

Global Automotive Sunshade Motor Market Growth 2026-2032

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Abstracts

The global Automotive Sunshade Motor market size is predicted to grow from US\$ 299 million in 2025 to US\$ 468 million in 2032; it is expected to grow at a CAGR of 6.6% from 2026 to 2032.

In 2025, global Automotive Sunshade Motor sales volume was approximately 17 million units, with an average selling price of about US\$18 per unit at the manufacturer level. Gross margins of major manufacturers were approximately 20%–28%.

Automotive Sunshade Motors are specialized miniature motors or geared motor actuators designed to drive the extension, retraction, and position holding of automotive electric sunshades. They are mainly installed in roof, rear-window, and side-window sunshade systems. These products typically use brushed or brushless DC motors and may integrate reduction gears, output shafts, position-sensing components, and control modules. Their compact structure enables stable torque output as well as smooth, low-noise, bidirectional operation of the sunshade. Given the limited installation space and their direct impact on in-vehicle comfort, key product requirements include compact size, output torque, operating noise, smooth start-stop performance, stall protection, position control, temperature resistance, and service life. Some higher-end products also incorporate electronic control, anti-pinch protection, and position-learning functions.

The upstream supply chain for Automotive Sunshade Motors primarily includes permanent magnetic materials, copper wire, electrical steel, engineering plastics, gears, bearings, commutators, carbon brushes, magnetic components, Hall sensors, PCBs, and power electronic components. The motor itself, precision reduction mechanism, and electronic control system are the key elements determining product performance and cost. Midstream manufacturers of automotive motors and actuators are responsible for

motor design, component processing, assembly, performance testing, and automotive-grade reliability validation, while products are typically customized for specific sunroof systems or sunshade assembly programs. Downstream customers mainly include suppliers of automotive sunroof systems, panoramic glass roofs, and electric sunshade systems, which in turn supply vehicle manufacturers. End applications are concentrated in passenger vehicles and selected premium commercial vehicles. With the rising penetration of panoramic sunroofs, fixed panoramic glass roofs, and intelligent cockpit features, Automotive Sunshade Motors are evolving toward thinner designs, lower noise, higher integration, and greater adoption of brushless motor technologies.

United States market for Automotive Sunshade Motor 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 Sunshade Motor 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 Sunshade Motor 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 Sunshade Motor players cover MITSUBA, NIDEC, MABUCHI MOTOR, KEYANG Electric Machinery, SHA YANG YE, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Automotive Sunshade 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 Sunshade Motor portfolios and capabilities, market entry strategies, market

positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Sunshade Motor market.

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

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

Market Segmentation

Segmentation by Type:

Brushed DC Motor

Brushless DC Motor

Segmentation by Maximum Output Torque:

>5 N·m

5–10 N·m

>10 N·m

Segmentation by Application:

Roof Sunshade

Rear Window Sunshade

Side Window Sunshade

Other

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.

MITSUBA

NIDEC

MABUCHI MOTOR

KEYANG Electric Machinery

SHA YANG YE

Ningbo Hengte Automobile Parts

Zhejiang Walter Mech Electrical

Ningbo Shenglong Automotive Powertrain System

Hennkwell

Key Questions Addressed in this Report

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

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

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

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

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

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