

Global Eccentric Rotating Mass (ERM) Vibration Motor Market Growth 2026-2032

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Abstracts

The global Eccentric Rotating Mass (ERM) Vibration Motor market size is predicted to grow from US\$ 6163 million in 2025 to US\$ 9376 million in 2032; it is expected to grow at a CAGR of 6.4% from 2026 to 2032.

Eccentric Rotating Mass (ERM) motors are small vibration drive devices that generate vibration output through the rotation of the rotor with an internal eccentric counterweight. They are widely used in mobile game controllers, wearable devices, massagers, and various feedback vibration scenarios. Global sales are projected to reach approximately three billion units in 2025, with an average unit price of approximately US\$2.1 and a capacity utilization rate of approximately 83%. Typical upstream and downstream companies include manufacturers of precision micro-motor stator and rotor components, suppliers of high-performance magnetic materials, and end-consumer electronics assembly and testing service providers. The gross profit margin for these products is typically between 20% and 28%. The product cost structure mainly consists of: stator and rotor stamping and winding costs (40%), magnet and eccentric counterweight material costs (25%), vibration drive bearings and supports (15%), and assembly, testing, and quality inspection costs. The product mix comprises 10% for inspection, 10% for packaging and logistics, and 10% for after-sales support. On the demand side, the downstream demand list includes smartphones, game controllers, wearable devices, health appliances, massage devices, automotive haptic feedback systems, and virtual reality and augmented reality controllers. The downstream customer list covers smart terminal brand manufacturers, consumer electronics OEMs, automotive electronics suppliers, smart wearable device manufacturers, and game and virtual reality peripheral manufacturers. On the business opportunity side, policy drivers include the upgrading of the smart terminal industry, encouragement of advanced manufacturing, and the promotion of localized regional supply chain layouts for localized

production. Technological innovation drives the development of smaller, lower-energy-consumption, and more refined vibration control and linear feedback technologies. Changes in consumer demands reflect users' expectations for immersive experiences, higher response speeds, and stronger tactile perception. These factors collectively drive the evolution of eccentric rotating mass ERM motors towards high-performance and high-value-added products, unlocking long-term growth opportunities.

The ERM motor market is characterized by a mature, existing market dominated by existing products, supplemented by structural upgrades. In the smartphone market, the increasing penetration of linear motors and the enhanced haptic experience in high-end models have squeezed the market share of ERM motors in some high-end applications. However, ERM motors still possess significant cost and supply chain advantages in mid-to-low-end smart terminals, entry-level wearables, toys, and low-cost vibration feedback scenarios, resulting in relatively resilient demand. On the supply side, competition hinges on consistency and yield, noise and lifespan control, and miniaturization and low-power design capabilities. Leading manufacturers are achieving cost reduction through automated winding and assembly, online testing and grading, and material standardization. Future growth is likely to come from expansion into non-smartphone applications, such as in-vehicle haptic feedback, industrial portable terminals, human-computer interaction peripherals, and low-cost health and physiotherapy devices. Simultaneously, as regulations increase product safety and reliability requirements, and users demand quieter, more subtle vibration experiences, suppliers with low-noise design, consistent vibration response, and customized delivery capabilities are more likely to secure higher value-added orders in niche markets.

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

This Insight Report provides a comprehensive analysis of the global Eccentric Rotating Mass (ERM) Vibration 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 Eccentric Rotating Mass (ERM) Vibration Motor portfolios and capabilities,

market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Eccentric Rotating Mass (ERM) Vibration Motor market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Eccentric Rotating Mass (ERM) Vibration 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 Eccentric Rotating Mass (ERM) Vibration Motor.

This report presents a comprehensive overview, market shares, and growth opportunities of Eccentric Rotating Mass (ERM) Vibration Motor market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Horizontal ERM Motor

Vertical ERM Motor

Segmentation by Rated Speed:

8000-10000rpm

10000-12000rpm

Above 12000rpm

Segmentation by Vibration Frequency:

Below 200HZ

Above 200HZ

Segmentation by Application:

Consumer Electronics

Industrial Machinery

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.

Nidec Corporation

Venanzetti

PUI Audio

Berger Maschinenbau

Johnson Electric Holdings

Precision Microdrives

Vybrionics

Precision Mini Drives

BEGE

Ineed Electronics

Alliance Motori

KOTL

SANYO DENKI

NSK

Hengdian Group DMEGC Magnetics

AAC

Bluecom

Key Questions Addressed in this Report

What is the 10-year outlook for the global Eccentric Rotating Mass (ERM) Vibration Motor market?

What factors are driving Eccentric Rotating Mass (ERM) Vibration Motor market growth, globally and by region?

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

How do Eccentric Rotating Mass (ERM) Vibration Motor market opportunities vary by end market size?

How does Eccentric Rotating Mass (ERM) Vibration Motor break out by Type, by Application?

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