

Global Direct TPMS Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G9541A7C5EE6EN.html>

Date: April 2026

Pages: 123

Price: US\$ 4,480.00 (Single User License)

ID: G9541A7C5EE6EN

Abstracts

The global Direct TPMS market size is expected to reach \$ 5679 million by 2032, rising at a market growth of 10.9% CAGR during the forecast period (2026-2032).

Direct TPMS is a direct-measurement tire pressure monitoring system that uses wheel-mounted pressure sensors (often with temperature sensing) to measure actual tire pressure and transmit the data wirelessly to a receiver/gateway/ECU, which then drives the vehicle warning and display logic. Unlike indirect TPMS, direct TPMS provides true pressure readings and faster, more deterministic under-inflation alerts aligned with safety performance requirements.

A complete TPMS system typically consists of four transmitters (sensors) and one controller (receiver). Upstream inputs include automotive-grade MEMS pressure dies, MCUs and RF transceivers (commonly 315/433 MHz), antennas and passives, primary batteries, valve-stem hardware, seals, injection-molded housings, and calibration/diagnostic software.

In 2025, global Direct TPMS production reached approximately 90 million sets, with an average global market price is \$30 per set.

Direct TPMS is a sensor-based tire-pressure monitoring architecture where pressure is measured at the wheel. A pressure sensor is located inside each tire or wheel assembly, and it transmits tire-pressure information?often alongside internal air temperature in some implementations?to a vehicle-side receiver and processing unit that drives warnings and diagnostics. Regulatory and rulemaking materials describe direct systems in exactly these terms: a pressure sensor in each tire that broadcasts or transmits pressure information to a central receiver or processing path on the vehicle.

This framing matters commercially because it anchors what OEMs, fleets, and service networks ultimately buy: not just a sensor, but a verifiable system behavior that remains consistent across platforms, climates, tire variants, and the full vehicle lifecycle.

From a market and engineering perspective, direct TPMS differentiation is increasingly about lifecycle reliability and serviceability rather than can it measure pressure. Key value drivers include RF link robustness and interference resilience, stable identification and sensor recognition workflows, battery life under real duty cycles, and diagnostic depth that helps isolate sensor, communication, or system faults quickly. Industry explainers also emphasize the practical advantage of direct TPMS: it collects accurate pressure data directly from dedicated sensors and can report it in near real time, whereas indirect approaches infer changes from other vehicle signals. That immediacy is why direct TPMS is often positioned as the preferred architecture when accuracy, faster detection, and clearer maintenance actionability are priorities.

Commercial opportunity is strongest along three growth curves. First is OEM platform scale: automakers increasingly want a unified sensor and software strategy that can be reused across multiple vehicle lines, reducing validation burden while improving delivery consistency. Second is fleet and commercial adoption, where direct TPMS data can be operationalized for tire-asset management?earlier anomaly detection, fewer roadside events, improved tire life, and higher uptime?especially as regulatory scope expands in some markets and use cases. Third is the service ecosystem: sensor battery depletion and physical damage create recurring replacement demand, and the real after-service experience is defined by how efficiently a shop can restore correct sensor-to-vehicle communication and verify end-to-end functionality before handover. In practice, that end-to-end verification discipline often determines customer satisfaction and comeback rates more than the sensor hardware itself.

