

Global Marine Alternators and Starters Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Marine Alternators and Starters market size was valued at US\$ 2056 million in 2024 and is forecast to a readjusted size of USD 2561 million by 2031 with a CAGR of 3.2% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Marine alternators and starters are essential electrical components used in boats and other marine vessels to ensure proper functioning of the engine and onboard electrical systems. A marine alternator is responsible for generating electricity to recharge the boat's battery and power onboard electronics while the engine is running, similar to how a car alternator works but designed to withstand harsh marine conditions such as saltwater exposure, humidity, and vibrations. Marine starters, on the other hand, are electric motors that engage the boat's engine when starting, using battery power to turn the engine over. Both components are engineered for durability and reliability in demanding maritime environments to prevent breakdowns at sea.

The marine alternators and starters market is experiencing notable growth, driven by increasing demand for marine vessels used in commercial, naval, and recreational activities. Marine alternators and starters are essential components in marine vessels' electrical systems, providing power for starting engines and running onboard electrical equipment. This growth is primarily fueled by the rising demand for commercial shipping due to the expansion of international trade, the growing popularity of recreational boating, and increasing naval defense investments by various countries. Furthermore,

the trend toward electrification in marine vessels and the adoption of greener technologies is stimulating market demand for more efficient and advanced alternators and starters.

The key sales regions for marine alternators and starters are predominantly North America, Europe, and the Asia-Pacific region. North America, particularly the United States, has a significant share in the market due to its extensive commercial and naval fleet, along with a robust recreational boating industry. Europe follows closely, with countries like Norway, Germany, and the Netherlands investing in advanced marine technology and sustainable energy solutions for maritime applications. The Asia-Pacific region is projected to be the fastest-growing market, driven by increasing shipbuilding activities in countries such as China, South Korea, and Japan. These countries are major hubs for the production of commercial and naval vessels, and the rising demand for transportation and trade has led to a surge in ship construction, thereby boosting the demand for marine alternators and starters. Emerging markets such as the Middle East and Latin America also hold potential for future growth due to the increasing investments in marine infrastructure and shipbuilding.

The marine alternators and starters market presents several opportunities for industry players. One of the key opportunities lies in the growing shift toward hybrid and electric marine vessels. With the rising awareness of climate change and stringent emission regulations imposed by organizations such as the International Maritime Organization (IMO), there is an increasing demand for more energy-efficient and environmentally friendly marine power systems. Manufacturers of marine alternators and starters are focusing on developing advanced technologies that support hybrid propulsion systems and fully electric vessels. The adoption of lithium-ion batteries and energy storage systems is driving the need for high-performance alternators and starters that can seamlessly integrate with these systems. Additionally, the growing demand for advanced diagnostic and monitoring systems in marine vessels offers opportunities for manufacturers to integrate smart technologies into their products, providing real-time monitoring and predictive maintenance capabilities, which can enhance the reliability and lifespan of marine alternators and starters.

Despite the growth potential, the marine alternators and starters market faces several challenges. One of the major challenges is the high cost associated with the development and implementation of new technologies. The transition toward hybrid and electric marine propulsion systems requires significant investments in research and development, as well as the need for compliance with stringent regulatory standards. Smaller manufacturers, in particular, may struggle to keep up with these advancements,

creating barriers to market entry and competition. Furthermore, the fluctuating prices of raw materials such as copper, aluminum, and steel, which are used in the manufacturing of alternators and starters, can pose a challenge to profitability. Supply chain disruptions, especially in the wake of global events like the COVID-19 pandemic, have further exacerbated these challenges by affecting the availability of critical components and increasing lead times for product delivery.

Looking ahead, the future of marine alternators and starters will likely be shaped by trends in electrification, automation, and sustainability. Manufacturers are expected to continue developing lightweight, compact, and highly efficient alternators and starters that cater to the needs of electric and hybrid vessels. Innovations in materials science, such as the use of advanced composites and magnet technologies, are anticipated to reduce the weight and size of these components while enhancing their performance. Furthermore, the integration of digital technologies, including the Internet of Things (IoT) and artificial intelligence (AI), will enable smarter and more autonomous systems that can optimize energy use, reduce downtime, and extend the lifecycle of marine equipment. Another key trend will be the development of environmentally sustainable products that align with global efforts to reduce carbon emissions and minimize the environmental impact of maritime activities. For instance, alternators and starters that are compatible with renewable energy sources such as wind and solar power, or those that support fuel cell technology, are likely to see increased demand as the industry shifts toward greener alternatives.

