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Global Electric Motors

June 2019



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About This Report

Scope

This report forecasts to 2023 global demand for electric motors by product, market, and major world region in nominal US dollars at the manufacturer level. Product segments include:

- AC (alternating current) motors
 - AC fractional horsepower
 - AC integral horsepower
- DC (direct current) motors
 - DC fractional horsepower
 - DC integral horsepower

Reported markets encompass:

- motor vehicles
- household appliances
- heating and cooling equipment
- machinery
- other markets such as aerospace, other transportation equipment, and commercial and service equipment

Major world regions include North America, Western Europe, Asia/Pacific, and all other regions.

To illustrate historical trends, world, product, market, and regional demand (including product and market segments) are provided for 2008, 2013, and 2018.

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

For any given historical year, US dollar amounts are obtained from values expressed in the applicable local currency. These local currency values are converted to US dollars at the average annual exchange rate for that year. For forecast years, the US dollar amounts assume the same annual exchange rate as that prevailing in 2018.

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

Global Electric Motors (FW45044) is based on 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 organizations
- trade associations and their publications
- 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 8 | 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

Table 9 | HS Codes Related to Electric Motors

HS Code	Definition
850110	Electric motors <37.5 watts
850120	Universal AC/DC electric motors >37.5 watts
850131	DC electric motors/generators <750watts
850132	DC electric motors/generators >750 watts but <75 kilowatts
850133	DC electric motors/generators >75 kilowatts but <375 kilowatts
850134	DC electric motors/generators >375 kilowatts
850140	AC single-phase electric motors
850151	AC multiphase electric motors <750 watts
850152	AC multiphase electric motors >750 watts but <75 kilowatts
850153	AC multiphase electric motors >75 kilowatts
851140	ICE starter electric motors & dual purpose starter-generators

Source: United Nations Statistics Division

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.

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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