

Global Electric Power Steering Motor for New Energy Vehicles Market Growth 2026-2032

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Abstracts

The global Electric Power Steering Motor for New Energy Vehicles market size is predicted to grow from US\$ 742 million in 2025 to US\$ 920 million in 2032; it is expected to grow at a CAGR of 3.3% from 2026 to 2032.

An electric power steering (EPS) motor for new energy vehicles is a key actuator in the EPS system that converts electrical energy into mechanical torque to assist vehicle steering. Controlled by the Electronic Control Unit (ECU), it adjusts torque output in real time based on vehicle speed, steering angle, and driver input to achieve lightweight, precise, and intelligent steering performance. These motors are typically based on BLDC or PMSM technologies and are widely used in BEVs and PHEVs, representing a critical component of electrified chassis systems in new energy vehicles. In 2025, global sales of electric power steering motors for new energy vehicles are projected to reach 26.1 million units, with an average selling price of \$29 per unit and an industry gross margin range of 15% to 40%. The electric power steering (EPS) motor for new energy vehicles industry chain consists of upstream materials, midstream manufacturing, and downstream automotive applications. Upstream includes rare-earth permanent magnets (NdFeB), silicon steel sheets, copper, and bearings, which directly influence motor efficiency and power density. Midstream covers motor design, winding, rotor-stator assembly, and system integration, where key players include Nidec, Bosch, Mitsuba, and Chinese manufacturers such as DARE Auto. Downstream applications are dominated by OEMs producing BEVs and PHEVs. With the rise of intelligent vehicles, EPS motors are increasingly integrated with ADAS, steer-by-wire, and domain control systems, driving the industry toward higher integration and electrification.

United States market for Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Electric Power Steering Motor for New Energy Vehicles players cover Nidec, ZF, JTEKT, Bosch, NSK, 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 "Electric Power Steering Motor for New Energy Vehicles Industry Forecast" looks at past sales and reviews total world Electric Power Steering Motor for New Energy Vehicles sales in 2025, providing a comprehensive analysis by region and market sector of projected Electric Power Steering Motor for New Energy Vehicles sales for 2026 through 2032. With Electric Power Steering Motor for New Energy Vehicles sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Electric Power Steering Motor for New Energy Vehicles industry.

This Insight Report provides a comprehensive analysis of the global Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Electric Power Steering Motor for New Energy Vehicles market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electric Power Steering Motor for New Energy Vehicles 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 Electric Power Steering Motor for New Energy Vehicles.

This report presents a comprehensive overview, market shares, and growth opportunities of Electric Power Steering Motor for New Energy Vehicles market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Brushed DC Motor

BLDC Motor

PMSM

Segmentation by EPS Structure:

C-EPS

P-EPS

R-EPS

Others

Segmentation by Power:

Low Power (600W)

Segmentation by Application:

BEV

PHEV

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.

Nidec

ZF

JTEKT

Bosch

NSK

Mitsubishi Electric

Denso

Mando

Mitsuba

Nexteer

DARE Auto

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electric Power Steering Motor for New Energy Vehicles market?

What factors are driving Electric Power Steering Motor for New Energy Vehicles market growth, globally and by region?

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

How do Electric Power Steering Motor for New Energy Vehicles market opportunities vary by end market size?

How does Electric Power Steering Motor for New Energy Vehicles break out by Type, by Application?

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