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# Electric Motors: United States

June 2019



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# About This Report

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## Scope

This report forecasts to 2023 US electric motor demand in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- alternating current (AC) motors – including breakouts for fractional and integral motors
- direct current (DC) motors – including breakouts for fractional and integral motors

Total demand is also segmented by market as follows:

- motor vehicles
- heating and cooling equipment
- machinery
- household appliances
- other markets such as aerospace and other transportation equipment, computers and other electronic products, and medical and scientific instruments

To illustrate historical trends, total demand is provided in annual series from 2008 to 2018; and the various segments are reported at five-year intervals for 2008, 2013, and 2018.

For the purposes of this report, universal motors are categorized as DC motors.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Electric Motors: United States* (FF45044) is based on *Global Electric Motors*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications

## About This Report

- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 5 | NAICS & SIC Codes Related to Electric Motors

| NAICS/SCIAN 2017                              |                                 | SIC                                |                     |
|---|---------------------------------|------------------------------------|---------------------|
| North American Industry Classification System |                                 | Standard Industrial Classification |                     |
| 335312  | Motor & generator manufacturing | 3621                               | Motors & generators |

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

## About This Report

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

*Global Electric Motors*

### Freedonia Industry Studies

*Clothes Washers & Dryers in the US*

*Commercial Refrigeration Equipment in the US*

*Global Buses*

*Global Hybrid & Electric Vehicles*

*Global Pumps Market*

*HVAC Equipment*

*North America Automotive Aftermarket*

*North American Medium- & Heavy-Duty Truck Aftermarket*

*Power Lawn & Garden Equipment*

*Power Tools in the US*

### Freedonia Focus Reports

*Civil Aircraft: United States*

*Computers & Peripherals: United States*

*HVAC Equipment: United States*

*Manufacturing: United States*

*Motor Vehicles: United States*

*Small Kitchen Appliances: United States*

### Freedonia Custom Research

### Trade Publications

*Air conditioning, Heating & Refrigeration News*

*ASSEMBLY*

*Automotive News*

*Design News*

*Drives & Controls*

*Power Transmission Engineering*

*Ward's Automotive*

### Agencies & Associations

International Electrotechnical Commission

Motion Control & Motor Association

National Electrical Manufacturers Association

United States Census Bureau

United States International Trade Commission