In conclusion, the marine alternators and starters market is poised for growth, driven by advances in technology, regulatory pressures, and the rising demand for cleaner, more efficient marine systems. While challenges such as high costs and supply chain disruptions persist, the market offers ample opportunities for innovation and expansion, particularly in the realm of electrification and sustainability.

This report is a detailed and comprehensive analysis for global Marine Alternators and Starters 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 Marine Alternators and Starters market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Marine Alternators and Starters market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Marine Alternators and Starters market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Marine Alternators and Starters market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Marine Alternators and Starters

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 Marine Alternators and Starters 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 Bosch, Arco, API Marine, Cummins, Valeo, Victory Industrial Corporation, Denso, BBB Industries, Mitsubishi Electric, Broad-Ocean, etc.

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

Market Segmentation

Marine Alternators and Starters market is split by Type and by Application. For the period 2020-2031, 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

Alternators

Starters

Market segment by Application

OEM

Aftermarket

Major players covered

Bosch

Arco

API Marine

Cummins

Valeo

Victory Industrial Corporation

Denso

BBB Industries

Mitsubishi Electric

Broad-Ocean

Balmar

Pertronix

Bexley

WAI

Amosa

Lucas

Dixie Electric

DB Electrical

Mecc Alte

PMX

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 Marine Alternators and Starters product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Marine Alternators and Starters, with price, sales quantity, revenue, and global market share of Marine Alternators and Starters from 2020 to 2025.

Chapter 3, the Marine Alternators and Starters competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Marine Alternators and Starters breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Marine Alternators and Starters market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Marine Alternators and Starters.

Chapter 14 and 15, to describe Marine Alternators and Starters 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 Marine Alternators and Starters Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Alternators

1.3.3 Starters

1.4 Market Analysis by Application

1.4.1 Overview: Global Marine Alternators and Starters Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 OEM

1.4.3 Aftermarket

1.5 Global Marine Alternators and Starters Market Size & Forecast

1.5.1 Global Marine Alternators and Starters Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Marine Alternators and Starters Sales Quantity (2020-2031)

1.5.3 Global Marine Alternators and Starters Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Bosch

2.1.1 Bosch Details

2.1.2 Bosch Major Business

2.1.3 Bosch Marine Alternators and Starters Product and Services

2.1.4 Bosch Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Bosch Recent Developments/Updates

2.2 Arco

2.2.1 Arco Details

2.2.2 Arco Major Business

2.2.3 Arco Marine Alternators and Starters Product and Services

2.2.4 Arco Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Arco Recent Developments/Updates

2.3 API Marine

- 2.3.1 API Marine Details
- 2.3.2 API Marine Major Business
- 2.3.3 API Marine Marine Alternators and Starters Product and Services
- 2.3.4 API Marine Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 API Marine Recent Developments/Updates
- 2.4 Cummins
 - 2.4.1 Cummins Details
 - 2.4.2 Cummins Major Business
 - 2.4.3 Cummins Marine Alternators and Starters Product and Services
 - 2.4.4 Cummins Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Cummins Recent Developments/Updates
- 2.5 Valeo
 - 2.5.1 Valeo Details
 - 2.5.2 Valeo Major Business
 - 2.5.3 Valeo Marine Alternators and Starters Product and Services
 - 2.5.4 Valeo Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Valeo Recent Developments/Updates
- 2.6 Victory Industrial Corporation
 - 2.6.1 Victory Industrial Corporation Details
 - 2.6.2 Victory Industrial Corporation Major Business
 - 2.6.3 Victory Industrial Corporation Marine Alternators and Starters Product and Services
 - 2.6.4 Victory Industrial Corporation Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Victory Industrial Corporation Recent Developments/Updates
- 2.7 Denso
 - 2.7.1 Denso Details
 - 2.7.2 Denso Major Business
 - 2.7.3 Denso Marine Alternators and Starters Product and Services
 - 2.7.4 Denso Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 Denso Recent Developments/Updates
- 2.8 BBB Industries
 - 2.8.1 BBB Industries Details
 - 2.8.2 BBB Industries Major Business
 - 2.8.3 BBB Industries Marine Alternators and Starters Product and Services

