

Motor Soft Starter Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Control Type(Current Control, Voltage Control, Torque Control), By Voltage Type (Low Voltage Soft Starters, Medium Voltage Soft Starters, High Voltage Soft Starters), By End-Use Industry (Oil & Gas, Water & Wastewater, Power Generation, Mining & Metals, Chemical & Petrochemical, Food & Beverage, Cement, Pulp & Paper, Marine, Others), By Region, and By Competition 2020-2030F

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Abstracts

Market Overview

The Global Motor Soft Starter Market was valued at USD 3.45 billion in 2024 and is projected to reach USD 6.47 billion by 2030, growing at a CAGR of 10.89% during the forecast period. This market encompasses the production and application of devices that regulate the acceleration and deceleration of electric motors, reducing inrush current and mechanical stress during startup. Soft starters are increasingly adopted across industries such as oil and gas, water treatment, manufacturing, and power generation, where electric motors are used extensively in equipment like pumps and compressors. Growth is driven by rising emphasis on energy efficiency, equipment longevity, and the shift toward automation. Additionally, supportive energy regulations, expansion of industrial infrastructure, and the increasing adoption of HVAC systems in developing economies are propelling market demand.

Key Market Drivers

Escalating Demand for Energy Efficient Motor Control

Global industries are under increasing pressure to cut energy costs and meet sustainability goals, prompting a shift toward more efficient motor control technologies. Motor soft starters help minimize inrush current—reducing peak power loads by up to 30%—and are especially effective in applications with frequent start-stop cycles such as HVAC systems and water treatment facilities. For example, a mid-sized bottling facility reduced peak energy demand by 12% after integrating soft starters, saving around 150,000 kWh annually. These systems improve energy efficiency, reduce operational costs, and prolong motor life, making them a practical choice for industries aiming to optimize performance while lowering environmental impact.

Key Market Challenges

Elevated Initial Capital Expenditure Impeding Adoption

A primary challenge for the Motor Soft Starter market is the high initial investment compared to conventional starter technologies like DOL or star-delta starters. Soft starters can cost 30–50% more upfront, which is a significant hurdle for small and medium enterprises operating with limited budgets. While long-term operational savings and lower maintenance justify the investment over time, the initial cost remains a deterrent. In a recent survey across Southeast Asia, 68% of facility managers indicated a preference for legacy starter systems due to financial constraints, even though they acknowledged the long-term advantages of soft starters. Limited financing options in emerging markets further restrict their adoption in both retrofit and new infrastructure projects.

Key Market Trends

Rising Demand for Energy-Efficient and Sustainable Motor Control Systems

The push for sustainable industrial practices and energy efficiency is driving demand for soft starters in fixed-speed motor applications. These devices mitigate energy surges during startup and reduce mechanical shock, improving system efficiency and contributing to reduced emissions. Industries such as cement, oil and gas, and water treatment are increasingly integrating energy monitoring features into their operations, where soft starters with data feedback capabilities offer real-time optimization. Their

ability to deliver environmental and economic benefits without the complexity or cost of variable frequency drives (VFDs) positions soft starters as a preferred solution in energy-conscious industrial projects, particularly in developing markets seeking cost-effective automation solutions.

Key Market Players

Schneider Electric SE

Siemens AG

ABB Ltd.

Eaton Corporation plc

Rockwell Automation, Inc.

Mitsubishi Electric Corporation

WEG S.A.

Larsen & Toubro Limited (L&T)

Danfoss Group

Emerson Electric Co.

Report Scope:

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

Motor Soft Starter Market, By Control Type:

Polyolefin

Fluoropolymer

PVC

Elastomer

Others

Motor Soft Starter Market, By Voltage Type:

Low Voltage

Medium Voltage

High Voltage

Motor Soft Starter Market, By End-Use Industry:

Electrical & Electronics

Automotive

Aerospace & Defense

Telecommunication

Energy & Utilities

Railways

Marine

Healthcare

Motor Soft Starter Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Asia-Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

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

Available Customizations:

Global Motor Soft Starter 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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