

### 2017-2022 Global and Japan Automotive Seat Heater Market Analysis Report

https://marketpublishers.com/r/28D011E062AEN.html

Date: August 2017

Pages: 116

Price: US\$ 3,085.00 (Single User License)

ID: 28D011E062AEN

#### **Abstracts**

The global Automotive Seat Heater market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2017, growing at a CAGR of XX% between 2016 and 2022.

Japan plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2017, with a CAGR of xx%.

This report, with focus on top players in the global and Japan, studies the Automotive Seat Heater market's development status and future trend in the global and Japan. It splits Automotive Seat Heater market by type and by applications to fully and deeply research and reveal market profile and prospect.

The major players include

Gentherm (US)

Kongsberg (Norway)

I.G.Bauerhin (DE)

Panasonic (JP)

ACTIVline (DE)

Check Corporation (US)



# Champion (US) Seat Comfort Systems (US) Tachibana (CN) Goldern Time (CN) Hxbest (CN) SET Electronics (CN) Hengfei Electronic (CN) Firsten (CN) Sincer (CN) Langech (CN) Geographically, this report splits the Global market into the following regions: Asia Pacific Japan Tokyo Yokohama Osaka Nagoya Others China



	Korea	
	India	
	Others	
Europe	е	
	France	
	Germany	
	United Kingdom	
	Italy	
	Russia	
	Others	
North America		
	United States	
	Canada	
Latin America		
	Brazil	
	Mexico	
	Others	
Southeast Asia		
	Singapore	
	Malaysia	



	Vietnam	
	Myanmar	
	Thailand	
	Indonesia	
	Philippines	
	Others	
Middle East & Africa		
	Saudi Arabia	
	Iran	
	UAE	
	Turkey	
	Israel	
	Egypt	
	South Africa	
	Others	
On the basis of product, the Automotive Seat Heater market is primarily split into		

Carbon Fiber Heater

By Material

Composite Metal Heater



By Location
Internal Type
External Type
Key Applications
Normal Car
MPV
SUV



#### **Contents**

#### 1 AUTOMOTIVE SEAT HEATER OVERVIEW

- 1.1 Product Overview and Scope of Automotive Seat Heater
- 1.2 Global and Japan Automotive Seat Heater Market by Applications/End Users
- 1.2.1 Japan Automotive Seat Heater Sales (K Units) and Market Share Comparison by Applications (2012-2017)
- 1.2.1.1 Japan Automotive Seat Heater Sales (K Units) and Market Share by Applications (2012-2017)
- 1.2.1.2 Japan Automotive Seat Heater Sales Growth Rate (%) by Applications (2012-2017)
  - 1.2.1.3 Market Drivers and Opportunities
- 1.2.2 Japan Automotive Seat Heater Sales (K Units) and Market Share Comparison by Applications (2012-2017)
  - 1.2.3 Global Automotive Seat Heater Sales by Application (2012-2017)
- 1.2.3.1 Global Automotive Seat Heater Sales (K Units) and Market Share by Applications (2012-2017)
- 1.2.3.2 Global Automotive Seat Heater Sales Growth Rate (%) by Applications (2012-2017)
  - 1.2.3.3 Market Drivers and Opportunities
- 1.2.4 Global Automotive Seat Heater Sales (K Units) and Market Share Comparison by Applications (2012-2017)
  - 1.2.5 Normal Car
  - 1.2.6 MPV
  - 1.2.7 SUV
- 1.3 Global and Japan Market Size (Sales and Revenue) of Automotive Seat Heater (2012-2017)
  - 1.3.1 Japan Market Size (Sales and Revenue) of Automotive Seat Heater (2012-2017)
- 1.3.1.1 Japan Automotive Seat Heater Sales (K Units) and Growth Rate (%) (2012-2017)
- 1.3.1.2 Japan Automotive Seat Heater Revenue (Million USD) and Growth Rate (2012-2017)
  - 1.3.2 Global Market Size (Sales and Revenue) of Automotive Seat Heater (2012-2017)
- 1.3.2.1 Global Automotive Seat Heater Sales (K Units) and Growth Rate (%) (2012-2017)
- 1.3.2.2 Global Automotive Seat Heater Revenue (Million USD) and Growth Rate (2012-2017)
- 1.4 Global and Japan Classification of Automotive Seat Heater by Material



