

Global Electric Seat Adjustment Motor Replacement Parts Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G7021BF5C704EN.html>

Date: July 2026

Pages: 134

Price: US\$ 3,480.00 (Single User License)

ID: G7021BF5C704EN

Abstracts

According to our (Global Info Research) latest study, the global Electric Seat Adjustment Motor Replacement Parts market size was valued at US\$ 2125 million in 2025 and is forecast to a readjusted size of US\$ 2930 million by 2032 with a CAGR of 4.7% during review period.

Electric Seat Adjustment Motor Replacement Parts refer to aftermarket components designed to replace worn or failed electric motors used in automotive power seat systems. These motors are small electric drive actuators installed inside car seats to drive various adjustable mechanisms, enabling seat fore/aft movement, height adjustment, backrest angle, seat cushion tilt, headrest, and lumbar support through rotational or linear motion output via reduction gears, worm gears, or lead screws . Replacement parts include seat track motors, recliner motors, height adjustment motors, lumbar motors, and complete motor assemblies .

The upstream segment includes suppliers of DC motors, magnetic materials, precision gears, copper windings, ball bearings, and electronic components . The midstream segment encompasses replacement part manufacturing, quality testing, packaging, and distribution performed by specialized aftermarket suppliers and OEM parts manufacturers. Motors are categorized by type into brushed DC motors (dominant due to cost-effectiveness) and brushless DC motors (higher efficiency, longer life), and by voltage into 12V and 48V systems . The downstream segment comprises distribution channels including auto parts retailers, e-commerce platforms (Amazon, eBay), wholesale distributors, and repair shops, serving end-users in automotive aftermarket for vehicle service and repair.

The global average selling price for electric seat adjustment motor replacement parts is approximately US\$7.49 per unit, with annual sales volume reaching 275,753k units in 2025 . The industry maintains gross margins between 19% and 25%, reflecting the value-added nature of precision manufacturing and the competitive aftermarket landscape .

The global electric seat adjustment motor replacement parts market is experiencing steady growth, driven by the increasing vehicle parc of vehicles equipped with power seats, rising average vehicle age, and growing consumer preference for repairing rather than replacing entire seat assemblies. As automotive power seats become standard equipment across more vehicle segments, the installed base of seat adjustment motors continues to expand, creating sustained demand for replacement components .

A notable trend reshaping the market is the shift from brushed DC motors to brushless DC motors in replacement applications. While brushed motors dominate current replacement demand due to lower cost and widespread original equipment usage, brushless motors are gaining traction in premium and high-mileage vehicle segments due to their superior durability, efficiency, and longer service life. This transition is expected to accelerate as vehicle electrification and intelligent cockpit requirements drive higher performance standards .

Another significant development is the growth of e-commerce and direct-to-consumer parts distribution. Online platforms have made it easier for independent repair shops and DIY consumers to access replacement motors at competitive prices, bypassing traditional dealership channels. This shift is particularly pronounced for standardized components like seat motors, where part compatibility is well-documented and installation is within reach of skilled DIYers.

This report is a detailed and comprehensive analysis for global Electric Seat Adjustment Motor Replacement Parts 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 Seat Adjustment Motor Replacement Parts market size and forecasts, in

consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Electric Seat Adjustment Motor Replacement Parts 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 Seat Adjustment Motor Replacement Parts 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 Seat Adjustment Motor Replacement Parts 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 Seat Adjustment Motor Replacement Parts

- 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 Seat Adjustment Motor Replacement Parts 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 Shenghuabo Group, Yanfeng, Johnson Electric, Zhejiang Shuanglin Auto Parts Co., Ltd., Hangzhou XJ Transmission Co., Ltd., Mingyang Technology, Zhejiang Huayuan Auto Technology Co., Ltd., Hubei AVIC Jingjiu Technology Co., Ltd., Brose Fahrzeugteile, Bosch (Robert Bosch GmbH), etc.

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

Market Segmentation

Electric Seat Adjustment Motor Replacement Parts 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

Brushless DC Motor (BLDC)

Market segment by Voltage

12V Systems

48V Systems

Market segment by Power Rating

Low Power (50W)

Market segment by Application

Passenger Cars

Commercial Vehicles

Major players covered

Shenghuabo Group

Yanfeng

Johnson Electric

Zhejiang Shuanglin Auto Parts Co., Ltd.

Hangzhou XJ Transmission Co., Ltd.

Mingyang Technology

Zhejiang Huayuan Auto Technology Co., Ltd.

Hubei AVIC Jingjiu Technology Co., Ltd.

Brose Fahrzeugteile

Bosch (Robert Bosch GmbH)

Denso Corporation (ASMO)

Nidec Corporation

Mabuchi Motor Co., Ltd.

Mitsuba Corporation

Keyang Electric Machinery Co., Ltd.

Leggett & Platt, Inc.

Lear Corporation

Forvia (Faurecia + Hella)

Adient plc

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 Seat Adjustment Motor Replacement Parts product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Seat Adjustment Motor Replacement Parts, with price, sales quantity, revenue, and global market share of Electric Seat Adjustment Motor Replacement Parts from 2021 to 2026.

Chapter 3, the Electric Seat Adjustment Motor Replacement Parts competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Seat Adjustment Motor Replacement Parts 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 Seat Adjustment Motor Replacement Parts 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 Seat Adjustment Motor Replacement Parts.

Chapter 14 and 15, to describe Electric Seat Adjustment Motor Replacement Parts sales channel, distributors, customers, research findings and conclusion.

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