

Global Automotive Seat Vibration Components Market Growth 2026-2032

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Abstracts

The global Automotive Seat Vibration Components market size is predicted to grow from US\$ 147 million in 2025 to US\$ 208 million in 2032; it is expected to grow at a CAGR of 5.1% from 2026 to 2032.

Automotive Vibration Seat Components refer to the core parts, modules, and sub-systems used to realize vibration, haptic feedback, 4D audio feedback, entertainment-synchronized vibration, massage, fatigue relief, muscle stimulation, or comfort vibration functions in automotive seats. These components are usually supplied as standalone modules or functional units to seat manufacturers, automotive OEMs, smart cockpit system integrators, or in-vehicle audio system suppliers for integration into finished automotive seats. The product scope mainly includes seat vibration motors, seat exciters, haptic actuators, linear actuators, 4D exciters, pneumatic massage modules and more. These components convert audio, video, music, gaming, cockpit interaction signals, or comfort-control commands into controlled seat vibration feedback, supporting immersive entertainment experience, 4D sound experience, massage relaxation, fatigue reduction, and enhanced in-cabin comfort.

In 2025, global Automotive Seat Vibration Components production reached approximately 3,659 K units, with an average global market price of around US\$ 41 per unit. The production capacity of Automotive Seat Vibration Components is approximately 4,631 K units per year, the average gross profit margin was 28-31%.

The upstream supply chain of Automotive Seat Vibration Components mainly includes magnetic materials, copper wire, silicon steel sheets, precision metal parts, plastic housings, bearings, springs, coils, PCBs, control chips, drive ICs, electronic components, adhesives, insulation materials, and surface treatment materials. These

raw materials and parts are processed into vibration motors, seat exciters, haptic actuators, linear actuators, and related vibration feedback components. Downstream customers mainly include automotive seat manufacturers, seat system integrators, in-vehicle audio system suppliers, smart cockpit system suppliers, and automotive OEMs. These components are finally integrated into finished automotive seats to realize entertainment-synchronized vibration, 4D audio feedback, haptic feedback, safety alerts, massage vibration, fatigue relief, and comfort enhancement.

The cost structure of Automotive Seat Vibration Components mainly consists of magnetic materials, copper wire, coils, metal parts, plastic housings, bearings, springs, PCBs, drive ICs, electronic components, assembly labor, precision machining, tooling, testing, reliability validation, packaging, and logistics costs. Among these, magnetic materials, copper wire/coils, precision metal parts, electronic components, and assembly/testing usually account for the largest share. For high-end seat exciters or haptic actuators used in 4D audio and entertainment-synchronized vibration systems, additional costs come from vibration performance tuning, durability testing, NVH optimization, automotive-grade reliability requirements, and OEM-specific customization.

LP Information, Inc. (LPI) ' newest research report, the "Automotive Seat Vibration Components Industry Forecast" looks at past sales and reviews total world Automotive Seat Vibration Components sales in 2025, providing a comprehensive analysis by region and market sector of projected Automotive Seat Vibration Components sales for 2026 through 2032. With Automotive Seat Vibration Components sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive Seat Vibration Components industry.

This Insight Report provides a comprehensive analysis of the global Automotive Seat Vibration Components landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Automotive Seat Vibration Components portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Seat Vibration Components market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Seat Vibration Components and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging

pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive Seat Vibration Components.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive Seat Vibration Components market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

- Seat Vibration Motor

- Pneumatic Massage Module

- Others

Segmentation by Vibration Frequency Range:

- Low-Frequency Type: 150 Hz

Segmentation by Application:

- Hybrid Vehicle

- Electric Vehicle

- Oil Vehicle

This report also splits the market by region:

- Americas

 - United States

 - Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Gentherm

RichTap

Kepo Technologies LLC.

Leggett & Platt Automotive

Nidec

Burmester

Alps Alpine

Johnson Electric

Constar

Grewus

Key Questions Addressed in this Report

What is the 10-year outlook for the global Automotive Seat Vibration Components market?

What factors are driving Automotive Seat Vibration Components market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Automotive Seat Vibration Components market opportunities vary by end market size?

