

# Global Cooling Tower 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 Cooling Tower Motor market size was valued at US\$ 1153 million in 2025 and is forecast to a readjusted size of US\$ 1697 million by 2032 with a CAGR of 5.7% during review period.

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

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

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

Global Cooling Tower Motor market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Cooling Tower 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 Cooling Tower 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 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.

## **Market Segmentation**

Cooling Tower 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 segment by Type

Asynchronous Induction Motor

Permanent Magnet Synchronous Motor

Variable Frequency Motor

### Market segment by Installation Method

Horizontal Installation

Vertical Installation

Flange Installation

### Market segment by Protection Rating

Protection Rating: IP55

Protection Rating: IP56/IP65

### Market segment by Application

Electricity

Chemicals

Others

### Major players covered

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

### 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)

**The content of the study subjects, includes a total of 15 chapters:**

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

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

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

Chapter 4, the Cooling Tower 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 Cooling Tower 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 Cooling Tower Motor.

Chapter 14 and 15, to describe Cooling Tower 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 Cooling Tower Motor Consumption Value by Type: 2021 Versus 2025 Versus 2032
  - 1.3.2 Asynchronous Induction Motor
  - 1.3.3 Permanent Magnet Synchronous Motor
  - 1.3.4 Variable Frequency Motor
- 1.4 Market Analysis by Installation Method
  - 1.4.1 Overview: Global Cooling Tower Motor Consumption Value by Installation Method: 2021 Versus 2025 Versus 2032
  - 1.4.2 Horizontal Installation
  - 1.4.3 Vertical Installation
  - 1.4.4 Flange Installation
- 1.5 Market Analysis by Protection Rating
  - 1.5.1 Overview: Global Cooling Tower Motor Consumption Value by Protection Rating: 2021 Versus 2025 Versus 2032
  - 1.5.2 Protection Rating: IP55
  - 1.5.3 Protection Rating: IP56/IP65
- 1.6 Market Analysis by Application
  - 1.6.1 Overview: Global Cooling Tower Motor Consumption Value by Application: 2021 Versus 2025 Versus 2032
  - 1.6.2 Electricity
  - 1.6.3 Chemicals
  - 1.6.4 Others
- 1.7 Global Cooling Tower Motor Market Size & Forecast
  - 1.7.1 Global Cooling Tower Motor Consumption Value (2021 & 2025 & 2032)
  - 1.7.2 Global Cooling Tower Motor Sales Quantity (2021-2032)
  - 1.7.3 Global Cooling Tower Motor Average Price (2021-2032)

### 2 MANUFACTURERS PROFILES

- 2.1 Ryowo
  - 2.1.1 Ryowo Details
  - 2.1.2 Ryowo Major Business

- 2.1.3 Ryowo Cooling Tower Motor Product and Services
- 2.1.4 Ryowo Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Ryowo Recent Developments/Updates
- 2.2 Sabar Pumps
  - 2.2.1 Sabar Pumps Details
  - 2.2.2 Sabar Pumps Major Business
  - 2.2.3 Sabar Pumps Cooling Tower Motor Product and Services
  - 2.2.4 Sabar Pumps Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.2.5 Sabar Pumps Recent Developments/Updates
- 2.3 EMF Motor
  - 2.3.1 EMF Motor Details
  - 2.3.2 EMF Motor Major Business
  - 2.3.3 EMF Motor Cooling Tower Motor Product and Services
  - 2.3.4 EMF Motor Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.3.5 EMF Motor Recent Developments/Updates
- 2.4 SPX Cooling Tech, LLC
  - 2.4.1 SPX Cooling Tech, LLC Details
  - 2.4.2 SPX Cooling Tech, LLC Major Business
  - 2.4.3 SPX Cooling Tech, LLC Cooling Tower Motor Product and Services
  - 2.4.4 SPX Cooling Tech, LLC Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.4.5 SPX Cooling Tech, LLC Recent Developments/Updates
- 2.5 Oswal Pumps
  - 2.5.1 Oswal Pumps Details
  - 2.5.2 Oswal Pumps Major Business
  - 2.5.3 Oswal Pumps Cooling Tower Motor Product and Services
  - 2.5.4 Oswal Pumps Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Oswal Pumps Recent Developments/Updates
- 2.6 DAC Electric
  - 2.6.1 DAC Electric Details
  - 2.6.2 DAC Electric Major Business
  - 2.6.3 DAC Electric Cooling Tower Motor Product and Services
  - 2.6.4 DAC Electric Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 DAC Electric Recent Developments/Updates

