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.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
   1.3.1 Markets Covered
   1.3.2 Years Considered in the Report
   1.4 Currency
   1.5 Package Size
   1.6 Limitations
   1.7 Stakeholders

2 Research Methodology
   2.1 Research Data
   2.2 Secondary Data
   2.2.1 Key Secondary Sources
   2.2.2 Key Data From Secondary Sources
   2.3 Primary Data
   2.3.1 Sampling Techniques & Data Collection Methods
2.3.2 Primary Participants
2.4 Factor Analysis
2.4.1 Introduction
2.4.2 Demand-Side Analysis
2.4.2.1 Increasing Vehicle Production in Developing Countries
2.4.2.2 Impact of Gross Domestic Product On Commercial Vehicle Sales
2.4.2.3 Urbanization Vs. Passenger Cars Per 1,000 People
2.4.2.4 Infrastructure: Roadways
2.4.3 Supply-Side Analysis
2.4.3.1 Technological Advancements
2.4.3.2 Influence of Other Factors
2.5 Market Size Estimation
2.6 Data Triangulation
2.7 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Opportunities in the Automotive Starter Motor & Alternator Market
4.2 Regional Analysis for Automotive Starter Motor & Alternator Market, 2015
4.3 Global Automotive Starter Motor Market, By Technology
4.3.1 Ice Vehicle
4.3.2 Micro-Hybrid Vehicles
4.3.3 Hybrid Vehicles
4.4 Global Automotive Starter Motor & Alternator Market, By Power Output
4.5 Global Automotive Starter Motor & Alternator Market Product Life Cycle (Plc)
4.6 Who Supplies to Whom

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Type
5.2.2 By Power Output
5.2.3 By Technology
5.2.4 Automotive Starter Motor & Alternator Market, By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Increasing Electrification of Vehicles
5.3.1.2 Increasing Vehicle Production
5.3.2 Restraints
5.3.2.1 Increasing Demand for Electric Vehicles
5.3.3 Opportunities
5.3.3.1 Integrated Starter Generator (Isg) and Compact Clutch Integrated Pulley for Alternators & Direct Start
5.3.4 Challenge
5.3.4.1 Developing An Efficient Alternator With Minimal Losses
5.4 Burning Issue
5.4.1 Elimination of Starter Motor
5.5 Value Chain Analysis
5.6 Porter’s Five Forces Analysis
5.6.1 Threat of New Entrants
5.6.2 Threat of Substitutes
5.6.3 Bargaining Power of Suppliers
5.6.4 Bargaining Power of Buyers
5.6.5 Intensity of Competitive Rivalry
5.7 Technology Overview
5.7.1 Starter Motor
5.7.2 Alternator
5.8 Starter Motor Technologies
5.8.1 Belt-Driven Alternator Starter
5.8.2 Enhanced Starter
5.8.3 Direct Starter
5.8.4 Integrated Starter Generator (Isg)
6 Automotive Starter Motor Market, By Type
  6.1 Introduction
  6.2 Electric Starter Motors
  6.3 Gear Reduction Starter Motors

7 Automotive Starter Motor Market, By Power Output
  7.1 Introduction
  7.2 1.0 Kw to 3.0 Kw
  7.3 3.0 Kw to 5.0 Kw
  7.4 5.0 Kw & Above

8 Automotive Starter Motor Market, By Technology
  8.1 Introduction
  8.2 Belt Driven Starter Alternator
  8.3 Enhanced Starter
  8.3.1 By Vehicle Type
  8.4 Direct Start
  8.4.1 By Vehicle Type
  8.5 Isg
  8.5.1 By Vehicle Type

9 Automotive Starter Motor & Alternator Market, By Region
  9.1 Introduction
  9.2 Asia-Oceania
  9.2.1 China
  9.2.2 Japan
  9.2.3 South Korea
  9.2.4 India
  9.2.5 Pest Analysis
  9.2.5.1 Political Factors
  9.2.5.2 Economic Factors
  9.2.5.3 Social Factors
  9.2.5.4 Technological Factors
  9.3 Europe
  9.3.1 Germany
  9.3.2 France
  9.3.3 U.K.
  9.3.4 Spain
  9.3.5 Pest Analysis
  9.3.5.1 Political Factors
  9.3.5.2 Economic Factors
  9.3.5.3 Social Factors
  9.3.5.4 Technological Factors
  9.4 North America
  9.4.1 U.S.
  9.4.2 Mexico
  9.4.3 Canada
  9.4.4 Pest Analysis
  9.4.4.1 Political Factors
  9.4.4.2 Economic Factors
  9.4.4.3 Social Factors
  9.4.4.4 Technological Factors
  9.5 ROW
  9.5.1 Brazil
  9.5.2 Russia

10 Competitive Landscape
  10.1 Market Share Analysis, Starter Motor & Alternator Market
  10.2 Competitive Situation and Trends
  10.3 Expansions
  10.4 Agreements/Joint Ventures/Partnerships
  10.5 New Product Launches
10.6 Mergers & Acquisitions

11 Company Profiles
11.1 Introduction
11.2 Robert Bosch GmbH
11.3 Denso Corporation
11.4 Hitachi Automotive Systems, Ltd.
11.5 Mitsuba Corporation
11.6 Mitsubishi Electric Corporation
11.7 Valeo Sa
11.8 Hella Kgaa Hueck & Co.
11.9 Lucas Electrical
11.10 Motorcar Parts of America
11.11 Controlled Power Technologies Ltd.
11.12 Asimco Technologies

