

Global Electric Vehicle PTC Heaters 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 Electric Vehicle PTC Heaters market size was valued at US\$ 2529 million in 2025 and is forecast to a readjusted size of US\$ 6334 million by 2032 with a CAGR of 14.0% during review period.

Electric Vehicle PTC Heaters are electric heating devices made from materials with a positive temperature coefficient (PTC). They are primarily used in cabin heating, battery temperature control, and thermal management systems for new energy vehicles such as battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs). In new energy vehicles where engine waste heat is scarce, PTC electric heaters rapidly generate heat through resistance heating elements. This heat is then used to improve passenger comfort, defrost and defog, and maintain battery efficiency in low-temperature environments. PTC materials exhibit an automatic increase in resistance with rising temperature, enabling self-limiting temperature control and safe operation. This makes it an important and widely adopted electric heating solution in electric vehicle thermal management systems. In 2025, the global production of Electric Vehicle PTC Heaters was approximately 21.83 million units, with a unit price of approximately US\$42.25-146.38 and a gross profit margin of approximately 21.16%. HGTECH has an annual production capacity exceeding 11 million units.

With the continued surge in global electric vehicle sales, the PTC electric heater market for new energy vehicles has ushered in unprecedented development opportunities. In pure electric and plug-in hybrid vehicles, PTC heaters have become a key component ensuring passenger comfort and battery thermal management. As the demand for rapid heating, defrosting, and battery preheating grows in cold-weather markets, the market

penetration rate of PTC heaters continues to increase, especially in high-altitude and cold regions such as North America, Europe, and Northeast Asia. Simultaneously, government policy support for new energy vehicles, tightening emission regulations, and consumer preference for energy-efficient and environmentally friendly vehicles are all driving the rapid expansion of the PTC heater market. Domestic and international manufacturers are increasing their R&D investment, improving component performance and system integration capabilities to meet the requirements for higher energy efficiency and faster thermal response.

The thermal management technology for new energy vehicles is also constantly advancing. With its advantages of fast start-up, precise temperature control, and compact structure, PTC heaters can be integrated with heat pumps, HVAC systems, and other systems to provide vehicles with more efficient all-season thermal management solutions. The market demand for higher-power, lower-energy-consumption products has further driven the upgrading and innovation of the industrial chain, promoted the development of technical standards and product modularization, and made PTC electric heaters play a more central role in future thermal management systems.

Currently, the PTC electric heater market for new energy vehicles still faces some challenges. First, the integration of high-end models with high-voltage electrical systems places higher demands on product safety, durability, and EMC (electromagnetic compatibility), requiring suppliers to invest significant R&D resources to meet stricter standards. Furthermore, due to the diversification of overall thermal management technologies in electric vehicles, including the application of heat pump systems and the widespread adoption of hybrid heating strategies, PTC heaters face competition from alternative solutions. Regarding pricing, with the growth of vehicle segmentation and low-cost models, balancing product performance and cost has become a focus for both suppliers and consumers.

At the supply chain level, fluctuations in raw material prices in different regions, global logistical pressures, and tight supply of key components such as chips may bring supply risks and volatility. Companies must strengthen their supply chain resilience and risk management capabilities to cope with the uncertainties of the global manufacturing environment and ensure stable product delivery and quality.

On the downstream demand side, with the continuous increase in the penetration rate of new energy vehicles, the application of PTC electric heaters in different market segments such as passenger cars, light commercial vehicles, buses, and special

vehicles is gradually expanding. Especially in cold climates, consumers' demands for rapid heating and comfortable experiences are driving the adoption rate of high-power, high-response heaters. Commercial vehicles such as electric buses and logistics vehicles are placing higher standards on the reliability and continuous operation of thermal management systems, further boosting the demand for PTC heater product upgrades.

In the future, with the increasing complexity of on-board thermal management systems and the maturity of intelligent control technologies, PTC heaters will be deeply integrated with heat pumps, thermal management chips, and intelligent temperature control systems to achieve higher energy efficiency and a better user experience. Market demand for thermal management solutions driven by segmented applications, modular products, and intelligent connectivity will continue to grow, providing new growth opportunities for industry participants.

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

Global Electric Vehicle PTC Heaters 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 Electric Vehicle PTC Heaters 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 Electric Vehicle PTC Heaters 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 Electric Vehicle PTC Heaters

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 Electric Vehicle PTC Heaters 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 Eberspacher, Webasto, Vvkb Heaters, Warmda, BorgWarner, DBK Group, Mahle, DEFA AS, Autoterm LLC, Calix, etc.

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

Market Segmentation

Electric Vehicle PTC Heaters 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

Air-heated PTC

PTC Coolant Heater

Market segment by Power

Low Power (6kW)

Market segment by Voltage

High-voltage PTC Heater

Low-voltage PTC Heater

Market segment by Use

Passenger Cabin Air Conditioning and Heating

Battery Thermal Management System

Steering Wheel and Seats

Glass Defrosting

Market segment by Application

Normal EV/HEV/PHEV

Midrange EV/HEV/PHEV

High-End EV/HEV/PHEV

Major players covered

Eberspacher

Webasto

Vvkb Heaters

Warmda

BorgWarner

DBK Group

Mahle

DEFA AS

Autoterm LLC

Calix

Woory Corporation

KLC Corporation

Valeo

Zhenjiang Dongfang Electric Heating Technology Co., Ltd.

Suzhou Xinye Electronics Co., Ltd.

HGTECH

Shanghai Xinpa Electronic Technology Co., Ltd.

KUS Technology Corporation

New Nanfeng Group

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 Electric Vehicle ?PTC ?Heaters product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Vehicle ?PTC ?Heaters, with price, sales quantity, revenue, and global market share of Electric Vehicle ?PTC ?Heaters from 2021 to 2026.

Chapter 3, the Electric Vehicle ?PTC ?Heaters competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Vehicle ?PTC ?Heaters 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 Electric Vehicle ?PTC ?Heaters 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 Electric Vehicle ?PTC ?Heaters.

Chapter 14 and 15, to describe Electric Vehicle ?PTC ?Heaters sales channel, distributors, customers, research findings and conclusion.

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