## 2.7 Lubi Pumps

### 2.7.1 Lubi Pumps Details

### 2.7.2 Lubi Pumps Major Business

### 2.7.3 Lubi Pumps Cooling Tower Motor Product and Services

### 2.7.4 Lubi Pumps Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.7.5 Lubi Pumps Recent Developments/Updates

## 2.8 ANG DRIVE

### 2.8.1 ANG DRIVE Details

### 2.8.2 ANG DRIVE Major Business

### 2.8.3 ANG DRIVE Cooling Tower Motor Product and Services

### 2.8.4 ANG DRIVE Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.8.5 ANG DRIVE Recent Developments/Updates

## 2.9 Rawat Industries

### 2.9.1 Rawat Industries Details

### 2.9.2 Rawat Industries Major Business

### 2.9.3 Rawat Industries Cooling Tower Motor Product and Services

### 2.9.4 Rawat Industries Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.9.5 Rawat Industries Recent Developments/Updates

## 2.10 Tower Tech

### 2.10.1 Tower Tech Details

### 2.10.2 Tower Tech Major Business

### 2.10.3 Tower Tech Cooling Tower Motor Product and Services

### 2.10.4 Tower Tech Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.10.5 Tower Tech Recent Developments/Updates

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

### 2.11.1 WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Details

### 2.11.2 WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Major Business

### 2.11.3 WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Cooling Tower Motor Product and Services

### 2.11.4 WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.11.5 WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Recent Developments/Updates