12 Appendix
12.1 Available Customizations
12.1.1 Alternator Market, By Components
12.1.1.1 Pulley
12.1.1.2 Drive End Shield
12.1.1.3 Roller Bearing
12.1.1.4 Rotor
12.1.1.5 Stator
12.1.1.6 Collector Ring End Shield
12.1.1.7 Regulator
12.1.1.8 Rectifier
12.1.1.9 Protective Cap
12.1.2 Starter Motor Market, By Components
12.1.2.1 Armature
12.1.2.2 Starter Drive Gear
12.1.2.3 Shift Fork
12.1.2.4 Return Spring
12.1.2.5 Solenoid
12.1.2.6 Plunger
12.1.2.7 Brush
12.1.2.8 Field Coils
12.1.3 Starter Motor and Alternator Market, By Off-Highway Vehicles
12.1.3.1 Agricultural Vehicles
12.1.4 Construction Vehicles
12.2 Discussion Guide
12.3 Introducing Rt: Real-Time Market Intelligence
12.4 Related Reports

List of Tables:
Table 1 Drivers: Impact Analysis
Table 2 Restraints: Impact Analysis
Table 3 Opportunities: Impact Analysis
Table 4 Challenge: Impact Analysis
Table 5 Automotive Starter Motor Market, By Type, 2013-2020, ('000 Units)
Table 6 Automotive Starter Motor Market, By Type, 2013-2020, (USD Million)
Table 7 Relation Between Powerout & Engine Displacement
Table 8 Automotive Starter Motor Market Size, By Power Output, 2013-2020 ('000 Units)
Table 9 Automotive Starter Motor Market Size, By Power Output, 2013-2020 (USD Million)
Table 10 Automotive 1 Kw to 3.0 Kw Starter Motor Market Size, By Region, 2013-2020 ('000 Units)
Table 11 Automotive 1.0 Kw to 3.0 Kw Starter Motor Market Size, By Region, 2013-2020 (USD Million)
Table 12 Automotive 3.0 Kw to 5.0 Kw Starter Motor Market Size, By Region, 2013-2020 ('000 Units)
Table 13 Automotive 3.0 Kw to 5.0 Kw Starter Motor Market Size, By Region, 2013-2020 (USD Million)
Table 14 Automotive 5.0 Kw & Above Starter Motor Market Size, By Region, 2013-2020 ('000 Units)
Table 15 Automotive 5.0 Kw & Above Starter Motor Market Size, By Region, 2013-2020 (USD Million)
Table 16 Belt Driven Starter Market, By Vehicle Type, 2013-2020 ('000 Units)
Table 17 Belt Driven Starter Market, By Vehicle Type, 2013-2020 (USD Million)
Table 18 Enhanced Starter Market, By Vehicle Type, 2013-2020 ('000 Units)
Table 19 Enhanced Starter Market, By Vehicle Type, 2013-2020 (USD Million)
Table 20 Direct Start Market, By Vehicle Type, 2013-2020 (000 Units)
Table 21 Direct Start Market, By Vehicle Type, 2013-2020 (USD Million)
Table 22 Isg Market, By Vehicle Type, 2013-2020 (000 Units)
Table 23 Isg Market, By Vehicle Type, 2013-2020 (USD Million)
Table 24 Automotive Starter Motor & Alternator Market, By Region, 2013-2020 (000 Units)
Table 25 Automotive Starter Motor & Alternator Market, By Region, 2013-2020 (USD Million)
Table 26 Asia-Oceania: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 27 Asia-Oceania: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 28 Asia-Oceania: Automotive Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 29 Asia-Oceania: Automotive Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 30 China: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 31 China: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 32 Japan: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 33 Japan: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 34 South Korea: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 35 South Korea: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 36 India: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 37 India: Automotive Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 38 Europe: Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 39 Europe: Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 40 Europe: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 41 Europe: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 42 Germany: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 43 Germany: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 44 France: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 45 France: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 46 U.K.: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 47 U.K.: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 48 Spain: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 49 Spain: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 50 North America: Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 51 North America: Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 52 North America: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 53 North America: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 54 U.S.: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 55 U.S.: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 56 Mexico: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 57 Mexico: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 58 Canada: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 59 Canada: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 60 Row: Starter Motor & Alternator Market, By Country, 2013-2020 (000 Units)
Table 61 Row: Starter Motor & Alternator Market, By Country, 2013-2020 (USD Million)
Table 62 Row: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 63 Row: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 64 Brazil Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 65 Brazil Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 66 Russia: Starter Motor & Alternator Market, By Product, 2013-2020 (000 Units)
Table 67 Russia: Starter Motor & Alternator Market, By Product, 2013-2020 (USD Million)
Table 68 Expansions, 2012-2015
Table 69 Agreements/Joint Ventures/Partnerships, 2011-2015
Table 70 New Product Launches, 2013-2015
Table 71 Mergers & Acquisitions, 2012-2015

List of Figures:
Figure 1 Market Segmentation
Figure 2 Research Design
Figure 3 Research Methodology Model
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, & Region
Figure 5 Vehicle Production, 2009-2014
Figure 6 Gross Domestic Product Vs. Total Vehicle Sales
Figure 7 Urbanization Vs. Passenger Cars Per 1,000 People
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