

Global Fractional HP Motor Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G91AD2D352C7EN.html>

Date: April 2026

Pages: 128

Price: US\$ 4,480.00 (Single User License)

ID: G91AD2D352C7EN

Abstracts

The global Fractional HP Motor market size is expected to reach \$ 83957 million by 2032, rising at a market growth of 4.3% CAGR during the forecast period (2026-2032).

A fractional horsepower motor is an electric motor with a rated output power less than one horsepower. One horsepower equals 745.7 watts. The power range is usually from 1/100 horsepower up to less than 1 horsepower. It is a type of small power motor used in home appliances, fans, pumps, and small industrial equipment. Fractional HP motors are priced from 15 to 150 US dollars per unit, with standard small models at 15 to 50 US dollars and high-performance industrial types at 50 to 150 US dollars. The industry chain includes upstream suppliers of silicon steel, copper wire, bearings and insulation materials, midstream manufacturers that produce and assemble motors, and downstream applications in home appliances, automotive, HVAC, office equipment and industrial automation. Cost fluctuations in raw materials affect pricing stability, while global supply chains focus on mass production and OEM cooperation. Major markets are driven by demand for energy-saving and intelligent small motors, and competition focuses on cost control and delivery efficiency.

Market Drivers

The continuous expansion of downstream application industries is the most fundamental driver for the fractional HP motor market. Fields including home appliances, automotive electronics, HVAC systems, office equipment, industrial automation, and medical devices have maintained steady growth in recent years. Household appliances such as air conditioners, refrigerators, washing machines, and small kitchen appliances are widely used in daily life, and each product needs multiple small motors to realize rotation, ventilation, compression, and actuation functions. With

the improvement of global living standards and urbanization process, the demand for household appliances continues to rise, directly driving the stable growth of the fractional HP motor market. In the industrial field, automated production lines, intelligent robots, precision instruments, and control systems also rely on high-performance small motors, which further expand the market space.

The rapid development of smart home and intelligent manufacturing has brought new growth momentum. With the popularization of smart home systems, more and more electrical products need to achieve automatic control, precise speed regulation, low noise, and low power consumption, which puts forward higher requirements for the performance of fractional HP motors. At the same time, the global trend of intelligent manufacturing requires a large number of compact, high-efficiency, and reliable driving components in automated production lines, conveying equipment, and operating mechanisms. The miniaturization, intelligence, and integration of fractional HP motors make them core components in intelligent equipment. The continuous innovation of control technology and the improvement of product added value have expanded the application scope of fractional HP motors and promoted the upgrading and growth of the whole industry.

The continuous improvement of global energy efficiency policies and environmental regulations has strongly promoted the development of the industry. Governments and international organizations have successively issued strict energy efficiency standards for motors and electrical products, requiring manufacturers to reduce energy consumption and carbon emissions. Traditional low-efficiency motors are gradually eliminated, and high-efficiency, energy-saving fractional HP motors have become the mainstream demand in the market. Motor manufacturers continue to increase R&D investment, optimize motor design, improve core materials, and adopt new production processes to improve efficiency and reduce energy loss. The promotion of energy-saving products not only meets policy requirements but also helps users reduce operating costs, making high-efficiency fractional HP motors more competitive in the market.

The rapid rise of the new energy vehicle industry has created a huge incremental market for fractional HP motors. A large number of fractional HP motors are used in new energy vehicles for thermal management systems, air conditioning blowers, cooling fans, seat adjustment, wiper systems, and various valve controls. With the continuous expansion of the production and sales of new energy vehicles, the demand for high-performance, lightweight, and high-reliability small motors has increased significantly. In addition, the development of automotive electrification and intelligence has promoted

the innovation of motor technology, requiring products to have the characteristics of high temperature resistance, long service life, low noise, and strong anti-interference ability. This not only expands the market scale but also promotes the technological progress and product upgrading of the whole fractional HP motor industry.

Market Challenges

The violent fluctuation of raw material prices is one of the biggest challenges facing the industry. The production of fractional HP motors requires a large number of key materials such as copper, aluminum, silicon steel, permanent magnets, insulating materials, and bearings. These raw materials are greatly affected by international supply and demand, geopolitics, and market speculation, and their prices often fluctuate sharply in a short period. Since the cost of raw materials accounts for a relatively high proportion in the total production cost, the sharp rise in raw material prices will directly increase the production pressure of enterprises, compress profit margins, and even cause losses for enterprises with weak cost control ability. Although enterprises can adjust the product price appropriately, it is often difficult to fully transfer the cost pressure in the fiercely competitive market, which brings great risks to the stable operation of enterprises.

