

Global Vehicle Electric Seat Motor Market Growth 2026-2032

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Abstracts

The global Vehicle Electric Seat 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.

Automotive seats are the most important automotive parts in Automotive interiors. Their safety and comfort directly affect the safety of drivers and passengers and their overall experience of the Automotive. Automotive seats are mainly composed of seat basic skeleton/frame, drive motor, seat cushion, surface, headrest, backrest, slide rail, angle adjuster and other components. They are system engineering products integrating ergonomics, mechanical vibration and control engineering. At present, the adjustment of automotive seat position is divided into two ways: manual mechanical adjustment and electric control. Compared with manual adjustment seats, electric adjustment seats are easier to adjust the position and seat posture, and also increase the comfort of drivers and passengers.

The seat motor is a motor that realizes the electric control of automotive seats and provides power for adjusting seats. It has the characteristics of small size, light weight, high efficiency, smooth operation and low noise. In 2025, global sales of automotive seat motors are estimated at 290,130,000 units, with an average price of approximately US\$6.32 per unit.

From a regional perspective, the Chinese market has changed rapidly in the past few years. In 2024, the automotive seat motor market size accounted for about 33.46% of the global market. China is the world's largest producer of automotive seats, and most of its products are exported to Europe, America, India, Southeast Asia and other regions.

In terms of product type and technology, automotive seat motors can be divided into DC brushed motors and DC brushless motors. There are many types of automotive electric seat adjustment motors on the market, and they are basically dominated by brushed motors, accounting for about 93.59% of the market. Brushed motors have large size, low efficiency, high noise, short life, and the adjustment speed cannot be changed according to passenger requirements. The adjustment accuracy and memory position deviation are large, and the motor resonance is large. These problems have always been difficult to solve for electric seats in the existing market. In the context of global energy conservation and environmental protection, seat motors show two development trends, one is the miniaturization and lightweight of motors. The other is to replace brushed permanent magnet DC motors with brushless motors. Brushless motors have the characteristics of low noise and smaller size than brushed motors with the same power. The use of brushless motors in seat motors is the future development direction.

The seat motor is the core component of the electric seat of the car. More than 95% of the electric seats are equipped in passenger cars. The higher the price of the passenger car, the higher the configuration rate of the electric seat. The more adjustable parts of the seat, the more motors are needed. At present, more than 70% of the car sales are A-class cars. Compared with B-class cars (configuration rate of more than 75%), C-class cars (configuration rate of more than 95%), and D-class cars (configuration rate close to 100%), the configuration rate of electric seats in A-class cars is still relatively low. Therefore, there is a large room for growth in the demand for automotive seat motors in the future.

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

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

in an accelerating global Vehicle Electric Seat Motor market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of Vehicle Electric Seat 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 Vehicle Electric Seat Motor market?

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

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

How do Vehicle Electric Seat Motor market opportunities vary by end market size?

How does Vehicle Electric Seat Motor break out by Type, by Application?

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