

Passenger Cars Embedded System Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Software, Hardware), By Component Type (Transceivers, Sensors, Memory Devices, Microcontrollers) By Region, Competition, 2018-2028

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Abstracts

Global Passenger Cars Axial Flux Motors Market has valued at USD 56 million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.71% through 2028. The global passenger cars axial flux motors market is undergoing a profound transformation as the automotive industry navigates a pivotal shift towards electrification and sustainability. With mounting environmental concerns and increasingly stringent emissions regulations, automakers are pivoting towards electric vehicles (EVs) at an unprecedented pace. Axial flux motors have emerged as key enablers of this transition, offering superior efficiency and power density compared to traditional radial flux motors. As a result, they are gaining prominence as the preferred choice for electric powertrains in passenger cars. Advancements in electric vehicle technology, including battery improvements and the development of robust charging infrastructure, are accelerating the demand for axial flux motors. These motors, known for their compact design and efficient performance, are integral components in enhancing the overall efficiency and driving experience of EVs. Moreover, automakers' substantial investments in electrification, combined with the global expansion of EV production facilities, are further propelling the growth of the axial flux motors market. Consumer preferences are also driving the shift towards axial flux motors, as environmentally conscious buyers seek greener transportation options. This growing consumer demand for electric vehicles with improved performance and longer ranges aligns seamlessly with the capabilities of axial flux motors.

Key Market Drivers

Rising Environmental Concerns and Stringent Emission Regulations

One of the primary drivers propelling the global passenger cars axial flux motors market is the escalating concern over environmental issues and the implementation of stringent emission regulations worldwide. Governments and regulatory bodies in many countries have set ambitious emission reduction targets to combat climate change and improve air quality. As a result, the automotive industry has been forced to transition towards electric vehicles (EVs) and hybrid electric vehicles (HEVs) to meet these stringent standards. Axial flux motors are gaining prominence in this transition due to their superior efficiency and compact design, making them an ideal choice for electric powertrains in passenger cars. The demand for these motors is expected to surge as automakers strive to comply with emissions regulations and satisfy environmentally conscious consumers.

Advancements in Electric Vehicle Technology

Continuous advancements in electric vehicle technology are another crucial driver of the global passenger cars axial flux motors market. As electric vehicles become more mainstream, automakers are constantly seeking ways to enhance the performance, range, and efficiency of their EVs. Axial flux motors offer several advantages over traditional radial flux motors, including higher power density, better cooling efficiency, and reduced weight. These features contribute to improved overall EV performance, making axial flux motors an attractive choice for automakers looking to gain a competitive edge in the electric vehicle market. As a result, research and development efforts are focused on refining axial flux motor technology, driving innovation in the sector.

Consumer Demand for Electric Vehicles

The growing demand for electric vehicles among consumers is a significant market driver for passenger cars axial flux motors. As consumers become more environmentally conscious and seek alternatives to internal combustion engine (ICE) vehicles, electric cars have gained popularity. Axial flux motors play a vital role in the electrification of passenger cars, as they offer greater energy efficiency and performance, leading to a better driving experience. The increasing adoption of electric vehicles is expected to boost the demand for axial flux motors, as automakers strive to

meet the diverse needs and preferences of their customers in this evolving market.

Automaker Investment in Electrification

Automakers worldwide are heavily investing in the development and production of electric vehicles to remain competitive in the evolving automotive landscape. This significant capital infusion into electrification serves as a driver for the global passenger cars axial flux motors market. Major automotive manufacturers are not only launching new electric vehicle models but also expanding their production capacity for electric powertrains. This includes investments in manufacturing facilities, battery technologies, and electric motor production lines, which directly impact the demand for axial flux motors. The need for efficient and reliable electric motors is paramount in these investments, further fueling the growth of axial flux motors in the passenger car segment.

Global Expansion of Electric Vehicle Infrastructure

The expansion of electric vehicle charging infrastructure is another pivotal driver for the global passenger cars axial flux motors market. The widespread availability of charging stations is essential for the adoption of electric vehicles. Governments, private enterprises, and utilities are investing heavily in building charging networks to alleviate range anxiety and promote the use of EVs. As the electric vehicle charging infrastructure matures and becomes more accessible, consumers are increasingly inclined to switch to electric cars. This, in turn, boosts the demand for axial flux motors, as they are integral components of these electric power trains. The growth of the charging infrastructure serves as a catalyst for the proliferation of electric vehicles equipped with axial flux motors, thereby stimulating market expansion.