2.8.4 BBB Industries Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 BBB Industries Recent Developments/Updates

2.9 Mitsubishi Electric

2.9.1 Mitsubishi Electric Details

2.9.2 Mitsubishi Electric Major Business

2.9.3 Mitsubishi Electric Marine Alternators and Starters Product and Services

2.9.4 Mitsubishi Electric Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Mitsubishi Electric Recent Developments/Updates

2.10 Broad-Ocean

2.10.1 Broad-Ocean Details

2.10.2 Broad-Ocean Major Business

2.10.3 Broad-Ocean Marine Alternators and Starters Product and Services

2.10.4 Broad-Ocean Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 Broad-Ocean Recent Developments/Updates

2.11 Balmar

2.11.1 Balmar Details

2.11.2 Balmar Major Business

2.11.3 Balmar Marine Alternators and Starters Product and Services

2.11.4 Balmar Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 Balmar Recent Developments/Updates

2.12 Pertronix

2.12.1 Pertronix Details

2.12.2 Pertronix Major Business

2.12.3 Pertronix Marine Alternators and Starters Product and Services

2.12.4 Pertronix Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 Pertronix Recent Developments/Updates

2.13 Bexley

2.13.1 Bexley Details

2.13.2 Bexley Major Business

2.13.3 Bexley Marine Alternators and Starters Product and Services

2.13.4 Bexley Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.13.5 Bexley Recent Developments/Updates

2.14 WAI

- 2.14.1 WAI Details
- 2.14.2 WAI Major Business
- 2.14.3 WAI Marine Alternators and Starters Product and Services
- 2.14.4 WAI Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.14.5 WAI Recent Developments/Updates
- 2.15 Amosa
 - 2.15.1 Amosa Details
 - 2.15.2 Amosa Major Business
 - 2.15.3 Amosa Marine Alternators and Starters Product and Services
 - 2.15.4 Amosa Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.15.5 Amosa Recent Developments/Updates
- 2.16 Lucas
 - 2.16.1 Lucas Details
 - 2.16.2 Lucas Major Business
 - 2.16.3 Lucas Marine Alternators and Starters Product and Services
 - 2.16.4 Lucas Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.16.5 Lucas Recent Developments/Updates
- 2.17 Dixie Electric
 - 2.17.1 Dixie Electric Details
 - 2.17.2 Dixie Electric Major Business
 - 2.17.3 Dixie Electric Marine Alternators and Starters Product and Services
 - 2.17.4 Dixie Electric Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.17.5 Dixie Electric Recent Developments/Updates
- 2.18 DB Electrical
 - 2.18.1 DB Electrical Details
 - 2.18.2 DB Electrical Major Business
 - 2.18.3 DB Electrical Marine Alternators and Starters Product and Services
 - 2.18.4 DB Electrical Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.18.5 DB Electrical Recent Developments/Updates
- 2.19 Mecc Alte
 - 2.19.1 Mecc Alte Details
 - 2.19.2 Mecc Alte Major Business
 - 2.19.3 Mecc Alte Marine Alternators and Starters Product and Services
 - 2.19.4 Mecc Alte Marine Alternators and Starters Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2020-2025)

2.19.5 Mecc Alte Recent Developments/Updates

2.20 PMX

2.20.1 PMX Details

2.20.2 PMX Major Business

2.20.3 PMX Marine Alternators and Starters Product and Services

2.20.4 PMX Marine Alternators and Starters Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.20.5 PMX Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: MARINE ALTERNATORS AND STARTERS BY MANUFACTURER

3.1 Global Marine Alternators and Starters Sales Quantity by Manufacturer (2020-2025)

3.2 Global Marine Alternators and Starters Revenue by Manufacturer (2020-2025)

3.3 Global Marine Alternators and Starters Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Marine Alternators and Starters by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Marine Alternators and Starters Manufacturer Market Share in 2024

3.4.3 Top 6 Marine Alternators and Starters Manufacturer Market Share in 2024

3.5 Marine Alternators and Starters Market: Overall Company Footprint Analysis

3.5.1 Marine Alternators and Starters Market: Region Footprint

3.5.2 Marine Alternators and Starters Market: Company Product Type Footprint

3.5.3 Marine Alternators and Starters 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 Marine Alternators and Starters Market Size by Region

