

Global PTC Heater for NEV Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global PTC Heater for NEV market size is expected to reach \$ 5529 million by 2032, rising at a market growth of 12.5% CAGR during the forecast period (2026-2032).

PTC Heaters for NEVs use positive temperature coefficient ceramic thermistors as their core heating element, converting the DC power output from the battery into heat energy. They are used in automotive electric heating assemblies for cabin heating, windshield defrosting and defogging, battery preheating, and overall vehicle thermal management in new energy vehicles. The resistance of the PTC element increases rapidly with temperature, causing the heating power to automatically decrease. They feature self-limiting temperature, fast response, no open flame, and low overheating risk. Products mainly include air-type PTC heaters that directly heat air, and coolant-type PTC heaters that transfer heat to the cabin heating core and battery circuit via water-glycol coolant. They typically integrate high-voltage connectors, power control modules, temperature sensors, insulation monitoring, and CAN or LIN communication interfaces. Global shipments of PTC Heaters for NEVs are projected to reach approximately 23.5 million sets in 2025, with an average price of approximately US\$100 per set and a gross profit margin of 20%-30%.

Continued growth in global new energy vehicle production is creating a substantial and recurring OEM demand base for PTC heaters. Battery electric vehicles cannot rely on engine waste heat for cabin heating, while safe windshield defrosting remains a mandatory operating requirement. Low temperatures also reduce battery charge acceptance, discharge power, and driving range, making battery preconditioning increasingly important for fast charging and winter operation. Although 400V products continue to represent the largest installed base, the expansion of 800V fast-charging platforms is supporting demand for heaters with higher insulation performance, greater

power density, faster thermal response, and more sophisticated electronic controls.

Heat pumps are unlikely to eliminate PTC heaters over the forecast period. Heat pumps provide superior energy efficiency under moderate ambient conditions, but their heating capacity and efficiency decline during extreme cold, rapid defrosting, cold starts, and peak thermal-load conditions. PTC heaters therefore remain important as primary heaters on cost-sensitive platforms and as auxiliary or backup heat sources on heat-pump-equipped vehicles. Demand is shifting from standalone cabin air heaters toward coolant heaters capable of supporting the cabin, battery, electric drive, and charging-preconditioning circuits through an integrated thermal-management architecture.

The principal risks are persistent OEM price pressure, increasing heat-pump penetration, and competition from thick-film and other resistive heating technologies. Suppliers must satisfy stringent requirements for high-voltage isolation, electrical safety, electromagnetic compatibility, cold-state inrush current, functional safety, thermal-cycle durability, and long-term power stability. Competitive differentiation is consequently moving beyond the PTC ceramic material itself toward controller design, power-semiconductor selection, coolant-channel engineering, brazing quality, software control, weight reduction, and integration with centralized vehicle thermal-management systems. Suppliers capable of vertically integrating PTC elements, heater assemblies, and electronic controllers while securing global vehicle-platform nominations are likely to achieve the strongest long-term positioning.

This report studies the global PTC Heater for NEV production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global PTC Heater for NEV total production and demand, 2021-2032, (K Sets)

Global PTC Heater for NEV total production value, 2021-2032, (USD Million)

Global PTC Heater for NEV production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sets), (based on production site)

Global PTC Heater for NEV consumption by region & country, CAGR, 2021-2032 & (K

Sets)

U.S. VS China: PTC Heater for NEV domestic production, consumption, key domestic manufacturers and share

Global PTC Heater for NEV production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sets)

Global PTC Heater for NEV production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

Global PTC Heater for NEV production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sets)

This report profiles key players in the global PTC Heater for NEV 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 Eberspacher Gruppe GmbH & Co. KG, MAHLE GmbH, Valeo SE, WOORY Industrial Co., Ltd., Hanon Systems, DBK David + Baader GmbH, Taiwan King Lung Chin PTC Co., Ltd. (KLC Corporation), MAXIMUM TECHNOLOGY CO., LTD., Zhenjiang Dongfang Electric Heating Technology Co., Ltd., Suzhou Xinye Electronics Co., Ltd., 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 PTC Heater for NEV 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 PTC Heater for NEV Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global PTC Heater for NEV Market, Segmentation by Type:

PTC Water Heater

PTC Air Heater

Global PTC Heater for NEV Market, Segmentation by Power Output:

Low Power (6?kW)

Global PTC Heater for NEV Market, Segmentation by Voltage:

High-voltage PTC Heater

Low-voltage PTC Heater

Global PTC Heater for NEV Market, Segmentation by Heating Application:

Cabin Heating and Defrosting

Battery Thermal Management

Powertrain and Coolant Circuit Heating

Others

Global PTC Heater for NEV Market, Segmentation by Application:

BEV

PHEV

FCV

Companies Profiled:

Eberspacher Gruppe GmbH & Co. KG

MAHLE GmbH

Valeo SE

WOORY Industrial Co., Ltd.

Hanon Systems

DBK David + Baader GmbH

Taiwan King Lung Chin PTC Co., Ltd. (KLC Corporation)

MAXIMUM TECHNOLOGY CO., LTD.

Zhenjiang Dongfang Electric Heating Technology Co., Ltd.

Suzhou Xinye Electronics Co., Ltd.

Xiaogan HGGAOLI Electronics Co., Ltd.

Guangdong KUS Technology Corporation

Jiangsu Chaoli Electric Manufacture Co., Ltd.

Zhejiang Yinlun Machinery Co., Ltd.

Key Questions Answered:

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

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