Key Market Challenges

Cost and Pricing Pressure

Cost and pricing pressures are among the most pressing challenges in the Global Passenger Cars Axial Flux Motors Market. As the demand for electric passenger vehicles grows worldwide, there is an increasing expectation among consumers for affordable EVs. However, axial flux motors, despite their advantages, can be costlier to manufacture compared to traditional radial flux motors. The cost of raw materials such as rare earth magnets, copper, and laminations used in the production of axial flux motors can be significant. These materials are essential for achieving high efficiency

and power density, but their prices can be volatile and subject to global supply chain disruptions. The manufacturing process for axial flux motors can be more complex compared to radial flux motors, contributing to higher production costs. Precise winding, assembly, and quality control are necessary to ensure optimal motor performance. Achieving economies of scale is a critical factor in reducing the production cost of axial flux motors. Large-scale production and adoption of EVs can help lower costs through increased production volumes and more efficient manufacturing processes. The competitive nature of the EV market exerts pressure on motor manufacturers to offer cost-competitive solutions. This can result in thin profit margins and challenges in maintaining profitability, especially for smaller manufacturers. Balancing the need for cost-effective axial flux motors with the demand for high-quality, efficient, and reliable components is a complex challenge that motor manufacturers in the passenger car segment must navigate.

Thermal Management and Cooling

Thermal management and cooling present a significant challenge in the Global Passenger Cars Axial Flux Motors Market. These motors generate substantial heat during operation, and effective cooling systems are essential to maintain optimal performance, efficiency, and longevity. Axial flux motors often operate at high power densities, leading to increased heat generation. Without proper cooling mechanisms, excessive heat can degrade motor performance, reduce efficiency, and shorten the lifespan of critical components. Passenger cars have limited space available for motor installation, making it challenging to integrate efficient cooling systems. The compact size of axial flux motors exacerbates this challenge. Developing and implementing effective cooling technologies, such as liquid cooling or advanced air cooling systems, can be expensive and complex. Designing compact and efficient cooling solutions that fit within the tight constraints of a passenger car's engine bay is a continual engineering challenge. The frequent start-stop cycles typical of urban driving can subject motors to thermal stress. Managing rapid temperature changes and preventing overheating during such driving conditions is crucial for motor reliability. Cooling systems can introduce noise and vibration, impacting passenger comfort. Balancing effective cooling with minimal noise and vibration is a design challenge for motor manufacturers. Addressing thermal management and cooling challenges is essential to ensure the reliability, efficiency, and longevity of axial flux motors in passenger cars, especially as the demand for high-performance EVs continues to grow.

Supply Chain Constraints

Global supply chain constraints represent a significant challenge for the Passenger Cars Axial Flux Motors Market. The production of axial flux motors relies on a complex network of suppliers, and disruptions or delays at any stage of the supply chain can impact manufacturing and lead to increased costs. The magnets used in axial flux motors often contain rare earth elements, which can be subject to geopolitical tensions and supply fluctuations. Dependence on these materials can create supply chain vulnerabilities. Axial flux motors comprise various components, such as laminations, windings, and bearings, sourced from multiple suppliers. Supply chain disruptions at any of these levels can lead to production delays and increased costs. Long lead times for certain components can slow down motor manufacturing. Manufacturers must carefully manage inventory and logistics to mitigate these challenges. Many motor manufacturers depend on a limited number of suppliers for critical components. Reducing this dependence and diversifying the supplier base can enhance resilience. Navigating supply chain challenges requires robust contingency planning, diversification of suppliers, and a proactive approach to managing inventory and logistics to minimize disruptions in motor production.

Range Anxiety and Battery Integration

Range anxiety remains a significant challenge in the adoption of electric passenger cars, and axial flux motors play a crucial role in addressing this concern. Maximizing range requires not only efficient motors but also effective integration with batteries and power electronics. Axial flux motors are known for their high energy efficiency, but achieving maximum range depends on optimizing the overall electric drivetrain, including the motor, battery, and power electronics. Efficient power conversion and energy regeneration during braking are critical factors. Effective integration between axial flux motors and the vehicle's battery system is essential. This involves managing power output, temperature, and voltage compatibility to ensure optimal performance and safety. Achieving a balance between motor power, battery capacity, and vehicle weight is crucial for EV range. Excessive weight can reduce efficiency and compromise range. Expanding the charging infrastructure is essential to alleviate range anxiety. EV manufacturers must work in collaboration with governments and infrastructure providers to establish a robust and accessible charging network. Addressing range anxiety also involves educating consumers about the capabilities of EVs and the real-world range achievable under various driving conditions.