4.1.1 Global Marine Alternators and Starters Sales Quantity by Region (2020-2031)

4.1.2 Global Marine Alternators and Starters Consumption Value by Region (2020-2031)

4.1.3 Global Marine Alternators and Starters Average Price by Region (2020-2031)

4.2 North America Marine Alternators and Starters Consumption Value (2020-2031)

4.3 Europe Marine Alternators and Starters Consumption Value (2020-2031)

4.4 Asia-Pacific Marine Alternators and Starters Consumption Value (2020-2031)

4.5 South America Marine Alternators and Starters Consumption Value (2020-2031)

4.6 Middle East & Africa Marine Alternators and Starters Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Marine Alternators and Starters Sales Quantity by Type (2020-2031)

5.2 Global Marine Alternators and Starters Consumption Value by Type (2020-2031)

5.3 Global Marine Alternators and Starters Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Marine Alternators and Starters Sales Quantity by Application (2020-2031)

6.2 Global Marine Alternators and Starters Consumption Value by Application (2020-2031)

6.3 Global Marine Alternators and Starters Average Price by Application (2020-2031)

7 NORTH AMERICA

7.1 North America Marine Alternators and Starters Sales Quantity by Type (2020-2031)

7.2 North America Marine Alternators and Starters Sales Quantity by Application (2020-2031)

7.3 North America Marine Alternators and Starters Market Size by Country

7.3.1 North America Marine Alternators and Starters Sales Quantity by Country (2020-2031)

7.3.2 North America Marine Alternators and Starters Consumption Value by Country (2020-2031)

7.3.3 United States Market Size and Forecast (2020-2031)

7.3.4 Canada Market Size and Forecast (2020-2031)

7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

8.1 Europe Marine Alternators and Starters Sales Quantity by Type (2020-2031)

8.2 Europe Marine Alternators and Starters Sales Quantity by Application (2020-2031)

8.3 Europe Marine Alternators and Starters Market Size by Country

8.3.1 Europe Marine Alternators and Starters Sales Quantity by Country (2020-2031)

8.3.2 Europe Marine Alternators and Starters Consumption Value by Country (2020-2031)

8.3.3 Germany Market Size and Forecast (2020-2031)

- 8.3.4 France Market Size and Forecast (2020-2031)
- 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
- 8.3.6 Russia Market Size and Forecast (2020-2031)
- 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Marine Alternators and Starters Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Marine Alternators and Starters Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Marine Alternators and Starters Market Size by Region
 - 9.3.1 Asia-Pacific Marine Alternators and Starters Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Marine Alternators and Starters Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Marine Alternators and Starters Sales Quantity by Type (2020-2031)
- 10.2 South America Marine Alternators and Starters Sales Quantity by Application (2020-2031)
- 10.3 South America Marine Alternators and Starters Market Size by Country
 - 10.3.1 South America Marine Alternators and Starters Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Marine Alternators and Starters Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Marine Alternators and Starters Sales Quantity by Type

(2020-2031)

11.2 Middle East & Africa Marine Alternators and Starters Sales Quantity by Application

(2020-2031)

11.3 Middle East & Africa Marine Alternators and Starters Market Size by Country

11.3.1 Middle East & Africa Marine Alternators and Starters Sales Quantity by Country

(2020-2031)

11.3.2 Middle East & Africa Marine Alternators and Starters Consumption Value by Country (2020-2031)

11.3.3 Turkey Market Size and Forecast (2020-2031)

11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 Marine Alternators and Starters Market Drivers

12.2 Marine Alternators and Starters Market Restraints

12.3 Marine Alternators and Starters 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 Marine Alternators and Starters and Key Manufacturers

13.2 Manufacturing Costs Percentage of Marine Alternators and Starters

13.3 Marine Alternators and Starters 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 Marine Alternators and Starters Typical Distributors

14.3 Marine Alternators and Starters 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 Marine Alternators and Starters Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Marine Alternators and Starters Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Bosch Basic Information, Manufacturing Base and Competitors

Table 4. Bosch Major Business

Table 5. Bosch Marine Alternators and Starters Product and Services

Table 6. Bosch Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Bosch Recent Developments/Updates

Table 8. Arco Basic Information, Manufacturing Base and Competitors

Table 9. Arco Major Business

Table 10. Arco Marine Alternators and Starters Product and Services

Table 11. Arco Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Arco Recent Developments/Updates

Table 13. API Marine Basic Information, Manufacturing Base and Competitors

Table 14. API Marine Major Business

Table 15. API Marine Marine Alternators and Starters Product and Services

Table 16. API Marine Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. API Marine Recent Developments/Updates

