

Global Direct Heating Camera 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 Direct Heating Camera market size was valued at US\$ 495 million in 2025 and is forecast to a readjusted size of US\$ 741 million by 2032 with a CAGR of 6.2% during review period.

An direct heating camera (also called vehicle Heating Camera module) is a vehicle camera module that integrates a lens/cover-glass heating function (heater film/transparent heater + control/thermal stack) to de-fog, de-ice and de-snow the optical path, thereby sustaining usable image quality for ADAS/AD perception and viewing functions in harsh weather; for example, LG Innotek describes a “directly heating” camera module that integrates the lens and heater and heats the bottom of the lens (low power, up to ~4 W) to quickly remove frost/snow, while Samsung Electro-Mechanics lists “Heating Solution” configurations across rear-view, e-mirror and surround-view automotive camera modules. In 2025, the in-vehicle heating camera market size about 400-500 millions USD—the heating-camera opportunity is therefore a feature-driven subset riding on the expansion of total camera deployments. Typical per-unit pricing depends heavily on camera position/spec and channel: retail/aftermarket pricing for OEM-equivalent rear cameras often sits around ~US\$90–200 (illustrative catalog pricing), while front/ADAS camera modules in parts channels frequently land in the ~US\$200–600 band (illustrative OEM parts/MSRP and parts-seller pricing), with heating variants generally carrying a premium versus non-heated designs due to the added heater stack, sealing/thermal design and validation. A practical BOM view is “standard automotive camera module + heater subsystem”: key elements include the CMOS image sensor (typical suppliers include Sony Semiconductor Solutions, onsemi, and OmniVision), optics (lens set/cover window), housing & sealing, and interface electronics, plus the heater element (transparent heater or film heater),

adhesives/lamination, and (often) temperature-management/control; representative heater-material suppliers in the market include Canatu (film heaters designed for ADAS camera heater integration) and CHASM Advanced Materials (transparent heater foils positioned for ADAS sensor surfaces). Downstream, heating cameras are deployed where camera uptime is safety-critical or customer-visible in adverse weather—most notably front-facing ADAS/AD perception, surround-view/parking, rear-view, and e-mirror / camera-monitor systems, with the value proposition strongest in cold-climate, high-humidity, and fleet/commercial duty cycles where lens obstruction directly degrades system availability.

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

Global Direct Heating Camera 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 Direct Heating Camera 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 Direct Heating Camera 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 Direct Heating Camera
- 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 Direct Heating Camera 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 LG Innotek, Guangdong Hongjing Optoelectronic Technology Inc., Veise (Guangzhou) Electronics Co., Ltd., Samsung Electro-Mechanics, OFILM, Sunny Optical Technology, Jingwei Hirain, Longhorn Automotive, etc.

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

Market Segmentation

Direct Heating Camera 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

8MP

3MP

2MP

Market segment by Install

Built-in

External

Market segment by Market

OEM

Aftermarket

Market segment by Application

Passenger Car

Commercial Vehicles

Major players covered

LG Innotek

Guangdong Hongjing Optoelectronic Technology Inc.

Veise (Guangzhou) Electronics Co., Ltd.

Samsung Electro-Mechanics

OFILM

Sunny Optical Technology

Jingwei Hirain

Longhorn Automotive

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 Direct Heating Camera product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Direct Heating Camera, with price, sales quantity, revenue, and global market share of Direct Heating Camera from 2021 to 2026.

Chapter 3, the Direct Heating Camera competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Direct Heating Camera 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 Direct Heating Camera 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 Direct Heating Camera.

Chapter 14 and 15, to describe Direct Heating Camera sales channel, distributors, customers, research findings and conclusion.

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