How does Automotive Seat Vibration Components break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Automotive Seat Vibration Components Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Automotive Seat Vibration Components by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Automotive Seat Vibration Components by Country/Region, 2021, 2025 & 2032
- 2.2 Automotive Seat Vibration Components Segment by Type
 - 2.2.1 Seat Vibration Motor
 - 2.2.2 Pneumatic Massage Module
 - 2.2.3 Others
 - 2.2.4 Automotive Seat Vibration Components Sales by Type
 - 2.2.4.1 Global Automotive Seat Vibration Components Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Automotive Seat Vibration Components Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Automotive Seat Vibration Components Sale Price by Type (2021-2026)
- 2.3 Automotive Seat Vibration Components Segment by Vibration Frequency Range
 - 2.3.1 Low-Frequency Type: 150 Hz
 - 2.3.4 Automotive Seat Vibration Components Sales by Vibration Frequency Range
 - 2.3.4.1 Global Automotive Seat Vibration Components Sales Market Share by Vibration Frequency Range (2021-2026)
 - 2.3.4.2 Global Automotive Seat Vibration Components Revenue and Market Share by Vibration Frequency Range (2021-2026)

2.3.4.3 Global Automotive Seat Vibration Components Sale Price by Vibration Frequency Range (2021-2026)

2.4 Automotive Seat Vibration Components Segment by Application

2.4.1 Hybrid Vehicle

2.4.2 Electric Vehicle

2.4.3 Oil Vehicle

2.4.4 Automotive Seat Vibration Components Sales by Application

2.4.4.1 Global Automotive Seat Vibration Components Sale Market Share by Application (2021-2026)

2.4.4.2 Global Automotive Seat Vibration Components Revenue and Market Share by Application (2021-2026)

2.4.4.3 Global Automotive Seat Vibration Components Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Automotive Seat Vibration Components Breakdown Data by Company

3.1.1 Global Automotive Seat Vibration Components Annual Sales by Company (2021-2026)

3.1.2 Global Automotive Seat Vibration Components Sales Market Share by Company (2021-2026)

3.2 Global Automotive Seat Vibration Components Annual Revenue by Company (2021-2026)

3.2.1 Global Automotive Seat Vibration Components Revenue by Company (2021-2026)

3.2.2 Global Automotive Seat Vibration Components Revenue Market Share by Company (2021-2026)

3.3 Global Automotive Seat Vibration Components Sale Price by Company

3.4 Key Manufacturers Automotive Seat Vibration Components Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Automotive Seat Vibration Components Product Location Distribution

3.4.2 Players Automotive Seat Vibration Components Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR AUTOMOTIVE SEAT VIBRATION COMPONENTS BY GEOGRAPHIC REGION

4.1 World Historic Automotive Seat Vibration Components Market Size by Geographic Region (2021-2026)

4.1.1 Global Automotive Seat Vibration Components Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Automotive Seat Vibration Components Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Automotive Seat Vibration Components Market Size by Country/Region (2021-2026)

4.2.1 Global Automotive Seat Vibration Components Annual Sales by Country/Region (2021-2026)

4.2.2 Global Automotive Seat Vibration Components Annual Revenue by Country/Region (2021-2026)

4.3 Americas Automotive Seat Vibration Components Sales Growth

4.4 APAC Automotive Seat Vibration Components Sales Growth

4.5 Europe Automotive Seat Vibration Components Sales Growth

4.6 Middle East & Africa Automotive Seat Vibration Components Sales Growth

5 AMERICAS

5.1 Americas Automotive Seat Vibration Components Sales by Country

5.1.1 Americas Automotive Seat Vibration Components Sales by Country (2021-2026)

5.1.2 Americas Automotive Seat Vibration Components Revenue by Country (2021-2026)

5.2 Americas Automotive Seat Vibration Components Sales by Type (2021-2026)

5.3 Americas Automotive Seat Vibration Components Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Automotive Seat Vibration Components Sales by Region

6.1.1 APAC Automotive Seat Vibration Components Sales by Region (2021-2026)

6.1.2 APAC Automotive Seat Vibration Components Revenue by Region (2021-2026)

6.2 APAC Automotive Seat Vibration Components Sales by Type (2021-2026)

6.3 APAC Automotive Seat Vibration Components Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Automotive Seat Vibration Components by Country