This report studies the global Direct TPMS production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Direct TPMS total production and demand, 2021-2032, (K Sets)

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

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

Global Direct TPMS consumption by region & country, CAGR, 2021-2032 & (K Sets)

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

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

Global Direct TPMS production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

Global Direct TPMS production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

This report profiles key players in the global Direct TPMS 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 Sensata Technologies, Baolong Automotive, Sysgration Ltd., Continental, Pacific Industrial, Sate Auto Electronic, Lianchuang Automotive Electronics, CUB ELECPARTS INC, Steelmate, Orange Electronic, 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 TPMS market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Sets) and average price (US\$/Set) 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 TPMS Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Direct TPMS Market, Segmentation by Type:

Internal TPMS

External TPMS

Global Direct TPMS Market, Segmentation by Sales Channel:

OEM

Aftermarket

Global Direct TPMS Market, Segmentation by Vehicle:

Internal Combustion Engines

New Energy Vehicles

Global Direct TPMS Market, Segmentation by Application:

Passenger Vehicle

Commercial Vehicle

Companies Profiled:

Sensata Technologies

Baolong Automotive

Sysgration Ltd.

Continental

Pacific Industrial

Sate Auto Electronic

Lianchuang Automotive Electronics

CUB ELECPARTS INC

Steelmate

Orange Electronic

Bendix Corporation

Hamaton Automotive

NIRA Dynamics

Autel Automotive Intelligence

Key Questions Answered:

1. How big is the global Direct TPMS market?
2. What is the demand of the global Direct TPMS market?
3. What is the year over year growth of the global Direct TPMS market?
4. What is the production and production value of the global Direct TPMS market?

5. Who are the key producers in the global Direct TPMS market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Direct TPMS Introduction
- 1.2 World Direct TPMS Supply & Forecast
 - 1.2.1 World Direct TPMS Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Direct TPMS Production (2021-2032)
 - 1.2.3 World Direct TPMS Pricing Trends (2021-2032)
- 1.3 World Direct TPMS Production by Region (Based on Production Site)
 - 1.3.1 World Direct TPMS Production Value by Region (2021-2032)
 - 1.3.2 World Direct TPMS Production by Region (2021-2032)
 - 1.3.3 World Direct TPMS Average Price by Region (2021-2032)
 - 1.3.4 North America Direct TPMS Production (2021-2032)
 - 1.3.5 Europe Direct TPMS Production (2021-2032)
 - 1.3.6 China Direct TPMS Production (2021-2032)
 - 1.3.7 Japan Direct TPMS Production (2021-2032)
 - 1.3.8 South Korea Direct TPMS Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Direct TPMS Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Direct TPMS Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Direct TPMS Demand (2021-2032)
- 2.2 World Direct TPMS Consumption by Region
 - 2.2.1 World Direct TPMS Consumption by Region (2021-2026)
 - 2.2.2 World Direct TPMS Consumption Forecast by Region (2027-2032)
- 2.3 United States Direct TPMS Consumption (2021-2032)
- 2.4 China Direct TPMS Consumption (2021-2032)
- 2.5 Europe Direct TPMS Consumption (2021-2032)
- 2.6 Japan Direct TPMS Consumption (2021-2032)
- 2.7 South Korea Direct TPMS Consumption (2021-2032)
- 2.8 ASEAN Direct TPMS Consumption (2021-2032)
- 2.9 India Direct TPMS Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Direct TPMS Production Value by Manufacturer (2021-2026)
- 3.2 World Direct TPMS Production by Manufacturer (2021-2026)
- 3.3 World Direct TPMS Average Price by Manufacturer (2021-2026)
- 3.4 Direct TPMS Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Direct TPMS Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Direct TPMS in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Direct TPMS in 2025
- 3.6 Direct TPMS Market: Overall Company Footprint Analysis
 - 3.6.1 Direct TPMS Market: Region Footprint
 - 3.6.2 Direct TPMS Market: Company Product Type Footprint
 - 3.6.3 Direct TPMS Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Direct TPMS Production Value Comparison
 - 4.1.1 United States VS China: Direct TPMS Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Direct TPMS Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Direct TPMS Production Comparison
 - 4.2.1 United States VS China: Direct TPMS Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Direct TPMS Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Direct TPMS Consumption Comparison
 - 4.3.1 United States VS China: Direct TPMS Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Direct TPMS Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Direct TPMS Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Direct TPMS Manufacturers, Headquarters and Production Site (States, Country)