## 2.12 DENENG

### 2.12.1 DENENG Details

### 2.12.2 DENENG Major Business

### 2.12.3 DENENG Cooling Tower Motor Product and Services

### 2.12.4 DENENG Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.12.5 DENENG Recent Developments/Updates

## 2.13 ZHENGDE

### 2.13.1 ZHENGDE Details

### 2.13.2 ZHENGDE Major Business

### 2.13.3 ZHENGDE Cooling Tower Motor Product and Services

### 2.13.4 ZHENGDE Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.13.5 ZHENGDE Recent Developments/Updates

## 2.14 PERFECT Cooling Towers

### 2.14.1 PERFECT Cooling Towers Details

### 2.14.2 PERFECT Cooling Towers Major Business

### 2.14.3 PERFECT Cooling Towers Cooling Tower Motor Product and Services

### 2.14.4 PERFECT Cooling Towers Cooling Tower Motor Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

### 2.14.5 PERFECT Cooling Towers Recent Developments/Updates

## **3 COMPETITIVE ENVIRONMENT: COOLING TOWER MOTOR BY MANUFACTURER**

### 3.1 Global Cooling Tower Motor Sales Quantity by Manufacturer (2021-2026)

### 3.2 Global Cooling Tower Motor Revenue by Manufacturer (2021-2026)

### 3.3 Global Cooling Tower Motor Average Price by Manufacturer (2021-2026)

### 3.4 Market Share Analysis (2025)

#### 3.4.1 Producer Shipments of Cooling Tower Motor by Manufacturer Revenue (\$MM) and Market Share (%): 2025

#### 3.4.2 Top 3 Cooling Tower Motor Manufacturer Market Share in 2025

#### 3.4.3 Top 6 Cooling Tower Motor Manufacturer Market Share in 2025

### 3.5 Cooling Tower Motor Market: Overall Company Footprint Analysis

#### 3.5.1 Cooling Tower Motor Market: Region Footprint

#### 3.5.2 Cooling Tower Motor Market: Company Product Type Footprint

#### 3.5.3 Cooling Tower 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 Cooling Tower Motor Market Size by Region

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

### 4.2 North America Cooling Tower Motor Consumption Value (2021-2032)

### 4.3 Europe Cooling Tower Motor Consumption Value (2021-2032)

### 4.4 Asia-Pacific Cooling Tower Motor Consumption Value (2021-2032)

### 4.5 South America Cooling Tower Motor Consumption Value (2021-2032)

### 4.6 Middle East & Africa Cooling Tower Motor Consumption Value (2021-2032)

## **5 MARKET SEGMENT BY TYPE**

### 5.1 Global Cooling Tower Motor Sales Quantity by Type (2021-2032)

### 5.2 Global Cooling Tower Motor Consumption Value by Type (2021-2032)

### 5.3 Global Cooling Tower Motor Average Price by Type (2021-2032)

## **6 MARKET SEGMENT BY APPLICATION**

### 6.1 Global Cooling Tower Motor Sales Quantity by Application (2021-2032)

### 6.2 Global Cooling Tower Motor Consumption Value by Application (2021-2032)

### 6.3 Global Cooling Tower Motor Average Price by Application (2021-2032)

## **7 NORTH AMERICA**

### 7.1 North America Cooling Tower Motor Sales Quantity by Type (2021-2032)

### 7.2 North America Cooling Tower Motor Sales Quantity by Application (2021-2032)

### 7.3 North America Cooling Tower Motor Market Size by Country

#### 7.3.1 North America Cooling Tower Motor Sales Quantity by Country (2021-2032)

#### 7.3.2 North America Cooling Tower 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 Cooling Tower Motor Sales Quantity by Type (2021-2032)

- 8.2 Europe Cooling Tower Motor Sales Quantity by Application (2021-2032)
- 8.3 Europe Cooling Tower Motor Market Size by Country
  - 8.3.1 Europe Cooling Tower Motor Sales Quantity by Country (2021-2032)
  - 8.3.2 Europe Cooling Tower 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 Cooling Tower Motor Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Cooling Tower Motor Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Cooling Tower Motor Market Size by Region
  - 9.3.1 Asia-Pacific Cooling Tower Motor Sales Quantity by Region (2021-2032)
  - 9.3.2 Asia-Pacific Cooling Tower 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 Cooling Tower Motor Sales Quantity by Type (2021-2032)
- 10.2 South America Cooling Tower Motor Sales Quantity by Application (2021-2032)
- 10.3 South America Cooling Tower Motor Market Size by Country
  - 10.3.1 South America Cooling Tower Motor Sales Quantity by Country (2021-2032)
  - 10.3.2 South America Cooling Tower 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 Cooling Tower Motor Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Cooling Tower Motor Sales Quantity by Application

(2021-2032)

11.3 Middle East & Africa Cooling Tower Motor Market Size by Country

11.3.1 Middle East & Africa Cooling Tower Motor Sales Quantity by Country

(2021-2032)

11.3.2 Middle East & Africa Cooling Tower 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 Cooling Tower Motor Market Drivers

12.2 Cooling Tower Motor Market Restraints

12.3 Cooling Tower 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 Cooling Tower Motor and Key Manufacturers

13.2 Manufacturing Costs Percentage of Cooling Tower Motor

13.3 Cooling Tower 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 Cooling Tower Motor Typical Distributors

14.3 Cooling Tower 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 Cooling Tower Motor Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Cooling Tower Motor Consumption Value by Installation Method, (USD Million), 2021 & 2025 & 2032

Table 3. Global Cooling Tower Motor Consumption Value by Protection Rating, (USD Million), 2021 & 2025 & 2032

Table 4. Global Cooling Tower Motor Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Ryowo Basic Information, Manufacturing Base and Competitors

Table 6. Ryowo Major Business

Table 7. Ryowo Cooling Tower Motor Product and Services

Table 8. Ryowo Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 9. Ryowo Recent Developments/Updates

Table 10. Sabar Pumps Basic Information, Manufacturing Base and Competitors

Table 11. Sabar Pumps Major Business

Table 12. Sabar Pumps Cooling Tower Motor Product and Services

Table 13. Sabar Pumps Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 14. Sabar Pumps Recent Developments/Updates