The intensification of global market competition has led to long-term price pressure and reduced profit margins. The entry threshold of the fractional HP motor industry is relatively low, and there are a large number of manufacturers worldwide, ranging from large international enterprises to small and medium-sized local factories. The product homogenization competition in the low-end market is particularly fierce, and many enterprises can only compete by reducing prices, leading to the overall price decline of conventional products. In order to maintain market share, enterprises have to bear lower profit levels, which affects their investment in R&D, equipment renewal, and quality improvement. For small and medium-sized enterprises, the survival pressure is greater, and they are easy to be eliminated in the price war. The intensification of competition also makes it difficult for enterprises to maintain stable customer relationships, and the market volatility increases.

The continuous improvement of technical standards and performance requirements has raised the R&D and production threshold of the industry. In recent years, downstream industries have put forward higher and higher requirements for fractional HP motors, including higher energy efficiency, lower noise, smaller size, lighter weight, longer service life, higher stability, and better environmental adaptability. At the same time, the intelligent and integrated development direction requires motors to be combined with drive circuits, sensors, and control systems, which increases the difficulty of R&D.

Enterprises need to invest a lot of funds and professional technicians in design optimization, material research, and production process improvement. For enterprises with insufficient technical strength, it is difficult to meet the new standards, and they may lose the qualification to enter high-end markets such as automobiles, medical treatment, and high-end home appliances.

The instability of the global supply chain and logistics system brings great risks to production and delivery. In recent years, factors such as trade frictions, regional conflicts, epidemics, and shipping congestion have led to poor supply of core components, prolonged delivery cycles, and increased logistics costs. Many motor manufacturers rely on global procurement of key parts and materials. Once the supply is interrupted or delayed, it will directly affect the normal production arrangement, resulting in the inability to deliver on time, loss of orders, and damage to corporate reputation. In addition, the fluctuation of exchange rates and the adjustment of international trade policies also increase the uncertainty of import and export business. For enterprises with a high degree of dependence on the international market, supply chain risks have become an important factor restricting stable development.

The pressure of environmental protection and carbon reduction policies is increasing, and the cost of green production is rising. Governments around the world are strengthening environmental supervision, restricting the use of hazardous substances, and promoting green manufacturing and low-carbon production. Motor manufacturers need to use environmentally friendly insulating materials, improve production processes, reduce energy consumption and emissions in the production process, and establish a recyclable product system. These measures require additional investment in equipment, technology, and management, increasing the operating costs of enterprises. For small and medium-sized enterprises with weak financial strength, it is difficult to complete the transformation and upgrading in a short time, and they may face the risk of being unable to meet environmental standards and being banned from production.

This report studies the global Fractional HP Motor production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Fractional HP Motor total production and demand, 2021-2032, (K Units)

Global Fractional HP Motor total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Fractional HP Motor domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Fractional HP 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 Motor Corporation, Groschopp, Inc., ABB, Johnson Electric, Regal Rexnord, Maxon Motor, WEG, MinebeaMitsumi, Bison, Portescap, 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 Fractional HP Motor market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/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 Fractional HP Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Fractional HP Motor Market, Segmentation by Type:

Fractional HP Brushed Motor

Fractional HP Brushless Motor

Global Fractional HP Motor Market, Segmentation by Power Supply:

AC Fractional HP Motors

DC Fractional HP Motors

Global Fractional HP Motor Market, Segmentation by Operating Principle and Structure:

Induction Motors

Synchronous Motors

Stepper Motors

Servo Motors

Others

Global Fractional HP Motor Market, Segmentation by Application:

Motor Vehicles

Household Appliances

Industrial Machinery

Aerospace

Companies Profiled:

Nidec Motor Corporation

Groschopp, Inc.

ABB

Johnson Electric

Regal Rexnord

Maxon Motor

WEG

MinebeaMitsumi

Bison

Portescap

Precision Microdrives

Tianjin Tianwei

Nantong Fareast Chemical Equipment

Key Questions Answered:

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

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