7.1.1 Europe Automotive Seat Vibration Components Sales by Country (2021-2026)

7.1.2 Europe Automotive Seat Vibration Components Revenue by Country (2021-2026)

7.2 Europe Automotive Seat Vibration Components Sales by Type (2021-2026)

7.3 Europe Automotive Seat Vibration Components Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Automotive Seat Vibration Components by Country

8.1.1 Middle East & Africa Automotive Seat Vibration Components Sales by Country (2021-2026)

8.1.2 Middle East & Africa Automotive Seat Vibration Components Revenue by Country (2021-2026)

8.2 Middle East & Africa Automotive Seat Vibration Components Sales by Type (2021-2026)

8.3 Middle East & Africa Automotive Seat Vibration Components Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Automotive Seat Vibration Components

10.3 Manufacturing Process Analysis of Automotive Seat Vibration Components

10.4 Industry Chain Structure of Automotive Seat Vibration Components

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Automotive Seat Vibration Components Distributors

11.3 Automotive Seat Vibration Components Customer

12 WORLD FORECAST REVIEW FOR AUTOMOTIVE SEAT VIBRATION COMPONENTS BY GEOGRAPHIC REGION

12.1 Global Automotive Seat Vibration Components Market Size Forecast by Region

12.1.1 Global Automotive Seat Vibration Components Forecast by Region (2027-2032)

12.1.2 Global Automotive Seat Vibration Components Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Automotive Seat Vibration Components Forecast by Type (2027-2032)

12.7 Global Automotive Seat Vibration Components Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Gentherm

13.1.1 Gentherm Company Information

13.1.2 Gentherm Automotive Seat Vibration Components Product Portfolios and Specifications

13.1.3 Gentherm Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Gentherm Main Business Overview

13.1.5 Gentherm Latest Developments

13.2 RichTap

13.2.1 RichTap Company Information

13.2.2 RichTap Automotive Seat Vibration Components Product Portfolios and Specifications

13.2.3 RichTap Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 RichTap Main Business Overview

13.2.5 RichTap Latest Developments

13.3 Kepo Technologies LLC.

13.3.1 Kepo Technologies LLC. Company Information

13.3.2 Kepo Technologies LLC. Automotive Seat Vibration Components Product Portfolios and Specifications

13.3.3 Kepo Technologies LLC. Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Kepo Technologies LLC. Main Business Overview

13.3.5 Kepo Technologies LLC. Latest Developments

13.4 Leggett & Platt Automotive

13.4.1 Leggett & Platt Automotive Company Information

13.4.2 Leggett & Platt Automotive Automotive Seat Vibration Components Product Portfolios and Specifications

13.4.3 Leggett & Platt Automotive Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Leggett & Platt Automotive Main Business Overview

13.4.5 Leggett & Platt Automotive Latest Developments

13.5 Nidec

13.5.1 Nidec Company Information

13.5.2 Nidec Automotive Seat Vibration Components Product Portfolios and Specifications

13.5.3 Nidec Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Nidec Main Business Overview

13.5.5 Nidec Latest Developments

13.6 Burmester

13.6.1 Burmester Company Information

13.6.2 Burmester Automotive Seat Vibration Components Product Portfolios and Specifications

13.6.3 Burmester Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Burmester Main Business Overview

13.6.5 Burmester Latest Developments

13.7 Alps Alpine

13.7.1 Alps Alpine Company Information

13.7.2 Alps Alpine Automotive Seat Vibration Components Product Portfolios and Specifications

13.7.3 Alps Alpine Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Alps Alpine Main Business Overview

13.7.5 Alps Alpine Latest Developments

13.8 Johnson Electric

13.8.1 Johnson Electric Company Information

13.8.2 Johnson Electric Automotive Seat Vibration Components Product Portfolios and Specifications

13.8.3 Johnson Electric Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Johnson Electric Main Business Overview

13.8.5 Johnson Electric Latest Developments

13.9 Constar

13.9.1 Constar Company Information

13.9.2 Constar Automotive Seat Vibration Components Product Portfolios and Specifications

13.9.3 Constar Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Constar Main Business Overview

13.9.5 Constar Latest Developments

13.10 Grewus

13.10.1 Grewus Company Information

13.10.2 Grewus Automotive Seat Vibration Components Product Portfolios and Specifications

13.10.3 Grewus Automotive Seat Vibration Components Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Grewus Main Business Overview

