

Global Seat Adjuster Motor Market Growth 2026-2032

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Abstracts

The global Seat Adjuster Motor market size is predicted to grow from US\$ 1793 million in 2025 to US\$ 2432 million in 2032; it is expected to grow at a CAGR of 4.4% from 2026 to 2032.

A seat adjustment motor is a miniature electric drive device installed inside a car seat to drive the seat to perform functions such as fore-and-aft movement, backrest angle adjustment, seat cushion height adjustment, tilting, and lumbar support. It typically works in conjunction with a reduction gear mechanism, lead screw, or worm gear transmission system, and is controlled by an electronic switch or the vehicle's ECU to achieve precise and smooth multi-directional adjustments, thereby improving driving comfort and ergonomics. Currently, brushed DC motors are the mainstream in the market, while high-end models are gradually upgrading to brushless motors to meet higher demands for quietness, lifespan, and intelligent features. In 2025, global sales of seat adjustment motors were approximately 290,130 thousand units.

Seat adjustment motors are key actuators in automotive seat systems, primarily used to achieve functions such as seat fore-and-aft sliding, backrest angle adjustment, height adjustment, lumbar support, and leg rest extension. With the upgrading of automotive consumption and the increasing intelligence and electrification of vehicles, electric seat adjustment functions are gradually penetrating from mid-to-high-end models to mainstream models, driving the continuous expansion of the seat adjustment motor market. Especially against the backdrop of new energy vehicles and the increased configuration of high-end intelligent cockpits, the trend of multi-motor configurations is becoming increasingly apparent, with the number of motors installed per vehicle constantly increasing, making it an important growth segment in the automotive parts market.

In recent years, the global seat adjustment motor market has maintained steady growth.

Passenger vehicles remain the main application area, with SUVs and mid-to-high-end sedans having a high demand for multi-directional electric adjustment, with the number of motors per seat reaching 6-8, and some luxury models even exceeding 10. With the increasing penetration rate of new energy vehicles, the requirements for comfort and intelligent configurations in vehicles are increasing, driving the demand for high-performance, low-noise, and long-life motors. At the same time, the requirements for lightweighting and energy conservation in automobiles are driving the development of motors towards higher efficiency, miniaturization, and integration.

From a product structure perspective, seat adjustment motors mainly include two categories: brushed DC motors and brushless motors. Currently, brushed DC motors still dominate, widely used in mainstream models due to their cost advantages and mature supply chains. Meanwhile, brushless motors are seeing a gradual increase in their application in high-end and new energy vehicles, offering advantages such as higher efficiency, lower noise, and longer lifespan. The trend towards brushless motors is expected to accelerate as costs continue to decline. Furthermore, integrated design of motors and control modules, and intelligent drive system integration are also important directions for technological upgrades.

In terms of the industry chain, upstream suppliers include motor component suppliers, such as magnets, enameled wires, bearings, and electronic control components; midstream companies are motor manufacturers and module integrators; and downstream companies are automotive seat assembly plants and vehicle manufacturers. The competitive landscape is characterized by 'global leading companies dominating, and domestic manufacturers rapidly rising.' Leading international companies occupy the high-end market due to their technological accumulation and customer resources, while Chinese companies have advantages in cost control and large-scale manufacturing, leading to a gradual increase in market share. With the increasing localization of the automotive supply chain, regionalized production layouts have become an important strategic direction for companies.

Looking ahead, the global seat adjustment motor market will be driven by three main factors: first, changes in global automobile production and the increasing penetration rate of new energy vehicles; second, the functional upgrades brought about by the trend of intelligent cockpits in vehicles; and third, structural growth resulting from the increase in the number of motors per vehicle. Meanwhile, fluctuations in raw material prices, cyclical changes in the automotive industry, and investment in technological upgrades will impact corporate profitability.

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

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Seat Adjuster Motor market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Brushless DC motor

Brushed 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 Seat Adjuster Motor market?

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

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

How do Seat Adjuster Motor market opportunities vary by end market size?