Table 18. Cummins Basic Information, Manufacturing Base and Competitors

Table 19. Cummins Major Business

Table 20. Cummins Marine Alternators and Starters Product and Services

Table 21. Cummins Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Cummins Recent Developments/Updates

Table 23. Valeo Basic Information, Manufacturing Base and Competitors

Table 24. Valeo Major Business

Table 25. Valeo Marine Alternators and Starters Product and Services

Table 26. Valeo Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Valeo Recent Developments/Updates

Table 28. Victory Industrial Corporation Basic Information, Manufacturing Base and

Competitors

Table 29. Victory Industrial Corporation Major Business

Table 30. Victory Industrial Corporation Marine Alternators and Starters Product and Services

Table 31. Victory Industrial Corporation Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Victory Industrial Corporation Recent Developments/Updates

Table 33. Denso Basic Information, Manufacturing Base and Competitors

Table 34. Denso Major Business

Table 35. Denso Marine Alternators and Starters Product and Services

Table 36. Denso Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Denso Recent Developments/Updates

Table 38. BBB Industries Basic Information, Manufacturing Base and Competitors

Table 39. BBB Industries Major Business

Table 40. BBB Industries Marine Alternators and Starters Product and Services

Table 41. BBB Industries Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. BBB Industries Recent Developments/Updates

Table 43. Mitsubishi Electric Basic Information, Manufacturing Base and Competitors

Table 44. Mitsubishi Electric Major Business

Table 45. Mitsubishi Electric Marine Alternators and Starters Product and Services

Table 46. Mitsubishi Electric Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Mitsubishi Electric Recent Developments/Updates

Table 48. Broad-Ocean Basic Information, Manufacturing Base and Competitors

Table 49. Broad-Ocean Major Business

Table 50. Broad-Ocean Marine Alternators and Starters Product and Services

Table 51. Broad-Ocean Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. Broad-Ocean Recent Developments/Updates

Table 53. Balmar Basic Information, Manufacturing Base and Competitors

Table 54. Balmar Major Business

Table 55. Balmar Marine Alternators and Starters Product and Services

Table 56. Balmar Marine Alternators and Starters Sales Quantity (K Units), Average

Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Balmar Recent Developments/Updates

Table 58. Pertronix Basic Information, Manufacturing Base and Competitors

Table 59. Pertronix Major Business

Table 60. Pertronix Marine Alternators and Starters Product and Services

Table 61. Pertronix Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Pertronix Recent Developments/Updates

Table 63. Bexley Basic Information, Manufacturing Base and Competitors

Table 64. Bexley Major Business

Table 65. Bexley Marine Alternators and Starters Product and Services

Table 66. Bexley Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. Bexley Recent Developments/Updates

Table 68. WAI Basic Information, Manufacturing Base and Competitors

Table 69. WAI Major Business

Table 70. WAI Marine Alternators and Starters Product and Services

Table 71. WAI Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. WAI Recent Developments/Updates

Table 73. Amosa Basic Information, Manufacturing Base and Competitors

Table 74. Amosa Major Business

Table 75. Amosa Marine Alternators and Starters Product and Services

Table 76. Amosa Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. Amosa Recent Developments/Updates

Table 78. Lucas Basic Information, Manufacturing Base and Competitors

Table 79. Lucas Major Business

Table 80. Lucas Marine Alternators and Starters Product and Services

Table 81. Lucas Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 82. Lucas Recent Developments/Updates

Table 83. Dixie Electric Basic Information, Manufacturing Base and Competitors

Table 84. Dixie Electric Major Business

Table 85. Dixie Electric Marine Alternators and Starters Product and Services

Table 86. Dixie Electric Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 87. Dixie Electric Recent Developments/Updates