Table 15. EMF Motor Basic Information, Manufacturing Base and Competitors

Table 16. EMF Motor Major Business

Table 17. EMF Motor Cooling Tower Motor Product and Services

Table 18. EMF Motor Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 19. EMF Motor Recent Developments/Updates

Table 20. SPX Cooling Tech, LLC Basic Information, Manufacturing Base and Competitors

Table 21. SPX Cooling Tech, LLC Major Business

Table 22. SPX Cooling Tech, LLC Cooling Tower Motor Product and Services

Table 23. SPX Cooling Tech, LLC Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 24. SPX Cooling Tech, LLC Recent Developments/Updates

Table 25. Oswal Pumps Basic Information, Manufacturing Base and Competitors

Table 26. Oswal Pumps Major Business

Table 27. Oswal Pumps Cooling Tower Motor Product and Services

Table 28. Oswal Pumps Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 29. Oswal Pumps Recent Developments/Updates

Table 30. DAC Electric Basic Information, Manufacturing Base and Competitors

Table 31. DAC Electric Major Business

Table 32. DAC Electric Cooling Tower Motor Product and Services

Table 33. DAC Electric Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 34. DAC Electric Recent Developments/Updates

Table 35. Lubi Pumps Basic Information, Manufacturing Base and Competitors

Table 36. Lubi Pumps Major Business

Table 37. Lubi Pumps Cooling Tower Motor Product and Services

Table 38. Lubi Pumps Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 39. Lubi Pumps Recent Developments/Updates

Table 40. ANG DRIVE Basic Information, Manufacturing Base and Competitors

Table 41. ANG DRIVE Major Business

Table 42. ANG DRIVE Cooling Tower Motor Product and Services

Table 43. ANG DRIVE Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 44. ANG DRIVE Recent Developments/Updates

Table 45. Rawat Industries Basic Information, Manufacturing Base and Competitors

Table 46. Rawat Industries Major Business

Table 47. Rawat Industries Cooling Tower Motor Product and Services

Table 48. Rawat Industries Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 49. Rawat Industries Recent Developments/Updates

Table 50. Tower Tech Basic Information, Manufacturing Base and Competitors

Table 51. Tower Tech Major Business

Table 52. Tower Tech Cooling Tower Motor Product and Services

Table 53. Tower Tech Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 54. Tower Tech Recent Developments/Updates

Table 55. WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Basic Information, Manufacturing Base and Competitors

Table 56. WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD. Major Business

Table 57. WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD.  
Cooling Tower Motor Product and Services

Table 58. WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD.  
Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 59. WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD.  
Recent Developments/Updates

Table 60. DENENG Basic Information, Manufacturing Base and Competitors

Table 61. DENENG Major Business

Table 62. DENENG Cooling Tower Motor Product and Services

Table 63. DENENG Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 64. DENENG Recent Developments/Updates

Table 65. ZHENGDE Basic Information, Manufacturing Base and Competitors

Table 66. ZHENGDE Major Business

Table 67. ZHENGDE Cooling Tower Motor Product and Services

Table 68. ZHENGDE Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 69. ZHENGDE Recent Developments/Updates

Table 70. PERFECT Cooling Towers Basic Information, Manufacturing Base and Competitors

Table 71. PERFECT Cooling Towers Major Business

Table 72. PERFECT Cooling Towers Cooling Tower Motor Product and Services

Table 73. PERFECT Cooling Towers Cooling Tower Motor Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 74. PERFECT Cooling Towers Recent Developments/Updates

Table 75. Global Cooling Tower Motor Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 76. Global Cooling Tower Motor Revenue by Manufacturer (2021-2026) & (USD Million)

Table 77. Global Cooling Tower Motor Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 78. Market Position of Manufacturers in Cooling Tower Motor, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 79. Head Office and Cooling Tower Motor Production Site of Key Manufacturer

