+357 96 030922
info@marketpublishers.com

Automotive Integrated Starter-Generator Units Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

https://marketpublishers.com/r/A134918E67F7EN.html
Date: June 2025
Pages: 190
Price: US$ 4,850.00 (Single User License)
ID: A134918E67F7EN

Abstracts

The Global Automotive Integrated Starter-Generator Units Market was valued at USD 5.2 billion in 2024 and is estimated to grow at a CAGR of 8.9% to reach USD 11.9 billion by 2034. This growth is largely fueled by rising demand for vehicles that offer both improved efficiency and reduced environmental impact. As global regulations surrounding emissions become stricter, automakers are ramping up the rollout of mild hybrid models that incorporate ISG technology. These systems are attractive to consumers seeking better fuel economy without the steep price tag associated with full or plug-in hybrids. ISG-equipped powertrains provide a middle ground - delivering noticeable fuel savings with minimal disruption to conventional vehicle designs.

The growing appetite for premium and performance vehicles is also accelerating the adoption of ISG units, as they contribute to smoother engine start-stop operations and deliver low-end torque improvements that enhance driving feel. This aligns perfectly with what high-end buyers want - efficiency without sacrificing power or luxury. As congestion increases in urban areas, demand for systems that reduce fuel use during idling and frequent stops has surged. ISG units help manage these challenges while also reducing emissions, making them a favored option in the push for smarter, greener urban transportation.

In 2024, the belt-driven ISG systems segment generated USD 3 billion, dominating the market by offering automakers a practical and cost-effective route to electrification. These units are mounted on the engine’s front and connected via a belt to the crankshaft, allowing manufacturers to integrate them without redesigning major components. This streamlined integration is a major advantage for brands looking to electrify existing vehicle platforms quickly, saving both time and capital.

+357 96 030922
info@marketpublishers.com

Mild hybrid-electric vehicles represented the largest market share in 2024 and are projected to remain a key growth area. These vehicles incorporate a compact battery and deliver performance benefits that drivers can immediately notice - from quiet operation during coasting to seamless engine restarts. The low-end torque boost improves drivability, particularly in stop-and-go traffic. Additionally, mild hybrids do not rely on external charging, making them ideal for consumers who want eco-friendly options without changing their driving habits. As a result, these systems are becoming more common across both commercial fleets and personal vehicles.

Germany Automotive Integrated Starter-Generator Units Market generated USD 496.7 million in 2024. The country's dominant position is supported by a mature automotive manufacturing base and early adoption of 48-volt systems across various vehicle classes. Leading manufacturers have aggressively implemented belt-driven ISG technology across their lineups to meet both regulatory demands and consumer expectations. Germany’s robust supply chain, with major contributors such as Bosch, Continental, and ZF Friedrichshafen, further supports local production and innovation, helping the country maintain a competitive edge in the global ISG market.

Key players active in the Global Automotive Integrated Starter-Generator Units Market include Bosch, Mitsubishi Electric, Denso, BorgWarner, Magna International, ZF Friedrichshafen, SEG Automotive, Continental, Hitachi Astemo, and Valeo. To secure a leading position in the automotive ISG market, companies are focusing on several strategic areas. One core strategy involves investment in R&D to enhance performance, reduce weight, and improve the energy efficiency of ISG systems. Manufacturers are also targeting platform scalability to allow ISG integration across various vehicle categories. Collaborations with OEMs play a key role in customizing solutions for specific drivetrains. In addition, firms are strengthening their production capabilities through localized manufacturing to reduce lead times and comply with regional sourcing policies.

Companies Mentioned

Aisin Corporation, BorgWarner, Bosch, Continental, Denso Corporation, Hitachi Astemo, Hyundai Mobis Co, Johnson Electric Holdings, Magna International, MAHLE Group, Mando Corporation, Mitsubishi Electric Corporation, Nidec Corporation, Prestolite Electric Incorporated, Schaeffler AG, SEG Automotive, Toyota Industries, Woory Industrial Co, Valeo, ZF Friedrichshafen

+357 96 030922
info@marketpublishers.com

Contents

Report Content

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

CHAPTER 11 COMPANY PROFILES

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Automotive Integrated Starter-Generator Units Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: https://marketpublishers.com/r/A134918E67F7EN.html

Price: US$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/A134918E67F7EN.html