

# Global Cooling Tower Motor Market Growth 2026-2032

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## Abstracts

The global Cooling Tower Motor market size is predicted to grow from US\$ 1096 million in 2025 to US\$ 1646 million in 2032; it is expected to grow at a CAGR of 6.0% from 2026 to 2032.

In 2025, global sales of cooling tower motors reached 3.5 million units, with an average selling price of US\$320. Cooling tower motors are key power components providing continuous drive for cooling tower fans, requiring high efficiency, high protection, resistance to damp heat, and long lifespan. They are widely used in HVAC, power, chemical, steel, data center, and commercial building sectors. Upstream raw materials mainly include electrolytic copper, silicon steel sheets, aluminum, cast iron, and insulating paint. Material consumption per unit is approximately 2.5 kg of copper, 18 kg of silicon steel, 3 kg of aluminum, and 6 kg of cast iron. Downstream, they are supplied to end users through cooling tower OEMs and system integrators. Global total production capacity in 2025 was approximately 4.2 million units, with an industry gross margin of approximately 22%. Downstream consumption breakdown is as follows: HVAC 45%, power 20%, chemical 15%, data center 10%, and others 10%. Future growth lies in high-efficiency IE4 and above grade motors with permanent magnet synchronous and variable frequency integrated solutions to meet energy conservation, emission reduction, and intelligent operation and maintenance needs. Demand is mainly driven by urbanization, data center expansion, and the replacement of aging equipment, with energy-saving retrofits and high-end customized products bringing significant business opportunities.

The cooling tower motor market is experiencing steady growth, with demand primarily driven by the expansion of HVAC systems, the construction of data centers and new energy power plants, and the upgrading of existing equipment to higher efficiency. The industry is gradually shifting from a 'volume-driven' to a 'efficiency-driven' approach, with high efficiency, long lifespan, and low maintenance costs becoming core procurement

criteria.

From a product and technology perspective, the upgrade from IE3 to IE4 and above energy efficiency levels, the replacement of traditional asynchronous motors with permanent magnet synchronous motors, and integrated solutions deeply integrated with frequency converters are rapidly gaining traction. These solutions not only meet energy efficiency regulations in various countries but also significantly reduce operating power consumption for end users. Technological barriers and system integration capabilities are becoming key differentiators for manufacturers.

From a competitive landscape perspective, international brands still hold an advantage in high-end large-scale industrial and data center projects. Local manufacturers are rapidly rising in low-to-medium power and batch projects due to their cost, delivery, and local service advantages. Industry concentration is trending upward, price competition is gradually easing, and competition is increasingly focused on energy efficiency, reliability, and full lifecycle services.

From a downstream perspective, commercial building and industrial cooling remain the core markets, but the demand for cooling systems in data centers, semiconductors, and new energy sectors is growing faster. This places higher demands on the continuous operational stability and intelligent monitoring of cooling motors, driving manufacturers to deploy intelligent sensing, remote operation and maintenance, and predictive maintenance functions.

Overall, the cooling tower motor market is affected by short-term fluctuations in macroeconomic investment, but in the medium to long term, it possesses sustained growth momentum driven by 'dual-carbon' policies, increasingly stringent energy efficiency standards, and the construction of digital economy infrastructure. Companies with strong product development capabilities, system solutions, and service network advantages are more likely to achieve growth exceeding the industry average.

LP Information, Inc. (LPI) ' newest research report, the “Cooling Tower Motor Industry Forecast” looks at past sales and reviews total world Cooling Tower Motor sales in 2025, providing a comprehensive analysis by region and market sector of projected Cooling Tower Motor sales for 2026 through 2032. With Cooling Tower Motor sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cooling Tower Motor industry.

This Insight Report provides a comprehensive analysis of the global Cooling Tower

Motor landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cooling Tower Motor portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cooling Tower Motor market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cooling Tower Motor and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cooling Tower Motor.

This report presents a comprehensive overview, market shares, and growth opportunities of Cooling Tower Motor market by product type, application, key manufacturers and key regions and countries.

### **Segmentation by Type:**

Asynchronous Induction Motor

Permanent Magnet Synchronous Motor

Variable Frequency Motor

### **Segmentation by Installation Method:**

Horizontal Installation

Vertical Installation

Flange Installation

### **Segmentation by Protection Rating:**

Protection Rating: IP55

Protection Rating: IP56/IP65

**Segmentation by Application:**

Electricity

Chemicals

Others

**This report also splits the market by region:**

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Ryowo

Sabar Pumps

EMF Motor

SPX Cooling Tech, LLC

Oswal Pumps

DAC Electric

Lubi Pumps

ANG DRIVE

Rawat Industries

Tower Tech

WEG (NANTONG) ELECTRIC MOTOR MANUFACTURING CO., LTD.

DENENG

ZHENGDE

PERFECT Cooling Towers

### **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Cooling Tower Motor market?

What factors are driving Cooling Tower Motor market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cooling Tower Motor market opportunities vary by end market size?

How does Cooling Tower Motor break out by Type, by Application?

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