

# **Automotive Motor Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (DC Brushed Motor, BLDC Motor, Stepper Motor), By Vehicle Type (Passenger Car, Light Commercial Vehicle, Medium & Heavy Commercial Vehicle), By Demand Category (OEM, Aftermarket), By Application (Performance Motors, Comfort Motors, Safety Motors), By Region & Competition,al, By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Automotive Motor Market is projected to expand from USD 39.38 Billion in 2025 to USD 56.56 Billion by 2031, reflecting a compound annual growth rate of 6.22%. These electromechanical devices are essential for converting electrical energy into mechanical motion, supporting both primary propulsion and auxiliary systems like climate control, power steering, and window regulators. The market's growth is largely fueled by the industry-wide shift toward electrification and the incorporation of automated safety and comfort features, which require a higher density of fractional horsepower motors per vehicle. This structural evolution is underpinned by increasing electric vehicle production volumes that utilize high-value traction motors; notably, the China Association of Automobile Manufacturers reported that new energy vehicle production hit approximately 12.9 million units in 2024, highlighting the rapid growth of this motor-intensive sector.

Despite these advances, the market faces a substantial hurdle due to the price volatility of raw materials, specifically rare earth elements such as dysprosium and neodymium required for high-efficiency permanent magnet motors. Geopolitical instability and

supply chain fragility can amplify these costs, creating intense pricing pressures that erode manufacturer profit margins. This financial unpredictability threatens to impede the broader adoption of advanced motor technologies, particularly within cost-sensitive vehicle segments where maintaining affordability is crucial for market penetration.

## **Market Driver**

The widespread adoption of electric and hybrid vehicles serves as the primary catalyst for the automotive motor market, fundamentally transforming vehicle architecture and component needs. This transition mandates the replacement of traditional internal combustion mechanical systems with electromechanical alternatives, such as electric water pumps and climate control compressors, while also requiring high-performance traction motors often deployed in multiples for all-wheel-drive systems. As highlighted in the International Energy Agency's 'Global EV Outlook 2024' from April 2024, electric car sales are anticipated to reach roughly 17 million units in 2024. This trend encompasses hybrid models using complex dual-powertrain systems; for instance, Ford Motor Company reported in April 2024 that its hybrid sales jumped 42 percent to 38,421 units, demonstrating strong demand for electrified drivetrains reliant on advanced motor technology.

Additionally, the expansion of global automotive manufacturing volumes acts as a critical secondary driver, directly scaling the procurement of essential electromechanical components. As the industry recovers from supply chain disruptions, increased vehicle assembly rates ensure growing demand for standard utility motors used in seat adjusters, wipers, and windows, which is vital for manufacturers to achieve economies of scale and fund innovation. According to the European Automobile Manufacturers' Association's February 2024 report, global vehicle production rose by 10 percent to 93.5 million units in 2023. This resurgence provides a stable foundation for the market, ensuring that fractional horsepower motor consumption grows in parallel with general automotive assembly across both emerging and established markets.

## **Market Challenge**

A major obstacle facing the Global Automotive Motor Market is the volatility of raw material prices, particularly for rare earth elements like neodymium and dysprosium, which are critical for manufacturing high-efficiency permanent magnet motors. These costs are highly sensitive to geopolitical instability and supply chain disruptions, creating an unpredictable financial landscape. Such fluctuations make it difficult for

manufacturers to guarantee stable returns on the capital-intensive production lines needed for electric vehicle components, effectively discouraging the aggressive operational scaling required to meet future demand.

The immediate consequence of these escalating costs is a severe compression of profit margins, limiting the industry's capacity to absorb pricing shocks or reinvest in next-generation technologies. This fiscal strain places suppliers in precarious positions, threatening their long-term viability and slowing overall market progress. Highlighting this pressure, the European Association of Automotive Suppliers (CLEPA) reported in 2024 that approximately 38% of automotive suppliers expected to operate at break-even or negative profitability levels, underscoring the acute financial challenges currently hampering the sector's growth trajectory.

## **Market Trends**

A significant trend in electric vehicle architecture is the adoption of Integrated e-Axle Powertrain Systems, which consolidate the electric motor, power electronics, and transmission into unified 3-in-1 units. This integration optimizes power density and reduces vehicle weight, directly addressing the demand for compact packaging and extended driving ranges. Automakers are increasingly contracting these high-voltage systems to streamline supply chains and lower assembly costs. Evidence of this shift is seen in Schaeffler AG's March 2024 Annual Report, which noted that its E-Mobility division, specializing in these integrated solutions, recorded an order intake of 5.1 billion euros, signaling immense industry commitment to this topology.

Concurrently, the market is undergoing a decisive shift toward Rare-Earth-Free Magnet Technologies, such as Electrically Excited Synchronous Motors, to mitigate supply risks associated with permanent magnets. By utilizing inductive rotor technologies instead of expensive neodymium and dysprosium, manufacturers can decouple production costs from volatile raw material markets while enhancing sustainability. This technological pivot stabilizes pricing models and improves the environmental lifecycle of propulsion systems; for example, Valeo announced in October 2024 that its new iBEE magnet-free motor system is expected to reduce the carbon footprint by over 40 percent compared to equivalent permanent magnet motors.

## **Key Market Players**

Robert Bosch GmbH

BorgWarner Inc

Valeo

Magna International Inc

Johnson Electric Holdings Limited

Denso Corporation

Continental AG

Siemens AG

## **Report Scope**

In this report, the Global Automotive Motor Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Automotive Motor Market, By Product Type

DC Brushed Motor

BLDC Motor

Stepper Motor

Automotive Motor Market, By Vehicle Type

Passenger Car

Light Commercial Vehicle

Medium & Heavy Commercial Vehicle

Automotive Motor Market, By Demand Category

OEM

Aftermarket

Automotive Motor Market, By Application

Performance Motors

Comfort Motors

Safety Motors

Automotive Motor Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Automotive Motor Market.

## **Available Customizations:**

Global Automotive Motor Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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