

# Three Phase Automatic Motor Starter Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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## Abstracts

The Global Three Phase Automatic Motor Starter Market was valued at USD 2.1 billion in 2023 and is projected to expand at a CAGR of 5.1% from 2024 to 2032. This growth is primarily driven by increasing concerns about energy consumption and a rising demand for devices that enhance efficiency. The trend toward compact, reliable, and user-friendly designs, coupled with urban expansion in developing economies, is expected to significantly boost the adoption of these motor starters. A three-phase automatic motor starter is designed to control the operation of three-phase electric motors, automating the starting and stopping processes. These devices provide essential protection against overloads, short circuits, and phase imbalances.

The integration of smart automation and IoT systems, which facilitate remote monitoring and control of motor performance, further propels the adoption of motor starters across commercial and residential environments. The medium-voltage segment of the three-phase automatic motor starter market is anticipated to surpass USD 1 billion by 2032. The growing implementation of automation within the utilities and manufacturing sectors, alongside improvements in energy management practices, is expected to positively influence market dynamics. With a heightened focus on energy-efficient systems to comply with regulations and minimize carbon footprints, the demand for safer electrical systems will strengthen the business scenario. Furthermore, the ongoing development of new infrastructure in key regions, along with the modernization of aging power systems, will contribute to market growth.

The industrial segment of the three-phase automatic motor starter market is projected to grow at a CAGR of over 4.5% through 2032. This growth is attributed to the lower power requirements and cost-effectiveness of these systems. The increasing demand from

small and medium enterprises, combined with features such as power factor correction and soft start capabilities to boost energy efficiency, will drive expansion. Additionally, government initiatives advertising energy-efficient industrial solutions and the growing need for these devices in HVAC systems will further stimulate market penetration. In the U.S., the three-phase automatic motor starter market is expected to exceed USD 400 million by 2032, driven by the increasing adoption of these systems across various applications, including agricultural, industrial, and residential sectors.

Continuous advancements in technology, such as integrated smart control systems and digital interfaces, enhance diagnostics and reduce downtime, thus propelling market growth.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Market scope & definitions
- 1.2 Market estimates & forecast parameters
- 1.3 Forecast calculation
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid
    - 1.4.2.2 Public

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis, 2021 - 2032

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
- 3.2 Regulatory landscape
- 3.3 Industry impact forces
  - 3.3.1 Growth drivers
  - 3.3.2 Industry pitfalls & challenges
- 3.4 Growth potential analysis
- 3.5 Porter's analysis
  - 3.5.1 Bargaining power of suppliers
  - 3.5.2 Bargaining power of buyers
  - 3.5.3 Threat of new entrants
  - 3.5.4 Threat of substitutes
- 3.6 PESTEL analysis

#### **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Strategic outlook
- 4.3 Innovation & sustainability landscape

## **CHAPTER 5 MARKET SIZE AND FORECAST, BY VOLTAGE, 2021 - 2032 (USD MILLION & UNITS)**

5.1 Key trends

5.2 Low

5.3 Medium

5.4 High

## **CHAPTER 6 MARKET SIZE AND FORECAST, BY APPLICATION, 2021 - 2032 (USD MILLION & UNITS)**

6.1 Key trends

6.2 Residential

6.3 Commercial

6.4 Industrial

## **CHAPTER 7 MARKET SIZE AND FORECAST, BY REGION, 2021 - 2032 (USD MILLION & UNITS)**

7.1 Key trends

7.2 North America

7.2.1 U.S.

7.2.2 Canada

7.2.3 Mexico

7.3 Europe

7.3.1 Germany

7.3.2 France

7.3.3 Russia

7.3.4 UK

7.3.5 Italy

7.3.6 Spain

7.3.7 Netherlands

7.3.8 Austria

7.4 Asia Pacific

7.4.1 China

7.4.2 Japan

7.4.3 South Korea

7.4.4 India

- 7.4.5 Australia
- 7.4.6 New Zealand
- 7.4.7 Malaysia
- 7.4.8 Indonesia
- 7.5 Middle East & Africa
  - 7.5.1 Saudi Arabia
  - 7.5.2 UAE
  - 7.5.3 Qatar
  - 7.5.4 Egypt
  - 7.5.5 South Africa
  - 7.5.6 Nigeria
  - 7.5.7 Kuwait
  - 7.5.8 Oman
- 7.6 Latin America
  - 7.6.1 Brazil
  - 7.6.2 Peru
  - 7.6.3 Argentina

## **CHAPTER 8 COMPANY PROFILES**

- 8.1 ABB
- 8.2 CHINT Group
- 8.3 CS Electric
- 8.4 Danfoss
- 8.5 Eaton
- 8.6 Emerson Electric
- 8.7 Fuji Electric
- 8.8 Havells India
- 8.9 Kalp Controls
- 8.10 L & T Electrical and Automation
- 8.11 Lovato Electric
- 8.12 Mitsubishi Electric
- 8.13 Mivan Technologies
- 8.14 Rockwell Automation
- 8.15 Schneider Electric
- 8.16 Siemens
- 8.17 SKN-Bentex Group
- 8.18 WEG

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