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Continuous Variable Transmission Market Forecasts to 2032 – Global Analysis By Type (Belt-Chain Drive CVT, Planetary CVT, Hydrostatic CVT, Electric CVT and Other Types), Component, Vehicle Type, Fuel Type, Sales Channel, Application and By Geography

https://marketpublishers.com/r/C4D9A0879BB7EN.html
Date: May 2025
Pages: 150
Price: US$ 4,150.00 (Single User License)
ID: C4D9A0879BB7EN

Abstracts

According to Stratistics MRC, the Global Continuous Variable Transmission Market is accounted for $19.37 billion in 2025 and is expected to reach $29.67 billion by 2032 growing at a CAGR of 6.28% during the forecast period. An automated transmission known as a continuous variable transmission (CVT) offers smooth acceleration without the noticeable gear changes present in conventional transmissions. A CVT uses a system of pulleys and a flexible belt in place of fixed gears, which enables it to continuously adjust to the ideal engine speed under different driving circumstances. This leads to better performance, more fuel efficiency, and smoother driving. CVTs, which are frequently seen in contemporary automobiles, motorbikes, and even some industrial machinery, provide a more responsive and efficient driving experience than traditional gear systems.

Market Dynamics:

Driver:

Adaptability to hybrid and electric vehicles

CVTs are the perfect option for HEVs since they provide smoother driving experiences and improved fuel efficiency as the cars gain popularity. The necessity for CVTs in hybrid and electric powertrains is increased by the growing demand for environmentally friendly and energy-efficient solutions. By modifying gearbox ratios, CVTs optimise

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engine performance and improve driving comfort and fuel efficiency. In order to meet stricter emission regulations and increase fuel efficiency, automakers are integrating CVTs into HEVs. It is anticipated that the automotive industry's use of CVTs would be further accelerated by this move towards hybrid and electric vehicles.

Restraint:

Limited high torque applications

Traditional automatic or manual transmissions are frequently chosen because high-torque engines usually demand transmissions that can manage more power. Under high-stress situations, CVTs may not be able to deliver the required durability and performance because they are more effective at lower torque. s a result, its use in vehicles that prioritise performance, like sports cars and heavy-duty trucks, is restricted. In order to satisfy these torque requirements, the technology might also need more expensive and intricate engineering. Consequently, automakers might prefer traditional gearboxes, which would impede the growth of CVT use.

Opportunity:

Expansion in emerging markets

The efficiency and performance advantages of CVT technology are driving its adoption in places such as Asia-Pacific and Latin America, where car production is expanding. Customers in these markets are looking for cutting-edge car technology, like CVTs, to improve their driving experiences as their discretionary incomes increase. Positive government initiatives like green technology incentives and emissions controls also encourage more people to buy cars with CVTs. The expansion of CVT offerings and accessibility is facilitated by the growing presence of foreign automakers in emerging regions. Demand and enabling infrastructure work together to propel the global CVT market's expansion.

Threat:

Consumer perception challenges

Many customers believe that CVTs make for a bad driving experience, especially because of their distinctive 'rubber band' feel and slow acceleration. Misconceptions regarding the longevity and effectiveness of CVT technology are frequently caused by a

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lack of knowledge about it. Furthermore, not everyone is aware of CVTs' advantages, which include smoother driving and increased fuel economy. Customers' inclination to purchase cars with CVTs is impacted by this perceived problem, which restricts market expansion. Education and enhancements to the driving experience are necessary to overcome these obstacles and foster confidence in CVT technology.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the Continuous Variable Transmission (CVT) market, causing disruptions in production and supply chains. Reduced automotive production, factory shutdowns, and decreased consumer demand during lockdowns slowed market growth. However, as industries adapted, the market gradually recovered with increased focus on fuel efficiency and emissions regulations. Post-pandemic, the demand for electric vehicles and advancements in CVT technology are expected to drive market growth, albeit at a slower pace due to lingering economic challenges.

The belt-chain drive CVT segment is expected to be the largest during the forecast period

The belt-chain drive CVT segment is expected to account for the largest market share during the forecast period, due to its efficiency and smooth power delivery. This technology allows for seamless and variable gear ratios, enhancing fuel efficiency and performance. It is particularly popular in automotive applications, providing a smoother driving experience and reducing engine strain. Additionally, the increasing demand for fuel-efficient and eco-friendly vehicles boosts the adoption of CVTs with belt-chain drives. As more automakers focus on enhancing vehicle performance while lowering emissions, the belt-chain drive CVT segment is expected to maintain strong market growth.

