

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

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Abstracts

The global Vehicle Electric Seat 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).

Automotive seats are the most important automotive parts in Automotive interiors. Their safety and comfort directly affect the safety of drivers and passengers and their overall experience of the Automotive. Automotive seats are mainly composed of seat basic skeleton/frame, drive motor, seat cushion, surface, headrest, backrest, slide rail, angle adjuster and other components. They are system engineering products integrating ergonomics, mechanical vibration and control engineering. At present, the adjustment of automotive seat position is divided into two ways: manual mechanical adjustment and electric control. Compared with manual adjustment seats, electric adjustment seats are easier to adjust the position and seat posture, and also increase the comfort of drivers and passengers.

The seat motor is a motor that realizes the electric control of automotive seats and provides power for adjusting seats. It has the characteristics of small size, light weight, high efficiency, smooth operation and low noise. In 2025, global sales of automotive seat motors are estimated at 290,130,000 units, with an average price of approximately US\$6.32 per unit.

From a regional perspective, the Chinese market has changed rapidly in the past few years. In 2024, the automotive seat motor market size accounted for about 33.46% of the global market. China is the world's largest producer of automotive seats, and most of its products are exported to Europe, America, India, Southeast Asia and other regions.

In terms of product type and technology, automotive seat motors can be divided into DC brushed motors and DC brushless motors. There are many types of automotive electric seat adjustment motors on the market, and they are basically dominated by brushed motors, accounting for about 93.59% of the market. Brushed motors have large size, low efficiency, high noise, short life, and the adjustment speed cannot be changed according to passenger requirements. The adjustment accuracy and memory position deviation are large, and the motor resonance is large. These problems have always been difficult to solve for electric seats in the existing market. In the context of global energy conservation and environmental protection, seat motors show two development trends, one is the miniaturization and lightweight of motors. The other is to replace brushed permanent magnet DC motors with brushless motors. Brushless motors have the characteristics of low noise and smaller size than brushed motors with the same power. The use of brushless motors in seat motors is the future development direction.

The seat motor is the core component of the electric seat of the car. More than 95% of the electric seats are equipped in passenger cars. The higher the price of the passenger car, the higher the configuration rate of the electric seat. The more adjustable parts of the seat, the more motors are needed. At present, more than 70% of the car sales are A-class cars. Compared with B-class cars (configuration rate of more than 75%), C-class cars (configuration rate of more than 95%), and D-class cars (configuration rate close to 100%), the configuration rate of electric seats in A-class cars is still relatively low. Therefore, there is a large room for growth in the demand for automotive seat motors in the future.

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

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Vehicle Electric Seat 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 Vehicle Electric Seat 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 Vehicle Electric Seat Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vehicle Electric Seat Motor Market, Segmentation by Type:

Brushed DC motor

Brushless DC motor

Global Vehicle Electric Seat Motor Market, Segmentation by Function:

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

Global Vehicle Electric Seat Motor Market, Segmentation by Location:

Front Seats

Rear Seats

Global Vehicle Electric Seat 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 Vehicle Electric Seat Motor market?

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

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