- 4.4.2 United States Based Manufacturers Direct TPMS Production Value (2021-2026)
- 4.4.3 United States Based Manufacturers Direct TPMS Production (2021-2026)
- 4.5 China Based Direct TPMS Manufacturers and Market Share
 - 4.5.1 China Based Direct TPMS Manufacturers, Headquarters and Production Site (Province, Country)
 - 4.5.2 China Based Manufacturers Direct TPMS Production Value (2021-2026)
 - 4.5.3 China Based Manufacturers Direct TPMS Production (2021-2026)
- 4.6 Rest of World Based Direct TPMS Manufacturers and Market Share, 2021-2026
 - 4.6.1 Rest of World Based Direct TPMS Manufacturers, Headquarters and Production Site (State, Country)
 - 4.6.2 Rest of World Based Manufacturers Direct TPMS Production Value (2021-2026)
 - 4.6.3 Rest of World Based Manufacturers Direct TPMS Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Direct TPMS Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 Internal TPMS
 - 5.2.2 External TPMS
- 5.3 Market Segment by Type
 - 5.3.1 World Direct TPMS Production by Type (2021-2032)
 - 5.3.2 World Direct TPMS Production Value by Type (2021-2032)
 - 5.3.3 World Direct TPMS Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY SALES CHANNEL

- 6.1 World Direct TPMS Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Sales Channel
 - 6.2.1 OEM
 - 6.2.2 Aftermarket
- 6.3 Market Segment by Sales Channel
 - 6.3.1 World Direct TPMS Production by Sales Channel (2021-2032)
 - 6.3.2 World Direct TPMS Production Value by Sales Channel (2021-2032)
 - 6.3.3 World Direct TPMS Average Price by Sales Channel (2021-2032)

7 MARKET ANALYSIS BY VEHICLE

- 7.1 World Direct TPMS Market Size Overview by Vehicle: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Vehicle

7.2.1 Internal Combustion Engines

7.2.2 New Energy Vehicles

7.3 Market Segment by Vehicle

7.3.1 World Direct TPMS Production by Vehicle (2021-2032)

7.3.2 World Direct TPMS Production Value by Vehicle (2021-2032)

7.3.3 World Direct TPMS Average Price by Vehicle (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Direct TPMS Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Passenger Vehicle

8.2.2 Commercial Vehicle

8.3 Market Segment by Application

8.3.1 World Direct TPMS Production by Application (2021-2032)

8.3.2 World Direct TPMS Production Value by Application (2021-2032)

8.3.3 World Direct TPMS Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Sensata Technologies

9.1.1 Sensata Technologies Details

9.1.2 Sensata Technologies Major Business

9.1.3 Sensata Technologies Direct TPMS Product and Services

9.1.4 Sensata Technologies Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Sensata Technologies Recent Developments/Updates

9.1.6 Sensata Technologies Competitive Strengths & Weaknesses

9.2 Baolong Automotive

9.2.1 Baolong Automotive Details

9.2.2 Baolong Automotive Major Business

9.2.3 Baolong Automotive Direct TPMS Product and Services

9.2.4 Baolong Automotive Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Baolong Automotive Recent Developments/Updates

