

# **Automotive 48V System Market by Architecture (Belt Driven (P0), Crankshaft Mounted (P1), Dual-Clutch Transmission-Mounted/Input Shaft of Transmission (P2/P3), Transmission Output Shaft/Rear Axle (P4)), Vehicle Class (Entry-level, Mid-range, Premium, Luxury), and Region 2024-2032**

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## **Abstracts**

The global automotive 48V system market size reached US\$ 7.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 38.3 Billion by 2032, exhibiting a growth rate (CAGR) of 19.95% during 2024-2032. The escalating demand for hybrid and electric vehicles (EVs), along with luxury and advanced safety features and stringent government regulations to reduce greenhouse gas (GHG) emissions, represent some of the key factors driving the market.

The automotive 48V system is an advanced technology that integrates a 48-volt battery with an internal combustion (IC) engine and a regular 12-volt battery in multiple configurations. It includes various components, such as a belt alternator starter, direct current (DC)-to-DC converter, high voltage battery, inverter, power distribution box, electric motor, and charger. The automotive 48V system is widely used to provide start-stop function, torque boost, regenerative braking, and power to the electric drive, compressors, and power steering. It aids in optimizing performance, reducing weight, and improving the harness packaging in the vehicle. The automotive 48V system helps to reduce carbon dioxide emissions, improve fuel efficiency, and enable dynamic handling and performance.

Automotive 48V System Market Trends:

The escalating demand for electric and hybrid vehicles is one of the primary factors

driving the market growth. An automotive 48V system is widely used in electric vehicles (EVs) to power various electrical components, such as lighting systems, electrical heaters, air conditioning compressors, pumps, and steering drives. In addition to this, the widespread product adoption to provide mild-hybrid functionality to vehicles by powering auxiliary systems, which, in turn, improves the thermal performance of the engine, reduces emissions, enhances fuel efficiency, and saves cost, is acting as another growth-inducing factor. Furthermore, rising product application to power luxury and advanced safety features in vehicles, such as heated seats, windows demister, infotainment systems, reverse cameras, blind-spot monitoring, road condition sensors, motion detectors, and adaptive cruise control, is providing an impetus to the market growth. Additionally, the widespread product utilization for the development of autonomous vehicles to power energy-intensive components, such as computers, cameras, and various sensors, is positively influencing the market growth. Moreover, the implementation of various government initiatives to promote the adoption of EVs and subsequently reduce greenhouse gas emissions is favoring the market growth. Other factors, including rising expenditure capacities of consumers, increasing environmental concerns, significant investment in research and development (R&D) activities, the escalating demand for fuel-efficient vehicles, and increasing awareness among consumers regarding various product benefits, such as lower cost, higher performance, and improved vehicle speed, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global automotive 48V system market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on architecture and vehicle class.

#### Architecture Insights:

Belt Driven (P0)

Crankshaft Mounted (P1)

Dual-Clutch Transmission-Mounted/Input Shaft of Transmission (P2/P3)

Transmission Output Shaft/Rear Axle (P4)

The report has also provided a detailed breakup and analysis of the automotive 48V system market based on the architecture. This includes belt driven (P0), crankshaft mounted (P1), dual-clutch transmission-mounted/Input shaft of transmission (P2/P3), and transmission output shaft/rear axle (P4). According to the report, belt driven represented the largest segment.

### Vehicle Class Insights:

Entry-level

Mid-range

Premium

Luxury

A detailed breakup and analysis of the automotive 48V system market based on the vehicle class has been provided in the report. This includes entry-level, mid-range, premium, and luxury. According to the report, mid-range accounted for the largest market share.

### Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for automotive 48V systems. Some of the factors driving the Asia Pacific automotive 48V system market include rising expenditure capacities of consumers, increasing penetration of international automotive manufacturers, and rising environmental concerns.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global automotive 48V system market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Borgwarner Inc., Continental Aktiengesellschaft, Dana Limited, Hyundai Motor Company, Magna International Inc., MAHLE GmbH (Mahle Stiftung GmbH), Mitsubishi Electric Corporation, Robert Bosch GmbH, Valeo, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. How big is the global automotive 48V system market?
2. What is the expected growth rate of the global automotive 48V system market during 2024-2032?
3. What are the key factors driving the global automotive 48V system market?
4. What has been the impact of COVID-19 on the global automotive 48V system market?
5. What is the breakup of the global automotive 48V system market based on the architecture?
6. What is the breakup of the global automotive 48V system market based on vehicle class?
7. What are the key regions in the global automotive 48V system market?
8. Who are the key players/companies in the global automotive 48V system market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL AUTOMOTIVE 48V SYSTEM MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY ARCHITECTURE

- 6.1 Belt Driven (P0)
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Crankshaft Mounted (P1)
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Dual-Clutch Transmission-Mounted/Input Shaft of Transmission (P2/P3)

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Transmission Output Shaft/Rear Axle (P4)
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast

## **7 MARKET BREAKUP BY VEHICLE CLASS**

- 7.1 Entry-level
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Mid-range
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Premium
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Luxury
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends
    - 8.2.2.2 Market Forecast
  - 8.2.3 India
    - 8.2.3.1 Market Trends

- 8.2.3.2 Market Forecast
- 8.2.4 South Korea
  - 8.2.4.1 Market Trends
  - 8.2.4.2 Market Forecast
- 8.2.5 Australia
  - 8.2.5.1 Market Trends
  - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
  - 8.2.6.1 Market Trends
  - 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others
    - 8.3.7.1 Market Trends
    - 8.3.7.2 Market Forecast
- 8.4 Latin America
  - 8.4.1 Brazil
    - 8.4.1.1 Market Trends
    - 8.4.1.2 Market Forecast

