

Global Active Ventilated Car Seat Motor Market Growth 2026-2032

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Abstracts

The global Active Ventilated Car Seat Motor market size is predicted to grow from US\$ 295 million in 2025 to US\$ 403 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 2032.

Automobile seat ventilation motor is a component used in car seat ventilation system. It is electrically driven and can provide airflow and temperature control for seat ventilation. These motors are usually installed inside the seat and adjust the temperature of the seat surface by blowing or extracting air to provide a more comfortable driving experience.

At the regional level, the Chinese market has changed rapidly in the past few years. The market size in 2022 is 93.83 million US dollars, accounting for about 36.86% of the world. It is expected to reach 142.41 million US dollars in 2029, and the global share will reach 39.49%.

In terms of product type and technology, fan motors occupy a major share, with a market size of 173.98 million US dollars in 2022, accounting for 68.35% of the market, and it is expected to reach 250.91 million US dollars in 2029.

In terms of product market application, seat manufacturers occupy 79.24% of the market share. In addition to supplying seat manufacturers, the market for personal modification provided to consumers through dealers also occupies a certain share, but under the current severe market competition, vehicle manufacturers have become one of the means used by vehicle manufacturers to reduce prices and increase configurations. Therefore, seat ventilation, which was previously a high-end function, will be equipped on lower-end models. It is expected that the market share of seat

ventilation motors used in automotive seat manufacturers will gradually increase in the future, and the personal modification market will gradually shrink.

Currently, the world's major manufacturers include MinebeaMitsumi, ebm-papst, ASPINA, Nidec and DENSO. In 2022, the top five major manufacturers accounted for more than 68.66% of the market share. It is expected that industry competition will become more intense in the next few years, especially in the Chinese market.

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

This Insight Report provides a comprehensive analysis of the global Active Ventilated Car Seat 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 Active Ventilated Car Seat Motor portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Active Ventilated Car Seat Motor market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Active Ventilated Car Seat 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 Active Ventilated Car Seat Motor.

This report presents a comprehensive overview, market shares, and growth opportunities of Active Ventilated Car Seat Motor market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Fan Motor

Blower Motor

Segmentation by Application:

Personal Modification

Seat Manufacturer

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.

MinebeaMitsumi

ebm-papst

ASPINA

Nidec

DENSO

Delta Electronics

YEN SUN TECHNOLOGY

IGB Automotive

Sunon

Key Questions Addressed in this Report

What is the 10-year outlook for the global Active Ventilated Car Seat Motor market?

What factors are driving Active Ventilated Car Seat Motor market growth, globally and by region?

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

How do Active Ventilated Car Seat Motor market opportunities vary by end market size?

How does Active Ventilated Car Seat Motor break out by Type, by Application?

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