13.10.5 Grewus Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Automotive Seat Vibration Components Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Automotive Seat Vibration Components Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Seat Vibration Motor

Table 4. Major Players of Pneumatic Massage Module

Table 5. Major Players of Others

Table 6. Global Automotive Seat Vibration Components Sales by Type (2021-2026) & (K Units)

Table 7. Global Automotive Seat Vibration Components Sales Market Share by Type (2021-2026)

Table 8. Global Automotive Seat Vibration Components Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Automotive Seat Vibration Components Revenue Market Share by Type (2021-2026)

Table 10. Global Automotive Seat Vibration Components Sale Price by Type (2021-2026) & (US\$/Unit)

Table 11. Major Players of Low-Frequency Type: 150 Hz

Table 14. Global Automotive Seat Vibration Components Sales by Vibration Frequency Range (2021-2026) & (K Units)

Table 15. Global Automotive Seat Vibration Components Sales Market Share by Vibration Frequency Range (2021-2026)

Table 16. Global Automotive Seat Vibration Components Revenue by Vibration Frequency Range (2021-2026) & (\$ million)

Table 17. Global Automotive Seat Vibration Components Revenue Market Share by Vibration Frequency Range (2021-2026)

Table 18. Global Automotive Seat Vibration Components Sale Price by Vibration Frequency Range (2021-2026) & (US\$/Unit)

Table 19. Global Automotive Seat Vibration Components Sale by Application (2021-2026) & (K Units)

Table 20. Global Automotive Seat Vibration Components Sale Market Share by Application (2021-2026)

Table 21. Global Automotive Seat Vibration Components Revenue by Application (2021-2026) & (\$ million)

Table 22. Global Automotive Seat Vibration Components Revenue Market Share by

Application (2021-2026)

Table 23. Global Automotive Seat Vibration Components Sale Price by Application (2021-2026) & (US\$/Unit)

Table 24. Global Automotive Seat Vibration Components Sales by Company (2021-2026) & (K Units)

Table 25. Global Automotive Seat Vibration Components Sales Market Share by Company (2021-2026)

Table 26. Global Automotive Seat Vibration Components Revenue by Company (2021-2026) & (\$ millions)

Table 27. Global Automotive Seat Vibration Components Revenue Market Share by Company (2021-2026)

Table 28. Global Automotive Seat Vibration Components Sale Price by Company (2021-2026) & (US\$/Unit)

Table 29. Key Manufacturers Automotive Seat Vibration Components Producing Area Distribution and Sales Area

Table 30. Players Automotive Seat Vibration Components Products Offered

Table 31. Automotive Seat Vibration Components Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 32. New Products and Potential Entrants

Table 33. Market M&A Activity & Strategy

Table 34. Global Automotive Seat Vibration Components Sales by Geographic Region (2021-2026) & (K Units)

Table 35. Global Automotive Seat Vibration Components Sales Market Share Geographic Region (2021-2026)

Table 36. Global Automotive Seat Vibration Components Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 37. Global Automotive Seat Vibration Components Revenue Market Share by Geographic Region (2021-2026)

Table 38. Global Automotive Seat Vibration Components Sales by Country/Region (2021-2026) & (K Units)

Table 39. Global Automotive Seat Vibration Components Sales Market Share by Country/Region (2021-2026)

Table 40. Global Automotive Seat Vibration Components Revenue by Country/Region (2021-2026) & (\$ millions)

Table 41. Global Automotive Seat Vibration Components Revenue Market Share by Country/Region (2021-2026)

Table 42. Americas Automotive Seat Vibration Components Sales by Country (2021-2026) & (K Units)

Table 43. Americas Automotive Seat Vibration Components Sales Market Share by

Country (2021-2026)

Table 44. Americas Automotive Seat Vibration Components Revenue by Country (2021-2026) & (\$ millions)

