

# Automotive Motors Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global automotive motors market size reached US\$ 37.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 52.0 Billion by 2028, exhibiting a growth rate (CAGR) of 5% during 2023-2028. The growing demand for electric vehicles (EVs), increasing traction of advanced safety features in automobiles, and rising environmental concerns represent some of the key factors driving the market.

Automotive motors comprise a rotator, stator, encoder, conducting wire, amplifier, and frame. They deliver high torque and power output and can convert a high percentage of energy into mechanical power. They have a long lifespan and quieter and smoother operations, which reduces noise pollution and improves the overall driving experience. They offer high flexibility and are employed in a variety of vehicle types, including passenger cars, battery electric vehicles (BEV), two-wheelers, heavy commercial vehicles (HCVs), plug-in hybrid electric vehicles (PHEV), and hybrid electric vehicles (HEV), for enhanced performance, safety, comfort, convenience, and security. Apart from this, as automotive motors generate more power and have higher thermal efficiency, they are widely incorporated in power window motors, seat cooling fans, power steering motors, sunroofs, alternators, wiper systems, exhaust gas recirculation (EGR) and anti-lock brake systems across the globe.

Automotive Motors Market Trends:

At present, rising environmental concerns and the escalating demand for EVs represent one of the key factors positively influencing the market across the globe. In addition, inflating disposable incomes and shifting consumer preferences towards vehicles with enhanced safety and convenience features are catalyzing the demand for automotive motors. Automotive motors are currently gaining immense traction in advanced

infotainment systems, heads-up displays, central controllers, anti-lock braking systems, and gesture control systems, which is offering lucrative growth opportunities to key market players. Besides this, the widespread adoption of brushed direct current (DC) motors, on account of their easy speed control, cost-effectiveness, and high power, is creating a positive market outlook. Additionally, governments of various countries are undertaking policies that mandate higher fuel efficiency, lower emissions, and other environmental standards, which, in turn, is leading to the development of more advanced and efficient motors. In line with this, increasing investments in research and development (R&D) activities and various product innovations, such as the introduction of compact and high-efficiency automotive motors that assist in reducing maintenance costs, improving the responsiveness of the vehicle, minimizing overall weight of the vehicle, and maximizing fuel efficiency, are strengthening the market growth. Furthermore, the rising emphasis on the utilization of renewable energy and the introduction of smart automotive motors for performing complex operations are stimulating the growth of the market worldwide.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive motors market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on motor type, vehicle type, sales channel and application.

#### Motor Type Insights:

- Brushed DC Motor
- Brushless DC Motor
- Stepper Motor
- Traction Motor

The report has provided a detailed breakup and analysis of the automotive motors market based on the motor type. This includes brushed DC motor, brushless DC motor, stepper motor, and traction motor. According to the report, brushed DC motor represented the largest segment.

#### Vehicle Type Insights:

- Electric Vehicle
  - BEV
  - PHEV

Non-Electric Vehicle  
Passenger  
LCV  
HCV

A detailed breakup and analysis of the automotive motors market based on the vehicle type has also been provided in the report. This includes electric vehicle (BEV and PHEV) and non-electric vehicle (passenger, LCV and HCV). According to the report, non-electric vehicle (passenger, LCV and HCV) accounted for the largest market share.

Sales Channel Insights:

Original Equipment Manufacturer (OEM)  
Aftermarket

A detailed breakup and analysis of the automotive motors market based on the sales channel has also been provided in the report. This includes original equipment manufacturer (OEM) and aftermarket. According to the report, aftermarket accounted for the largest market share.

Application Insights:

Safety  
Comfort  
Performance

A detailed breakup and analysis of the automotive motors market based on the application has also been provided in the report. This includes safety, comfort, and performance. According to the report, comfort 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, which 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 (China, Japan, India, South Korea, Australia, Indonesia, and others) was the largest market for automotive motors. Some of the factors driving the Asia Pacific automotive motors market included the aging population, technological advancements, high healthcare expenditure, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global automotive motors market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include BorgWarner Inc., Brose Fahrzeugteile SE & Co. KG, B?hler Motor GmbH, Continental AG, Johnson Electric Holdings Limited, Mabuchi Motor Co. Ltd., MAHLE GmbH, MITSUBA Corporation, Mitsubishi Electric Corporation, Nidec Corporation, Ricardo PLC, Robert Bosch GmbH, Siemens AG, 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. What was the size of the global automotive motors market in 2022?
2. What is the expected growth rate of the global automotive motors market during 2023-2028?
3. What are the key factors driving the global automotive motors market?
4. What has been the impact of COVID-19 on the global automotive motors market?
5. What is the breakup of the global automotive motors market based on the motor type?
6. What is the breakup of the global automotive motors market based on the vehicle type?
7. What is the breakup of the global automotive motors market based on the sales channel?
8. What is the breakup of the global automotive motors market based on the application?
9. What are the key regions in the global automotive motors market?
10. Who are the key players/companies in the global automotive motors market?

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