

Permanent Magnet Synchronous Motor

Variable Frequency Motor

Global Cooling Tower Motor Market, Segmentation by Installation Method:

Horizontal Installation

Vertical Installation

Flange Installation

Global Cooling Tower Motor Market, Segmentation by Protection Rating:

Protection Rating: IP55

Protection Rating: IP56/IP65

Global Cooling Tower Motor Market, Segmentation by Application:

Electricity

Chemicals

Others

Companies Profiled:

Global Cooling Tower Motor Supply, Demand and Key Producers, 2026-2032

Ryowo

Sabar Pumps

EMF Motor

SPX Cooling Tech, LLC

Oswal Pumps

DAC Electric

Lubi Pumps

ANG DRIVE

Rawat Industries

Tower Tech

WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD.

DENENG

ZHENGDE

PERFECT Cooling Towers

Key Questions Answered:

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

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