

Global Pinion Assist Type Electronic Power Steering (P-EPS) Market Growth 2026-2032

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Abstracts

The global Pinion Assist Type Electronic Power Steering (P-EPS) market size is predicted to grow from US\$ 7528 million in 2025 to US\$ 8711 million in 2032; it is expected to grow at a CAGR of 2.1% from 2026 to 2032.

Pinion Assist Type Electronic Power Steering (P-EPS) is an EPS architecture in which an electric motor, controller (ECU) and assist mechanism are arranged on (or around) the steering gear's pinion shaft, so the system can control and assist steering by applying assist torque close to the rack-and-pinion interface.

From an upstream perspective, P-EPS is built from a mechatronic module (motor + ECU + reduction/assist mechanism) plus sensing and precision mechanical parts: torque sensing and control electronics calculate the required assist and drive the motor; the steering gear/pinion housing, bearings, gears, seals and wiring ensure durability in the under-hood environment. Many designs emphasize compact under-hood packaging, and some suppliers explicitly describe integrated motor/ECU units for pinion-type EPS. Raw-material drivers typically trace back to copper and electrical steel (motor), NdFeB magnets (PM motors), aluminum/steel (housings/gears), engineering plastics/elastomers (connectors/seals), and automotive-grade semiconductors (MCU, power stages). Downstream, P-EPS is delivered as a steering gear/assist module by Tier-1 steering suppliers into OEM vehicle platforms, widely spanning small/compact cars through SUVs depending on the pinion architecture and output.

In 2025, global sales of Pinion Assist Type Electronic Power Steering (P-EPS) reached approximately 31.7 million units, with an average global market price of around US\$ 243/unit. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 8% to 15%.

Pinion-Assist EPS sits between column-assist solutions and higher-output rack-oriented architectures. By placing the assist unit at the steering gear's pinion, it delivers a strong balance of steering feel, compact packaging and under-hood robustness—making it a common choice for high-volume passenger-car platforms. Major suppliers position pinion-assist solutions for small and compact vehicles and highlight benefits such as efficiency versus hydraulic steering and scalable integration into modular vehicle architectures.

On the demand side, growth is supported by electrification and “software-defined steering,” where OEMs want tunable steering characteristics and richer electronic control while keeping system cost and mass under control. Driver-assistance functions also increasingly rely on steering as a controllable, diagnosable actuator, pushing pinion-assist systems toward tighter motor/ECU integration and higher functional robustness. At the same time, the market is bifurcating: heavier and larger vehicle mixes nudge some programs toward dual-pinion or higher-output architectures, but platform-based, lightweight and scalable pinion-assist families are well-positioned to remain the workhorse option for the largest, cost-sensitive vehicle bands.

LP Information, Inc. (LPI) ' newest research report, the “Pinion Assist Type Electronic Power Steering (P-EPS) Industry Forecast” looks at past sales and reviews total world Pinion Assist Type Electronic Power Steering (P-EPS) sales in 2025, providing a comprehensive analysis by region and market sector of projected Pinion Assist Type Electronic Power Steering (P-EPS) sales for 2026 through 2032. With Pinion Assist Type Electronic Power Steering (P-EPS) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Pinion Assist Type Electronic Power Steering (P-EPS) industry.

This Insight Report provides a comprehensive analysis of the global Pinion Assist Type Electronic Power Steering (P-EPS) 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 Pinion Assist Type Electronic Power Steering (P-EPS) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pinion Assist Type Electronic Power Steering (P-EPS) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pinion Assist Type Electronic Power Steering (P-EPS)

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 Pinion Assist Type Electronic Power Steering (P-EPS).

This report presents a comprehensive overview, market shares, and growth opportunities of Pinion Assist Type Electronic Power Steering (P-EPS) market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Single Pinion

Dual Pinion

Segmentation by Motor/ECU Integration:

Integrated

Separated

Segmentation by Electrical System Voltage:

12V

48V

Segmentation by Application:

Passenger Vehicles

Commercial Vehicles

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.

Bosch

JTEKT

NSK

Nexteer

ZF

Hyundai Mobis

Thyssenkrupp

Astemo

China Automotive Systems (CAAS)

Zhejiang Shibao

Yubei Steering System

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pinion Assist Type Electronic Power Steering (P-EPS) market?

What factors are driving Pinion Assist Type Electronic Power Steering (P-EPS) market growth, globally and by region?

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

How do Pinion Assist Type Electronic Power Steering (P-EPS) market opportunities vary by end market size?

How does Pinion Assist Type Electronic Power Steering (P-EPS) break out by Type, by Application?

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