

Global New Energy Vehicle Heating Element Market Growth 2026-2032

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Abstracts

The global New Energy Vehicle Heating Element market size is predicted to grow from US\$ 90.49 million in 2025 to US\$ 413 million in 2032; it is expected to grow at a CAGR of 24.1% from 2026 to 2032.

New Energy Vehicle Heating Element is a low-profile heater built by printing conductive, resistive, and dielectric insulation layers directly onto a metal substrate such as aluminum or stainless steel, followed by curing or firing to create an integrated heating circuit. Its core advantages are direct bonding to the substrate, fast thermal response, uniform surface heating, low profile, vibration resistance, and automotive-grade reliability, making it suitable for EV battery preheating, ADAS de-fog/de-ice, floor heating, and cabin comfort applications.

On the supply side, the key upstream inputs are metal substrates such as aluminum and stainless steel, together with silver or silver-palladium conductor pastes, resistive heater pastes, dielectric insulation pastes, glass frits/ceramic fillers, resins, and solvents. Downstream demand is concentrated in traction-battery preheating, ADAS heater modules, floor heaters, cabin comfort heaters, and selected smart-surface uses.

In 2025, global new energy vehicle heating element production reached approximately 9 million units, with an average global market price is \$10 per unit.

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

Global key New Energy Vehicle Heating Element players cover Heatwell Electric Heating Technology, Xinxiang Jieda Precision Electronics, Ningbo Sunny Electrical Heating Appliances, Dongguan TPS electronic technology, Shenzhen H&T Intelligent Control, 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 'New Energy Vehicle Heating Element Industry Forecast' looks at past sales and reviews total world New Energy Vehicle Heating Element sales in 2025, providing a comprehensive analysis by region and market sector of projected New Energy Vehicle Heating Element sales for 2026 through 2032. With New Energy Vehicle Heating Element sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world New Energy Vehicle Heating Element industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for New Energy Vehicle Heating Element 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 New Energy Vehicle Heating Element.

This report presents a comprehensive overview, market shares, and growth opportunities of New Energy Vehicle Heating Element market by product type,

application, key manufacturers and key regions and countries.

Segmentation by Type:

Aluminum

Steel

Others

Segmentation by Vehicle:

Passenger Car

Commercial Vehicle

Segmentation by Application:

Traction-battery Thermal Management

Cabin Comfort Heating

Others

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.

Heatwell Electric Heating Technology

Xinxiang Jieda Precision Electronics

Ningbo Sunny Electrical Heating Appliances

Dongguan TPS electronic technology

Shenzhen H&T Intelligent Control

Guangxi GuiYi Science & Technology

EGO

Watlow

Datec

Jaye Industry

Key Questions Addressed in this Report

What is the 10-year outlook for the global New Energy Vehicle Heating Element market?

What factors are driving New Energy Vehicle Heating Element market growth, globally and by region?

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

How do New Energy Vehicle Heating Element market opportunities vary by end market size?

How does New Energy Vehicle Heating Element break out by Type, by

Application?

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