

Industrial Automation Equipment Viewpoint Service

In-depth regional intelligence on the global industrial automation equipment market—spotlighting leading players, growth drivers, and trends.

Key Questions Answered

- How are macroeconomic trends impacting automation investment?
- What emerging trends and technologies should be on market players' radar?
- Which regional markets have bright prospects, and where does the growth momentum come from?
- Which industries will be the engines of growth in demand for automation equipment in the short and long term?

What We Offer

- **10-year** growth dynamics for **51** products (**4-year** historical retrospective, **5-year** growth forecast) , covering revenue, unit shipments and average selling price (ASP)
- Trend analysis of **36** industry segments in terms of the overall automation market and **7** automation product group dimensions
- Global and regional market share estimates for top suppliers across automation, motor & motor controls and power transmission
- Quarterly updates with expert insights from Omdia analysts to ensure ongoing, up-to-date market coverage



In 2025, facing global demand uncertainty, geopolitical risks, and trade protectionism, automation manufacturers are positioning in emerging markets and making flexible, region-specific strategies to enhance resilience against external risks. This service will provide strategic support and confidence in your decision making in real time.



Lisa Wang

Senior Analyst

SPEAK WITH OUR EXPERTS

Delivering strategic insights across the entire IAE landscape

Key Deliverables



Industrial Automation Executive (IAE) Insights

Provides strategic insight into the overall IAE market, highlighting key market movements, demand shifts, and forecasts to support strategic decision-making.



IA Product Insights

Delivers a focused view on product-level performance and outlook, including analysis of the forces driving growth and the evolution of industrial automation technologies.



Industry Trends & Analyses

Explores trends across critical industrial sectors and technologies, offering a forward-looking perspective on demand, investment focus, and market trajectory.



Competitive Market Environment Overview

Analyzes the competitive landscape, including supplier positioning, merger and acquisition activity, and strategic movements by the leading global players.

Scope of Work

Coverage

- **Motors & Generators:** Includes fractional and integral motors (AC/DC), medium voltage motors, and power generators across voltage levels.
- **Motor Controls:** Covers AC drives, servo and stepper drives, soft starters, MCCs, and other control components.
- **Automation Equipment:** Includes discrete controllers, industrial PCs, PLCs, I/O modules, operator terminals, CNCs, machine vision, and safety equipment.
- **Process Control:** Encompasses distributed controllers, temperature/process controllers, and instrumentation devices.
- **Switchgear:** Covers MCBs, relays, pushbuttons, and circuit breakers.
- **Power Transmission Equipment:** Rotary (gearboxes, bearings, couplings) and linear products (hydraulic/pneumatic actuators, valves, tables)

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