

Global Starter Generators Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Starter Generators market size is expected to reach \$ 2755 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

Starter Generator is an electromechanical device that integrates the functions of an engine starter motor and an electrical generator into a single unit, enabling engine cranking, onboard electrical power generation, and in advanced systems, mild-hybrid energy recovery for automotive, aviation, industrial, and off-highway equipment applications.

The starter generator industry chain begins upstream with suppliers of copper windings, permanent magnets, electrical steel, bearings, electronic controllers, housings, shafts, and power semiconductors, progresses midstream through electromagnetic design, stator and rotor fabrication, winding insertion, precision machining, assembly of power electronics, testing of torque, output, noise, and vibration, and integration into engine systems, and moves downstream into automotive OEMs, aircraft and industrial engine manufacturers, distribution networks, aftermarket service providers, fleet maintenance firms, and technical support channels ensuring long-term reliability, component replacement, and operational performance across transportation and industrial applications.

Planned and ongoing projects include expansions of high-volume 48V starter generator production facilities for mild-hybrid vehicles, establishment of new R&D centers for integrated starter generator technology, development of aviation-grade starter generator platforms, automation upgrades for coil-winding and rotor assembly lines, regional manufacturing bases for commercial vehicle starter generators, collaborations between automotive suppliers and OEMs to integrate next-generation start-stop systems, and investment in lightweight materials, thermal management improvements, and energy-recovery boosting functions to support electrification trends and regulatory pressure for enhanced fuel efficiency.

2025 Global Market Sales Volume: 16 Million Units. Average Global Market Price: USD 118 Per Unit. Market Average Gross Profit Margin: 22%.

The starter generator market is undergoing structural transformation driven by the shift toward electrified powertrains and increasingly stringent fuel efficiency regulations. Traditional starter generator systems remain widely used in internal combustion vehicles and industrial engines, but the fastest growth segment comes from mild-hybrid 48V platforms.

Europe has been a major adopter of advanced start-stop and mild-hybrid systems, supported by regulatory pressure to reduce CO₂ emissions. Asia-Pacific, especially China and India, contributes significant volume growth due to rapid vehicle production and rising adoption of fuel-saving technologies. North America remains strong in commercial vehicles and high-power starter generator applications.

Market opportunities include integrated starter generator solutions, regenerative braking units, and aviation starter generators for auxiliary power functions. However, risks exist in the form of fluctuating raw material costs, dependency on copper and rare-earth magnets, and the long-term decline of traditional combustion engines. Competitive intensity remains high, with global suppliers innovating in torque density, durability, and compact motor design. Manufacturers increasingly focus on lightweight materials, high-efficiency magnetic circuits, and improved thermal management. The rise of hybrid vehicles is encouraging investment in high-power starter generator units capable of energy recovery assistance. The industrial and off-highway sectors also maintain stable demand due to the need for reliable engine starting and onboard power generation. As OEMs move toward platform standardization, suppliers with strong engineering capabilities and cost efficiency gain competitive advantages.

Overall, the starter generator market is transitioning toward more electrified, efficient, and integrated solutions to support modern vehicle and equipment powertrain requirements.

This report studies the global Starter Generators demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Starter Generators, 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 Starter Generators that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Starter Generators total market, 2021-2032, (USD Million)

Global Starter Generators total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Starter Generators total market, key domestic companies, and share,

(USD Million)

Global Starter Generators revenue by player, revenue and market share 2021-2026,
(USD Million)

Global Starter Generators total market by Type, CAGR, 2021-2032, (USD Million)

Global Starter Generators total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Starter Generators market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Robert Bosch GmbH, Denso Corporation, Valeo Group, AUMOVIO, Innotec Power, SEG Automotive, Mitsuba Corporation, BorgWarner, Safran, Skurka, 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 Starter Generators market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, 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 Starter Generators Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Starter Generators Market, Segmentation by Type:

Belt-driven Starter-generator (BSG)

Integrated Starter-generator (ISG)

Global Starter Generators Market, Segmentation by Voltage:

12V

24V

48V

Others

Global Starter Generators Market, Segmentation by Operating Mode:

Start-Only System

Start-Stop System

Global Starter Generators Market, Segmentation by Application:

Aircraft

Automotive

Companies Profiled:

Robert Bosch GmbH

Denso Corporation

Valeo Group

AUMOVIO

Innotec Power

SEG Automotive

Mitsuba Corporation

BorgWarner

Safran

Skurka

Key Questions Answered

1. How big is the global Starter Generators market?
2. What is the demand of the global Starter Generators market?
3. What is the year over year growth of the global Starter Generators market?
4. What is the total value of the global Starter Generators market?
5. Who are the Major Players in the global Starter Generators market?
6. What are the growth factors driving the market demand?

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