

Global Automotive Metal Thick Film Heater Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GD10B8CC8A58EN.html>

Date: May 2026

Pages: 102

Price: US\$ 3,480.00 (Single User License)

ID: GD10B8CC8A58EN

Abstracts

According to our (Global Info Research) latest study, the global Automotive Metal Thick Film Heater market size was valued at US\$ 84.89 million in 2025 and is forecast to a readjusted size of US\$ 400 million by 2032 with a CAGR of 24.6% during review period.

An automotive metal thick-film heater is a low-profile heater built by printing conductive, resistive, and dielectric insulation layers directly onto a metal substrate such as aluminum or stainless steel, followed by curing or firing to create an integrated heating circuit. Its core advantages are direct bonding to the substrate, fast thermal response, uniform surface heating, low profile, vibration resistance, and automotive-grade reliability, making it suitable for EV battery preheating, ADAS de-fog/de-ice, floor heating, and cabin comfort applications.

On the supply side, the key upstream inputs are metal substrates such as aluminum and stainless steel, together with silver or silver-palladium conductor pastes, resistive heater pastes, dielectric insulation pastes, glass frits/ceramic fillers, resins, and solvents. Downstream demand is concentrated in traction-battery preheating, ADAS heater modules, floor heaters, cabin comfort heaters, and selected smart-surface uses.

In 2025, global automotive metal thick-film heater production reached approximately 8 million units, with an average global market price is \$10 per unit.

This report is a detailed and comprehensive analysis for global Automotive Metal Thick Film Heater 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 Metal Thick Film Heater market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Metal Thick Film Heater market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Metal Thick Film Heater market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive Metal Thick Film Heater market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Metal Thick Film Heater

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 Metal Thick Film Heater 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 Heatwell Electric Heating Technology, Xinxiang Jieda Precision Electronics, Ningbo Sunny Electrical Heating Appliances, Dongguan TPS electronic technology, Shenzhen H&T Intelligent Control, Guangxi GuiYi Science & Technology, EGO, Watlow, Datec, Jaye Industry, etc.

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

Market Segmentation

Automotive Metal Thick Film Heater 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

Aluminum Metal Thick Film Heater

Steel Metal Thick Film Heater

Others

Market segment by Vehicle

Passenger Car

Commercial Vehicle

Market segment by Application

Traction-battery Thermal Management

Cabin Comfort Heating

Others

Major players covered

Heatwell Electric Heating Technology

Xinxiang Jieda Precision Electronics

Ningbo Sunny Electrical Heating Appliances

Dongguan TPS electronic technology

Shenzhen H&T Intelligent Control

Guangxi GuiYi Science & Technology

EGO

Watlow

Datec

Jaye Industry

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 Metal Thick Film Heater product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Metal Thick Film Heater, with price, sales quantity, revenue, and global market share of Automotive Metal Thick Film Heater from 2021 to 2026.

Chapter 3, the Automotive Metal Thick Film Heater competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Metal Thick Film Heater 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 Metal Thick Film Heater 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 Metal Thick Film Heater.

Chapter 14 and 15, to describe Automotive Metal Thick Film Heater sales channel, distributors, customers, research findings and conclusion.

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