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Global Electric Power Steering System Motor Market Growth 2026-2032

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Abstracts

The global Electric Power Steering System Motor market size is predicted to grow from US$ 2474 million in 2025 to US$ 3142 million in 2032; it is expected to grow at a CAGR of 3.6% from 2026 to 2032.

An Electric Power Steering System Motor is the core electromechanical actuator of an automotive electric power steering system. Based on commands generated by the electronic control unit from steering-wheel torque, steering angle, vehicle speed and vehicle-dynamics information, the motor converts electrical energy into precisely controlled mechanical torque and transfers assistance to the steering column, pinion or rack through worm gears, pinions, belts, ball screws or other transmission mechanisms. As vehicle steering evolves from hydraulic assistance toward electromechanical assistance and ultimately steer-by-wire execution, the Electric Power Steering System Motor is becoming not only an energy-efficient assist device but also a critical actuator for vehicle lateral-motion control and intelligent chassis systems.

Key Findings

Global Electric Power Steering System Motor shipments reached 85.046 million units in 2025, with an average market price of US$29.74 per unit

China was the largest demand market with 30.159 million units in 2025, accounting for 35.46% of global shipments

Market Trends

The Electric Power Steering System Motor industry is shifting from penetration-driven growth toward architecture upgrading, higher output capability and increasing value per

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vehicle. Mature passenger-car EPS adoption leaves less room for simple replacement of hydraulic steering, while heavier electric vehicles, larger SUVs and pickups, wider tires and increasing front-axle loads are moving demand toward higher-output D-PEPS and R-EPS architectures. Brushless permanent-magnet motors are becoming the mainstream solution for new high-performance programs because of their efficiency, power density, controllability, durability and NVH advantages, while brushed motors are increasingly concentrated in cost-sensitive legacy platforms. The 12V architecture remains dominant in mainstream passenger vehicles, but 48V is becoming more relevant for high-output R-EPS, selected D-PEPS, heavy vehicle applications and Steer-by-Wire where lower current, thermal management and redundancy become increasingly important. At the same time, standalone motors are evolving toward integrated Motor-ECU Power Packs, transferring competitive differentiation from electromagnetic design alone toward electronics, thermal management, software, functional safety and system integration.

Steer-by-Wire represents the next major architectural transition. Instead of retaining a permanent mechanical steering connection, the technology separates hand-wheel feedback from road-wheel actuation and therefore increases requirements for redundant sensing, power supply, controllers, communication and actuation. Commercialization has progressed into series-production deployment, and current system architectures increasingly emphasize dual controllers, dual power supplies and redundant actuation paths to maintain steering functionality following a single-point failure. This transition expands the Electric Power Steering System Motor opportunity from one conventional assist motor toward hand-wheel actuators and road-wheel actuators with higher functional-safety content and potentially higher motor content per vehicle.

Market Dynamics

Drivers

Electrification, vehicle size growth and advanced driver-assistance functions are the principal structural drivers of the Electric Power Steering System Motor market. Battery-electric vehicles and large SUVs generally impose higher steering loads, increasing demand for higher continuous output, peak torque and thermal capability and supporting migration toward D-PEPS and R-EPS. ADAS functions such as automated parking, lane keeping and lane centering also transform EPS from a driver-assistance mechanism into an active lateral-motion actuator, raising requirements for response speed, torque accuracy, diagnostics and redundancy. Commercial-vehicle electrification

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adds another source of incremental demand as high-power motors and 24V/48V platforms extend pure electric steering into vans, logistics vehicles, light trucks and selected medium-duty vehicles. Policy direction is also supportive of higher-reliability chassis-by-wire technologies; China's Ministry of Industry and Information Technology-led Manufacturing Reliability Improvement Implementation Opinions explicitly identifies steer-by-wire and other chassis-by-wire systems as priority areas for automotive reliability improvement.

Restraints

The principal restraint is the maturity of conventional passenger-vehicle EPS. Penetration in North America, Europe, China, Japan and South Korea is already high, reducing the incremental volume available from further replacement of hydraulic steering and increasing the industry's dependence on vehicle production cycles. Mature C-EPS and selected P-EPS products also face sustained annual cost-down pressure from OEMs and steering Tier 1 suppliers. Vehicle programs typically remain in production for several years, while selling prices are subject to continuing commercial reductions even when raw-material, labor, depreciation and engineering costs do not decline at the same rate. This creates persistent margin pressure and favors suppliers able to use automation, platform commonality, localization and manufacturing-yield improvements to reduce cost.