Table 80. Cooling Tower Motor Market: Company Product Type Footprint

Table 81. Cooling Tower Motor Market: Company Product Application Footprint

Table 82. Cooling Tower Motor New Market Entrants and Barriers to Market Entry

- Table 83. Cooling Tower Motor Mergers, Acquisition, Agreements, and Collaborations
- Table 84. Global Cooling Tower Motor Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
- Table 85. Global Cooling Tower Motor Sales Quantity by Region (2021-2026) & (K Units)
- Table 86. Global Cooling Tower Motor Sales Quantity by Region (2027-2032) & (K Units)
- Table 87. Global Cooling Tower Motor Consumption Value by Region (2021-2026) & (USD Million)
- Table 88. Global Cooling Tower Motor Consumption Value by Region (2027-2032) & (USD Million)
- Table 89. Global Cooling Tower Motor Average Price by Region (2021-2026) & (US\$/Unit)
- Table 90. Global Cooling Tower Motor Average Price by Region (2027-2032) & (US\$/Unit)
- Table 91. Global Cooling Tower Motor Sales Quantity by Type (2021-2026) & (K Units)
- Table 92. Global Cooling Tower Motor Sales Quantity by Type (2027-2032) & (K Units)
- Table 93. Global Cooling Tower Motor Consumption Value by Type (2021-2026) & (USD Million)
- Table 94. Global Cooling Tower Motor Consumption Value by Type (2027-2032) & (USD Million)
- Table 95. Global Cooling Tower Motor Average Price by Type (2021-2026) & (US\$/Unit)
- Table 96. Global Cooling Tower Motor Average Price by Type (2027-2032) & (US\$/Unit)
- Table 97. Global Cooling Tower Motor Sales Quantity by Application (2021-2026) & (K Units)
- Table 98. Global Cooling Tower Motor Sales Quantity by Application (2027-2032) & (K Units)
- Table 99. Global Cooling Tower Motor Consumption Value by Application (2021-2026) & (USD Million)
- Table 100. Global Cooling Tower Motor Consumption Value by Application (2027-2032) & (USD Million)
- Table 101. Global Cooling Tower Motor Average Price by Application (2021-2026) & (US\$/Unit)
- Table 102. Global Cooling Tower Motor Average Price by Application (2027-2032) & (US\$/Unit)
- Table 103. North America Cooling Tower Motor Sales Quantity by Type (2021-2026) & (K Units)
- Table 104. North America Cooling Tower Motor Sales Quantity by Type (2027-2032) & (K Units)

Table 105. North America Cooling Tower Motor Sales Quantity by Application (2021-2026) & (K Units)

Table 106. North America Cooling Tower Motor Sales Quantity by Application (2027-2032) & (K Units)

Table 107. North America Cooling Tower Motor Sales Quantity by Country (2021-2026) & (K Units)

Table 108. North America Cooling Tower Motor Sales Quantity by Country (2027-2032) & (K Units)

Table 109. North America Cooling Tower Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 110. North America Cooling Tower Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 111. Europe Cooling Tower Motor Sales Quantity by Type (2021-2026) & (K Units)

Table 112. Europe Cooling Tower Motor Sales Quantity by Type (2027-2032) & (K Units)

Table 113. Europe Cooling Tower Motor Sales Quantity by Application (2021-2026) & (K Units)

Table 114. Europe Cooling Tower Motor Sales Quantity by Application (2027-2032) & (K Units)

Table 115. Europe Cooling Tower Motor Sales Quantity by Country (2021-2026) & (K Units)

Table 116. Europe Cooling Tower Motor Sales Quantity by Country (2027-2032) & (K Units)

Table 117. Europe Cooling Tower Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 118. Europe Cooling Tower Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 119. Asia-Pacific Cooling Tower Motor Sales Quantity by Type (2021-2026) & (K Units)

Table 120. Asia-Pacific Cooling Tower Motor Sales Quantity by Type (2027-2032) & (K Units)

Table 121. Asia-Pacific Cooling Tower Motor Sales Quantity by Application (2021-2026) & (K Units)

Table 122. Asia-Pacific Cooling Tower Motor Sales Quantity by Application (2027-2032) & (K Units)

Table 123. Asia-Pacific Cooling Tower Motor Sales Quantity by Region (2021-2026) & (K Units)

Table 124. Asia-Pacific Cooling Tower Motor Sales Quantity by Region (2027-2032) &

(K Units)

