

Global Automotive Seating Foam Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Automotive Seating Foam market size was valued at US\$ 14861 million in 2025 and is forecast to a readjusted size of US\$ 19838 million by 2032 with a CAGR of 4.2% during review period.

Automotive Seating Foam refers to the functional foam filling material used inside car seats, primarily composed of elastic foams such as polyurethane. It is a core component of the seat structure, providing support, cushioning, and comfort, offering functions such as seating support, vibration absorption, and shape recovery, and playing a crucial role in safety performance and long-term durability. Depending on the density, hardness, and material formulation, this type of foam material can meet the different comfort and support needs of ordinary passenger cars, commercial vehicles, and high-end luxury models. In 2025, the global production of Automotive Seating Foam was approximately 600.25 million units, with an average price of approximately US\$24.06 per unit and a gross profit margin of approximately 17%.

With the continued growth of global automobile production and increasing consumer demands for driving experience, the market demand for automotive seat foam materials, as an important component of seat systems, is steadily rising. The requirements for comfort and support in passenger car and commercial vehicle seats are prompting manufacturers to adopt higher-performance foam materials to enhance the overall comfort experience. The demand for lightweight, zoned density designs and high-durability foams is particularly prominent in electric vehicles and mid-to-high-end models. Furthermore, with increasingly stringent environmental standards, the development of foam formulations based on sustainable materials has become a key

focus for the industry, helping to expand the application of foam materials in seating, sound insulation, and vibration damping.

Despite steady overall market growth, the automotive seat foam industry also faces numerous challenges. Firstly, cost pressures from fluctuating raw material prices, particularly the uncertainty surrounding the prices of chemical raw materials such as polyurethane, can compress manufacturers' profit margins. Secondly, stringent environmental and emission standards are driving more environmentally friendly formulations, but the long development cycles and high costs of these technologies place significant investment pressure on companies. Additionally, with the emergence of alternative materials and lightweight composite materials, traditional foam products need continuous innovation to maintain competitiveness.

In the coming years, the downstream passenger car, commercial vehicle, and new energy vehicle markets will continue to drive demand growth for seat foam. In the passenger car market, with the increasing demand for high-end configurations and active comfort, high-density foam and multi-density zoned designs are becoming growth highlights. The demand for durability and long-term comfort in commercial vehicle seats also supports the expansion of the foam material market. Especially in the electric vehicle sector, lightweighting and ergonomic design have become important directions for innovation in seat foam technology. Furthermore, sustainable materials, low VOC (volatile organic compound) formulations, and smart seat integration technologies will further shape the future growth trajectory of foam materials.

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

Global Automotive Seating Foam 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 Seating Foam 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 Seating Foam 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 Seating Foam

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 Seating Foam 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 Lear, Adient, FORVIA, Brose Sitech, Toyota Boshoku, Magna International, Carpenter, JSP Corporation, UFP Industries, Greiner, etc.

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

Market Segmentation

Automotive Seating Foam 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

Polyurethane Foam

PVC Foam

Polyester Foam

Polyolefin Foam

Others

Market segment by Density

Density 25-35D

Density 35-50D

Density 50-60D

Density >60D

Market segment by Structure

Headrest

Armrest

Lumbar Support

Market segment by Application

Passenger Cars

Commercial Vehicles

Major players covered

Lear

Adient

FORVIA

Brose Sitech

Toyota Boshoku

Magna International

Carpenter

JSP Corporation

UFP Industries

Greiner

Rogers Foam

Zotefoams

GSK Group

Zhejiang Tenchen Controls

Yanfeng

Hubei Xiangyuan New Material Technology Inc.

Jiangsu Hengmao New Material Technology Co., Ltd.

JingSu JinPeng Automobile Seats Co.,Ltd

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 Seating Foam product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Seating Foam, with price, sales quantity, revenue, and global market share of Automotive Seating Foam from 2021 to 2026.

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

Chapter 4, the Automotive Seating Foam 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 Seating Foam 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 Seating Foam.

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

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