

Automotive Power Window Motor Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Automotive Power Window Motor Market, valued at USD 8.8 billion in 2023, is set to experience steady growth, with a projected compound annual growth rate (CAGR) of 4.8% from 2024 to 2032. The rising vehicle production in emerging economies significantly boosts the demand for automotive components, including power window motors. As incomes rise in developing countries, more consumers opt for vehicles equipped with modern features like power windows, contributing to the increased demand for these motors.

In today's market, consumers expect greater comfort and convenience, even in entry-level and mid-range vehicles. Power windows have replaced manual cranks, offering a more convenient and efficient system. Automakers are responding by incorporating power windows across a wide range of vehicles to meet consumer preferences, ensuring a steady demand for power window motors.

The market is primarily divided into three motor types: DC brushless motors, DC brushed motors, and stepper motors. DC brushed motors dominated the market in 2023, accounting for over 65% of the share. These motors are favored due to their durability and low maintenance requirements, making them ideal for automotive applications. In particular, advancements in materials for brushes and commutators, along with improved heat dissipation systems, are increasing the lifespan of these motors. Manufacturers are investing in these technologies to meet the growing demand for reliable and long-lasting window systems.

The automotive power window motor market is also categorized based on window types: standard, sunroof, and convertible. The standard window segment is projected to

exceed USD 9.1 billion by 2032. Anti-pinch technology, a safety feature that stops or reverses the window if an obstruction is detected, has become a common inclusion in power windows. This feature enhances passenger safety and ensures compliance with global safety standards, leading to wider adoption across various vehicle segments.

The development of smaller, more efficient power window motors has further increased their appeal. These high-performance motors not only consume less power, extending battery life in traditional vehicles and electric vehicles but also provide quieter, smoother operation for an improved user experience. In particular, the demand for energy-efficient components has driven innovations in motor designs, with a focus on lightweight materials that enhance overall vehicle performance.

In 2023, China held a significant portion of the automotive power window motor market, with a share of 40%. The country's rapid adoption of electric vehicles (EVs) and growing middle class are key factors fueling the demand for advanced power window systems. As Chinese consumers increasingly seek luxury vehicles, manufacturers are focusing on developing quieter, more efficient power window motors with advanced features like anti-pinch technology to meet their evolving needs.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research design
 - 1.1.1 Research approach
 - 1.1.2 Data collection methods
- 1.2 Base estimates and calculations
 - 1.2.1 Base year calculation
 - 1.2.2 Key trends for market estimates
- 1.3 Forecast model
- 1.4 Primary research & validation
 - 1.4.1 Primary sources
 - 1.4.2 Data mining sources
- 1.5 Market definitions

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Supplier landscape
 - 3.2.1 Raw material suppliers
 - 3.2.2 Automotive OEM
 - 3.2.3 Service providers
 - 3.2.4 Technology integrators
 - 3.2.5 End users
- 3.3 Profit margin analysis
- 3.4 Cost breakdown analysis
 - 3.4.1 Material costs
 - 3.4.2 Labour costs
 - 3.4.3 Overhead costs
 - 3.4.4 R&D costs
 - 3.4.5 Others
- 3.5 Key news & initiatives

3.6 Regulatory landscape

3.7 Impact forces

3.7.1 Growth drivers

3.7.1.1 Growth in vehicle production across the globe

3.7.1.2 Rising consumer demand for comfort and convenience

3.7.1.3 Growing advancements in vehicle electronics

3.7.1.4 Advancements in luxury and high-end vehicles

3.7.2 Industry pitfalls & challenges

3.7.2.1 Rising demand for lightweight components

3.7.2.2 Supply chain disruptions

3.8 Growth potential analysis

3.9 Porter's analysis

3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY VEHICLE, 2021 - 2032 (\$BN, UNITS)

5.1 Key trends

5.2 Passenger vehicles

5.2.1 Hatchback

5.2.2 Sedan

5.2.3 SUV

5.3 Commercial vehicles

5.3.1 Light Commercial Vehicles (LCV)

5.3.2 Heavy Commercial Vehicles (HCV)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY MOTOR, 2021 - 2032 (\$BN, UNITS)

6.1 Key trends

6.2 DC brushed motors

6.3 DC brushless

6.4 Stepper

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY WINDOW, 2021 - 2032 (\$BN, UNITS)

7.1 Key trends

7.2 Standard

7.3 Sunroof

7.4 Convertible

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY POWER OUTPUT, 2021 - 2032 (\$BN, UNITS)

8.1 Key trends

8.2 20W

8.3 20-40W

8.4 Above 40W

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2032 (\$BN, UNITS)

9.1 Key trends

9.2 OEM

9.3 Aftermarket

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2032 (\$BN, UNITS)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 UK

10.3.2 Germany

10.3.3 France

10.3.4 Spain

10.3.5 Italy

10.3.6 Russia

- 10.3.7 Nordics
- 10.4 Asia Pacific
 - 10.4.1 China
 - 10.4.2 India
 - 10.4.3 Japan
 - 10.4.4 South Korea
 - 10.4.5 ANZ
 - 10.4.6 Southeast Asia
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
 - 10.5.3 Argentina
- 10.6 MEA
 - 10.6.1 UAE
 - 10.6.2 South Africa
 - 10.6.3 Saudi Arabia

CHAPTER 11 COMPANY PROFILES

- 11.1 Aisin Shiroki
- 11.2 Antolin
- 11.3 Bosch
- 11.4 Brose
- 11.5 Chezhizhou Auto Industry
- 11.6 Continental
- 11.7 Denso
- 11.8 Ficosa International
- 11.9 Hi-Lex
- 11.10 Inteva Products
- 11.11 Jiangxi Dellsun Auto Motor
- 11.12 Johnan Manufacturing
- 11.13 Johnson Electric
- 11.14 Kiekert
- 11.15 Mabuchi Motor
- 11.16 Mitsuba
- 11.17 Nidec
- 11.18 Pan Taiwan Enterprise
- 11.19 Sontian Automotive
- 11.20 Valeo

11.21 ZF

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