

Global Direct Heating Camera Market Growth 2026-2032

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Abstracts

The global Direct Heating Camera market size is predicted to grow from US\$ 471 million in 2025 to US\$ 720 million in 2032; it is expected to grow at a CAGR of 6.6% from 2026 to 2032.

An direct heating camera (also called vehicle Heating Camera module) is a vehicle camera module that integrates a lens/cover-glass heating function (heater film/transparent heater + control/thermal stack) to de-fog, de-ice and de-snow the optical path, thereby sustaining usable image quality for ADAS/AD perception and viewing functions in harsh weather; for example, LG Innotek describes a “directly heating” camera module that integrates the lens and heater and heats the bottom of the lens (low power, up to ~4 W) to quickly remove frost/snow, while Samsung Electro-Mechanics lists “Heating Solution” configurations across rear-view, e-mirror and surround-view automotive camera modules. In 2025, the in-vehicle heating camera market size about 400-500 millions USD—the heating-camera opportunity is therefore a feature-driven subset riding on the expansion of total camera deployments. Typical per-unit pricing depends heavily on camera position/spec and channel: retail/aftermarket pricing for OEM-equivalent rear cameras often sits around ~US\$90–200 (illustrative catalog pricing), while front/ADAS camera modules in parts channels frequently land in the ~US\$200–600 band (illustrative OEM parts/MSRP and parts-seller pricing), with heating variants generally carrying a premium versus non-heated designs due to the added heater stack, sealing/thermal design and validation. A practical BOM view is “standard automotive camera module + heater subsystem”: key elements include the CMOS image sensor (typical suppliers include Sony Semiconductor Solutions, onsemi, and OmniVision), optics (lens set/cover window), housing & sealing, and interface electronics, plus the heater element (transparent heater or film heater), adhesives/lamination, and (often) temperature-management/control; representative

heater-material suppliers in the market include Canatu (film heaters designed for ADAS camera heater integration) and CHASM Advanced Materials (transparent heater foils positioned for ADAS sensor surfaces). Downstream, heating cameras are deployed where camera uptime is safety-critical or customer-visible in adverse weather—most notably front-facing ADAS/AD perception, surround-view/parking, rear-view, and e-mirror / camera-monitor systems, with the value proposition strongest in cold-climate, high-humidity, and fleet/commercial duty cycles where lens obstruction directly degrades system availability.

United States market for Direct Heating Camera is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Direct Heating Camera is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Direct Heating Camera is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Direct Heating Camera players cover LG Innotek, Guangdong Hongjing Optoelectronic Technology Inc., Veise (Guangzhou) Electronics Co., Ltd., Samsung Electro-Mechanics, OFILM, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Direct Heating Camera 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 Direct Heating Camera portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Direct Heating Camera market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Direct Heating Camera 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 Direct Heating Camera.

This report presents a comprehensive overview, market shares, and growth opportunities of Direct Heating Camera market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

8MP

3MP

2MP

Segmentation by Install:

Built-in

External

Segmentation by Market:

OEM

Aftermarket

Segmentation by Application:

Passenger Car

Commercial Vehicles

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.

LG Innotek

Guangdong Hongjing Optoelectronic Technology Inc.

Veise (Guangzhou) Electronics Co., Ltd.

Samsung Electro-Mechanics

OFILM

Sunny Optical Technology

Jingwei Hirain

Longhorn Automotive

Key Questions Addressed in this Report

What is the 10-year outlook for the global Direct Heating Camera market?

What factors are driving Direct Heating Camera market growth, globally and by region?

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

How do Direct Heating Camera market opportunities vary by end market size?

How does Direct Heating Camera break out by Type, by Application?

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