THE SOFT STARTER MARKET IS MATURE WITH OPTIMISTIC GROWTH

This study analyzes the market for low voltage soft starters. The market grew at a decent pace in 2015, and ARC is optimistic about growth in 2016 and beyond.

Soft starters consist of electromechanical 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 for soft starters, 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.

Soft starters have shifted to digital technology that encompasses microprocessors for providing customers numerous advanced functions and features. Many soft starters now include network options so that they can be connected to plant control systems.

Motor management systems (MMS) integrate motor controls 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 unanticipated downtime is unacceptable. An MMS solution is more expensive than using individual components, so it is important to develop sample business cases to show that such a solution may be cheaper for the user in the long-term.

For more information on this research, visit us at www.arcweb.com/market-studies/.

STRATEGIC ISSUES

Most suppliers sell soft starters 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. This study identifies and explains key issues suppliers face and strategies to surmount them, such as:

- How to remain price competitive?
- Expand portfolio of offerings
- Identify growth markets
- How to maintain customer relationship?
- How to set up the right distribution channels?

RESEARCH FOCUS AREAS

STRATEGIC ANALYSIS
Major Trends
Industry Trends
Regional Trends
Strategies for Success

COMPETITIVE ANALYSIS
Market Shares of the Leading Suppliers
Market Shares by Region
North America
Europe/Middle East/Africa
Asia
Latin America
Market Shares by Revenue Category
Hardware
Software
Services
Market Shares by Industry
Aerospace & Defense
Automotive
Building Automation
Cement & Glass
Chemical
Electric Power Generation
Electric Power T&D
Electronics & Electrical
Food & Beverage

Machinery Manufacturing
Metals
Mining
Oil & Gas
Pharmaceutical & Biotech
Pulp & Paper
Semiconductors
Water & Wastewater
Market Shares by Sales Channel
Market Shares by Customer Type

MARKET FORECASTS & HISTORIES
Total Soft Starters Business
Shipments by Region
Shipments by Revenue Category
Shipments by Industry
Shipments by Machinery Segment
Shipments by Power
Shipments by Phase
Shipments by Sales Packaging
Shipments by Sales Channel
Shipments by Customer Type

SUPPLIER PROFILES
Profiles for the major suppliers servicing this market are included.