- 1.4.1 Japan Automotive Seat Heater Sales (K Units) and Market Share by Material (2012-2017)
- 1.4.2 Global Automotive Seat Heater Sales (K Units) and Market Share by Material (2012-2017)
- 1.4.3 Japan Automotive Seat Heater Revenue (Million USD) and Market Share by Material (2012-2017)
- 1.4.4 Global Automotive Seat Heater Revenue (Million USD) and Market Share by Material (2012-2017)
  - 1.4.5 Japan Automotive Seat Heater Price (USD/Unit) by Material (2012-2017)
  - 1.4.6 Global Automotive Seat Heater Price (USD/Unit) by Material (2012-2017)
  - 1.4.7 Japan Automotive Seat Heater Sales Growth Rate (%) by Material (2012-2017)
  - 1.4.8 Global Automotive Seat Heater Sales Growth Rate (%) by Material (2012-2017)
  - 1.4.9 Carbon Fiber Heater
  - 1.4.10 Composite Metal Heater
- 1.5 Global and Japan Classification of Automotive Seat Heater by Location
- 1.5.1 Japan Automotive Seat Heater Sales (K Units) and Market Share by Location (2012-2017)
- 1.5.2 Global Automotive Seat Heater Sales (K Units) and Market Share by Location (2012-2017)
- 1.5.3 Japan Automotive Seat Heater Revenue (Million USD) and Market Share by Location (2012-2017)
- 1.5.4 Global Automotive Seat Heater Revenue (Million USD) and Market Share by Location (2012-2017)
  - 1.5.5 Japan Automotive Seat Heater Price (USD/Unit) by Location (2012-2017)
  - 1.5.6 Global Automotive Seat Heater Price (USD/Unit) by Location (2012-2017)
  - 1.5.7 Japan Automotive Seat Heater Sales Growth Rate (%) by Location (2012-2017)
  - 1.5.8 Global Automotive Seat Heater Sales Growth Rate (%) by Location (2012-2017)
  - 1.5.9 Internal Type
  - 1.5.10 External Type

### 2 GLOBAL AND JAPAN AUTOMOTIVE SEAT HEATER MARKET COMPETITION BY PLAYERS/MANUFACTURERS

- 2.1 Japan Automotive Seat Heater Market Competition by Players/Manufacturers
- 2.1.1 Japan Automotive Seat Heater Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.1.2 Japan Automotive Seat Heater Revenue and Share by Players/Manufacturers (2012-2017)
  - 2.1.3 Japan Automotive Seat Heater Average Price (USD/Unit) by



#### Players/Manufacturers (2012-2017)

- 2.1.4 Japan Automotive Seat Heater Market Competitive Situation and Trends
  - 2.1.4.1 Japan Automotive Seat Heater Market Concentration Rate
- 2.1.4.2 Japan Automotive Seat Heater Market Share of Top 3 and Top 5 Players/Manufacturers
  - 2.1.4.3 Mergers & Acquisitions, Expansion in Japan Market
- 2.1.5 Japan Players/Manufacturers Automotive Seat Heater Manufacturing Base Distribution, Sales Area, Product Types
- 2.2 Global Automotive Seat Heater Market Competition by Players/Manufacturers
- 2.2.1 Global Automotive Seat Heater Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2.2 Global Automotive Seat Heater Revenue and Share by Players/Manufacturers (2012-2017)
- 2.2.3 Global Automotive Seat Heater Average Price (USD/Unit) by Players/Manufacturers (2012-2017)
  - 2.2.4 Global Automotive Seat Heater Market Competitive Situation and Trends
  - 2.2.4.1 Global Automotive Seat Heater Market Concentration Rate
- 2.2.4.2 Global Automotive Seat Heater Market Share of Top 3 and Top 5 Players/Manufacturers
  - 2.2.4.3 Mergers & Acquisitions, Expansion in Global Market
- 2.2.5 Global Players/Manufacturers Automotive Seat Heater Manufacturing Base Distribution, Sales Area, Product Types

