This report analyzes the market for low voltage controlgear used in industrial applications. The market enjoyed robust growth in 2017 and 2018, but will return to average growth during the forecast period.

Low voltage controlgear consists of electro-mechanical devices that are part of a larger system of equipment and wiring. The technology is mature so there is little development. Hence, trends are subtle and major trends tend to follow those of related products like AC drives.

Asia has become the largest market, driven by the ongoing manufacturing boom, followed by Europe and North America. Part of that growth is due to greater use of automation to replace manual workers as labor costs rise. In addition, industrial organizations around the world are investing more to protect expensive assets like electrical equipment and machinery from damage due to overload or short circuits.

The two largest technical standards for controlgear are NEMA in North America and IEC in the rest of the world. While NEMA is still strong in the US market, IEC components are becoming more popular there due to their compact size, larger variety of sizes, and lower prices.

Motor management systems (MMS) integrate motor control components into a system that is easier to start up and offers diagnostics for maintenance. An MMS makes sense in mission-critical applications and those for which unpredicted downtime is unacceptable. This solution is more expensive than using individual components, so it is important to develop a business case to show that such a solution may be more economical for the user in the long term.

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Most suppliers sell controlgear as part of a larger portfolio of automation and power management products. For this reason, strategic issues center mostly on taking advantages of synergies between these domains. Key supplier strategies include:

- Avoiding price competition
- Offering integrated motor management systems
- Identifying new growth markets
- Setting up reliable distribution channels

This ARC research is available in the form of a Market Intelligence Workbook (Excel) and/or a concise, executive-level Market Analysis Report (PDF), with or without detailed charts.