

# Global Automotive Seat Vibration Components Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automotive Seat Vibration Components market size is expected to reach \$ 215 million by 2032, rising at a market growth of 4.8% CAGR during the forecast period (2026-2032).

Automotive Vibration Seat Components refer to the core parts, modules, and sub-systems used to realize vibration, haptic feedback, 4D audio feedback, entertainment-synchronized vibration, massage, fatigue relief, muscle stimulation, or comfort vibration functions in automotive seats. These components are usually supplied as standalone modules or functional units to seat manufacturers, automotive OEMs, smart cockpit system integrators, or in-vehicle audio system suppliers for integration into finished automotive seats. The product scope mainly includes seat vibration motors, seat exciters, haptic actuators, linear actuators, 4D exciters, pneumatic massage modules and more. These components convert audio, video, music, gaming, cockpit interaction signals, or comfort-control commands into controlled seat vibration feedback, supporting immersive entertainment experience, 4D sound experience, massage relaxation, fatigue reduction, and enhanced in-cabin comfort.

In 2025, global Automotive Seat Vibration Components production reached approximately 3,659 K units, with an average global market price of around US\$ 41 per unit. The production capacity of Automotive Seat Vibration Components is approximately 4,631 K units per year, the average gross profit margin was 28-31%.

The upstream supply chain of Automotive Seat Vibration Components mainly includes magnetic materials, copper wire, silicon steel sheets, precision metal parts, plastic housings, bearings, springs, coils, PCBs, control chips, drive ICs, electronic components, adhesives, insulation materials, and surface treatment materials. These

raw materials and parts are processed into vibration motors, seat exciters, haptic actuators, linear actuators, and related vibration feedback components. Downstream customers mainly include automotive seat manufacturers, seat system integrators, in-vehicle audio system suppliers, smart cockpit system suppliers, and automotive OEMs. These components are finally integrated into finished automotive seats to realize entertainment-synchronized vibration, 4D audio feedback, haptic feedback, safety alerts, massage vibration, fatigue relief, and comfort enhancement.

The cost structure of Automotive Seat Vibration Components mainly consists of magnetic materials, copper wire, coils, metal parts, plastic housings, bearings, springs, PCBs, drive ICs, electronic components, assembly labor, precision machining, tooling, testing, reliability validation, packaging, and logistics costs. Among these, magnetic materials, copper wire/coils, precision metal parts, electronic components, and assembly/testing usually account for the largest share. For high-end seat exciters or haptic actuators used in 4D audio and entertainment-synchronized vibration systems, additional costs come from vibration performance tuning, durability testing, NVH optimization, automotive-grade reliability requirements, and OEM-specific customization.

This report studies the global Automotive Seat Vibration Components production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Seat Vibration Components 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 Seat Vibration Components that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Seat Vibration Components total production and demand, 2021-2032, (K Units)

Global Automotive Seat Vibration Components total production value, 2021-2032, (USD Million)

Global Automotive Seat Vibration Components production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Automotive Seat Vibration Components consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automotive Seat Vibration Components domestic production,

consumption, key domestic manufacturers and share

Global Automotive Seat Vibration Components production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Automotive Seat Vibration Components production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automotive Seat Vibration Components production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automotive Seat Vibration Components 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 Gentherm, RichTap, Kepo Technologies LLC., Leggett & Platt Automotive, Nidec, Burmester, Alps Alpine, Johnson Electric, Constar, Grewus, 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 Seat Vibration Components market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Seat Vibration Components Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Automotive Seat Vibration Components Market, Segmentation by Type:

Seat Vibration Motor

Pneumatic Massage Module

Others

#### Global Automotive Seat Vibration Components Market, Segmentation by Vibration Frequency Range:

Low-Frequency Type: 150 Hz

#### Global Automotive Seat Vibration Components Market, Segmentation by Application:

Hybrid Vehicle

Electric Vehicle

Oil Vehicle

#### Companies Profiled:

Gentherm

RichTap

Kepo Technologies LLC.

Leggett & Platt Automotive

Nidec

Burmester

Alps Alpine

Johnson Electric

Constar

Grewus

#### Key Questions Answered:

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

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