

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Automotive seat heater Market 2018, Forecast to 2023

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## Abstracts

Automotive seat heater is installed in the automotive seat and can produce heat when energizing. It is composed of heater chip, wiring harness, integrated temperature control module, switches and insurance. The heater chip is usually made of carbon fiber, composite fiber or resistance wire.

Scope of the Report:

This report focuses on the Automotive seat heater in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Demand for Automotive Seat Heater has mainly been driven by people's increasing demand for a comfortable style of life, etc. National policies are the main growth catalysts for the market.

The major consumption regions of Automotive Seat Heater are United States, Europe, Japan and China, which accounting for about 90 % of sales market share in total. Europe is the largest sales region (sales share 38.70% in 2016).

Automotive seat heater is mainly produced by Gentherm and Kongsberg, and these two companies occupied about 80% market share by revenue in 2016.

Automotive seat heater can be divided into carbon fiber heater and composite fiber heater. In OEMs market, carbon fiber heater is almost replaced by composite fiber heater, for the process of carbon fiber heater is more complicated.

Although sales of automotive seat heater brought a lot of opportunities, the industry barrier is rather high and the automotive industry supply chain is rather closed. Therefore, the study group recommends the new entrants who just having money but without technical advantage and downstream support, do not to enter into the automotive seat heater field hastily.

The worldwide market for Automotive seat heater is expected to grow at a CAGR of roughly 3.2% over the next five years, will reach 630 million US\$ in 2023, from 520 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Gentherm

Kongsberg

I.G.Bauerhin

Panasonic

ACTIVline

Check Corporation

Champion

Seat Comfort Systems

Tachibana

Goldern Time

Hxbest

SET Electronics

Hengfei Electronic

Firsten

Sincer

Langech

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Composite Metal Heater

Carbon Fiber Heater

Market Segment by Applications, can be divided into

Normal Car

SUV

MPV

There are 15 Chapters to deeply display the global Automotive seat heater market.

Chapter 1, to describe Automotive seat heater Introduction, product scope, market overview, market opportunities, market risk, market driving force;

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Chapter 2, to analyze the top manufacturers of Automotive seat heater, with sales, revenue, and price of Automotive seat heater, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Automotive seat heater, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Automotive seat heater market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Automotive seat heater sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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