How does Seat Adjuster Motor break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Seat Adjuster Motor Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Seat Adjuster Motor by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Seat Adjuster Motor by Country/Region, 2021, 2025 & 2032

2.2 Seat Adjuster Motor Segment by Type

- 2.2.1 Brushless DC motor
- 2.2.2 Brushed DC motor
- 2.2.3 Seat Adjuster Motor Sales by Type
 - 2.2.3.1 Global Seat Adjuster Motor Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Seat Adjuster Motor Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Seat Adjuster Motor Sale Price by Type (2021-2026)

2.3 Seat Adjuster Motor Segment by Function

- 2.3.1 Seat Fore/Aft Motor
- 2.3.2 Seat Tilt Motor
- 2.3.3 Height Adjust Motor
- 2.3.4 Others
- 2.3.5 Seat Adjuster Motor Sales by Function
 - 2.3.5.1 Global Seat Adjuster Motor Sales Market Share by Function (2021-2026)
 - 2.3.5.2 Global Seat Adjuster Motor Revenue and Market Share by Function (2021-2026)
 - 2.3.5.3 Global Seat Adjuster Motor Sale Price by Function (2021-2026)

2.4 Seat Adjuster Motor Segment by Location

2.4.1 Front Seats

2.4.2 Rear Seats

2.4.3 Seat Adjuster Motor Sales by Location

2.4.3.1 Global Seat Adjuster Motor Sales Market Share by Location (2021-2026)

2.4.3.2 Global Seat Adjuster Motor Revenue and Market Share by Location (2021-2026)

2.4.3.3 Global Seat Adjuster Motor Sale Price by Location (2021-2026)

2.5 Seat Adjuster Motor Segment by Application

2.5.1 Passenger Car

2.5.2 Commercial Vehicle

2.5.3 Seat Adjuster Motor Sales by Application

2.5.3.1 Global Seat Adjuster Motor Sale Market Share by Application (2021-2026)

2.5.3.2 Global Seat Adjuster Motor Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Seat Adjuster Motor Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Seat Adjuster Motor Breakdown Data by Company

3.1.1 Global Seat Adjuster Motor Annual Sales by Company (2021-2026)

3.1.2 Global Seat Adjuster Motor Sales Market Share by Company (2021-2026)

3.2 Global Seat Adjuster Motor Annual Revenue by Company (2021-2026)

3.2.1 Global Seat Adjuster Motor Revenue by Company (2021-2026)

3.2.2 Global Seat Adjuster Motor Revenue Market Share by Company (2021-2026)

3.3 Global Seat Adjuster Motor Sale Price by Company

3.4 Key Manufacturers Seat Adjuster Motor Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Seat Adjuster Motor Product Location Distribution

3.4.2 Players Seat Adjuster Motor Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR SEAT ADJUSTER MOTOR BY GEOGRAPHIC REGION

4.1 World Historic Seat Adjuster Motor Market Size by Geographic Region (2021-2026)

- 4.1.1 Global Seat Adjuster Motor Annual Sales by Geographic Region (2021-2026)
- 4.1.2 Global Seat Adjuster Motor Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Seat Adjuster Motor Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Seat Adjuster Motor Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Seat Adjuster Motor Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Seat Adjuster Motor Sales Growth
- 4.4 APAC Seat Adjuster Motor Sales Growth
- 4.5 Europe Seat Adjuster Motor Sales Growth
- 4.6 Middle East & Africa Seat Adjuster Motor Sales Growth

5 AMERICAS

- 5.1 Americas Seat Adjuster Motor Sales by Country
 - 5.1.1 Americas Seat Adjuster Motor Sales by Country (2021-2026)
 - 5.1.2 Americas Seat Adjuster Motor Revenue by Country (2021-2026)
- 5.2 Americas Seat Adjuster Motor Sales by Type (2021-2026)
- 5.3 Americas Seat Adjuster Motor Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Seat Adjuster Motor Sales by Region
 - 6.1.1 APAC Seat Adjuster Motor Sales by Region (2021-2026)
 - 6.1.2 APAC Seat Adjuster Motor Revenue by Region (2021-2026)
- 6.2 APAC Seat Adjuster Motor Sales by Type (2021-2026)
- 6.3 APAC Seat Adjuster Motor Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

