

Global Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles market size was valued at US\$ 780 million in 2025 and is forecast to a readjusted size of US\$ 957 million by 2032 with a CAGR of 3.1% during review period.

An electric power steering (EPS) motor for new energy vehicles is a key actuator in the EPS system that converts electrical energy into mechanical torque to assist vehicle steering. Controlled by the Electronic Control Unit (ECU), it adjusts torque output in real time based on vehicle speed, steering angle, and driver input to achieve lightweight, precise, and intelligent steering performance. These motors are typically based on BLDC or PMSM technologies and are widely used in BEVs and PHEVs, representing a critical component of electrified chassis systems in new energy vehicles. In 2025, global sales of electric power steering motors for new energy vehicles are projected to reach 26.1 million units, with an average selling price of \$29 per unit and an industry gross margin range of 15% to 40%. The electric power steering (EPS) motor for new energy vehicles industry chain consists of upstream materials, midstream manufacturing, and downstream automotive applications. Upstream includes rare-earth permanent magnets (NdFeB), silicon steel sheets, copper, and bearings, which directly influence motor efficiency and power density. Midstream covers motor design, winding, rotor-stator assembly, and system integration, where key players include Nidec, Bosch, Mitsuba, and Chinese manufacturers such as DARE Auto. Downstream applications are dominated by OEMs producing BEVs and PHEVs. With the rise of intelligent vehicles, EPS motors are increasingly integrated with ADAS, steer-by-wire, and domain control systems, driving the industry toward higher integration and electrification.

This report is a detailed and comprehensive analysis for global Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles

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 Electric Power Steering Motor for New Energy Vehicles 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 Nidec, ZF, JTEKT, Bosch, NSK, Mitsubishi Electric, Denso, Mando, Mitsuba, Nexteer, etc.

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

Market Segmentation

Electric Power Steering Motor for New Energy Vehicles 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

Brushed DC Motor

BLDC Motor

PMSM

Market segment by EPS Structure

C-EPS

P-EPS

R-EPS

Others

Market segment by Power

Low Power (600W)

Market segment by Application

BEV

PHEV

HEV

Major players covered

Nidec

ZF

JTEKT

Bosch

NSK

Mitsubishi Electric

Denso

Mando

Mitsuba

Nexteer

DARE Auto

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 Electric Power Steering Motor for New Energy Vehicles product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Power Steering Motor for New Energy Vehicles, with price, sales quantity, revenue, and global market share of Electric Power Steering Motor for New Energy Vehicles from 2021 to 2026.

Chapter 3, the Electric Power Steering Motor for New Energy Vehicles competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles.

Chapter 14 and 15, to describe Electric Power Steering Motor for New Energy Vehicles sales channel, distributors, customers, research findings and conclusion.

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