

Global Automotive Pneumatic Comfort Seat System Market Size Study & Forecast, By Vehicle Type (Passenger Car, Light Commercial Vehicle, Heavy Commercial Vehicle) By Propulsion Type (ICE Vehicles, Electric and Hybrid Vehicles) By Functions (Pneumatic Lumbar Support, Pneumatic Massage, Seat Climate System, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Automotive Pneumatic Comfort Seat System Market is valued at approximately USD 1.23 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.5% over the forecast period 2023-2030. Automotive Pneumatic Comfort Seat System is a type of seating technology commonly used in various applications such as automotive, aerospace, and office furniture. The system utilizes pneumatic (air-based) mechanisms to provide comfort, support, and adjustability to the user. The Automotive Pneumatic Comfort Seat System market is expanding because of factors such as the rising demand for pneumatic seating systems in luxury cars and the increasing production of motor vehicles. These seating systems contain air chambers that can be inflated or deflated to adjust the firmness or softness of the seat cushion according to the user's preference. As a result, the demand for Automotive Pneumatic Comfort Seat Systems has progressively increased in the global market during the forecast period 2023-2030.

Luxury car buyers often seek personalized and customizable features to tailor their driving experience to their preferences. Pneumatic seating systems typically offer a wide range of adjustments, such as lumbar support, seat height, and tilt, allowing users

to customize their seating position for optimal comfort. This customization capability aligns with the expectations of luxury car buyers and can serve as a selling point for automotive pneumatic comfort seat systems. According to Statista, the global luxury car market accounted for USD 542.03 billion in 2020 and reached up to USD 684.27 billion in 2023. Furthermore, Pneumatic seating systems offer superior comfort compared to traditional seating arrangements. They can be adjusted dynamically to conform to the driver's or passenger's body contours, providing better support and reducing fatigue during long drives. Another important factor that drives the Automotive Pneumatic Comfort Seat System market is the increasing production of motor vehicles. Original Equipment Manufacturers may seek to differentiate their vehicles by offering advanced comfort features. Since vehicle production rises, these OEMs would be more inclined towards the integration of pneumatic comfort seat systems into their vehicles to attract customers and remain competitive in the market. In addition, as per Statista, global motor vehicle production accounts for 78 million units of vehicles in 2020 and reached up to 94 million units of vehicles in 2023. Moreover, increasing demand for lightweight seating solutions and technological advancements associated with automotive pneumatic comfort seat systems are anticipated to create a lucrative growth opportunity for the market over the forecast period. However, the high cost of the automotive pneumatic comfort seat system and malfunctioning issues related to pneumatic seating solutions is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Pneumatic Comfort Seat System Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the growing demand for lightweight automotive components in the region. Automotive manufacturers are constantly seeking ways to reduce vehicle weight to improve fuel efficiency and overall performance. Pneumatic comfort seat systems utilize air-based mechanisms for adjustments, which can be lighter compared to traditional mechanical systems. This lightweight design contributes to the overall weight reduction of the vehicle, thereby supporting fuel efficiency goals. The region's dominant performance is anticipated to propel the overall demand for Automotive Pneumatic Comfort Seat Systems. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as the increasing number of hybrid electric vehicles in the region. Hybrid electric vehicles often use lightweight materials and design strategies to improve fuel efficiency. Pneumatic comfort seat systems can contribute to weight reduction compared to traditional mechanical seat systems, as they typically involve fewer heavy components. This aligns with the overall goal of HEVs to reduce weight for improved energy efficiency.

Major market players included in this report are:

Lear Corporation

Continental AG

Toyota Boshoku Corporation

Tangtring Seating Technology Inc.

Faurecia SE

Leggatt & Platt Incorporated

Alfmeier Group GmbH & Co. KG

Grammer AG

Gentherm Incorporated

Adient PLC

Recent Developments in the Market:

In March 2022, Lear Corporation a global automotive technology leader in Seating and E-Systems, acquired Kongsberg Automotive's Interior Comfort Systems (ICS) business. The acquisition is going to enhance Lear's seat component capabilities and broaden its product portfolio in increasingly popular thermal and comfort seating solutions, including seat heating and ventilation, massage, and lumbar support.

Global Automotive Pneumatic Comfort Seat System Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Vehicle Type, Propulsion Type, Functions, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Vehicle Type

Passenger Car

Light Commercial Vehicle

Heavy Commercial Vehicle

By Propulsion Type

ICE Vehicles

Electric and Hybrid Vehicles

By Functions

Pneumatic Lumbar Support

Pneumatic Massage

Seat Climate System

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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