Table 125. Asia-Pacific Cooling Tower Motor Consumption Value by Region (2021-2026) & (USD Million)

Table 126. Asia-Pacific Cooling Tower Motor Consumption Value by Region (2027-2032) & (USD Million)

Table 127. South America Cooling Tower Motor Sales Quantity by Type (2021-2026) & (K Units)

Table 128. South America Cooling Tower Motor Sales Quantity by Type (2027-2032) & (K Units)

Table 129. South America Cooling Tower Motor Sales Quantity by Application (2021-2026) & (K Units)

Table 130. South America Cooling Tower Motor Sales Quantity by Application (2027-2032) & (K Units)

Table 131. South America Cooling Tower Motor Sales Quantity by Country (2021-2026) & (K Units)

Table 132. South America Cooling Tower Motor Sales Quantity by Country (2027-2032) & (K Units)

Table 133. South America Cooling Tower Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 134. South America Cooling Tower Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 135. Middle East & Africa Cooling Tower Motor Sales Quantity by Type (2021-2026) & (K Units)

Table 136. Middle East & Africa Cooling Tower Motor Sales Quantity by Type (2027-2032) & (K Units)

Table 137. Middle East & Africa Cooling Tower Motor Sales Quantity by Application (2021-2026) & (K Units)

Table 138. Middle East & Africa Cooling Tower Motor Sales Quantity by Application (2027-2032) & (K Units)

Table 139. Middle East & Africa Cooling Tower Motor Sales Quantity by Country (2021-2026) & (K Units)

Table 140. Middle East & Africa Cooling Tower Motor Sales Quantity by Country (2027-2032) & (K Units)

Table 141. Middle East & Africa Cooling Tower Motor Consumption Value by Country (2021-2026) & (USD Million)

Table 142. Middle East & Africa Cooling Tower Motor Consumption Value by Country (2027-2032) & (USD Million)

Table 143. Cooling Tower Motor Raw Material

Table 144. Key Manufacturers of Cooling Tower Motor Raw Materials

Table 145. Cooling Tower Motor Typical Distributors

Table 146. Cooling Tower Motor Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Cooling Tower Motor Picture

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

Figure 3. Global Cooling Tower Motor Revenue Market Share by Type in 2025

Figure 4. Asynchronous Induction Motor Examples

Figure 5. Permanent Magnet Synchronous Motor Examples

Figure 6. Variable Frequency Motor Examples

Figure 7. Global Cooling Tower Motor Revenue by Installation Method, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Cooling Tower Motor Revenue Market Share by Installation Method in 2025

Figure 9. Horizontal Installation Examples

Figure 10. Vertical Installation Examples

Figure 11. Flange Installation Examples

Figure 12. Global Cooling Tower Motor Revenue by Protection Rating, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Cooling Tower Motor Revenue Market Share by Protection Rating in 2025

Figure 14. Protection Rating: IP55 Examples

Figure 15. Protection Rating: IP56/IP65 Examples

Figure 16. Global Cooling Tower Motor Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 17. Global Cooling Tower Motor Revenue Market Share by Application in 2025

Figure 18. Electricity Examples

Figure 19. Chemicals Examples

Figure 20. Others Examples

Figure 21. Global Cooling Tower Motor Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 22. Global Cooling Tower Motor Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 23. Global Cooling Tower Motor Sales Quantity (2021-2032) & (K Units)

Figure 24. Global Cooling Tower Motor Price (2021-2032) & (US\$/Unit)

Figure 25. Global Cooling Tower Motor Sales Quantity Market Share by Manufacturer in 2025

Figure 26. Global Cooling Tower Motor Revenue Market Share by Manufacturer in 2025

Figure 27. Producer Shipments of Cooling Tower Motor by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 28. Top 3 Cooling Tower Motor Manufacturer (Revenue) Market Share in 2025

Figure 29. Top 6 Cooling Tower Motor Manufacturer (Revenue) Market Share in 2025

Figure 30. Global Cooling Tower Motor Sales Quantity Market Share by Region (2021-2032)

Figure 31. Global Cooling Tower Motor Consumption Value Market Share by Region (2021-2032)

