

Global Automotive Haptic Driver IC Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Automotive Haptic Driver IC market size was valued at US\$ 47.74 million in 2025 and is forecast to a readjusted size of US\$ 221 million by 2032 with a CAGR of 24.4% during review period.

Automotive haptic driver ICs are key control chips for human-machine interaction in the intelligent cockpit. They mainly address the lack of mechanical confirmation in pure touch interfaces, the need for drivers to repeatedly look down to verify operations, and the inconsistency of interaction feedback across multiple surfaces. These devices drive actuators such as LRAs, ERMs, VCMs, or solenoids, and, together with closed-loop control, automatic resonance tracking, waveform storage, diagnostic protection, low-latency triggering, low-power standby, and AEC-Q100 automotive-grade reliability design, convert pressing, sliding, knob operation, virtual button use, and smart-surface interactions into perceivable clicks, pulses, damping, and warning feedback. Current product formats fall into two groups: one is dedicated haptic drivers supplied by TI, Renesas, Cirrus Logic, Awinic, Dongwoon Anatech, and FourSemi; the other is solutions from companies such as Microchip and Infineon that further integrate touch sensing, force touch, or ultra-low-latency haptic control into automotive touch controllers. As a result, the industry is moving from single-point vibration driving toward coordinated optimization of touch sensing, actuator control, and software-defined experience. Typical applications cover center-stack and passenger displays, touch keys, steering wheels, door panels, seats, and other smart-surface scenarios. The main customers are OEMs, cockpit domain controller and display module Tier 1 suppliers, and HMI solution providers. A common delivery model is B2B project-based design-in using chips plus software tools, evaluation boards, and reference designs, followed by mass production as vehicle platforms are awarded.

The demand for automotive haptic driver ICs essentially stems from the need to rebalance smart cockpit interface digitalization and driving safety. As center displays, touch keys, hidden function zones, and smart surfaces rapidly replace traditional mechanical switches, in-vehicle interaction has gained greater design flexibility and integration, but it has also introduced new issues, such as whether a command has actually been triggered, whether a function has been activated, and whether the driver must look down again to confirm an operation while driving. Official solution pages generally position reduced driver distraction, stronger confirmation feedback, and replacement of physical buttons as core value propositions. This shows that haptic feedback in vehicles is no longer just a simple vibration function, but rather a confirmation layer within the cockpit interaction chain. For OEMs and Tier 1 suppliers, the ability to preserve sufficient eyes-free operability without increasing the number of physical buttons directly affects whether an HMI solution can pass project evaluation and user experience validation. This is especially true for high-frequency driving functions such as climate control, defogging, volume, windows, and steering wheel controls, where users rely more on muscle memory and instant confirmation, and where purely visual feedback cannot fully replace the feel of mechanical interaction. The tightening of new European evaluation protocols and U.S. driver distraction guidelines is also pushing automotive haptic solutions closer to becoming safety-related interaction enhancement components rather than optional experience upgrades. As a result, their adoption logic is shifting from simple feature enhancement toward integrated design that balances regulatory trends, interaction efficiency, and brand experience. From a technology competition perspective, automotive haptic driver ICs are evolving from simple actuator-driving devices into system components that coordinate sensing, control, and feedback. Dedicated solutions from TI, Renesas, Cirrus Logic, and Awinic emphasize capabilities such as LRA, ERM, VCM, or solenoid driving, closed-loop control, automatic resonance tracking, waveform storage, diagnostic protection, and AEC-Q100 automotive-grade reliability. Meanwhile, Microchip and Infineon are further integrating ultra-low-latency haptic feedback, force touch, and multi-touch capabilities into automotive touch controllers, forming an integrated technology path. In future vehicle programs, the key performance indicators will no longer be limited to drive voltage or power. They will also include trigger latency, tactile consistency, actuator adaptation efficiency, software toolchain maturity, EMC and fault diagnostic performance, and vehicle-level tuning cycle time. As a result, competition in this market will increasingly resemble competition among automotive platform components. Suppliers that can help customers complete waveform tuning more quickly, reduce false touches, and shorten validation time before SOP will be more likely to win platform nominations and achieve cross-model replication. For suppliers, evaluation boards, GUI-

based parameter configuration, waveform libraries, reference designs, and field application support are shifting from value-added services to essential elements of design-win capability. For customers, the choice is no longer just a chip, but an entire haptic interaction capability that is mass-producible, reusable, and fast to validate. From the perspective of industry evolution and regional structure, the current supply landscape has already formed a pattern in which Western analog and touch-control suppliers coexist with newer Asian entrants. U.S. and European suppliers still maintain advantages in automotive-grade analog design, touch control, and system-level design experience, while Korean and Chinese mainland suppliers are becoming increasingly aggressive in actuator adaptation, cost control, and responsiveness to local cockpit programs. On the application side, use cases are no longer limited to center-stack touch keys, but are expanding into steering wheel interaction zones, door panels, HVAC zones, seats, curved displays, and large multi-screen systems, implying that the number of haptic nodes that can be deployed per vehicle still has room to grow. In the short term, dedicated haptic drivers will likely remain the mainstream choice, especially for scenarios requiring independent driving, stronger actuator compatibility, and rapid single-node design-in. In the medium to long term, integrated touch-plus-haptics control solutions are likely to increase their penetration in large displays, smart surfaces, and highly integrated cockpit domain control architectures. The real growth of this industry is not just about an increase in chip count, but about automotive HMI upgrading from 'visible means usable' to 'tactile means confirmed.' As OEMs shift brand differentiation away from exterior styling and screen size toward interaction detail, surface materials, and emotional in-cabin value, haptic feedback is likely to become a highly certain incremental growth area in the next wave of smart cockpit experience optimization, following displays and voice. If future Euro NCAP and similar evaluation frameworks continue to incorporate HMI confirmation methods into their assessment criteria, the penetration rate of automotive haptic components in mid- to high-end vehicle platforms could accelerate further.

This report is a detailed and comprehensive analysis for global Automotive Haptic Driver IC market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Automotive Haptic Driver IC market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Haptic Driver IC market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Haptic Driver IC market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Haptic Driver IC market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for Automotive Haptic Driver IC

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global Automotive Haptic Driver IC market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include TI, Renesas Electronics, Cirrus Logic, Awinic, Dongwoon Anatech, FourSemi, Microchip Technology, Infineon Technologies, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Automotive Haptic Driver IC market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts

for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

LRA (Linear Resonance Actuator) Driver IC

ERM (Eccentric Rotating Mass) Driver IC

Piezo Driver IC

Market segment by Solution Architecture

Dedicated Automotive Haptic Driver

Integrated Touch Plus Haptic Controller

Market segment by Primary Application Scenarios

Touch Keys

Steering Wheel

Others

Market segment by Application

Passenger Car

Commercial Vehicle

Major players covered

TI

Renesas Electronics

Cirrus Logic

Awinic

Dongwoon Anatech

FourSemi

Microchip Technology

Infineon Technologies

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Automotive Haptic Driver IC product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Haptic Driver IC, with price, sales quantity, revenue, and global market share of Automotive Haptic Driver IC from 2021 to 2026.

Chapter 3, the Automotive Haptic Driver IC competitive situation, sales quantity,

revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Haptic Driver IC breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Automotive Haptic Driver IC market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive Haptic Driver IC.

Chapter 14 and 15, to describe Automotive Haptic Driver IC sales channel, distributors, customers, research findings and conclusion.

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