Opportunities

The most attractive opportunities are concentrated in higher-value architectures rather than conventional low-output volume expansion. High-output R-EPS and D-PEPS benefit from heavier EVs, large SUVs and pickups, while commercial vehicles provide additional penetration headroom as pure electric steering expands beyond light-duty applications. Steer-by-Wire offers a second source of value growth by creating separate hand-wheel feedback and road-wheel actuation functions and introducing stronger redundancy requirements. The report estimates that Steer-by-Wire motors could rise from only 68 thousand units in 2025 to 16.801 million units by 2032, representing 16.08% of global Electric Power Steering System Motor shipments and 19.76% of revenue by that point. The opportunity therefore lies not only in incremental unit volume but also in higher motor power, greater electronics content, redundant architecture and higher value per vehicle.

Challenges

The market remains technically and commercially demanding because steering is a

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safety-critical function with long development and validation cycles. Suppliers are exposed to customer concentration, platform nomination risk and changes in make-versus-buy strategies at integrated steering Tier 1s. Loss of a major platform cannot normally be replaced quickly because motor, ECU, sensors, reduction mechanisms and vehicle-control strategies require extensive matching and validation before SOP. Material risks also remain significant: high-performance neodymium-iron-boron magnets, enamelled copper wire and non-oriented electrical steel are key inputs, and fluctuations in rare-earth, copper, steel and energy prices cannot always be transferred immediately to OEM customers. As products progress toward redundant EPS and Steer-by-Wire, functional-safety validation, fault tolerance, cybersecurity, production consistency and the capital intensity of automated manufacturing become increasingly important barriers to entry.

Industry Chain Analysis

The Electric Power Steering System Motor industry chain begins with electromagnetic and structural materials, particularly enamelled copper wire, rare-earth permanent magnets and non-oriented electrical steel, which have the greatest direct influence on motor cost, efficiency and power density. Midstream value creation covers electromagnetic design, stator stamping and winding, rotor and magnet assembly, shaft and bearing systems, power electronics, sensors, ECU integration, thermal design, software calibration and end-of-line functional testing. As Motor-ECU integration increases, value creation is gradually shifting toward complete mechatronic Power Packs rather than standalone electromagnetic components. Downstream, Electric Power Steering System Motors are predominantly sold through OEM-oriented B2B programs to steering-system suppliers or vehicle manufacturers. Commercialization typically requires supplier qualification, RFQ, technical evaluation, project nomination, prototype development, DV/PV validation, APQP, PPAP and pre-series production before vehicle SOP. This lengthy qualification process creates high switching costs and strong platform stickiness, while also making production utilization highly dependent on individual vehicle programs.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Electric Power Steering System Motor Industry Forecast” looks at past sales and reviews total world Electric Power Steering System Motor sales in 2025, providing a comprehensive analysis by region and market sector of projected Electric Power Steering System Motor sales for 2026 through 2032. With Electric Power Steering System Motor sales broken down by region,

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market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Electric Power Steering System Motor industry.

This Insight Report provides a comprehensive analysis of the global Electric Power Steering 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 Electric Power Steering System Motor 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 System Motor market.

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

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

Market Segmentation

Segmentation by Type:

C-EPS Motor

D-PEPS Motor

R-EPS Motor

P-EPS Motor

Steer-by-wire Motor

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Segmentation by Technology:

Brushed DC Motor

Brushless DC Motor

Segmentation by Power:

Below 300W

300–500W

500–800W

Above 800W

Segmentation by Application:

Passenger Car

Commercial Vehicle

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

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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

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from primary experts and analysing the company's coverage, product portfolio, its market penetration.

NIDEC

Mitsubishi Electric Mobility

Bosch

DENSO

MAHLE

Brose

Taigene

MITSUBA

LG Innotek

Ningbo Dechang

SNT Motiv

Henglong Group

Welling

Powerful

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electric Power Steering System Motor market?

What factors are driving Electric Power Steering System Motor market growth,

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globally and by region?

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

How do Electric Power Steering System Motor market opportunities vary by end market size?

How does Electric Power Steering System Motor break out by Type, by Application?

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