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Global DC Motors for Automotive Electric Seats Market Growth 2026-2032

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Abstracts

The global DC Motors for Automotive Electric Seats market size is predicted to grow from US$ 1793 million in 2025 to US$ 2432 million in 2032; it is expected to grow at a CAGR of 4.4% from 2026 to 2032.

DC motors for automotive power seats are small electric drive actuators installed inside car seats to drive various adjustable mechanisms. Through the rotational or linear motion output of the motor, and via reduction gears, worm gears, or lead screws, they electrically adjust the seat's fore-and-aft movement, height, backrest angle, seat cushion tilt, headrest, and lumbar support, allowing drivers and passengers to quickly and precisely achieve a comfortable and ergonomic seating posture. These motors typically use 12V or 48V DC power and can work with position sensors and control modules to support intelligent functions such as memory seats and welcome modes. They are key components for enhancing cabin comfort and intelligence in mid-to-high-end and new energy vehicles. In 2025, global sales of DC motors for automotive power seats were approximately 290,130 thousand units.

As automobiles evolve from traditional mechanical products to electrified, intelligent, and highly comfortable 'mobile living spaces,' the cockpit system is becoming a crucial battleground for overall vehicle value competition. As one of the most fundamental and numerous actuators in electric seat systems, the DC motor for automotive electric seats, despite its small size and limited cost, plays a critical role in translating control commands into actual mechanical actions. It is the core power source for achieving multi-directional electric seat adjustment, and its industrial value is being reassessed by OEMs and the supply chain.

DC motors for automotive electric seats are widely used in functional modules such as

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seat fore-and-aft sliding, height adjustment, backrest tilt, seat cushion angle, lumbar support, headrest, and side wing adjustment. Through integration with reduction gears, lead screws, or worm gear mechanisms, DC motors can output stable torque within a limited space, achieving smooth and controllable linear or rotary motion. With increasingly sophisticated seat functions, a single electric seat often requires multiple DC motors working in tandem, making this seemingly basic component a crucial underlying support determining the upper limit of seat system functionality and user experience.

From the market demand perspective, the growth of DC motors for automotive electric seats is highly correlated with the increasing penetration rate of electric seats. On the one hand, new energy passenger vehicles and mid-to-high-end gasoline vehicles continue to prioritize comfort in their configurations, with electric seats gradually expanding from luxury models to mainstream models. On the other hand, consumers' demand for personalized seating postures, multi-directional adjustments, and seat memory functions is constantly increasing, driving a steady rise in the amount of DC motors used per vehicle. Thus, this market exhibits a dual-driven characteristic of 'increased vehicle installation rate + increased value per vehicle.'

From a technological evolution perspective, DC motors for automotive electric seats are continuously upgrading towards miniaturization, low noise, high reliability, and high consistency. Traditional brushed DC motors, with their simple structure, controllable cost, and mature technology, still dominate the current market; simultaneously, through magnetic circuit optimization, commutation structure improvement, and increased assembly precision, their lifespan and NVH performance are constantly approaching higher standards. As the level of cabin intelligence increases, the requirements for motor response speed, adjustment precision, and multi-motor synchronous control capabilities are also constantly rising, driving the development of DC motors towards modularization and systematization.

In terms of industry chain structure, DC motors for automotive electric seats exhibit typical characteristics of automotive components. The upstream involves basic materials such as copper, magnetic materials, engineering plastics, and precision metal parts; the midstream comprises DC motor and actuator manufacturers; and the downstream primarily connects with seat system integrators, ultimately supplying OEMs. During the selection process, OEMs, in addition to focusing on unit cost, place greater emphasis on product consistency, long-term reliability, platform compatibility, and supply chain stability. This allows companies with automotive-grade quality systems, automated production capabilities, and large-scale delivery experience to

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gradually establish an advantage in market competition.

From a regional market perspective, the European, American, and Japanese markets started earlier in the popularization of electric seats and ergonomic standards, placing higher demands on the durability and NVH performance of DC 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 DC motors for automotive electric seats. The advantages of the domestic supply chain in cost control, development response speed, and system integration are becoming increasingly apparent, accelerating the process of domestic substitution.

Looking ahead, the development of the DC motor market for automotive electric seats will focus more on improving comfort, system synergy, and ensuring long-term reliability. In terms of comfort, lower noise and smoother adjustment will become core indicators; at the system level, DC motors will be more deeply integrated into the seat control system to achieve linkage with user recognition, seat memory and smart cockpit scenarios; in terms of reliability, adapting to a longer vehicle life cycle and more complex usage environments will become an important direction for continuous product iteration.

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

This Insight Report provides a comprehensive analysis of the global DC Motors for Automotive Electric Seats 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 DC Motors for Automotive Electric Seats portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global DC Motors for Automotive Electric Seats market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

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shaping the global outlook for DC Motors for Automotive Electric Seats 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 DC Motors for Automotive Electric Seats.

This report presents a comprehensive overview, market shares, and growth opportunities of DC Motors for Automotive Electric Seats market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Brushed DC Motor

Brushless DC Motor

Segmentation by Function:

Seat Fore/Aft Motor

Seat Tilt Motor

Height Adjust Motor

Others

Segmentation by Location:

Front Seats

Rear Seats

Segmentation by Application:

Passenger Cars

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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

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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

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Key Questions Addressed in this Report
What is the 10-year outlook for the global DC Motors for Automotive Electric Seats market?
What factors are driving DC Motors for Automotive Electric Seats market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do DC Motors for Automotive Electric Seats market opportunities vary by end market size?
How does DC Motors for Automotive Electric Seats break out by Type, by Application?

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