7.1 Europe Seat Adjuster Motor by Country

7.1.1 Europe Seat Adjuster Motor Sales by Country (2021-2026)

7.1.2 Europe Seat Adjuster Motor Revenue by Country (2021-2026)

7.2 Europe Seat Adjuster Motor Sales by Type (2021-2026)

7.3 Europe Seat Adjuster Motor Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Seat Adjuster Motor by Country

8.1.1 Middle East & Africa Seat Adjuster Motor Sales by Country (2021-2026)

8.1.2 Middle East & Africa Seat Adjuster Motor Revenue by Country (2021-2026)

8.2 Middle East & Africa Seat Adjuster Motor Sales by Type (2021-2026)

8.3 Middle East & Africa Seat Adjuster Motor Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Seat Adjuster Motor

10.3 Manufacturing Process Analysis of Seat Adjuster Motor

10.4 Industry Chain Structure of Seat Adjuster Motor

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Seat Adjuster Motor Distributors

11.3 Seat Adjuster Motor Customer

12 WORLD FORECAST REVIEW FOR SEAT ADJUSTER MOTOR BY GEOGRAPHIC REGION

12.1 Global Seat Adjuster Motor Market Size Forecast by Region

12.1.1 Global Seat Adjuster Motor Forecast by Region (2027-2032)

12.1.2 Global Seat Adjuster Motor Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Seat Adjuster Motor Forecast by Type (2027-2032)

12.7 Global Seat Adjuster Motor Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Shenghuabo

13.1.1 Shenghuabo Company Information

13.1.2 Shenghuabo Seat Adjuster Motor Product Portfolios and Specifications

13.1.3 Shenghuabo Seat Adjuster Motor Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Shenghuabo Main Business Overview

13.1.5 Shenghuabo Latest Developments

13.2 Brose

13.2.1 Brose Company Information

13.2.2 Brose Seat Adjuster Motor Product Portfolios and Specifications

13.2.3 Brose Seat Adjuster Motor Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Brose Main Business Overview

13.2.5 Brose Latest Developments

13.3 Denso (ASMO)

13.3.1 Denso (ASMO) Company Information

13.3.2 Denso (ASMO) Seat Adjuster Motor Product Portfolios and Specifications

13.3.3 Denso (ASMO) Seat Adjuster Motor Sales, Revenue, Price and Gross Margin

(2021-2026)

13.3.4 Denso (ASMO) Main Business Overview

13.3.5 Denso (ASMO) Latest Developments

13.4 Bosch

13.4.1 Bosch Company Information

13.4.2 Bosch Seat Adjuster Motor Product Portfolios and Specifications

13.4.3 Bosch Seat Adjuster Motor Sales, Revenue, Price and Gross Margin

(2021-2026)

13.4.4 Bosch Main Business Overview

13.4.5 Bosch Latest Developments

13.5 Leggett & Platt

13.5.1 Leggett & Platt Company Information

13.5.2 Leggett & Platt Seat Adjuster Motor Product Portfolios and Specifications

13.5.3 Leggett & Platt Seat Adjuster Motor Sales, Revenue, Price and Gross Margin

(2021-2026)

13.5.4 Leggett & Platt Main Business Overview

13.5.5 Leggett & Platt Latest Developments

13.6 Yanfeng

13.6.1 Yanfeng Company Information

13.6.2 Yanfeng Seat Adjuster Motor Product Portfolios and Specifications

13.6.3 Yanfeng Seat Adjuster Motor Sales, Revenue, Price and Gross Margin

(2021-2026)

13.6.4 Yanfeng Main Business Overview

13.6.5 Yanfeng Latest Developments

13.7 Johnson Electric

13.7.1 Johnson Electric Company Information

13.7.2 Johnson Electric Seat Adjuster Motor Product Portfolios and Specifications

13.7.3 Johnson Electric Seat Adjuster Motor Sales, Revenue, Price and Gross Margin

(2021-2026)

13.7.4 Johnson Electric Main Business Overview

13.7.5 Johnson Electric Latest Developments

13.8 Keyang Electric Machinery

13.8.1 Keyang Electric Machinery Company Information

13.8.2 Keyang Electric Machinery Seat Adjuster Motor Product Portfolios and Specifications

13.8.3 Keyang Electric Machinery Seat Adjuster Motor Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Keyang Electric Machinery Main Business Overview

