

Global Automotive Haptic Driver IC Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Haptic Driver IC market size is expected to reach \$ 221 million by 2032, rising at a market growth of 24.4% CAGR during the forecast period (2026-2032).

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 studies the global Automotive Haptic Driver IC production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Haptic Driver IC and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive Haptic Driver IC that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Haptic Driver IC total production and demand, 2021-2032, (Million

Units)

Global Automotive Haptic Driver IC total production value, 2021-2032, (USD Million)

Global Automotive Haptic Driver IC production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Automotive Haptic Driver IC consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Automotive Haptic Driver IC domestic production, consumption, key domestic manufacturers and share

Global Automotive Haptic Driver IC production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Automotive Haptic Driver IC production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Automotive Haptic Driver IC production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Automotive Haptic Driver IC market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Haptic Driver IC market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automotive Haptic Driver IC Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Haptic Driver IC Market, Segmentation by Type:

LRA (Linear Resonance Actuator) Driver IC

ERM (Eccentric Rotating Mass) Driver IC

Piezo Driver IC

Global Automotive Haptic Driver IC Market, Segmentation by Solution Architecture:

Dedicated Automotive Haptic Driver

Integrated Touch Plus Haptic Controller

Global Automotive Haptic Driver IC Market, Segmentation by Primary Application Scenarios:

Touch Keys

Steering Wheel

Others

Global Automotive Haptic Driver IC Market, Segmentation by Application:

Passenger Car

Commercial Vehicle

Companies Profiled:

TI

Renesas Electronics

Cirrus Logic

Awinic

Dongwoon Anatech

FourSemi

Microchip Technology

Infineon Technologies

Key Questions Answered:

1. How big is the global Automotive Haptic Driver IC market?
2. What is the demand of the global Automotive Haptic Driver IC market?
3. What is the year over year growth of the global Automotive Haptic Driver IC market?
4. What is the production and production value of the global Automotive Haptic Driver IC market?
5. Who are the key producers in the global Automotive Haptic Driver IC market?
6. What are the growth factors driving the market demand?

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