

# United States AC Motor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2028)

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## Abstracts

The United States AC Motor Market size is estimated at USD 3.60 billion in 2024, and is expected to reach USD 4.20 billion by 2029, growing at a CAGR of 2.75% during the forecast period (2024-2029).

### Key Highlights

The demand for AC motors in the United States is driven by the industrial revolution across various sectors, including aerospace, automotive, defense, food & beverage, and the country's efforts to emerge as the leading exporter of oil and gas products.

The increasing need for advanced technologies across various industries, integration of safety devices, increasing investment in manufacturing industries, and augmented complexity in electronics and semiconductors fuel the demand for AC motors.

The United States is one of the largest automotive markets in the world, with a dozen of the biggest car manufacturers calling it home. These manufacturers are among the country's leading revenue sources, making it an ideal market for vendors in this region. Besides domestic auto manufacturers, foreign automobile producers have a significant demand for AC motors.

Moreover, with increasing electricity prices and stricter energy consumption standards in the United States, demand for energy efficiency AC is expected to grow rapidly in the coming years. In addition, the development of energy-efficient motors can be significantly encouraged by strict design and production standards to improve AC motor efficiency, further supporting market growth.

However, the growth of AC motors in the short term may be impeded by high initial costs. In addition, the market may face a significant threat from price fluctuations of basic materials.

## United States AC Motor Market Trends

### Rapid Industrialization and Increasing Infrastructure Development Will Drive the Market Growth

Industrial automation in the United States has witnessed notable growth over the last few years, owing to the growing need to develop cost-effective production methods, comply with global quality standards, and support government regulations.

The increasing focus on Industry 4.0 primarily drives the United States AC motors market. In the United States, industrial automation drives the manufacturing sector toward more effective productivity, which is expected to grow strongly during the forecast period. AC motor technology is widely applied in many areas, such as vehicles, power generation, oil & gas production, mining, and manufacturing.

As AC motors offer high reliability with low maintenance requirements, and their service life is often limited only by the lifetime of the bearing, the demand for AC motors in the industrial sector is increasing. They do not have any parts that wear out regularly, so they do not require commutators, brushes, or slip rings. Therefore, it makes them ideal for applications where the motor must be continuously operated, has little access, or will operate without supervision for long periods.

The rising government investment in infrastructure development projects will support the market growth during the projected timeline. For instance, in September 2023, the US government announced it would invest USD 100 million in expanding recycling infrastructure and waste management systems nationwide.

In October 2023, the government announced the investment of USD 3.46 billion for 58 projects across 44 states to strengthen electric grid resilience and reliability across America. These transformative projects will all support the President's Justice40 Initiative to benefit disadvantaged communities, help to bring more than 35 gigawatts of new renewable energy online, and invest in 400 microgrids.

Several players operating in the market focus on introducing new products to meet the

growing demand. For instance, in October 2023, WEG announced its new W51 High Density (HD) motor line, which utilizes high-density technology to focus on high performance and lower resource consumption. The W51 HD motors are customizable, compact, and suitable for various applications, delivering better performance and longer durability.

### Growing Food & Beverages Industry will Support the Market Growth

AC motors used in the food & beverages industry are commonly characterized by specific and challenging application requirements, including meat, fish, chicken, poultry, cake making, and dairy, as well as machinery like mixers, flour mills, or conveyors. In the food and beverage sector, AC motors help to carry out applications in which raw material handling, processing, or transfer is used, as well as packaging and storage, without compromising performance and quality, thus supporting the demand for AC motors.

Food processing is one of the major manufacturing industries in the United States. According to the US Department of Agriculture, 16% of the value of the shipments from all the manufacturing plants in the country comes from food processing plants.

In November 2023, according to the US Census Bureau, the total sales of US retail and foodservice for the August 2023 through October 2023 period were up 3.1% from the same period a year ago.

The growing urbanization, changing demographics, and steady growth in retail have propelled the food processing industry in the United States. This increased demand has led to a surge in production from food & beverage companies. These companies are capitalizing on the growing middle-class population by introducing new products and expanding their existing product lines, further creating demand in the market.

Also, the growing investments by the leading players in the country to expand their manufacturing capacity are expected to drive the market's growth. For instance, Nestle announced investing USD 43 million to expand its Wisconsin factory to increase capacity for its Boost and Carnation Breakfast Essentials ready-to-drink (RTD) products.

## United States AC Motor Industry Overview

The US AC motor market is competitive with various large, medium, and small players. The market players are introducing innovative products to cater to the growing consumer demands. Major players in the market include Siemens AG, Kirloskar Electric Company, Johnson Electric, Rockwell Automation Inc., Franklin Electric Co. Inc., and ABB Limited. Technological advances in various industries, including healthcare, energy, and infrastructure, will boost the market growth.

In June 2023, ABB Ltd announced the launch of the new generation AMI 5800 NEMA modular induction motor to offer exceptional energy efficiency and reliability in demanding applications such as compressors, fans, pumps, extruders, conveyors, and crushers. The AMI 5800 motor is an actual NEMA design that builds on ABB's technology leadership and meets both electrical performance requirements and mechanical mounting standards.

In June 2023, Toshiba Mitsubishi-Electric Industrial Systems Corporation announced the development of a synchronous reluctance motor that applies the technology from the high-efficiency IE5 synchronous reluctance motor and boasts more than 10 times the continuous rated torque 8.5k Nm compared to the company's conventional lineup.

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