Technological Advancements and Competition

While technological advancements are drivers of innovation, they also pose challenges

in the Passenger Cars Axial Flux Motors Market. The market is highly competitive, with rapid advancements in motor technology, materials, and design. Motor manufacturers must stay at the forefront of technological advancements to remain competitive. Keeping up with the latest developments in materials, design, and manufacturing processes can be resource intensive. Protecting intellectual property and ensuring compliance with patents and copyrights are essential considerations in a competitive market. Manufacturers must navigate legal challenges related to intellectual property rights. Consumer expectations for EV performance continue to rise. Meeting or exceeding these expectations while maintaining affordability presents a constant challenge. As the variety of electric vehicles grows, from compact city cars to high-performance sports cars, motor manufacturers must adapt their offerings to suit diverse applications and performance requirements. The Passenger Cars Axial Flux Motors Market is global in nature, with manufacturers from various regions competing. Understanding regional preferences, regulations, and market dynamics is crucial for success.

Key Market Trends

Growing Embrace of Electric Vehicles (EVs):

A transformative trend in the global automotive industry is the growing embrace of electric vehicles, and this has a direct impact on the demand for axial flux motors. As governments worldwide tighten emissions regulations and encourage the shift away from internal combustion engine (ICE) vehicles, automakers are investing heavily in electric vehicle technology. EVs are becoming increasingly mainstream due to their environmental benefits, cost savings over time, and advances in battery technology that enable longer driving ranges. Axial flux motors are gaining traction in this context because of their inherent advantages in electric powertrains. These motors offer higher power density, improved cooling efficiency, and a compact design, all of which contribute to the overall performance and efficiency of electric vehicles. As consumers and automakers continue to prioritize EVs, the demand for axial flux motors as a key component of electric powertrains is expected to grow substantially.

Advancements in Motor Technology

The passenger cars axial flux motors market is witnessing a significant trend in the continuous advancement of motor technology. This includes improvements in materials, design, and manufacturing processes. The quest for greater efficiency, reduced weight, and enhanced power output has led to innovations in the design of axial flux motors.

Researchers and engineers are exploring novel materials, such as advanced composites and high-temperature superconductors, to improve motor performance and reduce energy losses. Additionally, the integration of advanced control algorithms and sensors allows for precise motor control, further optimizing efficiency and performance. These advancements not only improve the capabilities of axial flux motors but also contribute to the overall competitiveness of electric vehicles in the market. As technology continues to evolve, axial flux motors are expected to become even more efficient and reliable, driving their adoption in the passenger car segment.

Customization and Diversification of Motor Types

Another notable trend in the global passenger cars axial flux motors market is the customization and diversification of motor types to meet specific automotive requirements. Automakers are increasingly seeking tailored solutions to address the unique characteristics of their electric vehicle models. This trend has led to the development of various axial flux motor configurations, including single-rotor and dual-rotor designs, each offering distinct advantages in terms of torque, power density, and efficiency. Moreover, some manufacturers are opting for axial flux motors with integrated gearboxes or hybrid motor designs to optimize performance for different vehicle applications, such as electric sports cars or compact urban EVs. The ability to customize axial flux motors allows automakers to fine-tune the performance of their electric vehicles and meet consumer demands for diverse driving experiences.

Global Supply Chain Resilience and Localization

In recent years, global supply chain disruptions and concerns over resource availability have led to a trend in supply chain resilience and localization. This trend is also evident in the passenger cars axial flux motors market. Automakers and motor manufacturers are increasingly looking to secure a stable supply of critical components, such as rare-earth magnets, which are essential for axial flux motors. To mitigate supply chain risks, there is a growing focus on diversifying sourcing options, exploring alternative materials, and localizing production. This trend aligns with broader industry efforts to reduce dependency on specific regions for crucial resources. Additionally, localization efforts can lead to cost savings, shorter lead times, and a reduced carbon footprint, making it an attractive strategy for both automakers and motor suppliers. As supply chain resilience and localization gain prominence, it is likely to influence the sourcing and production strategies within the axial flux motors market.