9.2.6 Baolong Automotive Competitive Strengths & Weaknesses

9.3 Sysgration Ltd.

9.3.1 Sysgration Ltd. Details

- 9.3.2 Sysgration Ltd. Major Business
- 9.3.3 Sysgration Ltd. Direct TPMS Product and Services
- 9.3.4 Sysgration Ltd. Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.3.5 Sysgration Ltd. Recent Developments/Updates
- 9.3.6 Sysgration Ltd. Competitive Strengths & Weaknesses
- 9.4 Continental
 - 9.4.1 Continental Details
 - 9.4.2 Continental Major Business
 - 9.4.3 Continental Direct TPMS Product and Services
 - 9.4.4 Continental Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Continental Recent Developments/Updates
 - 9.4.6 Continental Competitive Strengths & Weaknesses
- 9.5 Pacific Industrial
 - 9.5.1 Pacific Industrial Details
 - 9.5.2 Pacific Industrial Major Business
 - 9.5.3 Pacific Industrial Direct TPMS Product and Services
 - 9.5.4 Pacific Industrial Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Pacific Industrial Recent Developments/Updates
 - 9.5.6 Pacific Industrial Competitive Strengths & Weaknesses
- 9.6 Sate Auto Electronic
 - 9.6.1 Sate Auto Electronic Details
 - 9.6.2 Sate Auto Electronic Major Business
 - 9.6.3 Sate Auto Electronic Direct TPMS Product and Services
 - 9.6.4 Sate Auto Electronic Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Sate Auto Electronic Recent Developments/Updates
 - 9.6.6 Sate Auto Electronic Competitive Strengths & Weaknesses
- 9.7 Lianchuang Automotive Electronics
 - 9.7.1 Lianchuang Automotive Electronics Details
 - 9.7.2 Lianchuang Automotive Electronics Major Business
 - 9.7.3 Lianchuang Automotive Electronics Direct TPMS Product and Services
 - 9.7.4 Lianchuang Automotive Electronics Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Lianchuang Automotive Electronics Recent Developments/Updates
 - 9.7.6 Lianchuang Automotive Electronics Competitive Strengths & Weaknesses
- 9.8 CUB ELECPARTS INC

- 9.8.1 CUB ELECPARTS INC Details
- 9.8.2 CUB ELECPARTS INC Major Business
- 9.8.3 CUB ELECPARTS INC Direct TPMS Product and Services
- 9.8.4 CUB ELECPARTS INC Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.8.5 CUB ELECPARTS INC Recent Developments/Updates
- 9.8.6 CUB ELECPARTS INC Competitive Strengths & Weaknesses
- 9.9 Steelmate
 - 9.9.1 Steelmate Details
 - 9.9.2 Steelmate Major Business
 - 9.9.3 Steelmate Direct TPMS Product and Services
 - 9.9.4 Steelmate Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Steelmate Recent Developments/Updates
 - 9.9.6 Steelmate Competitive Strengths & Weaknesses
- 9.10 Orange Electronic
 - 9.10.1 Orange Electronic Details
 - 9.10.2 Orange Electronic Major Business
 - 9.10.3 Orange Electronic Direct TPMS Product and Services
 - 9.10.4 Orange Electronic Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Orange Electronic Recent Developments/Updates
 - 9.10.6 Orange Electronic Competitive Strengths & Weaknesses
- 9.11 Bendix Corporation
 - 9.11.1 Bendix Corporation Details
 - 9.11.2 Bendix Corporation Major Business
 - 9.11.3 Bendix Corporation Direct TPMS Product and Services
 - 9.11.4 Bendix Corporation Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Bendix Corporation Recent Developments/Updates
 - 9.11.6 Bendix Corporation Competitive Strengths & Weaknesses
- 9.12 Hamaton Automotive
 - 9.12.1 Hamaton Automotive Details
 - 9.12.2 Hamaton Automotive Major Business
 - 9.12.3 Hamaton Automotive Direct TPMS Product and Services
 - 9.12.4 Hamaton Automotive Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Hamaton Automotive Recent Developments/Updates
 - 9.12.6 Hamaton Automotive Competitive Strengths & Weaknesses

9.13 NIRA Dynamics

9.13.1 NIRA Dynamics Details

9.13.2 NIRA Dynamics Major Business

9.13.3 NIRA Dynamics Direct TPMS Product and Services

9.13.4 NIRA Dynamics Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 NIRA Dynamics Recent Developments/Updates

9.13.6 NIRA Dynamics Competitive Strengths & Weaknesses

9.14 Autel Automotive Intelligence

9.14.1 Autel Automotive Intelligence Details

9.14.2 Autel Automotive Intelligence Major Business

9.14.3 Autel Automotive Intelligence Direct TPMS Product and Services

9.14.4 Autel Automotive Intelligence Direct TPMS Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Autel Automotive Intelligence Recent Developments/Updates