Figure 32. North America Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 33. Europe Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 34. Asia-Pacific Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 35. South America Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 36. Middle East & Africa Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 37. Global Cooling Tower Motor Sales Quantity Market Share by Type (2021-2032)

Figure 38. Global Cooling Tower Motor Consumption Value Market Share by Type (2021-2032)

Figure 39. Global Cooling Tower Motor Average Price by Type (2021-2032) & (US\$/Unit)

Figure 40. Global Cooling Tower Motor Sales Quantity Market Share by Application (2021-2032)

Figure 41. Global Cooling Tower Motor Revenue Market Share by Application (2021-2032)

Figure 42. Global Cooling Tower Motor Average Price by Application (2021-2032) & (US\$/Unit)

Figure 43. North America Cooling Tower Motor Sales Quantity Market Share by Type (2021-2032)

Figure 44. North America Cooling Tower Motor Sales Quantity Market Share by Application (2021-2032)

Figure 45. North America Cooling Tower Motor Sales Quantity Market Share by Country (2021-2032)

Figure 46. North America Cooling Tower Motor Consumption Value Market Share by Country (2021-2032)

Figure 47. United States Cooling Tower Motor Consumption Value (2021-2032) & (USD

Million)

Figure 48. Canada Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 49. Mexico Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 50. Europe Cooling Tower Motor Sales Quantity Market Share by Type (2021-2032)

Figure 51. Europe Cooling Tower Motor Sales Quantity Market Share by Application (2021-2032)

Figure 52. Europe Cooling Tower Motor Sales Quantity Market Share by Country (2021-2032)

Figure 53. Europe Cooling Tower Motor Consumption Value Market Share by Country (2021-2032)

Figure 54. Germany Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 55. France Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 56. United Kingdom Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 57. Russia Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 58. Italy Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 59. Asia-Pacific Cooling Tower Motor Sales Quantity Market Share by Type (2021-2032)

Figure 60. Asia-Pacific Cooling Tower Motor Sales Quantity Market Share by Application (2021-2032)

Figure 61. Asia-Pacific Cooling Tower Motor Sales Quantity Market Share by Region (2021-2032)

Figure 62. Asia-Pacific Cooling Tower Motor Consumption Value Market Share by Region (2021-2032)

Figure 63. China Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 64. Japan Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 65. South Korea Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 66. India Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 67. Southeast Asia Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 68. Australia Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 69. South America Cooling Tower Motor Sales Quantity Market Share by Type (2021-2032)

Figure 70. South America Cooling Tower Motor Sales Quantity Market Share by Application (2021-2032)

Figure 71. South America Cooling Tower Motor Sales Quantity Market Share by Country (2021-2032)

Figure 72. South America Cooling Tower Motor Consumption Value Market Share by Country (2021-2032)

Figure 73. Brazil Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 74. Argentina Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 75. Middle East & Africa Cooling Tower Motor Sales Quantity Market Share by Type (2021-2032)

Figure 76. Middle East & Africa Cooling Tower Motor Sales Quantity Market Share by Application (2021-2032)

Figure 77. Middle East & Africa Cooling Tower Motor Sales Quantity Market Share by Country (2021-2032)

Figure 78. Middle East & Africa Cooling Tower Motor Consumption Value Market Share by Country (2021-2032)

Figure 79. Turkey Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 80. Egypt Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 81. Saudi Arabia Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 82. South Africa Cooling Tower Motor Consumption Value (2021-2032) & (USD Million)

Figure 83. Cooling Tower Motor Market Drivers

Figure 84. Cooling Tower Motor Market Restraints

Figure 85. Cooling Tower Motor Market Trends

Figure 86. Porters Five Forces Analysis

Figure 87. Manufacturing Cost Structure Analysis of Cooling Tower Motor in 2025

Figure 88. Manufacturing Process Analysis of Cooling Tower Motor

Figure 89. Cooling Tower Motor Industrial Chain

Figure 90. Sales Channel: Direct to End-User vs Distributors

Figure 91. Direct Channel Pros & Cons

Figure 92. Indirect Channel Pros & Cons

Figure 93. Methodology

Figure 94. Research Process and Data Source

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