Alternator Market by Product, Technology, Power Output, Type, Vehicle Type, & by Region - Forecast to 2020

**Description:**

"Alternator Market by Product (Starter Motor & Alternator), Technology (BAS, Enhanced Starter, Direct Start, ISG), Power Output (1.0-3.0KW, 3.0-5.0KW, >5.0KW), Type (Electric, Gear Reduction), Vehicle Type (ICE, Micro-Hybrid, Hybrid), & by Region - Forecast to 2020"

The automotive starter motor and alternator market has witnessed considerable growth in emerging nations such as China, India, and Mexico, following an increasing in vehicle electrification and increasing vehicle production.

This report classifies and defines the global automotive starter motor and alternator market size, in terms of volume and value. Market size, in terms of volume, has been provided in thousand units from 2013 to 2020, while the market size by value is provided in terms of USD million. This report also segments the automotive starter motor and alternator market into major region (North America, Asia-Oceania, Europe, and RoW). Key players in the automotive starter motor and alternator market have also been identified and profiled.

Asia-Oceania is estimated to grow at a highest CAGR of 6.36%. China is the major market for starter motor and alternator in Asia-Oceania region. Factors such as growing sales of cars, which is in turn driven by rise in disposable income of the consumers, improving economy, and increasing industrialization have fueled the demand for vehicles. Rising development of advance technologies and their adoption on large scale has fueled the growth of the market in the country. The market for alternators in China is estimated to grow at a CAGR of 7.90% and is expected to reach USD 3,126.7 million by 2020, while the market for starter motor is projected to grow to USD 3,049.1 million by 2020, at a CAGR of 7.74%.

The report also provides a comprehensive review of market drivers, restraints, opportunities, challenges, and key issues in the global automotive starter motor and alternator market. Apart from analyzing the quantitative aspects of these markets, the report also covers qualitative aspects, such as value chain analysis, and Porter's five force analysis for the global automotive starter motor and alternator market.

The automotive starter motor and alternator market is dominated by a few major players such as, Robert Bosch GmbH (Germany), Denso Corporation (U.S.), Valeo S.A. (France), Hitachi Automotive (Japan), Lucas Electrical (U.K.), Mitsubishi Corporation (Japan), Hella KGaA Hueck & Co., (Germany), Motor Corporation of America (U.S.), Control Power Technology (U.K), and Mitsuba Corporation (Japan). Key strategies adopted by these key market players include regional expansion and new product development.

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