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Motor Starter Market Forecasts to 2032 – Global Analysis By Type (Manual Motor Starters, Magnetic Motor Starters, Soft Starters and Star-Delta Starters), Voltage (Low Voltage (6.6 kV)), Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Motor Starter Market is accounted for $6.7 billion in 2025 and is expected to reach $10.9 billion by 2032 growing at a CAGR of 7.1% during the forecast period. An electrical tool for safely starting, stopping, and safeguarding electric motors is called a motor starter. In addition to frequently having a switching mechanism, overload protection, and short-circuit protection, it regulates the power supply to the motor. Motor starters improve system safety by lowering inrush current during startup, which guards against motor damage. Soft starters, magnetic starters, and manual starters are all necessary for effective motor control in commercial, residential, and industrial settings.

According to the U.S. Department of Energy, motor systems account for approximately 70% of the electricity used in industrial settings.

Market Dynamics:

Driver:

Expansion of the manufacturing sector

The rapid expansion of the manufacturing sector stands as a primary driver as industries globally seek to boost productivity and operational efficiency. With manufacturing output rising, especially in emerging economies such as India and China,

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there is an escalating demand for reliable motor control solutions to power machinery, conveyors, and automated systems. Government initiatives and incentives, such as India's Production-Linked Incentive (PLI) scheme, further accelerate domestic manufacturing growth. Moreover, the transition toward Industry 4.0 and smart factories is driving adoption of intelligent motor starters with remote monitoring and diagnostics, further propelling market expansion.

Restraint:

Competition from variable frequency drives

Variable frequency drives (VFDs) present a significant restraint to the motor starter market, as they offer superior speed control and energy efficiency compared to traditional motor starters. The declining cost and improved performance of VFDs, driven by advancements in semiconductor technology, make them an attractive alternative for applications requiring precise motor speed regulation. While motor starters remain essential for basic start, stop, and protection functions, VFDs are increasingly favored in industries seeking enhanced process control and energy savings.

Opportunity:

Increasing investments in renewable energy

Growing investments in renewable energy projects, such as wind and solar farms, present a substantial opportunity. These sectors require robust motor control solutions for equipment like wind turbine pitch control systems, solar tracking mechanisms, and energy storage applications. The global push for sustainability and net-zero emissions is accelerating the deployment of renewable energy infrastructure, particularly in regions like Asia Pacific and North America. As a result, demand for reliable and efficient motor starters is expected to surge, supporting market growth and diversification into new application areas.

Threat:

Emergence of more advanced motor control solutions

The emergence of increasingly sophisticated motor control solutions, including advanced VFDs, smart motor controllers, and integrated automation systems, poses a threat to the traditional motor starter market. These technologies offer enhanced

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functionality, such as predictive maintenance, real-time diagnostics, and seamless integration with industrial IoT platforms. As industries prioritize operational efficiency and digital transformation, the demand for legacy motor starters may decline in favor of these innovative alternatives.

Covid-19 Impact:

The Covid-19 pandemic disrupted global supply chains, manufacturing operations, and industrial activities, leading to a temporary decline in demand for motor starters as projects were postponed or canceled. Lockdowns and economic uncertainty resulted in reduced capital expenditures across key sectors, including manufacturing, oil and gas, and construction. However, the crisis also accelerated digital transformation and the adoption of smart, IoT-enabled motor starters, as companies sought remote monitoring and predictive maintenance solutions to enhance operational resilience and efficiency.

The pumps segment is expected to be the largest during the forecast period

The pumps segment is expected to account for the largest market share during the forecast period due to the essential role pumps play in industries such as water treatment, oil and gas, and utilities, where reliable motor control is critical. Pumps require robust and efficient motor starters to manage high inrush currents and ensure smooth, controlled operation, especially in demanding environments. The ongoing global investments in infrastructure, water management, and energy projects further drive demand for motor starters in pump applications.

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

Over the forecast period, the soft starters segment is predicted to witness the highest growth rate, driven by the increasing adoption of energy-efficient and intelligent motor control solutions. Soft starters offer significant advantages, such as reduced mechanical stress, lower inrush currents, and improved operational reliability, making them ideal for applications where smooth acceleration and protection are essential. Industries are prioritizing sustainability and operational efficiency, leading to a shift from traditional starters to soft starters. Furthermore, technological advancements and integration with smart systems are accelerating adoption across diverse sectors, including manufacturing, utilities, and renewable energy.

Region with largest share:

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During the forecast period, the Asia Pacific region is expected to hold the largest market share, fueled by rapid industrialization, expanding manufacturing capabilities, and robust infrastructure development. Countries such as China, India, and Japan are major contributors, benefiting from government initiatives, rising energy demand, and a growing focus on automation and smart technologies. The region's strong manufacturing base, coupled with increasing investments in renewable energy and utilities, drives the demand for motor starters. Moreover, the rising adoption of centralized control and monitoring systems further strengthens Asia Pacific's dominance in the global market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. The region's expanding automotive, manufacturing, and infrastructure sectors are driving the need for efficient and reliable motor control solutions. Government policies promoting electrification, automation, and energy efficiency are accelerating market expansion. Additionally, the increasing integration of renewable energy sources and smart technologies into industrial processes is fostering innovation and adoption of advanced motor starters. These factors collectively position Asia Pacific as the fastest-growing market.

Key players in the market

Some of the key players in Motor Starter Market include Schneider Electric, Siemens AG, ABB Ltd., Eaton Corporation, Rockwell Automation, Mitsubishi Electric Corporation, General Electric (GE), Fuji Electric Co., Ltd., Toshiba Corporation, Emerson Electric Co., WEG S.A., Hitachi Ltd., Nidec Corporation, Danfoss A/S, Hubbell Incorporated, Sprecher + Schuh, CHINT Group, and Lovato Electric.

Key Developments:

In June 2025, Schneider Electric, a leader in the digital transformation of energy management and automation, has launched its new generation Altivar Soft Starter ATS430 and ATS490 ranges in Anglophone Africa – the latest innovations in motor control technology.

In March 2025, Rockwell Automation launched the M100 Electronic Motor Starter, which integrates into intelligent motor control setups, boosts productivity, and minimizes

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downtime. The M100 features advanced safety, monitoring, and flexible installation, supporting both DOL and reversing operations in the same form factor.

In November 2024, Siemens Smart Infrastructure launches its first fully electronic starter with semiconductor technology. The SIMATIC ET 200SP e-Starter offers short-circuit protection that is 1000 times faster and is virtually wear-free compared to conventional solutions such as circuit breakers or fuses. This ensures optimal protection for motors as well as other types of loads and the applications in which they are used. The e-Starter also features the application-friendly Smart Start and full integration into the Totally Integrated Automation (TIA) concept. The compact device can be used worldwide, requires minimal space in the control cabinet, and is easy to install.

Types Covered:

- Manual Motor Starters
- Magnetic Motor Starters
- Soft Starters
- Star-Delta Starters

Voltages:

- Low Voltage (6.6 kV)

Applications Covered:

- HVAC Systems
- Pumps
- Compressors
- Conveyors
- Fans and Blowers

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- Other Applications

End Users Covered:

- Manufacturing
- Oil and Gas
- Mining
- Water and Wastewater Treatment
- Chemical and Petrochemical
- Power Generation
- Automotive
- Food and Beverage
- Building and Construction
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe

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- Germany
- UK
- Italy
- France
- Spain
- Rest of Europe

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

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Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

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)

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Competitive Benchmarking

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

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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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