13.8.5 Keyang Electric Machinery Latest Developments

13.9 Mabuchi

13.9.1 Mabuchi Company Information

13.9.2 Mabuchi Seat Adjuster Motor Product Portfolios and Specifications

13.9.3 Mabuchi Seat Adjuster Motor Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Mabuchi Main Business Overview

13.9.5 Mabuchi Latest Developments

13.10 Mitsuba

13.10.1 Mitsuba Company Information

13.10.2 Mitsuba Seat Adjuster Motor Product Portfolios and Specifications

13.10.3 Mitsuba Seat Adjuster Motor Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Mitsuba Main Business Overview

13.10.5 Mitsuba Latest Developments

13.11 Nidec

13.11.1 Nidec Company Information

13.11.2 Nidec Seat Adjuster Motor Product Portfolios and Specifications

13.11.3 Nidec Seat Adjuster Motor Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Nidec Main Business Overview

13.11.5 Nidec Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Seat Adjuster Motor Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Seat Adjuster Motor Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Brushless DC motor

Table 4. Major Players of Brushed DC motor

Table 5. Global Seat Adjuster Motor Sales by Type (2021-2026) & (K Units)

Table 6. Global Seat Adjuster Motor Sales Market Share by Type (2021-2026)

Table 7. Global Seat Adjuster Motor Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Seat Adjuster Motor Revenue Market Share by Type (2021-2026)

Table 9. Global Seat Adjuster Motor Sale Price by Type (2021-2026) & (US\$/Unit)

Table 10. Major Players of Seat Fore/Aft Motor

Table 11. Major Players of Seat Tilt Motor

Table 12. Major Players of Height Adjust Motor

Table 13. Major Players of Others

Table 14. Global Seat Adjuster Motor Sales by Function (2021-2026) & (K Units)

Table 15. Global Seat Adjuster Motor Sales Market Share by Function (2021-2026)

Table 16. Global Seat Adjuster Motor Revenue by Function (2021-2026) & (\$ million)

Table 17. Global Seat Adjuster Motor Revenue Market Share by Function (2021-2026)

Table 18. Global Seat Adjuster Motor Sale Price by Function (2021-2026) & (US\$/Unit)

Table 19. Major Players of Front Seats

Table 20. Major Players of Rear Seats

Table 21. Global Seat Adjuster Motor Sales by Location (2021-2026) & (K Units)

Table 22. Global Seat Adjuster Motor Sales Market Share by Location (2021-2026)

Table 23. Global Seat Adjuster Motor Revenue by Location (2021-2026) & (\$ million)

Table 24. Global Seat Adjuster Motor Revenue Market Share by Location (2021-2026)

Table 25. Global Seat Adjuster Motor Sale Price by Location (2021-2026) & (US\$/Unit)

Table 26. Global Seat Adjuster Motor Sale by Application (2021-2026) & (K Units)

Table 27. Global Seat Adjuster Motor Sale Market Share by Application (2021-2026)

Table 28. Global Seat Adjuster Motor Revenue by Application (2021-2026) & (\$ million)

Table 29. Global Seat Adjuster Motor Revenue Market Share by Application (2021-2026)

Table 30. Global Seat Adjuster Motor Sale Price by Application (2021-2026) & (US\$/Unit)

Table 31. Global Seat Adjuster Motor Sales by Company (2021-2026) & (K Units)

