

# Global Automotive seat heater Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Automotive seat heater market size was valued at USD 618.4 million in 2023 and is forecast to a readjusted size of USD 768.8 million by 2030 with a CAGR of 3.2% during review period.

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.

Global Automotive seat heater key players include Gentherm, Kongsberg, I.G.Bauerhin, Panasonic, ACTIVline etc. Global top five manufacturers hold a share over 80%.

Europe is the largest market, with a share over 30%, followed by China and United States, both have a share over 40% percent.

In terms of product, Composite Metal Heater is the largest segment, with a share over 90%. And in terms of application, the largest application is Normal Car followed by SUV.

The Global Info Research report includes an overview of the development of the Automotive seat heater industry chain, the market status of Normal Car (Composite Metal Heater, Carbon Fiber Heater), SUV (Composite Metal Heater, Carbon Fiber Heater), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Automotive seat heater.

Regionally, the report analyzes the Automotive seat heater markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Automotive seat heater market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Automotive seat heater market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Automotive seat heater industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Composite Metal Heater, Carbon Fiber Heater).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Automotive seat heater market.

**Regional Analysis:** The report involves examining the Automotive seat heater market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Automotive seat heater market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Automotive seat heater:

**Company Analysis:** Report covers individual Automotive seat heater manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and

strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Automotive seat heater. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Normal Car, SUV).

**Technology Analysis:** Report covers specific technologies relevant to Automotive seat heater. It assesses the current state, advancements, and potential future developments in Automotive seat heater areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Automotive seat heater market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Automotive seat heater market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Composite Metal Heater

Carbon Fiber Heater

### Market segment by Application

Normal Car

SUV

MPV

## Major players covered

Gentherm

Kongsberg

I.G.Bauerhin

Panasonic

ACTIVline

Check

Champion

Seat Comfort Systems

Tachibana

Goldern Time

Hxbest

SET Electronics

Hengfei Electronic

Firsten

Sincer

Langech

## 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 seat heater product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive seat heater, with price, sales, revenue and global market share of Automotive seat heater from 2019 to 2024.

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

Chapter 4, the Automotive seat heater breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Automotive seat heater market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 seat heater.

Chapter 14 and 15, to describe Automotive seat heater sales channel, distributors, customers, research findings and conclusion.

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