9.14.6 Autel Automotive Intelligence Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Direct TPMS Industry Chain

10.2 Direct TPMS Upstream Analysis

10.2.1 Direct TPMS Core Raw Materials

10.2.2 Main Manufacturers of Direct TPMS Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Direct TPMS Production Mode

10.6 Direct TPMS Procurement Model

10.7 Direct TPMS Industry Sales Model and Sales Channels

10.7.1 Direct TPMS Sales Model

10.7.2 Direct TPMS Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Direct TPMS Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Direct TPMS Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Direct TPMS Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Direct TPMS Production Value Market Share by Region (2021-2026)
- Table 5. World Direct TPMS Production Value Market Share by Region (2027-2032)
- Table 6. World Direct TPMS Production by Region (2021-2026) & (K Sets)
- Table 7. World Direct TPMS Production by Region (2027-2032) & (K Sets)
- Table 8. World Direct TPMS Production Market Share by Region (2021-2026)
- Table 9. World Direct TPMS Production Market Share by Region (2027-2032)
- Table 10. World Direct TPMS Average Price by Region (2021-2026) & (US\$/Set)
- Table 11. World Direct TPMS Average Price by Region (2027-2032) & (US\$/Set)
- Table 12. Direct TPMS Major Market Trends
- Table 13. World Direct TPMS Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Sets)
- Table 14. World Direct TPMS Consumption by Region (2021-2026) & (K Sets)
- Table 15. World Direct TPMS Consumption Forecast by Region (2027-2032) & (K Sets)
- Table 16. World Direct TPMS Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Direct TPMS Producers in 2025
- Table 18. World Direct TPMS Production by Manufacturer (2021-2026) & (K Sets)
- Table 19. Production Market Share of Key Direct TPMS Producers in 2025
- Table 20. World Direct TPMS Average Price by Manufacturer (2021-2026) & (US\$/Set)
- Table 21. Global Direct TPMS Company Evaluation Quadrant
- Table 22. World Direct TPMS Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Direct TPMS Production Site of Key Manufacturer
- Table 24. Direct TPMS Market: Company Product Type Footprint
- Table 25. Direct TPMS Market: Company Product Application Footprint
- Table 26. Direct TPMS Competitive Factors
- Table 27. Direct TPMS New Entrant and Capacity Expansion Plans
- Table 28. Direct TPMS Mergers & Acquisitions Activity
- Table 29. United States VS China Direct TPMS Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Direct TPMS Production Comparison, (2021 & 2025

& 2032) & (K Sets)

Table 31. United States VS China Direct TPMS Consumption Comparison, (2021 & 2025 & 2032) & (K Sets)

Table 32. United States Based Direct TPMS Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Direct TPMS Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Direct TPMS Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Direct TPMS Production (2021-2026) & (K Sets)

Table 36. United States Based Manufacturers Direct TPMS Production Market Share (2021-2026)

Table 37. China Based Direct TPMS Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Direct TPMS Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Direct TPMS Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Direct TPMS Production, (2021-2026) & (K Sets)

Table 41. China Based Manufacturers Direct TPMS Production Market Share (2021-2026)

Table 42. Rest of World Based Direct TPMS Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Direct TPMS Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Direct TPMS Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Direct TPMS Production, (2021-2026) & (K Sets)

Table 46. Rest of World Based Manufacturers Direct TPMS Production Market Share (2021-2026)

Table 47. World Direct TPMS Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Direct TPMS Production by Type (2021-2026) & (K Sets)

Table 49. World Direct TPMS Production by Type (2027-2032) & (K Sets)