### 3 GLOBAL AND JAPAN AUTOMOTIVE SEAT HEATER SALES AND REVENUE BY REGIONS (2012-2017)

- 3.1 Asia Pacific Automotive Seat Heater Sales and Revenue by Regions (2012-2017)
  - 3.1.1 Japan Automotive Seat Heater Sales and Revenue (2012-2017)
    - 3.1.1.1 Japan Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.1.1.2 Japan Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.1.1.3 Japan Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.1.2 China Automotive Seat Heater Sales and Revenue (2012-2017)
  - 3.1.2.1 China Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.1.2.2 China Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.1.2.3 China Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.1.3 Korea Automotive Seat Heater Sales and Revenue (2012-2017)
  - 3.1.3.1 Korea Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)



- 3.1.3.2 Korea Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.1.3.3 Korea Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.1.4 India Automotive Seat Heater Sales and Revenue (2012-2017)
  - 3.1.4.1 India Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.1.4.2 India Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.1.4.3 India Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.1.5 Others Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.1.5.1 Others Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.1.5.2 Others Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.1.5.3 Others Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.2 Europe Automotive Seat Heater Sales and Revenue by Regions (2012-2017)
- 3.2.1 France Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.2.1.1 France Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.2.1.2 France Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.2.1.3 France Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.2.2 Germany Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.2.2.1 Germany Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.2.2.2 Germany Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.2.2.3 Germany Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.2.3 United Kingdom Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.2.3.1 United Kingdom Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.2.3.2 United Kingdom Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.2.3.3 United Kingdom Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.2.4 Italy Automotive Seat Heater Sales and Revenue (2012-2017)
    - 3.2.4.1 Italy Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.2.4.2 Italy Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.2.4.3 Italy Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.2.5 Russia Automotive Seat Heater Sales and Revenue (2012-2017)



- 3.2.5.1 Russia Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.2.5.2 Russia Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.2.5.3 Russia Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.2.6 Others Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.2.6.1 Others Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.2.6.2 Others Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.2.6.3 Others Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.3 North America Automotive Seat Heater Sales and Revenue by Regions (2012-2017)
  - 3.3.1 United States Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.3.1.1 United States Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.3.1.2 United States Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.3.1.3 United States Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.3.2 Canada Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.3.2.1 Canada Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.3.2.2 Canada Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.3.2.3 Canada Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.4 Latin America Automotive Seat Heater Sales and Revenue by Regions (2012-2017)
  - 3.4.1 Brazil Automotive Seat Heater Sales and Revenue (2012-2017)
    - 3.4.1.1 Brazil Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.4.1.2 Brazil Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.4.1.3 Brazil Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.4.2 Mexico Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.4.2.1 Mexico Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.4.2.2 Mexico Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.4.2.3 Mexico Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.4.3 Others Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.4.3.1 Others Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)



- 3.4.3.2 Others Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.4.3.3 Others Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.5 Southeast Asia Automotive Seat Heater Sales and Revenue by Regions (2012-2017)
  - 3.5.1 Singapore Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.1.1 Singapore Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.1.2 Singapore Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.1.3 Singapore Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.5.2 Malaysia Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.2.1 Malaysia Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.2.2 Malaysia Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.2.3 Malaysia Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.5.3 Vietnam Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.3.1 Vietnam Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.3.2 Vietnam Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.3.3 Vietnam Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.5.4 Myanmar Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.4.1 Myanmar Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.4.2 Myanmar Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.4.3 Myanmar Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.5.5 Thailand Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.5.1 Thailand Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.5.2 Thailand Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.5.3 Thailand Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.5.6 Indonesia Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.6.1 Indonesia Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
  - 3.5.6.2 Indonesia Automotive Seat Heater Revenue (Million USD) and Market Share



#### (2012-2017)

- 3.5.6.3 Indonesia Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.5.7 Philippines Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.7.1 Philippines Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.7.2 Philippines Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.7.3 Philippines Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.5.8 Others Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.5.8.1 Others Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.5.8.2 Others Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.5.8.3 Others Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.6 Middle East & Africa Automotive Seat Heater Sales and Revenue by Regions (2012-2017)
  - 3.6.1 Saudi Arabia Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.6.1.1 Saudi Arabia Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.1.2 Saudi Arabia Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.1.3 Saudi Arabia Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.6.2 Iran Automotive Seat Heater Sales and Revenue (2012-2017)
  - 3.6.2.1 Iran Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.2.2 Iran Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.2.3 Iran Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.6.3 UAE Automotive Seat Heater Sales and Revenue (2012-2017)
    - 3.6.3.1 UAE Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.3.2 UAE Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.3.3 UAE Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.6.4 Turkey Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.6.4.1 Turkey Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.4.2 Turkey Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.4.3 Turkey Automotive Seat Heater Price (USD/Unit)(2012-2017)
- 3.6.5 Israel Automotive Seat Heater Sales and Revenue (2012-2017)