Table 45. Americas Automotive Seat Vibration Components Sales by Type (2021-2026) & (K Units)

Table 46. Americas Automotive Seat Vibration Components Sales by Application (2021-2026) & (K Units)

Table 47. APAC Automotive Seat Vibration Components Sales by Region (2021-2026) & (K Units)

Table 48. APAC Automotive Seat Vibration Components Sales Market Share by Region (2021-2026)

Table 49. APAC Automotive Seat Vibration Components Revenue by Region (2021-2026) & (\$ millions)

Table 50. APAC Automotive Seat Vibration Components Sales by Type (2021-2026) & (K Units)

Table 51. APAC Automotive Seat Vibration Components Sales by Application (2021-2026) & (K Units)

Table 52. Europe Automotive Seat Vibration Components Sales by Country (2021-2026) & (K Units)

Table 53. Europe Automotive Seat Vibration Components Revenue by Country (2021-2026) & (\$ millions)

Table 54. Europe Automotive Seat Vibration Components Sales by Type (2021-2026) & (K Units)

Table 55. Europe Automotive Seat Vibration Components Sales by Application (2021-2026) & (K Units)

Table 56. Middle East & Africa Automotive Seat Vibration Components Sales by Country (2021-2026) & (K Units)

Table 57. Middle East & Africa Automotive Seat Vibration Components Revenue Market Share by Country (2021-2026)

Table 58. Middle East & Africa Automotive Seat Vibration Components Sales by Type (2021-2026) & (K Units)

Table 59. Middle East & Africa Automotive Seat Vibration Components Sales by Application (2021-2026) & (K Units)

Table 60. Key Market Drivers & Growth Opportunities of Automotive Seat Vibration Components

Table 61. Key Market Challenges & Risks of Automotive Seat Vibration Components

Table 62. Key Industry Trends of Automotive Seat Vibration Components

Table 63. Automotive Seat Vibration Components Raw Material

Table 64. Key Suppliers of Raw Materials

Table 65. Automotive Seat Vibration Components Distributors List
Table 66. Automotive Seat Vibration Components Customer List
Table 67. Global Automotive Seat Vibration Components Sales Forecast by Region (2027-2032) & (K Units)
Table 68. Global Automotive Seat Vibration Components Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 69. Americas Automotive Seat Vibration Components Sales Forecast by Country (2027-2032) & (K Units)
Table 70. Americas Automotive Seat Vibration Components Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 71. APAC Automotive Seat Vibration Components Sales Forecast by Region (2027-2032) & (K Units)
Table 72. APAC Automotive Seat Vibration Components Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 73. Europe Automotive Seat Vibration Components Sales Forecast by Country (2027-2032) & (K Units)
Table 74. Europe Automotive Seat Vibration Components Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 75. Middle East & Africa Automotive Seat Vibration Components Sales Forecast by Country (2027-2032) & (K Units)
Table 76. Middle East & Africa Automotive Seat Vibration Components Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 77. Global Automotive Seat Vibration Components Sales Forecast by Type (2027-2032) & (K Units)
Table 78. Global Automotive Seat Vibration Components Revenue Forecast by Type (2027-2032) & (\$ millions)
Table 79. Global Automotive Seat Vibration Components Sales Forecast by Application (2027-2032) & (K Units)
Table 80. Global Automotive Seat Vibration Components Revenue Forecast by Application (2027-2032) & (\$ millions)
Table 81. Gentherm Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors
Table 82. Gentherm Automotive Seat Vibration Components Product Portfolios and Specifications
Table 83. Gentherm Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 84. Gentherm Main Business
Table 85. Gentherm Latest Developments
Table 86. RichTap Basic Information, Automotive Seat Vibration Components

Manufacturing Base, Sales Area and Its Competitors

Table 87. RichTap Automotive Seat Vibration Components Product Portfolios and Specifications

Table 88. RichTap Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 89. RichTap Main Business

Table 90. RichTap Latest Developments

Table 91. Kepo Technologies LLC. Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 92. Kepo Technologies LLC. Automotive Seat Vibration Components Product Portfolios and Specifications

Table 93. Kepo Technologies LLC. Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 94. Kepo Technologies LLC. Main Business