Integration of Digitalization and Connectivity

The integration of digitalization and connectivity features into vehicles is a trend that extends beyond the passenger cars axial flux motors market. However, it has a significant impact on motor design and functionality. Electric vehicles are increasingly equipped with sophisticated digital control systems and connectivity features that enhance the driving experience, safety, and energy management. Axial flux motors are no exception, as they play a vital role in supporting these features. Digitalization enables precise control of motor performance, allowing for dynamic adjustments to optimize efficiency and power delivery. Moreover, connected vehicles can transmit data to cloud-based platforms for remote diagnostics, predictive maintenance, and performance optimization, all of which rely on the functionality and reliability of axial flux motors. As vehicles become more connected and autonomous, the demand for axial flux motors capable of seamlessly integrating with these digital systems is expected to rise.

Segmental Insights

Propulsion Type Analysis

Battery Electric Vehicles, Hybrid Electric Vehicles, and Plug-in Hybrid Electric Vehicles are the three propulsion-based sectors that make up the global automotive axial flux motors market. The battery electric vehicles (BEVs) sector accounts for the biggest share of the global market for automotive axial flux motors. BEVs are cars that only use electric power that is stored in batteries, providing zero-emission travel. The demand for BEVs has risen significantly in recent years due to the increased emphasis on sustainability and environmental issues. Due to the acceptance of electric mobility solutions and government programs supporting clean energy transportation, this market segment now holds a monopoly.

Demand Category Analysis

The OEM and Aftermarket divisions of the worldwide automotive axial flux motors market are separated based on demand type. The market for axial flux parts and systems that are directly supplied by producers to automotive firms for integration into new cars during the production process is referred to as the OEM segment. The market for axial flux products and services, on the other hand, is available for purchase and installation after the vehicle has been delivered to the end user and is included in the aftermarket category.

Regional Insights

By the end of 2021, Europe held most of the global revenue generated by axial flux motors. The severe measures the government has implemented to encourage the adoption of electric vehicles are the reason for the market's strong expansion in Europe. In March 2020, the UK government reportedly made significant investments in electric scooters and delivery drones as part of the "making journeys easier, smarter and greener" project. The axial flux motor market has great prospects for growth thanks to these global investments. Another element fueling market expansion is the existence of rival companies operating in this sector.

The government's strong initiatives to promote the use of electric vehicles have contributed to the sector's tremendous expansion across Europe. In March 2020, the UK government reportedly spent a sizable sum on electric scooters and delivery drones as part of a program dubbed "making trips easier, smarter, and greener." These international investments will significantly increase the axial flux motor market. Energy-efficient electric motors have the potential to save energy, and nations all over the region are putting strict regulations and policies in place to promote the usage of Axial Flux motors. Axial Flux motors market growth in the region is also discussed in detail, as well as the current effective efficiency criteria in each major market. APAC is renowned for having a rapidly expanding automotive sector, which is being supported by developing nations like China, India, and Japan. The huge market size in APAC is mostly due to the region's strong emphasis on technical improvements, rising disposable income, and rising urbanization. Automotive axial flux technologies find a significant market in this area, drawing both domestic and foreign competitors.

Key Market Players

Magnax BV

YASA Limited

Nidec Corporation

Saietta Group

EMRAX

Whylot Electromechanical Solutions

Agni Motors Ltd,

Turntide Technologies

Elaphe Propulsion Technologies,

Brusa Elektronik AG

PML Flightlink Ltd.

Report Scope:

In this report, the Global Passenger Cars Axial Flux Motors Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Passenger Cars Axial Flux Motors Market, By Propulsion Type:

BEV

HEV

PHEV

Passenger Cars Axial Flux Motors Market, By Demand Category:

OEM

Aftermarket

Passenger Cars Axial Flux Motors Market, By Region:

Asia-Pacific

China

India

Japan

Indonesia

Thailand

South Korea

Australia

Europe & CIS

Germany

Spain

France

Russia

Italy

United Kingdom

Belgium

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Turkey

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Passenger Cars Axial Flux Motors Market.

Available Customizations:

Global Passenger Cars Axial Flux Motors market report with the given market data, Tech Sci 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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