

US Automotive Seat Control Module Market Size study, by Type (Front Seat Control Module, Rear Seat Control Module) By Application (OEMs, Aftermarkets) Forecasts 2022-2032

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Abstracts

US Automotive Seat Control Module Market is valued at approximately USD 1.74 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.37% over the forecast period 2024-2032. The Automotive Seat Control Module is an electronic component in modern vehicles responsible for managing and controlling various functions related to the vehicle's seats. It serves as the interface between the seat controls and the actuators that adjust the seat position, lumbar support, heating, ventilation, and other features. The seat control module provides enhancing comfort, convenience, and safety for occupants by providing precise control over various seat adjustments and features within the vehicle. The rising focus on connected cars is gaining attention in the US Automotive Seat Control Module Market. Connected seat control modules contribute to enhanced safety and security features in vehicles. They integrate with vehicle security systems to detect unauthorized entry or tampering with the seats. Additionally, connectivity features enable real-time monitoring of seat occupancy and seatbelt usage, contributing to occupant safety in the event of a collision or emergency.

The US Automotive Seat Control Module Market is driven by rising demand for customized in-vehicle features and increasing demand for luxury vehicles across the region. American consumers increasingly prioritize vehicles that offer personalized experiences. Customized in-vehicle features, including seat controls, allow individuals to tailor their driving environment to their specific preferences, enhancing comfort and satisfaction. In addition, luxury vehicles are known for their emphasis on comfort and convenience. They come equipped with advanced seat control modules that offer

features such as power-adjustable seats, memory settings, heating, ventilation, massage functions, and even built-in entertainment systems. The demand for these advanced comfort features fuels the need for sophisticated seat control modules. However, high spending associated to automotive seat control modules and limited retrofitting options is going to impede the overall demand for the market during the forecast period 2024-2032.

Major market players included in this report are:

Adient plc

Lear Corporation

Dorman Products, Inc

De-Amertek Corporation

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Type

Front Seat Control Module

Rear Seat Control Module

By Application

OEMs

Aftermarkets

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major

regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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