Table 95. Kepo Technologies LLC. Latest Developments

Table 96. Leggett & Platt Automotive Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 97. Leggett & Platt Automotive Automotive Seat Vibration Components Product Portfolios and Specifications

Table 98. Leggett & Platt Automotive Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 99. Leggett & Platt Automotive Main Business

Table 100. Leggett & Platt Automotive Latest Developments

Table 101. Nidec Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 102. Nidec Automotive Seat Vibration Components Product Portfolios and Specifications

Table 103. Nidec Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 104. Nidec Main Business

Table 105. Nidec Latest Developments

Table 106. Burmester Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 107. Burmester Automotive Seat Vibration Components Product Portfolios and Specifications

Table 108. Burmester Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 109. Burmester Main Business

Table 110. Burmester Latest Developments

Table 111. Alps Alpine Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 112. Alps Alpine Automotive Seat Vibration Components Product Portfolios and Specifications

Table 113. Alps Alpine Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 114. Alps Alpine Main Business

Table 115. Alps Alpine Latest Developments

Table 116. Johnson Electric Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 117. Johnson Electric Automotive Seat Vibration Components Product Portfolios and Specifications

Table 118. Johnson Electric Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 119. Johnson Electric Main Business

Table 120. Johnson Electric Latest Developments

Table 121. Constar Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 122. Constar Automotive Seat Vibration Components Product Portfolios and Specifications

Table 123. Constar Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 124. Constar Main Business

Table 125. Constar Latest Developments

Table 126. Grewus Basic Information, Automotive Seat Vibration Components Manufacturing Base, Sales Area and Its Competitors

Table 127. Grewus Automotive Seat Vibration Components Product Portfolios and Specifications

Table 128. Grewus Automotive Seat Vibration Components Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 129. Grewus Main Business

Table 130. Grewus Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Picture of Automotive Seat Vibration Components

Figure 2. Automotive Seat Vibration Components Report Years Considered

Figure 3. Research Objectives

Figure 4. Research Methodology

Figure 5. Research Process and Data Source

Figure 6. Global Automotive Seat Vibration Components Sales Growth Rate 2021-2032 (K Units)

Figure 7. Global Automotive Seat Vibration Components Revenue Growth Rate 2021-2032 (\$ millions)

Figure 8. Automotive Seat Vibration Components Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 9. Automotive Seat Vibration Components Sales Market Share by Country/Region (2025)

Figure 10. Automotive Seat Vibration Components Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 11. Product Picture of Seat Vibration Motor

Figure 12. Product Picture of Pneumatic Massage Module

Figure 13. Product Picture of Others

Figure 14. Global Automotive Seat Vibration Components Sales Market Share by Type in 2026

Figure 15. Global Automotive Seat Vibration Components Revenue Market Share by Type (2021-2026)

Figure 16. Product Picture of Low-Frequency Type: 150 Hz

Figure 19. Global Automotive Seat Vibration Components Sales Market Share by Vibration Frequency Range in 2026

Figure 20. Global Automotive Seat Vibration Components Revenue Market Share by Vibration Frequency Range (2021-2026)

Figure 21. Automotive Seat Vibration Components Consumed in Hybrid Vehicle

Figure 22. Global Automotive Seat Vibration Components Market: Hybrid Vehicle (2021-2026) & (K Units)

Figure 23. Automotive Seat Vibration Components Consumed in Electric Vehicle

Figure 24. Global Automotive Seat Vibration Components Market: Electric Vehicle (2021-2026) & (K Units)

Figure 25. Automotive Seat Vibration Components Consumed in Oil Vehicle

Figure 26. Global Automotive Seat Vibration Components Market: Oil Vehicle

(2021-2026) & (K Units)

Figure 27. Global Automotive Seat Vibration Components Sale Market Share by Application (2025)

Figure 28. Global Automotive Seat Vibration Components Revenue Market Share by Application in 2025

Figure 29. Automotive Seat Vibration Components Sales by Company in 2025 (K Units)

Figure 30. Global Automotive Seat Vibration Components Sales Market Share by Company in 2025

Figure 31. Automotive Seat Vibration Components Revenue by Company in 2025 (\$ millions)

