

Automotive Traction Motor Market by Motor Type (PMSM, AC Induction), Type (AC, DC), EV Type (BEV, HEV, PHEV), Power Output (less than 200 KW, 200-400 KW, and above 400 KW), Vehicle Type (PC, Pick-up Trucks, Trucks, Buses & Vans) & Region - Global Forecast to 2027

<https://marketpublishers.com/r/A0BB60BCC6D5EN.html>

Date: October 2022

Pages: 278

Price: US\$ 4,950.00 (Single User License)

ID: A0BB60BCC6D5EN

Abstracts

The global automotive traction motor market is projected to grow at a CAGR of 22.8%, from USD 6.5 billion in 2022 to USD 18.4 billion by 2027.

The growth of the automotive traction motor market is driven by the rise in demand for zero-emission vehicles and an increase in awareness regarding climate change, which leads to the strong support of the global population to limit greenhouse gas emissions. BorgWarner Inc. (US), Schaeffler Group (Germany), Nidec Corporation (Japan), Robert Bosch GmbH (Germany), and ZF Friedrichshafen AG (Germany) are among a few established players in the market.

Many key players have adopted either organic or inorganic strategies to earn better revenues and meet the demand of local automakers. For instance, in February 2021, BorgWarner Inc. launched an 800-volt electric motor for the commercial vehicle segment. The High Voltage Hairpin (HVH) electric motor, the HVH 320, is used to power a variety of hybrid and electric applications for commercial vehicle manufacturers, including a large European OEM. The production of the HVH 320, which is equipped with 800-volt capabilities and available in four variants, is expected to kick off in 2024. Its multi-faceted platform will support the manufacturers' goal of a common electric drivetrain and deliver approximately 97% peak efficiency and over 400 kW of power.

“The BEV segment is expected to be the fastest segment in the forecast.”

By EV type, the BEV segment is expected to register the highest CAGR during the forecast period. The governments of India, China, the US, and several European countries are subsidizing electric infrastructure, which has resulted in the growth of the BEV segment. OEMs are focusing on launching new electric variants of existing ICE models. Due to tough competition from major EV manufacturers, such as Tesla, other OEMs are planning to introduce more power outputs in EVs to stay competitive. Leading automakers, such as Nissan, Tesla, Toyota, and BYD, are focusing on green vehicles with more fuel-efficient features. For instance, in 2021, BYD launched its D1 compact car with a 100 kW traction motor in the passenger vehicle segment. Many governments are also planning to replace their existing public fleets with electric ones. Hence, the demand for automotive traction motor technologies is expected to remain strong during the forecast period.

“The passenger car segment in Vehicle Type is expected to be the largest segment in the forecast period.”

Among all vehicle types, demand for passenger cars is increasing rapidly. The demand for passenger cars has increased due to the increase in demand for zero-emission vehicles along with government incentives, regulations, and subsidies. China has a low waiting period for electric vehicles compared to ICE vehicles. Due to the increasing stringency of emission norms, European countries plan to decrease their vehicle emissions by 2030-2035. The US and China also follow such an agreement. The fast growth of EV chargers has also led to the growth of the EV passenger cars which will drive the demand for automotive traction motor market.

By Company Type: Tier I - 59%, Tier II - 7%, and OEMs - 34%

By Designation: C-Level Executives - 26%, Director Level - 43%, and Others - 31%

By Region: North America - 35%, Europe - 39%, and Asia Pacific - 26%

The automotive traction motor market is dominated by established players such as BorgWarner Inc. (US), Schaeffler Group (Germany), Nidec Corporation (Japan), Robert Bosch GmbH (Germany), and ZF Friedrichshafen AG (Germany).

Research Coverage:

The study covers the automotive traction motor market size and future growth potential across different segments such as by type, motor type, EV type, vehicle type, power output and region. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help market leaders/new entrants in this market with information on the closest approximations of revenue numbers for the overall automotive traction motor market and its subsegments.

This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies.

The report also helps stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

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