Table 50. World Direct TPMS Production Value by Type (2021-2026) & (USD Million)

Table 51. World Direct TPMS Production Value by Type (2027-2032) & (USD Million)

Table 52. World Direct TPMS Average Price by Type (2021-2026) & (US\$/Set)

- Table 53. World Direct TPMS Average Price by Type (2027-2032) & (US\$/Set)
- Table 54. World Direct TPMS Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032
- Table 55. World Direct TPMS Production by Sales Channel (2021-2026) & (K Sets)
- Table 56. World Direct TPMS Production by Sales Channel (2027-2032) & (K Sets)
- Table 57. World Direct TPMS Production Value by Sales Channel (2021-2026) & (USD Million)
- Table 58. World Direct TPMS Production Value by Sales Channel (2027-2032) & (USD Million)
- Table 59. World Direct TPMS Average Price by Sales Channel (2021-2026) & (US\$/Set)
- Table 60. World Direct TPMS Average Price by Sales Channel (2027-2032) & (US\$/Set)
- Table 61. World Direct TPMS Production Value by Vehicle, (USD Million), 2021 & 2025 & 2032
- Table 62. World Direct TPMS Production by Vehicle (2021-2026) & (K Sets)
- Table 63. World Direct TPMS Production by Vehicle (2027-2032) & (K Sets)
- Table 64. World Direct TPMS Production Value by Vehicle (2021-2026) & (USD Million)
- Table 65. World Direct TPMS Production Value by Vehicle (2027-2032) & (USD Million)
- Table 66. World Direct TPMS Average Price by Vehicle (2021-2026) & (US\$/Set)
- Table 67. World Direct TPMS Average Price by Vehicle (2027-2032) & (US\$/Set)
- Table 68. World Direct TPMS Production Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 69. World Direct TPMS Production by Application (2021-2026) & (K Sets)
- Table 70. World Direct TPMS Production by Application (2027-2032) & (K Sets)
- Table 71. World Direct TPMS Production Value by Application (2021-2026) & (USD Million)
- Table 72. World Direct TPMS Production Value by Application (2027-2032) & (USD Million)
- Table 73. World Direct TPMS Average Price by Application (2021-2026) & (US\$/Set)
- Table 74. World Direct TPMS Average Price by Application (2027-2032) & (US\$/Set)
- Table 75. Sensata Technologies Basic Information, Manufacturing Base and Competitors
- Table 76. Sensata Technologies Major Business
- Table 77. Sensata Technologies Direct TPMS Product and Services
- Table 78. Sensata Technologies Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Sensata Technologies Recent Developments/Updates
- Table 80. Sensata Technologies Competitive Strengths & Weaknesses

- Table 81. Baolong Automotive Basic Information, Manufacturing Base and Competitors
- Table 82. Baolong Automotive Major Business
- Table 83. Baolong Automotive Direct TPMS Product and Services
- Table 84. Baolong Automotive Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Baolong Automotive Recent Developments/Updates
- Table 86. Baolong Automotive Competitive Strengths & Weaknesses
- Table 87. Sysgration Ltd. Basic Information, Manufacturing Base and Competitors
- Table 88. Sysgration Ltd. Major Business
- Table 89. Sysgration Ltd. Direct TPMS Product and Services
- Table 90. Sysgration Ltd. Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Sysgration Ltd. Recent Developments/Updates
- Table 92. Sysgration Ltd. Competitive Strengths & Weaknesses
- Table 93. Continental Basic Information, Manufacturing Base and Competitors
- Table 94. Continental Major Business
- Table 95. Continental Direct TPMS Product and Services
- Table 96. Continental Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Continental Recent Developments/Updates
- Table 98. Continental Competitive Strengths & Weaknesses
- Table 99. Pacific Industrial Basic Information, Manufacturing Base and Competitors
- Table 100. Pacific Industrial Major Business
- Table 101. Pacific Industrial Direct TPMS Product and Services
- Table 102. Pacific Industrial Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Pacific Industrial Recent Developments/Updates
- Table 104. Pacific Industrial Competitive Strengths & Weaknesses
- Table 105. Sate Auto Electronic Basic Information, Manufacturing Base and Competitors
- Table 106. Sate Auto Electronic Major Business
- Table 107. Sate Auto Electronic Direct TPMS Product and Services
- Table 108. Sate Auto Electronic Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Sate Auto Electronic Recent Developments/Updates
- Table 110. Sate Auto Electronic Competitive Strengths & Weaknesses
- Table 111. Lianchuang Automotive Electronics Basic Information, Manufacturing Base and Competitors
- Table 112. Lianchuang Automotive Electronics Major Business