## 8.4.2 Mexico

### 8.4.2.1 Market Trends

### 8.4.2.2 Market Forecast

## 8.4.3 Others

### 8.4.3.1 Market Trends

### 8.4.3.2 Market Forecast

## 8.5 Middle East and Africa

### 8.5.1 Market Trends

### 8.5.2 Market Breakup by Country

### 8.5.3 Market Forecast

## **9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

### 9.1 Overview

### 9.2 Drivers

### 9.3 Restraints

### 9.4 Opportunities

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

### 11.1 Overview

### 11.2 Bargaining Power of Buyers

### 11.3 Bargaining Power of Suppliers

### 11.4 Degree of Competition

### 11.5 Threat of New Entrants

### 11.6 Threat of Substitutes

## **12 PRICE ANALYSIS**

## **13 COMPETITIVE LANDSCAPE**

### 13.1 Market Structure

### 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 Borgwarner Inc.

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio



- 13.3.1.3 Financials
- 13.3.1.4 SWOT Analysis
- 13.3.2 Continental Aktiengesellschaft
  - 13.3.2.1 Company Overview
  - 13.3.2.2 Product Portfolio
  - 13.3.2.3 Financials
  - 13.3.2.4 SWOT Analysis
- 13.3.3 Dana Limited
  - 13.3.3.1 Company Overview
  - 13.3.3.2 Product Portfolio
  - 13.3.3.3 Financials
  - 13.3.3.4 SWOT Analysis
- 13.3.4 Hyundai Motor Company
  - 13.3.4.1 Company Overview
  - 13.3.4.2 Product Portfolio
  - 13.3.4.3 Financials
  - 13.3.4.4 SWOT Analysis
- 13.3.5 Magna International Inc.
  - 13.3.5.1 Company Overview
  - 13.3.5.2 Product Portfolio
  - 13.3.5.3 Financials
  - 13.3.5.4 SWOT Analysis
- 13.3.6 MAHLE GmbH (Mahle Stiftung GmbH)
  - 13.3.6.1 Company Overview
  - 13.3.6.2 Product Portfolio
  - 13.3.6.3 SWOT Analysis
- 13.3.7 Mitsubishi Electric Corporation
  - 13.3.7.1 Company Overview
  - 13.3.7.2 Product Portfolio
  - 13.3.7.3 Financials
  - 13.3.7.4 SWOT Analysis
- 13.3.8 Robert Bosch GmbH
  - 13.3.8.1 Company Overview
  - 13.3.8.2 Product Portfolio
  - 13.3.8.3 SWOT Analysis
- 13.3.9 Valeo
  - 13.3.9.1 Company Overview
  - 13.3.9.2 Product Portfolio
  - 13.3.9.3 Financials

#### 13.3.9.4 SWOT Analysis

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report

## List Of Tables

### LIST OF TABLES

Table 1: Global: Automotive 48V System Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Automotive 48V System Market Forecast: Breakup by Architecture (in Million US\$), 2024-2032

Table 3: Global: Automotive 48V System Market Forecast: Breakup by Vehicle Class (in Million US\$), 2024-2032

Table 4: Global: Automotive 48V System Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Automotive 48V System Market: Competitive Structure

Table 6: Global: Automotive 48V System Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Automotive 48V System Market: Major Drivers and Challenges

Figure 2: Global: Automotive 48V System Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Automotive 48V System Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Automotive 48V System Market: Breakup by Architecture (in %), 2023

Figure 5: Global: Automotive 48V System Market: Breakup by Vehicle Class (in %), 2023

Figure 6: Global: Automotive 48V System Market: Breakup by Region (in %), 2023

Figure 7: Global: Automotive 48V System (Belt Driven (P0)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 8: Global: Automotive 48V System (Belt Driven (P0)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 9: Global: Automotive 48V System (Crankshaft Mounted (P1)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Automotive 48V System (Crankshaft Mounted (P1)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Automotive 48V System (Dual-Clutch Transmission-Mounted/Input Shaft of Transmission (P2/P3)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Automotive 48V System (Dual-Clutch Transmission-Mounted/Input Shaft of Transmission (P2/P3)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Automotive 48V System (Transmission Output Shaft/Rear Axle (P4)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Automotive 48V System (Transmission Output Shaft/Rear Axle (P4)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Automotive 48V System (Entry-level) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Automotive 48V System (Entry-level) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Automotive 48V System (Mid-range) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Automotive 48V System (Mid-range) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Automotive 48V System (Premium) Market: Sales Value (in Million

US\$), 2018 & 2023

Figure 20: Global: Automotive 48V System (Premium) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Automotive 48V System (Luxury) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Automotive 48V System (Luxury) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: North America: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: North America: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: United States: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: United States: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Canada: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Canada: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Asia-Pacific: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Asia-Pacific: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: China: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: China: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Japan: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Japan: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: India: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: India: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: South Korea: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: South Korea: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Australia: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Australia: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Indonesia: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Indonesia: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Others: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Others: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Europe: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Europe: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Germany: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Germany: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: France: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: France: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: United Kingdom: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: United Kingdom: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Italy: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Italy: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Spain: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Spain: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Russia: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Russia: Automotive 48V System Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 59: Others: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Others: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Latin America: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Latin America: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Brazil: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Brazil: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Mexico: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Mexico: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Others: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Others: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Middle East and Africa: Automotive 48V System Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Middle East and Africa: Automotive 48V System Market: Breakup by Country (in %), 2023

Figure 71: Middle East and Africa: Automotive 48V System Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Global: Automotive 48V System Industry: Drivers, Restraints, and Opportunities

Figure 73: Global: Automotive 48V System Industry: Value Chain Analysis

Figure 74: Global: Automotive 48V System Industry: Porter's Five Forces Analysis

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