

# Global Eccentric Rotating Mass (ERM) Vibration Motor Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Eccentric Rotating Mass (ERM) Vibration Motor market size is expected to reach \$ 9654 million by 2032, rising at a market growth of 6.1% CAGR during the forecast period (2026-2032).

Eccentric Rotating Mass (EMM) motors are small vibration drive devices that generate vibration output through the rotation of the rotor with an internal eccentric counterweight. They are widely used in mobile game controllers, wearable devices, massagers, and various feedback vibration scenarios. Global sales are projected to reach approximately three billion units in 2025, with an average unit price of approximately US\$2.1 and a capacity utilization rate of approximately 83%. Typical upstream and downstream companies include manufacturers of precision micro-motor stator and rotor components, suppliers of high-performance magnetic materials, and end-consumer electronics assembly and testing service providers. The gross profit margin for these products is typically between 20% and 28%. The product cost structure mainly consists of: stator and rotor stamping and winding costs (40%), magnet and eccentric counterweight material costs (25%), vibration drive bearings and supports (15%), and assembly, testing, and quality inspection costs. The product mix comprises 10% for inspection, 10% for packaging and logistics, and 10% for after-sales support. On the demand side, the downstream demand list includes smartphones, game controllers, wearable devices, health appliances, massage devices, automotive haptic feedback systems, and virtual reality and augmented reality controllers. The downstream customer list covers smart terminal brand manufacturers, consumer electronics OEMs, automotive electronics suppliers, smart wearable device manufacturers, and game and virtual reality peripheral manufacturers. On the business opportunity side, policy drivers include the upgrading of the smart terminal industry, encouragement of advanced manufacturing, and the promotion of localized regional supply chain layouts for localized production. Technological innovation drives the development of smaller, lower-energy-

consumption, and more refined vibration control and linear feedback technologies. Changes in consumer demands reflect users' expectations for immersive experiences, higher response speeds, and stronger tactile perception. These factors collectively drive the evolution of eccentric rotating mass ERM motors towards high-performance and high-value-added products, unlocking long-term growth opportunities. The ERM motor market is characterized by a mature, existing market dominated by existing products, supplemented by structural upgrades. In the smartphone market, the increasing penetration of linear motors and the enhanced haptic experience in high-end models have squeezed the market share of ERM motors in some high-end applications. However, ERM motors still possess significant cost and supply chain advantages in mid-to-low-end smart terminals, entry-level wearables, toys, and low-cost vibration feedback scenarios, resulting in relatively resilient demand. On the supply side, competition hinges on consistency and yield, noise and lifespan control, and miniaturization and low-power design capabilities. Leading manufacturers are achieving cost reduction through automated winding and assembly, online testing and grading, and material standardization. Future growth is likely to come from expansion into non-smartphone applications, such as in-vehicle haptic feedback, industrial portable terminals, human-computer interaction peripherals, and low-cost health and physiotherapy devices. Simultaneously, as regulations increase product safety and reliability requirements, and users demand quieter, more subtle vibration experiences, suppliers with low-noise design, consistent vibration response, and customized delivery capabilities are more likely to secure higher value-added orders in niche markets.

This report studies the global Eccentric Rotating Mass (ERM) Vibration Motor production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Eccentric Rotating Mass (ERM) Vibration 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 Eccentric Rotating Mass (ERM) Vibration Motor that contribute to its increasing demand across many markets.

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

Global Eccentric Rotating Mass (ERM) Vibration Motor total production and demand, 2021-2032, (K Units)

Global Eccentric Rotating Mass (ERM) Vibration Motor total production value, 2021-2032, (USD Million)

Global Eccentric Rotating Mass (ERM) Vibration Motor production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Eccentric Rotating Mass (ERM) Vibration Motor consumption by region &

country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Eccentric Rotating Mass (ERM) Vibration Motor domestic production, consumption, key domestic manufacturers and share

Global Eccentric Rotating Mass (ERM) Vibration Motor production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Eccentric Rotating Mass (ERM) Vibration Motor production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Eccentric Rotating Mass (ERM) Vibration Motor production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Eccentric Rotating Mass (ERM) Vibration 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 Nidec Corporation, Venanzetti, PUI Audio, Berger Maschinenbau, Johnson Electric Holdings, Precision Microdrives, Vybronic, Precision Mini Drives, BEGE, Ineed Electronics, 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 Eccentric Rotating Mass (ERM) Vibration 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 Eccentric Rotating Mass (ERM) Vibration Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Eccentric Rotating Mass (ERM) Vibration Motor Market, Segmentation by Type:

Horizontal ERM Motor

Vertical ERM Motor

#### Global Eccentric Rotating Mass (ERM) Vibration Motor Market, Segmentation by Rated Speed:

8000-10000rpm

10000-12000rpm

Above 12000rpm

#### Global Eccentric Rotating Mass (ERM) Vibration Motor Market, Segmentation by Vibration Frequency:

Below 200HZ

Above 200HZ

#### Global Eccentric Rotating Mass (ERM) Vibration Motor Market, Segmentation by Application:

Consumer Electronics

Industrial Machinery

Other

**Companies Profiled:**

Nidec Corporation

Venanzetti

PUI Audio

Berger Maschinenbau

Johnson Electric Holdings

Precision Microdrives

Vybronic

Precision Mini Drives

BEGE

Ineed Electronics

Alliance Motori

KOTL

SANYO DENKI

NSK

Hengdian Group DMEGC Magnetics

AAC

Bluecom

**Key Questions Answered:**

1. How big is the global Eccentric Rotating Mass (ERM) Vibration Motor market?

2. What is the demand of the global Eccentric Rotating Mass (ERM) Vibration Motor market?
3. What is the year over year growth of the global Eccentric Rotating Mass (ERM) Vibration Motor market?
4. What is the production and production value of the global Eccentric Rotating Mass (ERM) Vibration Motor market?
5. Who are the key producers in the global Eccentric Rotating Mass (ERM) Vibration Motor market?
6. What are the growth factors driving the market demand?

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