Table 32. Global Seat Adjuster Motor Sales Market Share by Company (2021-2026)
Table 33. Global Seat Adjuster Motor Revenue by Company (2021-2026) & (\$ millions)
Table 34. Global Seat Adjuster Motor Revenue Market Share by Company (2021-2026)
Table 35. Global Seat Adjuster Motor Sale Price by Company (2021-2026) & (US\$/Unit)
Table 36. Key Manufacturers Seat Adjuster Motor Producing Area Distribution and Sales Area
Table 37. Players Seat Adjuster Motor Products Offered
Table 38. Seat Adjuster Motor Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 39. New Products and Potential Entrants
Table 40. Market M&A Activity & Strategy
Table 41. Global Seat Adjuster Motor Sales by Geographic Region (2021-2026) & (K Units)
Table 42. Global Seat Adjuster Motor Sales Market Share Geographic Region (2021-2026)
Table 43. Global Seat Adjuster Motor Revenue by Geographic Region (2021-2026) & (\$ millions)
Table 44. Global Seat Adjuster Motor Revenue Market Share by Geographic Region (2021-2026)
Table 45. Global Seat Adjuster Motor Sales by Country/Region (2021-2026) & (K Units)
Table 46. Global Seat Adjuster Motor Sales Market Share by Country/Region (2021-2026)
Table 47. Global Seat Adjuster Motor Revenue by Country/Region (2021-2026) & (\$ millions)
Table 48. Global Seat Adjuster Motor Revenue Market Share by Country/Region (2021-2026)
Table 49. Americas Seat Adjuster Motor Sales by Country (2021-2026) & (K Units)
Table 50. Americas Seat Adjuster Motor Sales Market Share by Country (2021-2026)
Table 51. Americas Seat Adjuster Motor Revenue by Country (2021-2026) & (\$ millions)
Table 52. Americas Seat Adjuster Motor Sales by Type (2021-2026) & (K Units)
Table 53. Americas Seat Adjuster Motor Sales by Application (2021-2026) & (K Units)
Table 54. APAC Seat Adjuster Motor Sales by Region (2021-2026) & (K Units)
Table 55. APAC Seat Adjuster Motor Sales Market Share by Region (2021-2026)
Table 56. APAC Seat Adjuster Motor Revenue by Region (2021-2026) & (\$ millions)
Table 57. APAC Seat Adjuster Motor Sales by Type (2021-2026) & (K Units)
Table 58. APAC Seat Adjuster Motor Sales by Application (2021-2026) & (K Units)
Table 59. Europe Seat Adjuster Motor Sales by Country (2021-2026) & (K Units)
Table 60. Europe Seat Adjuster Motor Revenue by Country (2021-2026) & (\$ millions)
Table 61. Europe Seat Adjuster Motor Sales by Type (2021-2026) & (K Units)

Table 62. Europe Seat Adjuster Motor Sales by Application (2021-2026) & (K Units)
Table 63. Middle East & Africa Seat Adjuster Motor Sales by Country (2021-2026) & (K Units)
Table 64. Middle East & Africa Seat Adjuster Motor Revenue Market Share by Country (2021-2026)
Table 65. Middle East & Africa Seat Adjuster Motor Sales by Type (2021-2026) & (K Units)
Table 66. Middle East & Africa Seat Adjuster Motor Sales by Application (2021-2026) & (K Units)
Table 67. Key Market Drivers & Growth Opportunities of Seat Adjuster Motor
Table 68. Key Market Challenges & Risks of Seat Adjuster Motor
Table 69. Key Industry Trends of Seat Adjuster Motor
Table 70. Seat Adjuster Motor Raw Material
Table 71. Key Suppliers of Raw Materials
Table 72. Seat Adjuster Motor Distributors List
Table 73. Seat Adjuster Motor Customer List
Table 74. Global Seat Adjuster Motor Sales Forecast by Region (2027-2032) & (K Units)
Table 75. Global Seat Adjuster Motor Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 76. Americas Seat Adjuster Motor Sales Forecast by Country (2027-2032) & (K Units)
Table 77. Americas Seat Adjuster Motor Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 78. APAC Seat Adjuster Motor Sales Forecast by Region (2027-2032) & (K Units)
Table 79. APAC Seat Adjuster Motor Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 80. Europe Seat Adjuster Motor Sales Forecast by Country (2027-2032) & (K Units)
Table 81. Europe Seat Adjuster Motor Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 82. Middle East & Africa Seat Adjuster Motor Sales Forecast by Country (2027-2032) & (K Units)
Table 83. Middle East & Africa Seat Adjuster Motor Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 84. Global Seat Adjuster Motor Sales Forecast by Type (2027-2032) & (K Units)
Table 85. Global Seat Adjuster Motor Revenue Forecast by Type (2027-2032) & (\$ millions)
Table 86. Global Seat Adjuster Motor Sales Forecast by Application (2027-2032) & (K

Units)

Table 87. Global Seat Adjuster Motor Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 88. Shenghuabo Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 89. Shenghuabo Seat Adjuster Motor Product Portfolios and Specifications

Table 90. Shenghuabo Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 91. Shenghuabo Main Business

Table 92. Shenghuabo Latest Developments

Table 93. Brose Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 94. Brose Seat Adjuster Motor Product Portfolios and Specifications