The agriculture segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the agriculture segment is predicted to witness the highest growth rate by enhancing the performance and efficiency of farming machinery. CVT systems offer smoother operations and better fuel efficiency, which are essential for modern agricultural vehicles. They allow tractors and harvesters to adjust speeds seamlessly, improving productivity and reducing operator fatigue. The growing adoption of automated farming equipment increases the demand for CVTs due to their ability to

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provide optimal power transmission. As agriculture becomes more mechanized, the need for CVT technology continues to expand, driving market growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to the rising demand for fuel-efficient and low-emission vehicles. Key countries like China, India, Japan, and South Korea are witnessing increased adoption of CVTs in both passenger and commercial vehicles, driven by stringent environmental regulations and consumer preference for smoother driving experiences. Advancements in CVT technology, such as the integration of hybrid systems and the development of advanced materials, are further boosting market potential. Additionally, the growing automotive industry and expanding infrastructure contribute to a promising future for CVTs in this region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, by increasing demand for advancements in automotive technology, and stringent environmental regulations. CVTs offer improved fuel economy and smoother driving experiences, making them increasingly popular in passenger cars and commercial vehicles. The market benefits from the rising adoption of electric and hybrid vehicles, where CVTs enhance powertrain efficiency. Additionally, automakers' investments in research and development and consumer preferences for fuel-efficient solutions further contribute to the region's expanding CVT market. The trend is expected to continue with innovations and advancements in transmission systems.

Key players in the market

Some of the key players profiled in the Continuous Variable Transmission Market include ZF Friedrichshafen AG, JATCO Ltd., Aisin Seiki Co., Ltd., BorgWarner Inc., Magna International Inc., Punch Powertrain, Continental AG, Robert Bosch GmbH, Schaeffler AG, Efficient Drivetrains, Inc., Honda Motor Co., Ltd., Hyundai Motor Company, Mitsubishi Motors Corporation, Nissan Motor Co., Ltd., Renault SA, Subaru Corporation, Toyota Motor Corporation and Volvo Car Corporation.

Key Developments:

In April 2024, Mitsubishi Motors Corporation announced a joint venture with Security

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Bank Corporation to establish Mitsubishi Motors Finance Philippines Inc. This venture aims to provide comprehensive financing services to Mitsubishi customers in the Philippines, facilitating broader adoption of Mitsubishi vehicles equipped with CVT technology.

In April 2024, Hyundai Motor Group partnered with Exide Energy Solutions to supply batteries for their upcoming electric vehicles in India. This collaboration supports Hyundai's plan to introduce five EV models in India

In February 2024, Mitsubishi Corporation acquired a 32% stake in TVS Mobility, a prominent automotive dealership in India. This partnership is expected to enhance the distribution and service network for Mitsubishi vehicles, including those featuring CVT systems, thereby expanding their market presence in India.

Types Covered:

- Belt-Chain Drive CVT
- Planetary CVT
- Hydrostatic CVT
- Electric CVT
- Other Types

Components Covered:

- Transmission Belts
- Pulleys
- Torque Converter
- Sensors & Actuators
- Transmission Fluid Pump

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- Electronic Control Units (ECUs)
- Hydraulic Control Units
- Other Components

Vehicle Types Covered:

- Passenger Cars
- Light Commercial Vehicles (LCVs)
- Heavy Commercial Vehicles (HCVs)
- Off-Highway Vehicles
- Other Vehicle Types

Fuel Types Covered:

- Gasoline
- Diesel
- Hybrid
- Electric
- Other Fuel Types

Sales Channel Covered:

- Original Equipment Manufacturer
- Aftermarket

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Applications Covered:

- Automotive
- Agriculture
- Industrial
- Construction Equipment
- Marine
- Other Applications

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe

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- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America
- Middle East & Africa
  - Saudi Arabia
  - UAE
  - Qatar
  - South Africa
  - Rest of Middle East & Africa

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What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Table 38 Global Continuous Variable Transmission Market Outlook, By Other Applications (2024-2032) ($MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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