- 3.6.5.1 Israel Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.5.2 Israel Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.5.3 Israel Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.6.6 Egypt Automotive Seat Heater Sales and Revenue (2012-2017)
    - 3.6.6.1 Egypt Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.6.2 Egypt Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.6.3 Egypt Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.6.7 South Africa Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.6.7.1 South Africa Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.7.2 South Africa Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.7.3 South Africa Automotive Seat Heater Price (USD/Unit)(2012-2017)
  - 3.6.8 Others Automotive Seat Heater Sales and Revenue (2012-2017)
- 3.6.8.1 Others Automotive Seat Heater Sales (K Units) and Market Share (2012-2017)
- 3.6.8.2 Others Automotive Seat Heater Revenue (Million USD) and Market Share (2012-2017)
  - 3.6.8.3 Others Automotive Seat Heater Price (USD/Unit)(2012-2017)

### 4 GLOBAL AND JAPAN AUTOMOTIVE SEAT HEATER PLAYERS/MANUFACTURERS PROFILES AND SALES DATA

- 4.1 Gentherm (US)
  - 4.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.1.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.1.2.1 Product A
    - 4.1.2.2 Product B
- 4.1.3 Gentherm (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
  - 4.1.4 Main Business/Business Overview
- 4.2 Kongsberg (Norway)
  - 4.2.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.2.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.2.2.1 Product A
    - 4.2.2.2 Product B
  - 4.2.3 Kongsberg (Norway) Automotive Seat Heater Sales (K Units), Revenue (Million



- USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
  - 4.2.4 Main Business/Business Overview
- 4.3 I.G.Bauerhin (DE)
  - 4.3.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.3.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.3.2.1 Product A
    - 4.3.2.2 Product B
- 4.3.3 I.G.Bauerhin (DE) Automotive Seat Heater Sales (K Units), Revenue (Million
- USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
  - 4.3.4 Main Business/Business Overview
- 4.4 Panasonic (JP)
  - 4.4.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.4.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.4.2.1 Product A
    - 4.4.2.2 Product B
- 4.4.3 Panasonic (JP) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
  - 4.4.4 Main Business/Business Overview
- 4.5 ACTIVline (DE)
  - 4.5.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.5.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.5.2.1 Product A
    - 4.5.2.2 Product B
- 4.5.3 ACTIVline (DE) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
- 4.5.4 Main Business/Business Overview
- 4.6 Check Corporation (US)
  - 4.6.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.6.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.6.2.1 Product A
    - 4.6.2.2 Product B
- 4.6.3 Check Corporation (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
- 4.6.4 Main Business/Business Overview
- 4.7 Champion (US)
  - 4.7.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.7.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.7.2.1 Product A
    - 4.7.2.2 Product B



- 4.7.3 Champion (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
- 4.7.4 Main Business/Business Overview
- 4.8 Seat Comfort Systems (US)
  - 4.8.1 Company Basic Information, Manufacturing Base and Competitors
- 4.8.2 Automotive Seat Heater Product Category, Application and Specification
  - 4.8.2.1 Product A
  - 4.8.2.2 Product B
- 4.8.3 Seat Comfort Systems (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
- 4.8.4 Main Business/Business Overview
- 4.9 Tachibana (CN)
  - 4.9.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.9.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.9.2.1 Product A
    - 4.9.2.2 Product B
- 4.9.3 Tachibana (CN) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
  - 4.9.4 Main Business/Business Overview
- 4.10 Goldern Time (CN)
  - 4.10.1 Company Basic Information, Manufacturing Base and Competitors
  - 4.10.2 Automotive Seat Heater Product Category, Application and Specification
    - 4.10.2.1 Product A
    - 4.10.2.2 Product B
- 4.10.3 Goldern Time (CN) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)
  - 4.10.4 Main Business/Business Overview
- 4.11 Hxbest (CN)
- 4.12 SET Electronics (CN)
- 4.13 Hengfei Electronic (CN)
- 4.14 Firsten (CN)
- 4.15 Sincer (CN)
- 4.16 Langech (CN)

#### **5 AUTOMOTIVE SEAT HEATER MANUFACTURING COST ANALYSIS**

- 5.1 Automotive Seat Heater Key Raw Materials Analysis
  - 5.1.1 Key Raw Materials
  - 5.1.2 Price Trend of Key Raw Materials



