

# Global Positive Temperature Coefficient (PTC) Heaters Market Growth 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Positive Temperature Coefficient (PTC) Heaters market size was valued at US\$ 1356.8 million in 2023. With growing demand in downstream market, the Positive Temperature Coefficient (PTC) Heaters is forecast to a readjusted size of US\$ 2974.8 million by 2030 with a CAGR of 11.9% during review period.

The research report highlights the growth potential of the global Positive Temperature Coefficient (PTC) Heaters market. Positive Temperature Coefficient (PTC) Heaters are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Positive Temperature Coefficient (PTC) Heaters. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Positive Temperature Coefficient (PTC) Heaters market.

Positive Temperature Coefficient (PTC) heaters are self-regulating heaters that run open-loop without any external diagnostic controls. While traditional fixed-resistance heaters employ wires and coils to generate heat, PTC heaters use conductive inks printed on thin, flexible polymer-based substrates. Scoring high on reliability and efficiency, they are ideal for products that require safer, faster and more uniform heating. The properties of the material allow the PTC heater to act as its own sensor, eliminating the need for any external feedback controls. As a result, the heater inherently eliminates the risk of overheating.

The Positive Temperature Coefficient (PTC) Heaters market has several drivers that contribute to its growth and development. PTC heaters are resistive heating elements that possess a positive temperature coefficient, meaning their resistance increases with rising temperatures. Here are some key drivers for the PTC Heaters market:

**Energy efficiency and sustainability:** PTC heaters are known for their energy-efficient operation. As their resistance increases with temperature, they exhibit self-regulating behavior, reducing power consumption when the desired temperature is reached. This energy-saving characteristic makes PTC heaters attractive to industries and consumers seeking sustainable and cost-effective heating solutions.

**Safety and reliability:** PTC heaters offer inherent safety features that make them highly reliable. The self-regulating behavior prevents overheating and reduces the risk of fire hazards, making PTC heaters suitable for applications where safety is paramount. Their robust design and durability also contribute to their reliability and long operational life, driving their adoption in various industries.

**Rapid response and temperature control:** PTC heaters offer fast response times, heating up quickly to the desired temperature. This characteristic makes them suitable for applications where rapid heating and temperature control are critical, such as automotive, medical devices, and industrial equipment. The ability to achieve precise and stable temperatures enhances process efficiency and product performance.

**Versatility and application diversity:** PTC heaters find application across various industries and sectors. They are used in automotive systems (e.g., cabin heating, seat heating), HVAC systems, appliances, consumer electronics, medical devices, and industrial processes. Their adaptability to different environments and wide temperature ranges make PTC heaters a versatile heating solution, driving their demand in diverse applications.

**Increasing adoption of electric vehicles:** The shift towards electric vehicles (EVs) has created a significant demand for PTC heaters. PTC heaters are used in EVs for cabin heating and battery thermal management. Their energy efficiency, fast response, and ability to self-regulate make them ideal for providing efficient and controlled heating in electric vehicles, contributing to the growth of the PTC heater market.

**Technological advancements and product innovations:** Continuous advancements in PTC heater technology drive market growth. Manufacturers are developing innovative

designs, materials, and manufacturing processes to improve the performance, efficiency, and reliability of PTC heaters. These advancements include integrated temperature sensing, advanced control systems, and enhanced thermal management capabilities, expanding the market opportunities for PTC heaters.

**Regulatory standards and energy efficiency programs:** Government regulations and energy efficiency programs promoting the use of energy-efficient heating solutions drive the adoption of PTC heaters. These programs aim to reduce energy consumption and carbon emissions, aligning with the global focus on sustainability and environmental responsibility. The market for PTC heaters is driven by the demand for heating solutions that comply with energy efficiency standards and regulations.

#### Key Features:

The report on Positive Temperature Coefficient (PTC) Heaters market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Positive Temperature Coefficient (PTC) Heaters market. It may include historical data, market segmentation by Type (e.g., PTC Air Heaters, PTC Heat Conductors and Convection Heaters), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Positive Temperature Coefficient (PTC) Heaters market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Positive Temperature Coefficient (PTC) Heaters market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Positive Temperature Coefficient (PTC) Heaters industry. This include advancements in Positive Temperature Coefficient (PTC) Heaters technology, Positive Temperature Coefficient (PTC) Heaters new entrants, Positive Temperature Coefficient (PTC) Heaters new investment, and other innovations that are shaping the future of Positive Temperature Coefficient (PTC) Heaters.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Positive Temperature Coefficient (PTC) Heaters market. It includes factors influencing customer ' purchasing decisions, preferences for Positive Temperature Coefficient (PTC) Heaters product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Positive Temperature Coefficient (PTC) Heaters market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Positive Temperature Coefficient (PTC) Heaters market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Positive Temperature Coefficient (PTC) Heaters market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Positive Temperature Coefficient (PTC) Heaters industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Positive Temperature Coefficient (PTC) Heaters market.

**Market Segmentation:**

Positive Temperature Coefficient (PTC) Heaters market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

PTC Air Heaters

## PTC Heat Conductors and Convection Heaters

### Segmentation by application

Electric Car

Household Appliances

Commercial and Industrial Equipment

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 analyzing the company's coverage, product portfolio, its market penetration.

Zhenjiang Dongfang Electric Heating Technology

Ebersp?cher

HGTECH

Backer

Suzhou new electronics

Woory Industrial

DBK

MAHLE

Shanghai Xinye Electronics

Shanghai XINPA

Sharing Electronics

Boyd

Calient?

Headway

Chongqing Shiji Jingxin Industry

STEGO

Xingchen Electric Heater

Beno Electric

KLC

ROTFIL

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Positive Temperature Coefficient (PTC) Heaters market?

What factors are driving Positive Temperature Coefficient (PTC) Heaters market growth, globally and by region?

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

How do Positive Temperature Coefficient (PTC) Heaters market opportunities vary by end market size?

How does Positive Temperature Coefficient (PTC) Heaters break out type, application?



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