- Table 88. DB Electrical Basic Information, Manufacturing Base and Competitors
- Table 89. DB Electrical Major Business
- Table 90. DB Electrical Marine Alternators and Starters Product and Services
- Table 91. DB Electrical Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 92. DB Electrical Recent Developments/Updates
- Table 93. Mecc Alte Basic Information, Manufacturing Base and Competitors
- Table 94. Mecc Alte Major Business
- Table 95. Mecc Alte Marine Alternators and Starters Product and Services
- Table 96. Mecc Alte Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 97. Mecc Alte Recent Developments/Updates
- Table 98. PMX Basic Information, Manufacturing Base and Competitors
- Table 99. PMX Major Business
- Table 100. PMX Marine Alternators and Starters Product and Services
- Table 101. PMX Marine Alternators and Starters Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 102. PMX Recent Developments/Updates
- Table 103. Global Marine Alternators and Starters Sales Quantity by Manufacturer (2020-2025) & (K Units)
- Table 104. Global Marine Alternators and Starters Revenue by Manufacturer (2020-2025) & (USD Million)
- Table 105. Global Marine Alternators and Starters Average Price by Manufacturer (2020-2025) & (US\$/Unit)
- Table 106. Market Position of Manufacturers in Marine Alternators and Starters, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024
- Table 107. Head Office and Marine Alternators and Starters Production Site of Key Manufacturer
- Table 108. Marine Alternators and Starters Market: Company Product Type Footprint
- Table 109. Marine Alternators and Starters Market: Company Product Application Footprint
- Table 110. Marine Alternators and Starters New Market Entrants and Barriers to Market Entry
- Table 111. Marine Alternators and Starters Mergers, Acquisition, Agreements, and Collaborations
- Table 112. Global Marine Alternators and Starters Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR
- Table 113. Global Marine Alternators and Starters Sales Quantity by Region

(2020-2025) & (K Units)

Table 114. Global Marine Alternators and Starters Sales Quantity by Region

(2026-2031) & (K Units)

Table 115. Global Marine Alternators and Starters Consumption Value by Region

(2020-2025) & (USD Million)

Table 116. Global Marine Alternators and Starters Consumption Value by Region

(2026-2031) & (USD Million)

Table 117. Global Marine Alternators and Starters Average Price by Region

(2020-2025) & (US\$/Unit)

Table 118. Global Marine Alternators and Starters Average Price by Region

(2026-2031) & (US\$/Unit)

Table 119. Global Marine Alternators and Starters Sales Quantity by Type (2020-2025)
& (K Units)

Table 120. Global Marine Alternators and Starters Sales Quantity by Type (2026-2031)
& (K Units)

Table 121. Global Marine Alternators and Starters Consumption Value by Type
(2020-2025) & (USD Million)

Table 122. Global Marine Alternators and Starters Consumption Value by Type
(2026-2031) & (USD Million)

Table 123. Global Marine Alternators and Starters Average Price by Type (2020-2025)
& (US\$/Unit)

Table 124. Global Marine Alternators and Starters Average Price by Type (2026-2031)
& (US\$/Unit)

Table 125. Global Marine Alternators and Starters Sales Quantity by Application
(2020-2025) & (K Units)

Table 126. Global Marine Alternators and Starters Sales Quantity by Application
(2026-2031) & (K Units)

Table 127. Global Marine Alternators and Starters Consumption Value by Application
(2020-2025) & (USD Million)

Table 128. Global Marine Alternators and Starters Consumption Value by Application
(2026-2031) & (USD Million)

Table 129. Global Marine Alternators and Starters Average Price by Application
(2020-2025) & (US\$/Unit)

Table 130. Global Marine Alternators and Starters Average Price by Application
(2026-2031) & (US\$/Unit)

Table 131. North America Marine Alternators and Starters Sales Quantity by Type
(2020-2025) & (K Units)

Table 132. North America Marine Alternators and Starters Sales Quantity by Type
(2026-2031) & (K Units)

Table 133. North America Marine Alternators and Starters Sales Quantity by Application (2020-2025) & (K Units)

Table 134. North America Marine Alternators and Starters Sales Quantity by Application (2026-2031) & (K Units)

Table 135. North America Marine Alternators and Starters Sales Quantity by Country (2020-2025) & (K Units)

Table 136. North America Marine Alternators and Starters Sales Quantity by Country (2026-2031) & (K Units)

Table 137. North America Marine Alternators and Starters Consumption Value by Country (2020-2025) & (USD Million)

Table 138. North America Marine Alternators and Starters Consumption Value by Country (2026-2031) & (USD Million)

Table 139. Europe Marine Alternators and Starters Sales Quantity by Type (2020-2025) & (K Units)

Table 140. Europe Marine Alternators and Starters Sales Quantity by Type (2026-2031) & (K Units)

Table 141. Europe Marine Alternators and Starters Sales Quantity by Application (2020-2025) & (K Units)

Table 142. Europe Marine Alternators and Starters Sales Quantity by Application (2026-2031) & (K Units)