Table 113. Lianchuang Automotive Electronics Direct TPMS Product and Services

Table 114. Lianchuang Automotive Electronics Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Lianchuang Automotive Electronics Recent Developments/Updates

Table 116. Lianchuang Automotive Electronics Competitive Strengths & Weaknesses

Table 117. CUB ELECPARTS INC Basic Information, Manufacturing Base and Competitors

Table 118. CUB ELECPARTS INC Major Business

Table 119. CUB ELECPARTS INC Direct TPMS Product and Services

Table 120. CUB ELECPARTS INC Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. CUB ELECPARTS INC Recent Developments/Updates

Table 122. CUB ELECPARTS INC Competitive Strengths & Weaknesses

Table 123. Steelmate Basic Information, Manufacturing Base and Competitors

Table 124. Steelmate Major Business

Table 125. Steelmate Direct TPMS Product and Services

Table 126. Steelmate Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Steelmate Recent Developments/Updates

Table 128. Steelmate Competitive Strengths & Weaknesses

Table 129. Orange Electronic Basic Information, Manufacturing Base and Competitors

Table 130. Orange Electronic Major Business

Table 131. Orange Electronic Direct TPMS Product and Services

Table 132. Orange Electronic Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Orange Electronic Recent Developments/Updates

Table 134. Orange Electronic Competitive Strengths & Weaknesses

Table 135. Bendix Corporation Basic Information, Manufacturing Base and Competitors

Table 136. Bendix Corporation Major Business

Table 137. Bendix Corporation Direct TPMS Product and Services

Table 138. Bendix Corporation Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Bendix Corporation Recent Developments/Updates

Table 140. Bendix Corporation Competitive Strengths & Weaknesses

Table 141. Hamaton Automotive Basic Information, Manufacturing Base and Competitors

Table 142. Hamaton Automotive Major Business

Table 143. Hamaton Automotive Direct TPMS Product and Services

- Table 144. Hamaton Automotive Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Hamaton Automotive Recent Developments/Updates
- Table 146. Hamaton Automotive Competitive Strengths & Weaknesses
- Table 147. NIRA Dynamics Basic Information, Manufacturing Base and Competitors
- Table 148. NIRA Dynamics Major Business
- Table 149. NIRA Dynamics Direct TPMS Product and Services
- Table 150. NIRA Dynamics Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. NIRA Dynamics Recent Developments/Updates
- Table 152. NIRA Dynamics Competitive Strengths & Weaknesses
- Table 153. Autel Automotive Intelligence Basic Information, Manufacturing Base and Competitors
- Table 154. Autel Automotive Intelligence Major Business
- Table 155. Autel Automotive Intelligence Direct TPMS Product and Services
- Table 156. Autel Automotive Intelligence Direct TPMS Production (K Sets), Price (US\$/Set), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. Autel Automotive Intelligence Recent Developments/Updates
- Table 158. Autel Automotive Intelligence Competitive Strengths & Weaknesses
- Table 159. Global Key Players of Direct TPMS Upstream (Raw Materials)
- Table 160. Global Direct TPMS Typical Customers
- Table 161. Direct TPMS Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Direct TPMS Picture