- 5.1.3 Key Suppliers of Raw Materials
- 5.1.4 Market Concentration Rate of Raw Materials
- 5.2 Proportion of Manufacturing Cost Structure
  - 5.2.1 Raw Materials
  - 5.2.2 Labor Cost
  - 5.2.3 Manufacturing Expenses
- 5.3 Manufacturing Process Analysis of Automotive Seat Heater

#### 6 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 6.1 Automotive Seat Heater Industrial Chain Analysis
- 6.2 Upstream Raw Materials Sourcing
- 6.3 Raw Materials Sources of Automotive Seat Heater Major Players/Manufacturers in 2016
- 6.4 Downstream Buyers

#### 7 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 7.1 Marketing Channel
  - 7.1.1 Direct Marketing
  - 7.1.2 Indirect Marketing
  - 7.1.3 Marketing Channel Development Trend
- 7.2 Market Positioning
  - 7.2.1 Pricing Strategy
  - 7.2.2 Brand Strategy
  - 7.2.3 Target Client
- 7.3 Distributors/Traders List

#### **8 MARKET EFFECT FACTORS ANALYSIS**

- 8.1 Technology Progress/Risk
  - 8.1.1 Substitutes Threat
  - 8.1.2 Technology Progress in Related Industry
- 8.2 Consumer Needs/Customer Preference Change
- 8.3 Economic/Political Environmental Change

## 9 GLOBAL AND JAPAN AUTOMOTIVE SEAT HEATER MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)



- 9.1 Global and Japan Automotive Seat Heater Sales (K Units), Revenue (Million USD) Forecast (2017-2022)
- 9.2 Global and Japan Automotive Seat Heater Sales (K Units) Forecast by Type (2017-2022)
  - 9.2.1 by Material
  - 9.2.2 by Location
- 9.3 Global and Japan Automotive Seat Heater Sales (K Units) Forecast by Application (2017-2022)
- 9.4 Global and Japan Automotive Seat Heater Sales (K Units) Forecast by Regions (2017-2022)

#### 10 RESEARCH FINDINGS AND CONCLUSION

#### 11 METHODOLOGY AND DATA SOURCE

- 11.1 Methodology/Research Approach
  - 11.1.1 Research Programs/Design
  - 11.1.2 Market Size Estimation
  - 11.1.3 Market Breakdown and Data Triangulation
- 11.2 Data Source
  - 11.2.1 Secondary Sources
  - 11.2.2 Primary Sources
- 11.3 Disclaimer
- 11.4 Author List



#### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Product Picture of Automotive Seat Heater

Table Japan Automotive Seat Heater Sales (Million Units) Comparison by Applications (2012-2017)

Figure Japan Sales Market Share (%) of Automotive Seat Heater by Applications in 2016

Table Global Automotive Seat Heater Sales (Million Units) Comparison by Applications (2012-2017)

Figure Global Sales Market Share (%) of Automotive Seat Heater by Applications in 2016

Figure Normal Car Examples

Table Key Downstream Customer in Normal Car

Figure MPV Examples

Table Key Downstream Customer in MPV

Figure SUV Examples

Table Key Downstream Customer in SUV

Figure Carbon Fiber Heater Product Picture

Figure Composite Metal Heater Product Picture

Figure Internal Type Product Picture

Figure External Type Product Picture

Table Gentherm (US) Basic Information List

Table Gentherm (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD),

Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Gentherm (US) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Gentherm (US) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Gentherm (US) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Kongsberg (Norway) Basic Information List

Table Kongsberg (Norway) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Kongsberg (Norway) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Kongsberg (Norway) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Kongsberg (Norway) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)



Table I.G.Bauerhin (DE) Basic Information List

Table I.G.Bauerhin (DE) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table I.G.Bauerhin (DE) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table I.G.Bauerhin (DE) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure I.G.Bauerhin (DE) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Panasonic (JP) Basic Information List

Table Panasonic (JP) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Panasonic (JP) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Panasonic (JP) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Panasonic (JP) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table ACTIVIine (DE) Basic Information List

Table ACTIVline (DE) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table ACTIVline (DE) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table ACTIVline (DE) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure ACTIVline (DE) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Check Corporation (US) Basic Information List

Table Check Corporation (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Check Corporation (US) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Check Corporation (US) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Check Corporation (US) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Champion (US) Basic Information List

