

# Global Electric Vehicle PTC Heaters Market Growth 2026-2032

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## Abstracts

The global Electric Vehicle PTC Heaters market size is predicted to grow from US\$ 2405 million in 2025 to US\$ 6303 million in 2032; it is expected to grow at a CAGR of 14.8% from 2026 to 2032.

Electric Vehicle PTC Heaters are electric heating devices made from materials with a positive temperature coefficient (PTC). They are primarily used in cabin heating, battery temperature control, and thermal management systems for new energy vehicles such as battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs). In new energy vehicles where engine waste heat is scarce, PTC electric heaters rapidly generate heat through resistance heating elements. This heat is then used to improve passenger comfort, defrost and defog, and maintain battery efficiency in low-temperature environments. PTC materials exhibit an automatic increase in resistance with rising temperature, enabling self-limiting temperature control and safe operation. This makes it an important and widely adopted electric heating solution in electric vehicle thermal management systems. In 2025, the global production of Electric Vehicle PTC Heaters was approximately 21.83 million units, with a unit price of approximately US\$42.25-146.38 and a gross profit margin of approximately 21.16%. HGTECH has an annual production capacity exceeding 11 million units.

With the continued surge in global electric vehicle sales, the PTC electric heater market for new energy vehicles has ushered in unprecedented development opportunities. In pure electric and plug-in hybrid vehicles, PTC heaters have become a key component ensuring passenger comfort and battery thermal management. As the demand for rapid heating, defrosting, and battery preheating grows in cold-weather markets, the market penetration rate of PTC heaters continues to increase, especially in high-altitude and cold regions such as North America, Europe, and Northeast Asia. Simultaneously,

government policy support for new energy vehicles, tightening emission regulations, and consumer preference for energy-efficient and environmentally friendly vehicles are all driving the rapid expansion of the PTC heater market. Domestic and international manufacturers are increasing their R&D investment, improving component performance and system integration capabilities to meet the requirements for higher energy efficiency and faster thermal response.

The thermal management technology for new energy vehicles is also constantly advancing. With its advantages of fast start-up, precise temperature control, and compact structure, PTC heaters can be integrated with heat pumps, HVAC systems, and other systems to provide vehicles with more efficient all-season thermal management solutions. The market demand for higher-power, lower-energy-consumption products has further driven the upgrading and innovation of the industrial chain, promoted the development of technical standards and product modularization, and made PTC electric heaters play a more central role in future thermal management systems.

Currently, the PTC electric heater market for new energy vehicles still faces some challenges. First, the integration of high-end models with high-voltage electrical systems places higher demands on product safety, durability, and EMC (electromagnetic compatibility), requiring suppliers to invest significant R&D resources to meet stricter standards. Furthermore, due to the diversification of overall thermal management technologies in electric vehicles, including the application of heat pump systems and the widespread adoption of hybrid heating strategies, PTC heaters face competition from alternative solutions. Regarding pricing, with the growth of vehicle segmentation and low-cost models, balancing product performance and cost has become a focus for both suppliers and consumers.

At the supply chain level, fluctuations in raw material prices in different regions, global logistical pressures, and tight supply of key components such as chips may bring supply risks and volatility. Companies must strengthen their supply chain resilience and risk management capabilities to cope with the uncertainties of the global manufacturing environment and ensure stable product delivery and quality.

On the downstream demand side, with the continuous increase in the penetration rate of new energy vehicles, the application of PTC electric heaters in different market segments such as passenger cars, light commercial vehicles, buses, and special vehicles is gradually expanding. Especially in cold climates, consumers' demands for rapid heating and comfortable experiences are driving the adoption rate of high-power,

high-response heaters. Commercial vehicles such as electric buses and logistics vehicles are placing higher standards on the reliability and continuous operation of thermal management systems, further boosting the demand for PTC heater product upgrades.

In the future, with the increasing complexity of on-board thermal management systems and the maturity of intelligent control technologies, PTC heaters will be deeply integrated with heat pumps, thermal management chips, and intelligent temperature control systems to achieve higher energy efficiency and a better user experience. Market demand for thermal management solutions driven by segmented applications, modular products, and intelligent connectivity will continue to grow, providing new growth opportunities for industry participants.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electric Vehicle PTC Heaters 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 Electric Vehicle PTC Heaters.

This report presents a comprehensive overview, market shares, and growth opportunities of Electric Vehicle PTC Heaters market by product type, application,

key manufacturers and key regions and countries.

Segmentation by Type:

Air-heated PTC

PTC Coolant Heater

Segmentation by Power:

Low Power (6?kW)

Segmentation by Voltage:

High-voltage PTC Heater

Low-voltage PTC Heater

Segmentation by Use:

Passenger Cabin Air Conditioning and Heating

Battery Thermal Management System

Steering Wheel and Seats

Glass Defrosting

Segmentation by Application:

Normal EV/HEV/PHEV

Midrange EV/HEV/PHEV

High-End EV/HEV/PHEV

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.

Eberspacher

Webasto

Vvkb Heaters

Warmda

BorgWarner

DBK Group

Mahle

DEFA AS

Autoterm LLC

Calix

Woory Corporation

KLC Corporation

Valeo

Zhenjiang Dongfang Electric Heating Technology Co., Ltd.

Suzhou Xinye Electronics Co., Ltd.

HGTECH

Shanghai Xinpa Electronic Technology Co., Ltd.

KUS Technology Corporation

New Nanfeng Group

### **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Electric Vehicle ?PTC ?Heaters market?

What factors are driving Electric Vehicle ?PTC ?Heaters market growth, globally and by region?

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

How do Electric Vehicle ?PTC ?Heaters market opportunities vary by end market size?

How does Electric Vehicle ?PTC ?Heaters break out by Type, by Application?

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