

United States Electric Power Steering Market, By Type (C-EPS, P-EPS, R-EPS), By Component Type (Steering Column, Steering Wheel, Sensors, Electronic Control Unit, Electric Motor and Bearings), By Vehicle Type (Passenger Cars, Medium & Heavy Commercial Vehicles, Light Commercial Vehicles and Off-the-Road Vehicles), By Mechanism Type (Collapsible EPS, Rigid EPS), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The United States Electric Power Steering (EPS) Market was valued at USD 360.84 million in 2024 and is projected to reach USD 507.24 million by 2030, growing at a CAGR of 5.8%. The market is undergoing significant growth, driven by evolving automotive technologies and the increasing shift away from traditional hydraulic steering systems. EPS systems offer several advantages, including improved fuel efficiency, enhanced vehicle control, and compatibility with electric and autonomous vehicle platforms. Their seamless integration with Advanced Driver Assistance Systems (ADAS) has positioned EPS as a critical component in modern vehicles. As consumer preferences lean toward safer, more efficient driving experiences, automakers are adopting EPS technologies to meet rising regulatory and performance expectations.

Key Market Drivers

Fuel Efficiency and Environmental Concerns

One of the primary forces propelling the growth of the U.S. Electric Power Steering (EPS) market is the automotive industry's focus on fuel efficiency and environmental impact reduction. According to the EPA's 50th Annual Automotive Trends Report, average vehicle fuel economy reached 27.1 mpg, a 1.1 mpg improvement from the previous year. EPS systems contribute to this progress by eliminating the hydraulic pump used in conventional systems, thereby reducing parasitic engine load and improving overall energy efficiency. As automakers work to meet stricter emissions regulations and consumers become more environmentally conscious, EPS is being increasingly adopted for its ability to reduce fuel consumption and contribute to greener mobility solutions.

Key Market Challenges

Technical Complexity and Maintenance Challenges

The integration of EPS systems brings notable technical challenges for manufacturers and service providers. These systems include multiple electronic components such as sensors, actuators, and control units, which require precise coordination for optimal performance. Diagnosing issues can be more complex than with hydraulic systems, often requiring advanced diagnostic tools and specialized technical expertise. Maintenance and repairs may be more costly and time-consuming, and in many cases, software updates are needed to ensure continued functionality. For consumers, this can translate to increased service center visits and higher ownership costs, especially in cases where independent repair shops lack the necessary equipment or training.

Key Market Trends

Integration with Advanced Driver Assistance Systems (ADAS)

The growing integration of Electric Power Steering with Advanced Driver Assistance Systems is a defining trend in the U.S. EPS market. Features such as adaptive cruise control, automated emergency braking, and lane-keeping assist rely on responsive and precise steering systems. EPS technology enables fine steering adjustments required by these ADAS functions, enhancing both vehicle safety and driving comfort. For example, EPS systems assist lane-keeping by gently guiding the vehicle back within lane boundaries, while adaptive cruise systems use EPS for steering input adjustments based on surrounding traffic. This compatibility with autonomous technologies is accelerating EPS adoption as vehicles evolve toward higher levels of automation.

Key Market Players

Mitsubishi Electric Corporation

Robert Bosch GmbH

Denso Corporation

JTEKT Corporation

NSK Ltd.

thyssenkrupp AG

ZF Friedrichshafen AG

Knorr Bremse AG

Dowlais Group Plc (GKN Automotive Ltd.)

Nexteer Automotive Corporation

Report Scope:

In this report, the United States Electric Power Steering Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Electric Power Steering Market, By Type:

C-EPS

P-EPS

R-EPS

United States Electric Power Steering Market, By Component Type:

Steering Column

Steering Wheel

Sensors

Electronic Control Unit

Electric Motor and Bearings

United States Electric Power Steering Market, By Vehicle Type:

Passenger Cars

Medium & Heavy Commercial Vehicles

Light Commercial Vehicles

Off-the-Road Vehicles

United States Electric Power Steering Market, By Mechanism Type:

Collapsible EPS

Rigid EPS

United States Electric Power Steering Market, By Region:

South

West

Mid-West

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Electric Power Steering Market.

Available Customizations:

United States Electric Power Steering 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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