Table Champion (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Champion (US) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Champion (US) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)



Figure Champion (US) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Seat Comfort Systems (US) Basic Information List

Table Seat Comfort Systems (US) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Seat Comfort Systems (US) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Seat Comfort Systems (US) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Seat Comfort Systems (US) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Tachibana (CN) Basic Information List

Table Tachibana (CN) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Tachibana (CN) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Tachibana (CN) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Tachibana (CN) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Goldern Time (CN) Basic Information List

Table Goldern Time (CN) Automotive Seat Heater Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2012-2017)

Table Goldern Time (CN) Automotive Seat Heater Sales Growth Rate (%)(2012-2017)

Table Goldern Time (CN) Automotive Seat Heater Sales Market Share (%) in Japan (2012-2017)

Figure Goldern Time (CN) Automotive Seat Heater Revenue Market Share (%) in Japan (2012-2017)

Table Hxbest (CN) Basic Information List

Table SET Electronics (CN) Basic Information List

Table Hengfei Electronic (CN) Basic Information List

Table Firsten (CN) Basic Information List

Table Sincer (CN) Basic Information List

Table Langech (CN) Basic Information List

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Automotive Seat Heater

Figure Manufacturing Process Analysis of Automotive Seat Heater

Figure Automotive Seat Heater Industrial Chain Analysis



Table Raw Materials Sources of Automotive Seat Heater Major Players/Manufacturers in 2016

Table Major Buyers of Automotive Seat Heater

Table Distributors/Traders List

Figure Japan Automotive Seat Heater Sales (K Units) and Growth Rate (%) Forecast (2017-2022)

Figure Japan Automotive Seat Heater Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure Japan Automotive Seat Heater Price (USD/Unit) Trend Forecast (2017-2022) Figure Global Automotive Seat Heater Sales (K Units) and Growth Rate (%) Forecast (2017-2022)

Figure Global Automotive Seat Heater Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure Global Automotive Seat Heater Price (USD/Unit) Trend Forecast (2017-2022)

Table Japan Automotive Seat Heater Sales (K Units) Forecast by Type (2017-2022)

Table Global Automotive Seat Heater Sales (K Units) Forecast by Type (2017-2022)

Figure Japan Automotive Seat Heater Sales (K Units) Forecast by Type (2017-2022)

Figure Global Automotive Seat Heater Sales (K Units) Forecast by Type (2017-2022)

Figure Japan Automotive Seat Heater Sales Volume Market Share Forecast by Type in 2017

Figure Global Automotive Seat Heater Sales Volume Market Share Forecast by Type in 2017

Table Japan Automotive Seat Heater Sales (K Units) Forecast by Application (2017-2022)

Figure Japan Automotive Seat Heater Sales Volume Market Share Forecast by Application (2017-2022)

Figure Japan Automotive Seat Heater Sales Volume Market Share Forecast by Application in 2017

Table Global Automotive Seat Heater Sales (K Units) Forecast by Application (2017-2022)

Figure Global Automotive Seat Heater Sales Volume Market Share Forecast by Application (2017-2022)

Figure Global Automotive Seat Heater Sales Volume Market Share Forecast by Application in 2017

Table Japan Automotive Seat Heater Sales (K Units) Forecast by Regions (2017-2022) Table Japan Automotive Seat Heater Sales Volume Share Forecast by Regions (2017-2022)

Figure Japan Automotive Seat Heater Sales Volume Share Forecast by Regions (2017-2022)



Table Global Automotive Seat Heater Sales (K Units) Forecast by Regions (2017-2022) Table Global Automotive Seat Heater Sales Volume Share Forecast by Regions (2017-2022)

Figure Global Automotive Seat Heater Sales Volume Share Forecast by Regions (2017-2022)

Table Research Programs/Design for This Report
Figure Bottom-up and Top-down Approaches for This Report
Figure Data Triangulation
Table Key Data Information from Secondary Sources
Table Key Data Information from Primary Sources



#### I would like to order

Product name: 2017-2022 Global and Japan Automotive Seat Heater Market Analysis Report

Product link: <a href="https://marketpublishers.com/r/28D011E062AEN.html">https://marketpublishers.com/r/28D011E062AEN.html</a>

Price: US\$ 3,085.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

#### **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/28D011E062AEN.html">https://marketpublishers.com/r/28D011E062AEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970