Table 95. Brose Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 96. Brose Main Business

Table 97. Brose Latest Developments

Table 98. Denso (ASMO) Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 99. Denso (ASMO) Seat Adjuster Motor Product Portfolios and Specifications

Table 100. Denso (ASMO) Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. Denso (ASMO) Main Business

Table 102. Denso (ASMO) Latest Developments

Table 103. Bosch Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 104. Bosch Seat Adjuster Motor Product Portfolios and Specifications

Table 105. Bosch Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Bosch Main Business

Table 107. Bosch Latest Developments

Table 108. Leggett & Platt Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 109. Leggett & Platt Seat Adjuster Motor Product Portfolios and Specifications

Table 110. Leggett & Platt Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Leggett & Platt Main Business

Table 112. Leggett & Platt Latest Developments

Table 113. Yanfeng Basic Information, Seat Adjuster Motor Manufacturing Base, Sales

Area and Its Competitors

Table 114. Yanfeng Seat Adjuster Motor Product Portfolios and Specifications

Table 115. Yanfeng Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. Yanfeng Main Business

Table 117. Yanfeng Latest Developments

Table 118. Johnson Electric Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 119. Johnson Electric Seat Adjuster Motor Product Portfolios and Specifications

Table 120. Johnson Electric Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Johnson Electric Main Business

Table 122. Johnson Electric Latest Developments

Table 123. Keyang Electric Machinery Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 124. Keyang Electric Machinery Seat Adjuster Motor Product Portfolios and Specifications

Table 125. Keyang Electric Machinery Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Keyang Electric Machinery Main Business

Table 127. Keyang Electric Machinery Latest Developments

Table 128. Mabuchi Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 129. Mabuchi Seat Adjuster Motor Product Portfolios and Specifications

Table 130. Mabuchi Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Mabuchi Main Business

Table 132. Mabuchi Latest Developments

Table 133. Mitsuba Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 134. Mitsuba Seat Adjuster Motor Product Portfolios and Specifications

Table 135. Mitsuba Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Mitsuba Main Business

Table 137. Mitsuba Latest Developments

Table 138. Nidec Basic Information, Seat Adjuster Motor Manufacturing Base, Sales Area and Its Competitors

Table 139. Nidec Seat Adjuster Motor Product Portfolios and Specifications

Table 140. Nidec Seat Adjuster Motor Sales (K Units), Revenue (\$ Million), Price

(US\$/Unit) and Gross Margin (2021-2026)

Table 141. Nidec Main Business

Table 142. Nidec Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Seat Adjuster Motor
- Figure 2. Seat Adjuster Motor Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Seat Adjuster Motor Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Seat Adjuster Motor Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Seat Adjuster Motor Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Seat Adjuster Motor Sales Market Share by Country/Region (2025)
- Figure 10. Seat Adjuster Motor Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Brushless DC motor
- Figure 12. Product Picture of Brushed DC motor
- Figure 13. Global Seat Adjuster Motor Sales Market Share by Type in 2026
- Figure 14. Global Seat Adjuster Motor Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Seat Fore/Aft Motor
- Figure 16. Product Picture of Seat Tilt Motor
- Figure 17. Product Picture of Height Adjust Motor
- Figure 18. Product Picture of Others
- Figure 19. Global Seat Adjuster Motor Sales Market Share by Function in 2026
- Figure 20. Global Seat Adjuster Motor Revenue Market Share by Function (2021-2026)
- Figure 21. Product Picture of Front Seats
- Figure 22. Product Picture of Rear Seats
- Figure 23. Global Seat Adjuster Motor Sales Market Share by Location in 2026
- Figure 24. Global Seat Adjuster Motor Revenue Market Share by Location (2021-2026)
- Figure 25. Seat Adjuster Motor Consumed in Passenger Car
- Figure 26. Global Seat Adjuster Motor Market: Passenger Car (2021-2026) & (K Units)
- Figure 27. Seat Adjuster Motor Consumed in Commercial Vehicle
- Figure 28. Global Seat Adjuster Motor Market: Commercial Vehicle (2021-2026) & (K Units)
- Figure 29. Global Seat Adjuster Motor Sale Market Share by Application (2025)
- Figure 30. Global Seat Adjuster Motor Revenue Market Share by Application in 2025
- Figure 31. Seat Adjuster Motor Sales by Company in 2025 (K Units)
- Figure 32. Global Seat Adjuster Motor Sales Market Share by Company in 2025

