



# **Global and China Automotive Seat Motor Industry Report, 2013-2014**

**Jul. 2014**

## STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

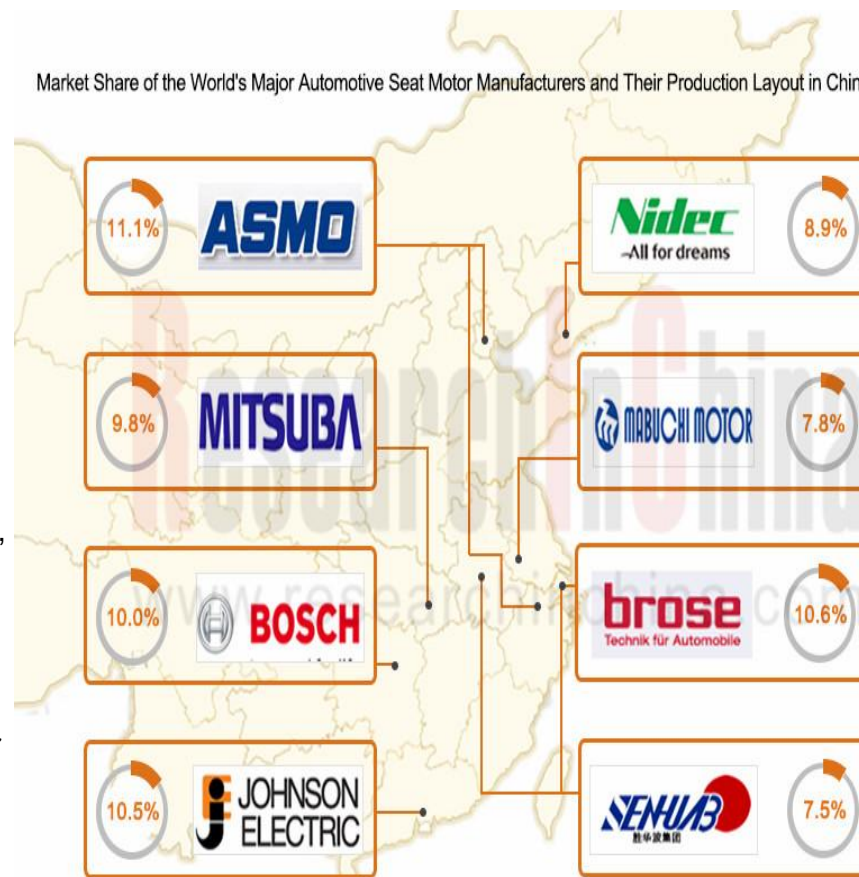
## Abstract

Passenger vehicle seat motors account for above 95% of the entire automotive seat motor market. Only mid-range and upscale passenger vehicles were equipped with seat motors before 2010, but, with intensified configuration competition among vehicle manufacturers and users' growing appetite for comfort, the installation rate of automotive seat motor has been gradually increasing in recent years.

Japanese and German companies play a leading role in automotive seat motor market globally, with the former ranking first with over 40% market share. The world's eight major automotive seat motor suppliers occupy 70% of the global market, of which four are from Japan, namely, ASMO, Nidec, Mitsuba and Mabuchi, two from Germany, i.e., Bosch and Brose, one from Hong Kong, China, i.e., Johnson Electric, and one from Chinese Mainland, i.e., Shenghuabo Group.

The mainland Chinese companies started late in automotive seat motor field. Most of them began producing such motors after 2003, with scale being small and technologies lagging behind international peers. By 2013, only Shenghuabo Group and Zhejiang Founder Motor Limited Company can produce over 1 million sets of seat motors each annually in Mainland China. Chinese automotive seat motor market now is dominated by foreign manufacturers.

Market Share of the World's Major Automotive Seat Motor Manufacturers and Their Production Layout in China, in 2013



Source: "Global and China Automotive Seat Motor Industry Report, 2013-2014" by ResearchInChina

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China has been the world's largest automobile and auto parts markets for five consecutive years since 2009. In the context of such favorable conditions, the world's leading vehicle and auto parts companies have made more efforts to explore the Chinese market, with key global seat motor manufacturers having set up factories or subsidiaries in China, and most of them having constantly built new plants or expanded capacities over the past three years.

Global and China Automotive Seat Motor Industry Report, 2013-2014 focuses on the following:

- ⇒ Overview of automotive seat motor, covering the components of automotive power seat, classification and technical standards of automotive seat motor;
- ⇒ Global and Chinese power seat market, including global and Chinese automobile market, major global and Chinese automotive seat companies and global and Chinese automotive power seat market size;
- ⇒ Global and Chinese automotive seat motor market, embracing the size and competition of global and Chinese automotive seat motor market.
- ⇒ Operation and automotive seat motor business of 8 Chinese and 6 international companies.

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