

Global Direct Heating Camera Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Direct Heating Camera market size is expected to reach \$ 741 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

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 studies the global Direct Heating Camera production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Direct Heating Camera 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 Direct Heating Camera that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Direct Heating Camera total production and demand, 2021-2032, (K Units)

Global Direct Heating Camera total production value, 2021-2032, (USD Million)

Global Direct Heating Camera production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Direct Heating Camera consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Direct Heating Camera domestic production, consumption, key domestic manufacturers and share

Global Direct Heating Camera production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Direct Heating Camera production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Direct Heating Camera production by Application, production, value, CAGR,

2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Direct Heating Camera 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Direct Heating Camera 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 Direct Heating Camera Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Direct Heating Camera Market, Segmentation by Type:

8MP

3MP

2MP

Global Direct Heating Camera Market, Segmentation by Install:

Built-in

External

Global Direct Heating Camera Market, Segmentation by Market:

OEM

Aftermarket

Global Direct Heating Camera Market, Segmentation by Application:

Passenger Car

Commercial Vehicles

Companies Profiled:

LG Innotek

Guangdong Hongjing Optoelectronic Technology Inc.

Veise (Guangzhou) Electronics Co., Ltd.

Samsung Electro-Mechanics

OFILM

Sunny Optical Technology

Jingwei Hirain

Longhorn Automotive

Key Questions Answered:

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

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