Figure 33. Seat Adjuster Motor Revenue by Company in 2025 (\$ millions)

Figure 34. Global Seat Adjuster Motor Revenue Market Share by Company in 2025

Figure 35. Global Seat Adjuster Motor Sales Market Share by Geographic Region (2021-2026)

Figure 36. Global Seat Adjuster Motor Revenue Market Share by Geographic Region in 2025

Figure 37. Americas Seat Adjuster Motor Sales 2021-2026 (K Units)

Figure 38. Americas Seat Adjuster Motor Revenue 2021-2026 (\$ millions)

Figure 39. APAC Seat Adjuster Motor Sales 2021-2026 (K Units)

Figure 40. APAC Seat Adjuster Motor Revenue 2021-2026 (\$ millions)

Figure 41. Europe Seat Adjuster Motor Sales 2021-2026 (K Units)

Figure 42. Europe Seat Adjuster Motor Revenue 2021-2026 (\$ millions)

Figure 43. Middle East & Africa Seat Adjuster Motor Sales 2021-2026 (K Units)

Figure 44. Middle East & Africa Seat Adjuster Motor Revenue 2021-2026 (\$ millions)

Figure 45. Americas Seat Adjuster Motor Sales Market Share by Country in 2025

Figure 46. Americas Seat Adjuster Motor Revenue Market Share by Country (2021-2026)

Figure 47. Americas Seat Adjuster Motor Sales Market Share by Type (2021-2026)

Figure 48. Americas Seat Adjuster Motor Sales Market Share by Application (2021-2026)

Figure 49. United States Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 50. Canada Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 51. Mexico Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 52. Brazil Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 53. APAC Seat Adjuster Motor Sales Market Share by Region in 2025

Figure 54. APAC Seat Adjuster Motor Revenue Market Share by Region (2021-2026)

Figure 55. APAC Seat Adjuster Motor Sales Market Share by Type (2021-2026)

Figure 56. APAC Seat Adjuster Motor Sales Market Share by Application (2021-2026)

Figure 57. China Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 58. Japan Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 59. South Korea Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 60. Southeast Asia Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 61. India Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 62. Australia Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 63. China Taiwan Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 64. Europe Seat Adjuster Motor Sales Market Share by Country in 2025

Figure 65. Europe Seat Adjuster Motor Revenue Market Share by Country (2021-2026)

Figure 66. Europe Seat Adjuster Motor Sales Market Share by Type (2021-2026)

Figure 67. Europe Seat Adjuster Motor Sales Market Share by Application (2021-2026)

Figure 68. Germany Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 69. France Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 70. UK Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 71. Italy Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 72. Russia Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 73. Middle East & Africa Seat Adjuster Motor Sales Market Share by Country (2021-2026)

Figure 74. Middle East & Africa Seat Adjuster Motor Sales Market Share by Type (2021-2026)

Figure 75. Middle East & Africa Seat Adjuster Motor Sales Market Share by Application (2021-2026)

Figure 76. Egypt Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 77. South Africa Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 78. Israel Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 79. Turkey Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 80. GCC Countries Seat Adjuster Motor Revenue Growth 2021-2026 (\$ millions)

Figure 81. Manufacturing Cost Structure Analysis of Seat Adjuster Motor in 2026

Figure 82. Manufacturing Process Analysis of Seat Adjuster Motor

Figure 83. Industry Chain Structure of Seat Adjuster Motor

Figure 84. Channels of Distribution

Figure 85. Global Seat Adjuster Motor Sales Market Forecast by Region (2027-2032)

Figure 86. Global Seat Adjuster Motor Revenue Market Share Forecast by Region (2027-2032)

Figure 87. Global Seat Adjuster Motor Sales Market Share Forecast by Type (2027-2032)

Figure 88. Global Seat Adjuster Motor Revenue Market Share Forecast by Type (2027-2032)

Figure 89. Global Seat Adjuster Motor Sales Market Share Forecast by Application (2027-2032)

Figure 90. Global Seat Adjuster Motor Revenue Market Share Forecast by Application (2027-2032)

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