

Global Seat Adjuster Motor Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Seat Adjuster Motor market size is expected to reach \$ 2521 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

A seat adjustment motor is a miniature electric drive device installed inside a car seat to drive the seat to perform functions such as fore-and-aft movement, backrest angle adjustment, seat cushion height adjustment, tilting, and lumbar support. It typically works in conjunction with a reduction gear mechanism, lead screw, or worm gear transmission system, and is controlled by an electronic switch or the vehicle's ECU to achieve precise and smooth multi-directional adjustments, thereby improving driving comfort and ergonomics. Currently, brushed DC motors are the mainstream in the market, while high-end models are gradually upgrading to brushless motors to meet higher demands for quietness, lifespan, and intelligent features. In 2025, global sales of seat adjustment motors were approximately 290,130 thousand units.

Seat adjustment motors are key actuators in automotive seat systems, primarily used to achieve functions such as seat fore-and-aft sliding, backrest angle adjustment, height adjustment, lumbar support, and leg rest extension. With the upgrading of automotive consumption and the increasing intelligence and electrification of vehicles, electric seat adjustment functions are gradually penetrating from mid-to-high-end models to mainstream models, driving the continuous expansion of the seat adjustment motor market. Especially against the backdrop of new energy vehicles and the increased configuration of high-end intelligent cockpits, the trend of multi-motor configurations is becoming increasingly apparent, with the number of motors installed per vehicle constantly increasing, making it an important growth segment in the automotive parts market.

In recent years, the global seat adjustment motor market has maintained steady growth. Passenger vehicles remain the main application area, with SUVs and mid-to-high-end sedans having a high demand for multi-directional electric adjustment, with the number of motors per seat reaching 6-8, and some luxury models even exceeding 10. With the increasing penetration rate of new energy vehicles, the requirements for comfort and intelligent configurations in vehicles are increasing, driving the demand for high-performance, low-noise, and long-life motors. At the same time, the requirements for lightweighting and energy conservation in automobiles are driving the development of motors towards higher efficiency, miniaturization, and integration.

From a product structure perspective, seat adjustment motors mainly include two categories: brushed DC motors and brushless motors. Currently, brushed DC motors still dominate, widely used in mainstream models due to their cost advantages and mature supply chains. Meanwhile, brushless motors are seeing a gradual increase in their application in high-end and new energy vehicles, offering advantages such as higher efficiency, lower noise, and longer lifespan. The trend towards brushless motors is expected to accelerate as costs continue to decline. Furthermore, integrated design of motors and control modules, and intelligent drive system integration are also important directions for technological upgrades.

In terms of the industry chain, upstream suppliers include motor component suppliers, such as magnets, enameled wires, bearings, and electronic control components; midstream companies are motor manufacturers and module integrators; and downstream companies are automotive seat assembly plants and vehicle manufacturers. The competitive landscape is characterized by 'global leading companies dominating, and domestic manufacturers rapidly rising.' Leading international companies occupy the high-end market due to their technological accumulation and customer resources, while Chinese companies have advantages in cost control and large-scale manufacturing, leading to a gradual increase in market share. With the increasing localization of the automotive supply chain, regionalized production layouts have become an important strategic direction for companies.

Looking ahead, the global seat adjustment motor market will be driven by three main factors: first, changes in global automobile production and the increasing penetration rate of new energy vehicles; second, the functional upgrades brought about by the trend of intelligent cockpits in vehicles; and third, structural growth resulting from the increase in the number of motors per vehicle. Meanwhile, fluctuations in raw material prices, cyclical changes in the automotive industry, and investment in technological upgrades will impact corporate profitability.

This report studies the global Seat Adjuster Motor production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Seat Adjuster Motor total production and demand, 2021-2032, (K Units)

Global Seat Adjuster Motor total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Seat Adjuster Motor domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Seat Adjuster 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 Shenghuabo, Brose, Denso (ASMO), Bosch, Leggett & Platt, Yanfeng, Johnson Electric, Keyang Electric Machinery, Mabuchi,

Mitsuba, 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 Seat Adjuster Motor market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Seat Adjuster Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Seat Adjuster Motor Market, Segmentation by Type:

Brushless DC motor

Brushed DC motor

Global Seat Adjuster Motor Market, Segmentation by Function:

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

Global Seat Adjuster Motor Market, Segmentation by Location:

Front Seats

Rear Seats

Global Seat Adjuster Motor Market, Segmentation by Application:

Passenger Car

Commercial Vehicle

Companies Profiled:

Shenghuabo

Brose

Denso (ASMO)

Bosch

Leggett & Platt

Yanfeng

Johnson Electric

Keyang Electric Machinery

Mabuchi

Mitsuba

Nidec

Key Questions Answered:

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

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