

Global Motor Starting Auto-Transformer Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Motor Starting Auto-Transformer market size is expected to reach \$ 1876 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

A motor-starting autotransformer is a specialized type of autotransformer designed to provide reduced-voltage starting, mitigate inrush currents, and enhance system stability during the startup phase of electric motors. By utilizing taps on the primary winding to create an adjustable output voltage, it effectively lowers current peaks and minimizes mechanical shock at the moment of motor initiation. These devices are commonly deployed in motor-driven applications such as pumping stations, industrial fans, compressors, large-scale air-cooled units, and industrial production lines. In 2025, global sales volume for motor-starting autotransformers is projected to reach approximately 7,000 units, with an average unit price of approximately \$20,150 and a capacity utilization rate of approximately 72%. The upstream supply chain primarily encompasses sectors such as silicon steel sheets, insulation materials, transformer winding coils, copper, aluminum, power transmission connectors, cooling structural components, automated winding equipment, and testing and measurement instruments. Downstream enterprises predominantly consist of manufacturers of industrial automation equipment, pump and valve systems, electric motors, steel mills and mining operations, chemical processing equipment, mining machinery, wind power and energy equipment integrators, large-scale infrastructure projects, and system integrators; the industry's average gross profit margin stands at approximately 24%. Regarding the product cost structure, silicon steel sheets and core materials account for approximately 32%; winding conductors and insulation materials for 24%; structural components and enclosures for 12%; cooling and protection devices for 6%; assembly and testing for 10%; packaging and logistics for 4%; and R&D, after-sales support, and certification for

12%. Downstream demand applications include reduced-voltage starting control, combined variable-frequency and autotransformer starting, soft starting for heavy-duty motors, motor inrush current control, power system harmonic suppression, on-site energy consumption optimization, upgrades to industrial drive control systems, motor maintenance and protection, integration of pumping station and fan systems, and interlock control for large-scale heavy-duty equipment. Key downstream customers include ABB, Siemens, Schneider Electric, Rockwell Automation, Eaton, WEG, Toshiba, Mitsubishi Electric, ABB China, China Southern Power Grid Equipment, Xuji Electric, TBEA, Chint Electric, Baoji Zhongtian, as well as wind turbine manufacturers, pump and valve manufacturers, and system integrators. In terms of business opportunities, policy-driven growth stems from initiatives in industrial energy conservation and efficiency upgrades, energy consumption standards for motors and drive systems, electrical safety compliance requirements, enhanced manufacturing automation, and green manufacturing policies. Technological innovation serves as another key driver, driven by the integration of autotransformers with variable frequency drives, soft starters, and intelligent monitoring systems; improvements in the heat resistance and conductivity of winding materials; the application of novel insulation materials; the integration of intelligent diagnostics and fault prediction capabilities; and designs focused on achieving higher reliability. Meanwhile, shifting consumer demands are reflected in downstream users' increased focus on smooth startup performance, minimized grid impact, extended equipment service life, ease of installation and commissioning, reduced overall operation and maintenance costs, and advanced digital condition monitoring capabilities.

The market for motor-starting autotransformers is currently undergoing a transitional phase characterized by the convergence of traditional electrical control and modern power electronics technologies. Demand for these devices stems not only from the traditional need to control the starting of heavy-duty motors?such as those found in large pumps and fans?but is also continuously expanding in response to industrial automation, upgrades in power electronics drive systems, the intelligentization of energy equipment, and rising standards for equipment energy efficiency. Historically, equipment for direct-on-line starting and reduced-voltage starting relied primarily on simple contactors or liquid rheostat starters; however, modern industrial environments impose far more stringent requirements regarding starting transients, grid harmonics, energy consumption control, equipment longevity, and remote condition monitoring. Consequently, autotransformers retain an irreplaceable advantage within certain medium-to-high power motor systems?particularly in scenarios where power grids impose strict limits on permissible inrush currents and where on-site maintenance resources are limited. Post-2025, competition and technological advancement within

this product sector will increasingly center on optimizing interoperability with power electronics devices?such as variable frequency drives (VFDs) and soft starters. Users will shift their focus beyond the performance of individual hardware components to prioritize the overall intelligence and energy-saving efficacy of the complete motor starting solution. Advanced features?including intelligent diagnostics, remote monitoring interfaces, compatibility with PLCs and industrial control systems, real-time temperature feedback, and integrated motor protection linkages?will emerge as critical criteria for equipment selection. In terms of the competitive landscape, international brands are expected to maintain their dominance in large-scale engineering projects by leveraging their mature designs, proven reliability, and extensive experience in system integration; conversely, domestic enterprises will continue to expand their market share by excelling in the mid-to-low-end segments through superior price-performance ratios, rapid delivery capabilities, and localized technical support. At the policy level, regulatory standards for industrial energy efficiency, initiatives for energy-saving retrofits in motor control systems, and incentives for the localization of equipment manufacturing will continue to drive the adoption of autotransformers across traditional manufacturing, infrastructure, power generation equipment, and energy sectors. However, these devices simultaneously face competitive pressure from alternative, purely power-electronics-based solutions?such as VFDs and soft starters. Overall, as an efficient and stable starting solution within the realm of traditional electrical control equipment, motor-starting autotransformers retain significant room for growth amidst the prevailing trends of intelligentization and digitalization. Nevertheless, future growth momentum will depend increasingly on deep integration with power electronics systems and on the ability to effectively address users' evolving demands for enhanced energy efficiency, operational safety, and remote management capabilities.

This report studies the global Motor Starting Auto-Transformer production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Motor Starting Auto-Transformer total production and demand, 2021-2032, (Units)

Global Motor Starting Auto-Transformer total production value, 2021-2032, (USD

Million)

Global Motor Starting Auto-Transformer production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Motor Starting Auto-Transformer consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Motor Starting Auto-Transformer domestic production, consumption, key domestic manufacturers and share

Global Motor Starting Auto-Transformer production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Motor Starting Auto-Transformer production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Motor Starting Auto-Transformer production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Motor Starting Auto-Transformer 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 ABB^{CH}, SETM^{MY}, Hilkar^{TR}, Rotima^{CH}, HPS^{CA}, WEG^{BR}, TMC^{AU}, Munhean^{SG}, Trio Transformer^{US}, Artsan Energy^{TR}, 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 Motor Starting Auto-Transformer market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (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 Motor Starting Auto-Transformer Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Motor Starting Auto-Transformer Market, Segmentation by Type:

Below 500KW

500-1500KW

1500-3000KW

Above 3000KW

Global Motor Starting Auto-Transformer Market, Segmentation by Core:

UI Laminated Core Transformer

EI Laminated Core Transformer

M Laminated Core Transformer

Others

Global Motor Starting Auto-Transformer Market, Segmentation by Switching Time:

? 100ms

?100ms

Global Motor Starting Auto-Transformer Market, Segmentation by Application:

Mechanical

Electrical

Transportation

Scientific Research

Other

Companies Profiled:

ABB?CH?

SETM?MY?

Hilkar?TR?

Rotima?CH?

HPS?CA?

WEG?BR?

TMC?AU?

Munhean?SG?

Trio Transformer?US?

Artsan Energy?TR?

Estel?TH?

Shanghai Gaineng?CN?

Kunshan Leabe Electric?CN?

Delixi Electric?CN?

Zhuo Sheng Electric?CN?

Key Questions Answered:

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

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