

# **Automotive Heated Steering Wheel Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 to 2034**

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## **Abstracts**

The Global Automotive Heated Steering Wheel Market was valued at USD 3.2 billion in 2024 and is anticipated to grow at a CAGR of 5.1% from 2025 to 2034. This growth is primarily driven by increasing consumer demand for enhanced comfort and convenience in vehicles. The rising emphasis on safety during cold-weather driving and a desire for a better driving experience fuel the adoption of heated steering wheels. Innovations, including integration with advanced climate control systems, further accelerate market expansion. Automakers are increasingly prioritizing energy-efficient and premium features, contributing to widespread adoption across various vehicle categories.

The transition toward electric vehicles (EVs) is another key factor shaping the market landscape. Heated steering wheels offer an effective way to ensure cabin comfort while minimizing energy usage, making them an attractive feature for EVs. As the electric vehicle market expands, demand for energy-efficient in-car solutions is set to grow, boosting the adoption of heated steering wheels in modern vehicles.

Based on the power source, the market is segmented into vehicle batteries and alternators. In 2024, vehicle batteries accounted for nearly half of the market share, with their use projected to grow significantly by 2034. As EV adoption rises, battery-powered systems are becoming increasingly efficient, offering faster heating without affecting vehicle performance. Continuous improvements in battery management systems (BMS) are enabling optimized energy usage, ensuring that these systems provide comfort without compromising vehicle range.

The market is also segmented by technology, including resistive, capacitive, and

infrared heating. Resistive heating dominated the market in 2024, accounting for the largest share due to its affordability and reliability. This technology, which uses embedded resistive wires to generate heat, is commonly used in mid-range and economy vehicles. Although newer technologies such as infrared and capacitive heating are gaining attention for their energy efficiency, resistive heating remains a preferred choice due to its simplicity and proven effectiveness.

Geographically, North America represented 33% of the market revenue in 2024, with further growth expected by 2034. The region's colder climate and increasing demand for advanced in-car features are driving adoption. As energy-efficient technologies evolve, automakers are incorporating heated steering wheels into more vehicle models to cater to consumer preferences for comfort and innovation.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Research design
  - 1.1.1 Research approach
  - 1.1.2 Data collection methods
- 1.2 Base estimates and calculations
  - 1.2.1 Base year calculation
  - 1.2.2 Key trends for market estimates
- 1.3 Forecast model
- 1.4 Primary research & validation
  - 1.4.1 Primary sources
  - 1.4.2 Data mining sources
- 1.5 Market definitions

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis, 2021 - 2034

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
- 3.2 Supplier landscape
  - 3.2.1 Raw material suppliers
  - 3.2.2 Component manufacturers
  - 3.2.3 OEM
  - 3.2.4 Aftermarket suppliers
  - 3.2.5 Distributors and retailers
  - 3.2.6 End user
- 3.3 Profit margin analysis
- 3.4 Technology & innovation landscape
- 3.5 Cost breakdown analysis
- 3.6 Key news & initiatives
- 3.7 Regulatory landscape
- 3.8 Technology differentiators
  - 3.8.1 Resistive

- 3.8.2 Infrared
- 3.8.3 Capacitive
- 3.9 Impact forces
  - 3.9.1 Growth drivers
    - 3.9.1.1 Rising demand for in-vehicle comfort features
    - 3.9.1.2 Increasing adoption of electric and hybrid vehicles
    - 3.9.1.3 Technological advancements in energy-efficient heating systems
    - 3.9.1.4 Growing automotive sales in colder climates
  - 3.9.2 Industry pitfalls & challenges
    - 3.9.2.1 High implementation and maintenance costs for manufacturers
    - 3.9.2.2 Potential safety concerns with overheating and malfunctions
- 3.10 Growth potential analysis
- 3.11 Porter's analysis
- 3.12 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY POWER, 2021 - 2034 (\$BN, UNITS)**

- 5.1 Key trends
- 5.2 Vehicle battery
- 5.3 Alternator

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TECHNOLOGY, 2021 - 2034 (\$BN, UNITS)**

- 6.1 Key trends
- 6.2 Capacitive heating
- 6.3 Resistive heating
- 6.4 Infrared heating

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY FEATURES, 2021 - 2034 (\$BN, UNITS)**

- 7.1 Key trends
- 7.2 Temperature control
- 7.3 Built-in sensors
- 7.4 Ergonomic design
- 7.5 Safety features

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY SALES CHANNEL, 2021 - 2034 (\$BN, UNITS)**

- 8.1 Key trends
- 8.2 OEM
- 8.3 Aftermarket

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY VEHICLE, 2021 - 2034 (\$BN, UNITS)**

- 9.1 Key trends
- 9.2 Passenger cars
  - 9.2.1 Luxury
  - 9.2.2 Mid-segment
  - 9.2.3 Economy
- 9.3 Commercial vehicles
  - 9.3.1 LCV
  - 9.3.2 HCV

## **CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034 (\$BN, UNITS)**

- 10.1 Key trends
- 10.2 North America
  - 10.2.1 U.S.
  - 10.2.2 Canada
- 10.3 Europe
  - 10.3.1 UK
  - 10.3.2 Germany
  - 10.3.3 France
  - 10.3.4 Spain
  - 10.3.5 Italy

- 10.3.6 Russia
- 10.3.7 Nordics
- 10.4 Asia Pacific
  - 10.4.1 China
  - 10.4.2 India
  - 10.4.3 Japan
  - 10.4.4 South Korea
  - 10.4.5 ANZ
  - 10.4.6 Southeast Asia
- 10.5 Latin America
  - 10.5.1 Brazil
  - 10.5.2 Mexico
  - 10.5.3 Argentina
- 10.6 MEA
  - 10.6.1 UAE
  - 10.6.2 South Africa
  - 10.6.3 Saudi Arabia

## **CHAPTER 11 COMPANY PROFILES**

- 11.1 Aptiv
- 11.2 Autoliv
- 11.3 Bombardier Recreational Products
- 11.4 BorgWarner
- 11.5 DENSO
- 11.6 Faurecia
- 11.7 Gentherm
- 11.8 Hyundai Mobis
- 11.9 I.G. Bauerhin
- 11.10 Johnson Controls
- 11.11 Joyson Safety Systems
- 11.12 Lear
- 11.13 Magna International
- 11.14 Seco Komos
- 11.15 Symtec
- 11.16 Tomita Technologies
- 11.17 TS Tech
- 11.18 Valeo
- 11.19 Yazaki

11.20 ZF Friedrichshafen

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