

Asia Pacific Motor Starter Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

Asia Pacific Motor Starter Market was valued at USD 3.8 billion in 2024 and is estimated to grow at a CAGR of 5% to reach USD 6.2 billion by 2034.

The region's aggressive push toward smart manufacturing and industrial automation continues to propel demand for reliable motor control technologies. Motor starters play a vital role in managing energy use, maintaining equipment safety, and ensuring smooth operations in automated systems. Investments across countries like South Korea in intelligent production technologies are significantly elevating demand for high-performance motor starters. Additionally, the growing integration of renewables into industrial setups across Asia Pacific calls for starters that can manage load variability and grid fluctuations. Infrastructure expansion in India, Southeast Asia, and Indonesia is further boosting demand across sectors such as HVAC, water management, and manufacturing. Government-backed clean energy cluster projects, like Indonesia's 6.6 GW initiative, are also fueling market expansion. Meanwhile, nations across the region are committing to aggressive carbon neutrality goals, with China, Japan, and India leading the way. These long-term decarbonization plans are increasing the deployment of energy-efficient equipment, including motor starters that enhance control and reduce energy loss across industrial motor-driven systems.

The motor starters integrated with variable frequency drives (VFDs) segment held 30.7% share in 2024 and is expected to grow at a CAGR of 5.4% through 2034. This growth is attributed to their importance in automated operations that require variable speed control and flexible system integration. VFD-based starters are becoming essential in smart factory environments where precision, efficiency, and real-time data integration are key. Their compatibility with IoT frameworks and industrial PLCs ensures

high adaptability for evolving manufacturing technologies across the region.

The low-voltage motor starters segment held a 71.1% share in 2024 and is expected to reach USD 4.2 billion by 2034. The expansion is driven by the growing need for cost-effective and energy-conscious solutions that align with safety regulations and are adaptable for both industrial and commercial applications. Countries in the region are investing in smart infrastructure and modern building automation, creating additional demand for low-voltage starter systems in HVAC, lighting, and utility operations.

China Motor Starter Market was valued at USD 1.1 billion in 2024. Strong momentum from China's automation-focused manufacturing sector, along with investments in renewable energy and smart infrastructure, is pushing demand higher. Motor starters are critical for robotics, assembly lines, and conveyor systems, which are increasingly being integrated with AI and automated technologies.

Leading companies in the Asia Pacific Motor Starter Market include WEG, Omron Corporation, Emerson Electric, Mitsubishi Electric Corporation, Fuji Electric FA Components & Systems Co., Ltd., Schneider Electric, GE Vernova, ABB, Danfoss, Siemens, Eaton, Rockwell Automation, LS ELECTRIC, C&S Electric Limited, Lauritz Knudsen Electrical & Automation, Kalp Controls, CHINT Group, Crompton Greaves Consumer Electricals Limited, HAVELS India, and LOVATO ELECTRIC. To strengthen their position in the Asia Pacific Motor Starter Market, companies are embracing strategies centered on technological innovation, localized manufacturing, and strategic collaborations. Many players are expanding product portfolios to include digital-ready, energy-efficient starters compatible with Industry 4.0 environments. R&D investments are focused on integrating advanced control technologies, such as IoT-enabled monitoring and smart diagnostics. Companies are also forming alliances with automation solution providers and industrial OEMs to deliver turnkey motor control systems.

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