

Global Automotive Starter Generator Market Growth 2026-2032

<https://marketpublishers.com/r/G9C30388FA1CEN.html>

Date: April 2026

Pages: 93

Price: US\$ 3,660.00 (Single User License)

ID: G9C30388FA1CEN

Abstracts

The global Automotive Starter Generator market size is predicted to grow from US\$ 8149 million in 2025 to US\$ 11603 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Automotive Starter Generator combines engine starting and power generation functions into a single unit—either as a traditional starter motor–alternator combination or an integrated starter-generator system—providing engine cranking, electrical energy supply, regenerative braking capability, and efficiency enhancements for internal combustion engine vehicles, mild hybrids, and full hybrid powertrains.

The Automotive Starter Generator industry chain begins upstream with suppliers of copper windings, permanent magnets, stator and rotor laminations, steel housings, bearings, power electronics, voltage regulators, control chips, wiring harnesses, sensor modules, and cooling components, progresses midstream through electromagnetic design, mechanical machining, winding, motor assembly, inverter and control integration, calibration, durability testing, and system validation by Tier-1 manufacturers, and extends downstream through OEM vehicle assembly plants, hybrid system integrators, commercial fleet customers, aftermarket distributors, and service centers that install, maintain, and replace starter generator systems across global automotive markets.

Projects under construction and planned include expansion of 48V starter generator production facilities for mild hybrid vehicles, development of next-generation high-efficiency belt-driven starter generators, upgrades to automated winding and stator assembly lines, new regional manufacturing bases in Asia and Eastern Europe to support OEM localization, joint ventures between Tier-1 suppliers and automakers for

integrated hybrid powertrain platforms, R&D programs focused on higher-density permanent magnet rotors and improved thermal management, and pilot installations of fully integrated starter-generator units designed for commercial vehicles and heavy-duty hybridization strategies.

2025 Global Market sales Volume: 85 million units. Average Global Market Price: US\$98 per unit. Market Average Gross Profit Margin: 22%.

United States market for Automotive Starter Generator is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Automotive Starter Generator is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Automotive Starter Generator is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Automotive Starter Generator players cover Robert Bosch GmbH, Denso Corporation, Valeo Group, AUMOVIO, Innotec Power, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

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

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

Segmentation by Type:

Belt-driven Starter-generator (BSG)

Integrated Starter-generator (ISG)

Segmentation by Electrical System Level:

12V

24V

48V

Others

Segmentation by Vehicle Type:

Passenger Vehicle

Light Commercial Vehicle

Heavy Commercial Vehicle

Off-Highway Vehicle

Segmentation by Application:

Mild Hybrid Electric Vehicles (MHEV)

Hybrid Electric Vehicles (HEV)

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.

Robert Bosch GmbH

Denso Corporation

Valeo Group

AUMOVIO

Innotec Power

SEG Automotive

Mitsuba Corporation

BorgWarner

Key Questions Addressed in this Report

What is the 10-year outlook for the global Automotive Starter Generator market?

What factors are driving Automotive Starter Generator market growth, globally and by region?

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

How do Automotive Starter Generator market opportunities vary by end market size?

How does Automotive Starter Generator break out by Type, by Application?

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