Table 143. Europe Marine Alternators and Starters Sales Quantity by Country (2020-2025) & (K Units)

Table 144. Europe Marine Alternators and Starters Sales Quantity by Country (2026-2031) & (K Units)

Table 145. Europe Marine Alternators and Starters Consumption Value by Country (2020-2025) & (USD Million)

Table 146. Europe Marine Alternators and Starters Consumption Value by Country (2026-2031) & (USD Million)

Table 147. Asia-Pacific Marine Alternators and Starters Sales Quantity by Type (2020-2025) & (K Units)

Table 148. Asia-Pacific Marine Alternators and Starters Sales Quantity by Type (2026-2031) & (K Units)

Table 149. Asia-Pacific Marine Alternators and Starters Sales Quantity by Application (2020-2025) & (K Units)

Table 150. Asia-Pacific Marine Alternators and Starters Sales Quantity by Application (2026-2031) & (K Units)

Table 151. Asia-Pacific Marine Alternators and Starters Sales Quantity by Region (2020-2025) & (K Units)

Table 152. Asia-Pacific Marine Alternators and Starters Sales Quantity by Region

(2026-2031) & (K Units)

Table 153. Asia-Pacific Marine Alternators and Starters Consumption Value by Region (2020-2025) & (USD Million)

Table 154. Asia-Pacific Marine Alternators and Starters Consumption Value by Region (2026-2031) & (USD Million)

Table 155. South America Marine Alternators and Starters Sales Quantity by Type (2020-2025) & (K Units)

Table 156. South America Marine Alternators and Starters Sales Quantity by Type (2026-2031) & (K Units)

Table 157. South America Marine Alternators and Starters Sales Quantity by Application (2020-2025) & (K Units)

Table 158. South America Marine Alternators and Starters Sales Quantity by Application (2026-2031) & (K Units)

Table 159. South America Marine Alternators and Starters Sales Quantity by Country (2020-2025) & (K Units)

Table 160. South America Marine Alternators and Starters Sales Quantity by Country (2026-2031) & (K Units)

Table 161. South America Marine Alternators and Starters Consumption Value by Country (2020-2025) & (USD Million)

Table 162. South America Marine Alternators and Starters Consumption Value by Country (2026-2031) & (USD Million)

Table 163. Middle East & Africa Marine Alternators and Starters Sales Quantity by Type (2020-2025) & (K Units)

Table 164. Middle East & Africa Marine Alternators and Starters Sales Quantity by Type (2026-2031) & (K Units)

Table 165. Middle East & Africa Marine Alternators and Starters Sales Quantity by Application (2020-2025) & (K Units)

Table 166. Middle East & Africa Marine Alternators and Starters Sales Quantity by Application (2026-2031) & (K Units)

Table 167. Middle East & Africa Marine Alternators and Starters Sales Quantity by Country (2020-2025) & (K Units)

Table 168. Middle East & Africa Marine Alternators and Starters Sales Quantity by Country (2026-2031) & (K Units)

Table 169. Middle East & Africa Marine Alternators and Starters Consumption Value by Country (2020-2025) & (USD Million)

Table 170. Middle East & Africa Marine Alternators and Starters Consumption Value by Country (2026-2031) & (USD Million)

Table 171. Marine Alternators and Starters Raw Material

Table 172. Key Manufacturers of Marine Alternators and Starters Raw Materials

Table 173. Marine Alternators and Starters Typical Distributors

Table 174. Marine Alternators and Starters Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Marine Alternators and Starters Picture

Figure 2. Global Marine Alternators and Starters Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Marine Alternators and Starters Revenue Market Share by Type in 2024

Figure 4. Alternators Examples

Figure 5. Starters Examples

Figure 6. Global Marine Alternators and Starters Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Global Marine Alternators and Starters Revenue Market Share by Application in 2024

Figure 8. OEM Examples

Figure 9. Aftermarket Examples

Figure 10. Global Marine Alternators and Starters Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global Marine Alternators and Starters Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global Marine Alternators and Starters Sales Quantity (2020-2031) & (K Units)

Figure 13. Global Marine Alternators and Starters Price (2020-2031) & (US\$/Unit)

Figure 14. Global Marine Alternators and Starters Sales Quantity Market Share by Manufacturer in 2024

Figure 15. Global Marine Alternators and Starters Revenue Market Share by Manufacturer in 2024

