

Global Car Seat Ventilation System Motor Market Growth 2026-2032

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Abstracts

The global Car Seat Ventilation System Motor market size is predicted to grow from US\$ 295 million in 2025 to US\$ 401 million in 2032; it is expected to grow at a CAGR of 4.4% from 2026 to 2032.

A car seat ventilation system motor is a miniature motor installed inside the seat to drive the ventilation or exhaust device. It powers a fan or blower to circulate air across the seat surface and interior, thereby cooling, dehumidifying, and regulating the comfort of the occupant's back and seat cushion area. These motors are typically integrated with air ducts, foam structures, and control units, and require high levels of low noise, stable airflow, and the ability to operate continuously for extended periods. They are a crucial core component for achieving a comfortable experience and differentiated configurations in ventilated seats. In 2024, approximately 69,144,000 car seat ventilation system motors were used globally, with an average price of approximately US\$4.09 per unit.

As automobiles evolve from simple transportation tools into highly comfortable and experiential mobile living spaces, cabin environment management is becoming a crucial component of vehicle competition. Seats, as the component with which occupants have the longest contact with the vehicle, directly impact user experience through their temperature, humidity control, and overall comfort. Within this system, the motor of the automotive seat ventilation system, though small and inexpensive, plays a key role in airflow and comfort regulation, making it an indispensable core component of the ventilated seat system.

The motor of the automotive seat ventilation system is primarily installed inside the seat cushion and backrest. By driving a fan or blower, it circulates air throughout the seat

surface and internal structure, achieving cooling, dehumidification, and relief from stuffiness. Compared to air conditioning systems, seat ventilation offers advantages such as faster response, more direct comfort, and lower energy consumption. The stability of the ventilation system motor's airflow, noise control, and durability directly determine the actual user experience and satisfaction of the ventilated seat.

From the market demand perspective, the growth of automotive seat ventilation system motors is highly correlated with the upgrading of automobile consumption and the increasing penetration rate of new energy vehicles. On the one hand, mid-to-high-end passenger vehicles and new energy vehicles continue to prioritize comfort in their configurations, with ventilated seats gradually moving from luxury features to mainstream models. On the other hand, consumers are increasingly focused on long-distance driving comfort and summer seating experience, transforming ventilation from a "bonus feature" to a "must-have." Against this backdrop, the installation rate and per-vehicle value of seat ventilation system motors are both showing a steady upward trend.

From a technological evolution perspective, automotive seat ventilation system motors are continuously developing towards lower noise, higher efficiency, and higher integration. Traditional brushed DC motors have advantages in cost and technological maturity, but are gradually facing challenges in lifespan and noise control. Brushless DC motors, with their controllable speed, longer lifespan, and superior NVH performance, are becoming the mainstream choice for mid-to-high-end ventilated seats. Simultaneously, the integrated design of the motor with the fan, duct, and control unit helps reduce assembly complexity and improve system consistency.

In terms of industry chain structure, automotive seat ventilation system motors exhibit typical characteristics of automotive components. The upstream sector involves copper materials for motors, magnetic materials, engineering plastics, and electronic components; the midstream consists of motor and ventilation module manufacturers; and the downstream primarily connects with seat system integrators, ultimately supplying OEMs. During the selection process, OEMs not only focus on cost and performance parameters but also place greater emphasis on batch consistency, long-term supply capabilities, and compatibility with vehicle platforms. This gives suppliers with automotive-grade quality systems and large-scale manufacturing capabilities a competitive advantage.

Regionally, the European, American, and Japanese markets started earlier in the application of ventilated seats and comfort standards, with higher requirements for noise

levels and reliability of ventilation system motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrading of intelligent cockpit configurations, has become one of the most dynamic regions globally in terms of demand growth for automotive seat ventilation system motors. The advantages of the domestic supply chain in cost control, development response speed, and system integration are gradually becoming apparent, accelerating the process of domestic substitution.

Looking ahead, the development of the automotive seat ventilation system motor market will focus more on optimizing comfort, intelligent collaborative control, and long-term reliability. In terms of comfort, lower noise and more uniform airflow will become core indicators; in terms of intelligence, the ventilation system motor will be linked with the cabin temperature control, seat heating and user recognition system; in terms of reliability, adapting to a longer vehicle life cycle and more stringent usage environments will become an important direction for continuous product iteration.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Car Seat Ventilation System 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 Car Seat Ventilation System

Motor.

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

Segmentation by Type:

Fan Motor

Blower Motor

Segmentation by Airflow Form:

Blowing

Extraction

Segmentation by Location:

Seat Cushion Ventilation

Backrest Ventilation

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

Y.S. TECH

IGB Automotive

Sunon

Gentherm

Key Questions Addressed in this Report

What is the 10-year outlook for the global Car Seat Ventilation System Motor market?

What factors are driving Car Seat Ventilation System Motor market growth, globally and by region?

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

How do Car Seat Ventilation System Motor market opportunities vary by end market size?

How does Car Seat Ventilation System Motor break out by Type, by Application?

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