

South & Central America Wire-to-Board EV Connectors Market Size and Forecast (2021 - 2031)

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Abstracts

The South and Central America (SAM) Wire-to-Board Electric Vehicle (EV) Connectors Market is projected to experience significant growth, with an expected market size of approximately US\$ 84.9 million by 2031, up from US\$ 21.5 million in 2024. This growth translates to a remarkable compound annual growth rate (CAGR) of 21.9% from 2025 to 2031.

Executive Summary and Market Analysis

The SAM Wire-to-Board EV Connectors market is primarily segmented into Brazil, Argentina, and the Rest of SAM. The electric vehicle market in this region is on an upward trajectory, driven by a strong commitment to reducing greenhouse gas (GHG) emissions and promoting sustainable transportation solutions. For instance, Argentina's 2022 Plan for Adaptation and Mitigation to Climate Change emphasizes the transition to electric vehicles. The government has set ambitious targets to replace 9.5% of the country's light utility internal combustion engine (ICE) vehicles with plug-in hybrid electric vehicles (PHEVs) or battery electric vehicles (BEVs) by 2030. Additionally, the plan includes the deployment of 18,000 slow EV chargers to ensure adequate infrastructure for the growing EV fleet. Such initiatives highlight the substantial growth potential for the EV market in SAM, which in turn drives investment in charging infrastructure and increases the demand for Wire-to-Board EV Connectors. These connectors are essential for providing reliable and standardized connections between wiring harnesses and EV systems.

Strategic Insights

Market Segmentation Analysis

The South and Central America Wire-to-Board EV Connectors Market can be analyzed through various segments:

By Type: The market is divided into Sealed Connector Systems and Unsealed Connector Systems. The Sealed Connector System segment is expected to dominate the market in 2024 due to its advantages in protecting against environmental factors.

By Application: The market is segmented into several applications, including Advanced Driver Assistance Systems (ADAS) and Safety Systems, Body Control and Interiors, Infotainment Systems, Engine Management and Powertrain, Battery Management Systems, Vehicle Lighting, and Others. The ADAS and Safety System segment is anticipated to lead the market in 2024, reflecting the growing focus on vehicle safety technologies.

By Propulsion Type: The market is categorized into Battery Electric Vehicles, Plug-In Hybrid Vehicles, Fuel Cell Electric Vehicles, and Hybrid Electric Vehicles. The Battery Electric Vehicle segment is expected to hold the largest market share in 2024, driven by the increasing adoption of fully electric vehicles.

By Voltage: The market is segmented into Low Voltage, Medium Voltage, and High Voltage categories. The High Voltage segment is projected to dominate in 2024, as high voltage systems are critical for efficient power transfer in EVs.

Market Outlook

The rapid adoption of electric vehicles and the development of smart grid infrastructure are creating significant opportunities within the wire-to-board EV connectors market. A transformative trend driving this growth is the increasing focus on vehicle-to-grid (V2G) technology. V2G technology allows EV batteries to function as distributed energy storage systems, enabling bidirectional power flow. This means that EVs can draw energy from the grid for charging and return excess energy during peak demand periods. This capability enhances grid stability, optimizes energy usage, and supports the transition toward sustainable power management.

Wire-to-board EV connectors play a crucial role in this ecosystem, ensuring efficient power transfer and stable signal communication between wiring harnesses, battery

packs, and control electronics. These connectors must be designed to support high voltage, high current, and bidirectional energy flow while maintaining mechanical durability and electrical reliability under demanding conditions. As the global adoption of V2G technology accelerates, the demand for specialized wire-to-board connectors is expected to rise significantly, presenting strong opportunities for manufacturers and suppliers to innovate and develop robust solutions for next-generation electric vehicles and smart grid integration.

Country Insights

The SAM Wire-to-Board EV Connectors Market is further segmented by country, with Brazil, Argentina, and the Rest of South and Central America being the key regions. Brazil is expected to hold the largest market share in 2024, driven by its rapid advancements in electric mobility and significant growth in charging infrastructure. According to the Brazilian Electric Vehicle Association (ABVE), the number of public EV charging stations increased by 28% from January to August 2023, reaching 3,800 stations. Projections suggest this number could rise to approximately 6,800 by the end of 2024, supported by the installation of 2,500 new stations. This expansion is likely to drive strong growth in Brazil's Wire-to-Board EV Connector market, as the increasing number of charging stations and onboard vehicle systems will require efficient, compact, and standardized connectors.

Additionally, BYD, the world's largest EV manufacturer, has been active in Brazil since 2015 and announced a significant investment of over US\$600 million in a new plant with an annual capacity of 150,000 electric vehicles. Total investments by BYD could exceed US\$1.1 billion by the end of 2024, indicating a robust demand for Wire-to-Board EV Connectors as the number of electric vehicles continues to grow.

Company Profiles

Key players in the South and Central America Wire-to-Board EV Connectors Market include Yazaki Corp, Sumitomo Electric Industries Ltd, Molex LLC, TE Connectivity Ltd, PHOENIX CONTACT GmbH & Co. KG, Aptiv Plc, Hirose Electric Co Ltd, Amphenol Corporation, KYOCERA Corporation, and Guchen Electronics. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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