Component Manufacturers Increase Presence in Linear Actuator Market

Contributed by IMS Research
Friday, 08 August 2008

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The market for pre-assembled rodless actuators continues to grow at a faster rate than linear motion components in both EMEA and Americas, with suppliers that traditionally manufactured components gaining market share according to the latest study by IMS Research.
The low prices at which component manufacturers, especially those based in Asia, are able to bring their pre-assembled products to market continues to intensify price pressures within these two regions. Many component suppliers are marketing actuators designed with a single u-shaped guide, which can be up to 40% cheaper than the traditional double guided products offered by most dedicated pre-assembled suppliers. This is making it increasingly difficult for actuator suppliers to remain competitive. Whilst this is a noticeable trend in both regions, the effects are most evident in the more price sensitive Americas market.

Report analyst Robert Carter commented â€œIn 2003 linear motion component manufacturers, such as THK, accounted for approximately one tenth of the Americas pre-assembled rodless actuator market, however, by 2005 this share had increased to nearly a quarter of the total market. This highlights the success that component manufacturers are having in addressing the market for low cost linear actuationâ€•.

Carter continues â€œCurrently the competitive pressures introduced by these companies are more prevalent in a variety of low-end applications such as material handling. However, as low functionality automation continues to increase in a wide range of industries, component manufacturers are expected to further increase their share of the actuator market. This will encourage more dedicated suppliers of pre-assembled products to focus on high-end industries and applications requiring complete linear motion solutions, in order to protect their businessâ€•.
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