Figure 16. Producer Shipments of Marine Alternators and Starters by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 17. Top 3 Marine Alternators and Starters Manufacturer (Revenue) Market Share in 2024

Figure 18. Top 6 Marine Alternators and Starters Manufacturer (Revenue) Market Share in 2024

Figure 19. Global Marine Alternators and Starters Sales Quantity Market Share by Region (2020-2031)

Figure 20. Global Marine Alternators and Starters Consumption Value Market Share by Region (2020-2031)

Figure 21. North America Marine Alternators and Starters Consumption Value

(2020-2031) & (USD Million)

Figure 22. Europe Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 23. Asia-Pacific Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 24. South America Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 25. Middle East & Africa Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 26. Global Marine Alternators and Starters Sales Quantity Market Share by Type (2020-2031)

Figure 27. Global Marine Alternators and Starters Consumption Value Market Share by Type (2020-2031)

Figure 28. Global Marine Alternators and Starters Average Price by Type (2020-2031) & (US\$/Unit)

Figure 29. Global Marine Alternators and Starters Sales Quantity Market Share by Application (2020-2031)

Figure 30. Global Marine Alternators and Starters Revenue Market Share by Application (2020-2031)

Figure 31. Global Marine Alternators and Starters Average Price by Application (2020-2031) & (US\$/Unit)

Figure 32. North America Marine Alternators and Starters Sales Quantity Market Share by Type (2020-2031)

Figure 33. North America Marine Alternators and Starters Sales Quantity Market Share by Application (2020-2031)

Figure 34. North America Marine Alternators and Starters Sales Quantity Market Share by Country (2020-2031)

Figure 35. North America Marine Alternators and Starters Consumption Value Market Share by Country (2020-2031)

Figure 36. United States Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 37. Canada Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 38. Mexico Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 39. Europe Marine Alternators and Starters Sales Quantity Market Share by Type (2020-2031)

Figure 40. Europe Marine Alternators and Starters Sales Quantity Market Share by Application (2020-2031)

Figure 41. Europe Marine Alternators and Starters Sales Quantity Market Share by Country (2020-2031)

Figure 42. Europe Marine Alternators and Starters Consumption Value Market Share by Country (2020-2031)

Figure 43. Germany Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 44. France Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 45. United Kingdom Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 46. Russia Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 47. Italy Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 48. Asia-Pacific Marine Alternators and Starters Sales Quantity Market Share by Type (2020-2031)

Figure 49. Asia-Pacific Marine Alternators and Starters Sales Quantity Market Share by Application (2020-2031)

Figure 50. Asia-Pacific Marine Alternators and Starters Sales Quantity Market Share by Region (2020-2031)

Figure 51. Asia-Pacific Marine Alternators and Starters Consumption Value Market Share by Region (2020-2031)

Figure 52. China Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 53. Japan Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 54. South Korea Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 55. India Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 56. Southeast Asia Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 57. Australia Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 58. South America Marine Alternators and Starters Sales Quantity Market Share by Type (2020-2031)

Figure 59. South America Marine Alternators and Starters Sales Quantity Market Share by Application (2020-2031)

Figure 60. South America Marine Alternators and Starters Sales Quantity Market Share

by Country (2020-2031)

Figure 61. South America Marine Alternators and Starters Consumption Value Market Share by Country (2020-2031)

Figure 62. Brazil Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 63. Argentina Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 64. Middle East & Africa Marine Alternators and Starters Sales Quantity Market Share by Type (2020-2031)

Figure 65. Middle East & Africa Marine Alternators and Starters Sales Quantity Market Share by Application (2020-2031)

Figure 66. Middle East & Africa Marine Alternators and Starters Sales Quantity Market Share by Country (2020-2031)

Figure 67. Middle East & Africa Marine Alternators and Starters Consumption Value Market Share by Country (2020-2031)

Figure 68. Turkey Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 69. Egypt Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 70. Saudi Arabia Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 71. South Africa Marine Alternators and Starters Consumption Value (2020-2031) & (USD Million)

Figure 72. Marine Alternators and Starters Market Drivers

Figure 73. Marine Alternators and Starters Market Restraints

Figure 74. Marine Alternators and Starters Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Marine Alternators and Starters in 2024

Figure 77. Manufacturing Process Analysis of Marine Alternators and Starters

Figure 78. Marine Alternators and Starters Industrial Chain

Figure 79. Sales Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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