Figure 2. World Direct TPMS Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Direct TPMS Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Direct TPMS Production (2021-2032) & (K Sets)

Figure 5. World Direct TPMS Average Price (2021-2032) & (US\$/Set)

Figure 6. World Direct TPMS Production Value Market Share by Region (2021-2032)

Figure 7. World Direct TPMS Production Market Share by Region (2021-2032)

Figure 8. North America Direct TPMS Production (2021-2032) & (K Sets)

Figure 9. Europe Direct TPMS Production (2021-2032) & (K Sets)

Figure 10. China Direct TPMS Production (2021-2032) & (K Sets)

Figure 11. Japan Direct TPMS Production (2021-2032) & (K Sets)

Figure 12. South Korea Direct TPMS Production (2021-2032) & (K Sets)

Figure 13. Direct TPMS Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 16. World Direct TPMS Consumption Market Share by Region (2021-2032)

Figure 17. United States Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 18. China Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 19. Europe Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 20. Japan Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 21. South Korea Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 22. ASEAN Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 23. India Direct TPMS Consumption (2021-2032) & (K Sets)

Figure 24. Producer Shipments of Direct TPMS by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Direct TPMS Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Direct TPMS Markets in 2025

Figure 27. United States VS China: Direct TPMS Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Direct TPMS Production Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Direct TPMS Consumption Market Share

Comparison (2021 & 2025 & 2032)

Figure 30. United States Based Manufacturers Direct TPMS Production Market Share 2025

Figure 31. China Based Manufacturers Direct TPMS Production Market Share 2025

Figure 32. Rest of World Based Manufacturers Direct TPMS Production Market Share 2025

Figure 33. World Direct TPMS Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 34. World Direct TPMS Production Value Market Share by Type in 2025

Figure 35. Internal TPMS

Figure 36. External TPMS

Figure 37. World Direct TPMS Production Market Share by Type (2021-2032)

Figure 38. World Direct TPMS Production Value Market Share by Type (2021-2032)

Figure 39. World Direct TPMS Average Price by Type (2021-2032) & (US\$/Set)

Figure 40. World Direct TPMS Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 41. World Direct TPMS Production Value Market Share by Sales Channel in 2025

Figure 42. OEM

Figure 43. Aftermarket

Figure 44. World Direct TPMS Production Market Share by Sales Channel (2021-2032)

Figure 45. World Direct TPMS Production Value Market Share by Sales Channel (2021-2032)

Figure 46. World Direct TPMS Average Price by Sales Channel (2021-2032) & (US\$/Set)

Figure 47. World Direct TPMS Production Value by Vehicle, (USD Million), 2021 & 2025 & 2032

Figure 48. World Direct TPMS Production Value Market Share by Vehicle in 2025

Figure 49. Internal Combustion Engines

Figure 50. New Energy Vehicles

Figure 51. World Direct TPMS Production Market Share by Vehicle (2021-2032)

Figure 52. World Direct TPMS Production Value Market Share by Vehicle (2021-2032)

Figure 53. World Direct TPMS Average Price by Vehicle (2021-2032) & (US\$/Set)

Figure 54. World Direct TPMS Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 55. World Direct TPMS Production Value Market Share by Application in 2025

Figure 56. Passenger Vehicle

Figure 57. Commercial Vehicle

Figure 58. World Direct TPMS Production Market Share by Application (2021-2032)

Figure 59. World Direct TPMS Production Value Market Share by Application (2021-2032)

Figure 60. World Direct TPMS Average Price by Application (2021-2032) & (US\$/Set)

Figure 61. Direct TPMS Industry Chain

Figure 62. Direct TPMS Procurement Model

Figure 63. Direct TPMS Sales Model

Figure 64. Direct TPMS Sales Channels, Direct Sales, and Distribution

Figure 65. Methodology

Figure 66. Research Process and Data Source

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