Figure 32. Global Automotive Seat Vibration Components Revenue Market Share by Company in 2025

Figure 33. Global Automotive Seat Vibration Components Sales Market Share by Geographic Region (2021-2026)

Figure 34. Global Automotive Seat Vibration Components Revenue Market Share by Geographic Region in 2025

Figure 35. Americas Automotive Seat Vibration Components Sales 2021-2026 (K Units)

Figure 36. Americas Automotive Seat Vibration Components Revenue 2021-2026 (\$ millions)

Figure 37. APAC Automotive Seat Vibration Components Sales 2021-2026 (K Units)

Figure 38. APAC Automotive Seat Vibration Components Revenue 2021-2026 (\$ millions)

Figure 39. Europe Automotive Seat Vibration Components Sales 2021-2026 (K Units)

Figure 40. Europe Automotive Seat Vibration Components Revenue 2021-2026 (\$ millions)

Figure 41. Middle East & Africa Automotive Seat Vibration Components Sales 2021-2026 (K Units)

Figure 42. Middle East & Africa Automotive Seat Vibration Components Revenue 2021-2026 (\$ millions)

Figure 43. Americas Automotive Seat Vibration Components Sales Market Share by Country in 2025

Figure 44. Americas Automotive Seat Vibration Components Revenue Market Share by Country (2021-2026)

Figure 45. Americas Automotive Seat Vibration Components Sales Market Share by Type (2021-2026)

Figure 46. Americas Automotive Seat Vibration Components Sales Market Share by Application (2021-2026)

Figure 47. United States Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 48. Canada Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 49. Mexico Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 50. Brazil Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 51. APAC Automotive Seat Vibration Components Sales Market Share by Region in 2025

Figure 52. APAC Automotive Seat Vibration Components Revenue Market Share by Region (2021-2026)

Figure 53. APAC Automotive Seat Vibration Components Sales Market Share by Type (2021-2026)

Figure 54. APAC Automotive Seat Vibration Components Sales Market Share by Application (2021-2026)

Figure 55. China Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 56. Japan Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 57. South Korea Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 58. Southeast Asia Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 59. India Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 60. Australia Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 61. China Taiwan Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 62. Europe Automotive Seat Vibration Components Sales Market Share by Country in 2025

Figure 63. Europe Automotive Seat Vibration Components Revenue Market Share by Country (2021-2026)

Figure 64. Europe Automotive Seat Vibration Components Sales Market Share by Type (2021-2026)

Figure 65. Europe Automotive Seat Vibration Components Sales Market Share by Application (2021-2026)

Figure 66. Germany Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 67. France Automotive Seat Vibration Components Revenue Growth 2021-2026

(\$ millions)

Figure 68. UK Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 69. Italy Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 70. Russia Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 71. Middle East & Africa Automotive Seat Vibration Components Sales Market Share by Country (2021-2026)

Figure 72. Middle East & Africa Automotive Seat Vibration Components Sales Market Share by Type (2021-2026)

Figure 73. Middle East & Africa Automotive Seat Vibration Components Sales Market Share by Application (2021-2026)

Figure 74. Egypt Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 75. South Africa Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 76. Israel Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 77. Turkey Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 78. GCC Countries Automotive Seat Vibration Components Revenue Growth 2021-2026 (\$ millions)

Figure 79. Manufacturing Cost Structure Analysis of Automotive Seat Vibration Components in 2026

Figure 80. Manufacturing Process Analysis of Automotive Seat Vibration Components

Figure 81. Industry Chain Structure of Automotive Seat Vibration Components

Figure 82. Channels of Distribution

Figure 83. Global Automotive Seat Vibration Components Sales Market Forecast by Region (2027-2032)

Figure 84. Global Automotive Seat Vibration Components Revenue Market Share Forecast by Region (2027-2032)

Figure 85. Global Automotive Seat Vibration Components Sales Market Share Forecast by Type (2027-2032)

Figure 86. Global Automotive Seat Vibration Components Revenue Market Share Forecast by Type (2027-2032)

Figure 87. Global Automotive Seat Vibration Components Sales Market Share Forecast by Application (2027-2032)

Figure 88. Global Automotive Seat Vibration Components Revenue Market Share

Forecast by Application (2027-2032)

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