

Global Power Seat Actuator Motor Market Growth 2026-2032

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Abstracts

The global Power Seat Actuator Motor market size is predicted to grow from US\$ 1832 million in 2025 to US\$ 2215 million in 2032; it is expected to grow at a CAGR of 2.9% from 2026 to 2032.

An automotive power seat adjustment motor is a small electric drive actuator installed inside a car seat to drive various adjustable mechanisms. Through the rotational or linear motion output of the motor, and via a transmission structure such as a reduction gear, worm gear, or lead screw, it electrically adjusts the seat's fore-and-aft movement, height, backrest angle, seat cushion tilt, headrest, and lumbar support, allowing the driver 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 automotive power seat adjustment motors were approximately 275,753 thousand units, with an average price of approximately US\$7.49 per unit.

As automobiles evolve from traditional transportation tools into “mobile living spaces” integrating comfort, intelligence, and personalization, the cabin system is becoming a key area for differentiation in vehicle manufacturing. As the most frequently used and directly interacting component in the cabin, the level of electrification and intelligence of the seat directly impacts the user’s overall perception of the vehicle’s quality. Within this system, the power seat adjustment motor, though small in size and limited in individual value, plays a crucial role in translating electronic control commands into actual mechanical actions, making it an indispensable basic execution unit of the power seat system.

Power seat adjustment motors are widely used in functional modules such as seat fore-and-aft sliding, height adjustment, backrest tilt, seat cushion angle, lumbar support, headrest, and side wing adjustment. These motors are typically highly integrated with gearboxes, lead screws, worm gears, or gear mechanisms to form a complete adjustment mechanism, achieving stable, controllable, and self-locking motion output. With the increasing specialization of power seat adjustments, a mid-to-high-end seat often requires multiple adjustment motors working in tandem, upgrading it from a single-function component to a crucial fundamental component determining the performance boundaries of the seat system.

From the market demand perspective, the growth of automotive power seat adjustment motors is highly correlated with the increasing penetration rate of power seats and the upgrading of vehicle configurations. On the one hand, new energy passenger vehicles and mid-to-high-end fuel vehicles continue to shift towards comfort and intelligence in their cabin configurations, with power seats gradually moving from luxury models to mainstream models. On the other hand, consumers' demand for multi-directional adjustment, seat memory, long-distance driving comfort, and personalized seating postures is constantly increasing, driving a simultaneous increase in the usage and value of adjustment motors per vehicle. Therefore, this market exhibits a dual-driven characteristic of "increased vehicle installation rate + increased value per vehicle."

From a technological evolution perspective, automotive power seat adjustment motors are continuously developing towards high integration, low noise, high reliability, and modular design. Traditional separate motors and transmission mechanisms are evolving into integrated motor–reduction–control adjustment units to reduce assembly complexity and improve system consistency. At the motor level, brushed DC motors still dominate due to their cost and maturity advantages, while brushless DC motors are rapidly penetrating mid-to-high-end models to meet higher lifespan and NVH requirements. Meanwhile, for key functions such as backrest and height adjustment, self-locking capabilities and overload protection designs are becoming key focuses in product development.

In terms of the industry chain structure, automotive power seat adjustment motors exhibit typical automotive component attributes. Upstream includes copper materials for motors, magnetic materials, engineering plastics, precision metal gears, and electronic components; midstream consists of adjustment motor and module manufacturers; downstream primarily connects with seat system integrators and ultimately enters the OEM supply chain. During the selection process, OEMs, in addition to cost factors,

place greater emphasis on product consistency, long-term reliability, platform compatibility, and supply chain stability. This gives companies with automotive-grade quality systems, automated manufacturing capabilities, and collaborative development experience a competitive advantage.

From a regional market perspective, the European, American, and Japanese markets started earlier in the popularization of power seats and ergonomic standards, placing higher demands on the durability, safety, and NVH performance of adjustment motors. The Chinese market, driven by the rapid expansion of new energy vehicles and the upgrade to intelligent cockpits, has become one of the most dynamic regions globally in terms of demand growth for automotive power seat adjustment motors. The advantages of the domestic supply chain in cost control, development response speed, and system integration capabilities are gradually becoming apparent, accelerating the process of domestic substitution.

Looking ahead, the development of the automotive power seat adjustment motor market will focus more on enhancing comfort, intelligent system collaboration, and ensuring long-term reliability. In terms of comfort, lower noise, smoother adjustment, and higher positional accuracy will become core indicators. Regarding intelligence, the adjustment motor will be more deeply integrated into the vehicle's electronic and electrical architecture, enabling interconnection with user recognition, seat memory, health management, and intelligent cockpit scenarios. In terms of reliability, adapting to longer vehicle lifecycles and more complex usage environments will become an important direction for continuous product iteration.

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

This Insight Report provides a comprehensive analysis of the global Power Seat Actuator 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 Power Seat Actuator Motor portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position

in an accelerating global Power Seat Actuator Motor market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of Power Seat Actuator Motor 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 Car

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

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

Nidec

Key Questions Addressed in this Report

What is the 10-year outlook for the global Power Seat Actuator Motor market?

What factors are driving Power Seat Actuator Motor market growth, globally and by region?

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

How do Power Seat Actuator Motor market opportunities vary by end market size?

How does Power Seat Actuator Motor break out by Type, by Application?

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