

Global Automotive Seat Motor Market Growth 2025-2031

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Abstracts

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The global Automotive Seat Motor market size is predicted to grow from US\$ 1831 million in 2025 to US\$ 2429 million in 2031; it is expected to grow at a CAGR of 4.8% from 2025 to 2031.

Automotive seats are the most important automotive parts in Automotive interiors. Their safety and comfort directly affect the safety of drivers and passengers and their overall experience of the Automotive. Automotive seats are mainly composed of seat basic skeleton/frame, drive motor, seat cushion, surface, headrest, backrest, slide rail, angle adjuster and other components. They are system engineering products integrating ergonomics, mechanical vibration and control engineering. At present, the adjustment of automotive seat position is divided into two ways: manual mechanical adjustment and electric control. Compared with manual adjustment seats, electric adjustment seats are easier to adjust the position and seat posture, and also increase the comfort of drivers and passengers.

The seat motor is a motor that realizes the electric control of automotive seats and provides power for adjusting seats. It has the characteristics of small size, light weight, high efficiency, smooth operation and low noise. According to the different adjustment functions realized, the seat motor can be mainly divided into four categories: horizontal adjustment motor, angle adjustment motor, front lifting motor and rear lifting motor.

From the perspective of product type and technology, automotive seat motors can be divided into DC brushed motors and DC brushless motors. At present, there are many types of automotive electric seat adjustment motors on the market, and they are

basically dominated by brushed motors, accounting for about 93.59% of the market. Brushed motors have large size, low efficiency, high noise, short life, and the adjustment speed cannot be changed according to passenger requirements. The adjustment accuracy and memory position deviation are large, and the motor resonance is large. These problems have always been difficult to solve for electric seats in the existing market. In the context of global energy conservation and environmental protection, seat motors show two development trends. One is the miniaturization and lightweight of motors. The other is to replace brushed permanent magnet DC motors with brushless motors. Brushless motors have the characteristics of low noise and smaller size than brushed motors with the same power. The use of brushless motors in seat motors is the future development direction.

The seat motor is the core component of the automotive electric seat. More than 95% of electric seats are equipped in passenger car. The higher the price of the passenger car, the higher the configuration rate of the electric seat, the more adjustable parts of the seat, and the more motors are required.

Currently, the world's major manufacturers include Shenghua Wave, Brose, Denso (ASMO), Bosch and Leggett & Platt. In 2023, the top five manufacturers accounted for more than 59% of the revenue 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 "Automotive Seat Motor Industry Forecast" looks at past sales and reviews total world Automotive Seat Motor sales in 2024, providing a comprehensive analysis by region and market sector of projected Automotive Seat Motor sales for 2025 through 2031. With Automotive Seat Motor sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive Seat Motor industry.

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

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

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

Segmentation by Type:

Brushed DC motor

Brushless DC motor

Segmentation by Application:

Passenger Car

Commercial Vehicle

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.

Shenghuabo

Brose

Denso (ASMO)

Bosch

Leggett & Platt

Yanfeng

Johnson Electric

Keyang Electric Machinery

Mabuchi

Mitsuba

Nidec

Key Questions Addressed in this Report

What is the 10-year outlook for the global Automotive Seat Motor market?

What factors are driving Automotive Seat Motor market growth, globally and by region?

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

How do Automotive Seat Motor market opportunities vary by end market size?

How does Automotive Seat Motor break out by Type, by Application?

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