

Global Wiper Motor Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/WE32B715EC13EN.html>

Date: July 2025

Pages: 141

Price: US\$ 3,480.00 (Single User License)

ID: WE32B715EC13EN

Abstracts

According to our (Global Info Research) latest study, the global Wiper Motor market size was valued at US\$ 2894 million in 2024 and is forecast to a readjusted size of USD 3116 million by 2031 with a CAGR of 1.1% during review period.

The wiper motor is driven by the motor, and the rotary motion of the motor is converted into the reciprocating motion of the wiper arm through the linkage mechanism, so as to realize the wiper action. Generally, the wiper can be operated by turning on the motor. It can be changed by selecting high-speed and low-speed gears. The current of the motor controls the speed of the motor and then the speed of the wiper arm. Unlike the wiper blade market with a high replacement rate, the wiper motor replacement rate is not high. This article counts the wiper motor assembly market (that is, only the front-mounted wiper motor is counted, and the rear-mounted wiper motor is not included).

The automotive windshield wiper motor market has several key players, such as Valeo, Bosch, and Denso. In 2023, the top three companies accounted for 74.91% of the revenue market share. The global giants in this field are mainly distributed across Europe, Japan, and China, holding an unshakable position. For companies that have already entered the market, it is necessary to continuously improve technological barriers to prevent more enterprises from entering; by reducing costs and prices, they can quickly capture the market, develop new customer segments, and establish a market share advantage. Additionally, shaping their brand image lays the foundation for entering the consumer goods market. Only in this way can they gain a larger market capital share in fierce competition. China is the largest consumer region for automotive windshield wiper motors, with its consumption market revenue share reaching 34.06% in 2023. Europe follows, with a consumption market revenue share of 20.91% in 2023.

New investments require substantial capital, making it difficult for small businesses to enter the industry. The market is not only influenced by price but also by product performance. Leading companies have advantages in superior performance, a wider range of products, better technology, and impeccable after-sales service, thus occupying a significant portion of the high-end market. Looking ahead over the next few years, the price gap between different brands is expected to narrow. Similarly, gross margins will fluctuate. In terms of product types, rear wiper motors, which are relatively cheaper, are seeing an increase in market share. The shift in car types also affects the development of wiper motors. The market shares of SUVs and MPVs are gradually increasing, especially for SUVs, whose market share was only 5% in 2009 but has exceeded 40% in recent years. This increase in these vehicle types has driven the growth of the rear wiper market.

Market concentration is high, with the top five companies accounting for 90.06% of the market share. The concentration of downstream customers is also relatively high, leading to weaker bargaining power for automotive windshield wiper motor companies. The increasing penetration of electric vehicles (EVs) has, to some extent, disrupted the existing supply chain relationships. Manufacturers must secure a share of EV manufacturers to maintain a competitive edge, especially as governments move towards banning the sale of internal combustion engine vehicles in the future. Companies should mitigate the risks associated with changes in downstream customers.

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

Global Wiper Motor 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 Wiper Motor 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 Wiper Motor 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 Wiper Motor
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Wiper Motor 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 Valeo, Bosch, Denso, Mitsuba, Shenghuabo Group, DY Corporation, Guizhou Guihang Automotive Components, Chengdu Huachuan Electric Parts, Zhejiang Founder Motor, Fujian Donglian Vehicle Fittings, etc.

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

Market Segmentation

Wiper Motor 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

Front Windshield Wiper Motor

Rear Window Wiper Motor

Market segment by Application

Passenger Vehicle

Commercial Vehicle

Major players covered

Valeo

Bosch

Denso

Mitsuba

Shenghuabo Group

DY Corporation

Guizhou Guihang Automotive Components

Chengdu Huachuan Electric Parts

Zhejiang Founder Motor

Fujian Donglian Vehicle Fittings

Trico

DOGA

Lucas TVS

Cardone Industries

WAI Global

OSLV Italia

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 Wiper Motor product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Wiper Motor 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 Wiper Motor 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 Wiper Motor.

Chapter 14 and 15, to describe Wiper Motor sales channel, distributors, customers,

research findings and conclusion.

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