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# Global Seat Heating Module Market Growth 2026-2032

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## Abstracts

The global Seat Heating Module market size is predicted to grow from US$ 2851 million in 2025 to US$ 5323 million in 2032; it is expected to grow at a CAGR of 9.5% from 2026 to 2032.

Seat Heating Modules are electronic systems integrated into vehicle seats to provide controlled heating for enhanced driver and passenger comfort. They consist of heating elements, temperature sensors, controllers, and wiring, and are increasingly adopted in mid-range and premium vehicles. In 2024, global production reached about 35.5 million units, with an average market price of US$ 74.4 per unit. Demand is driven by consumer comfort expectations, EV adoption, and seasonal needs in colder regions.

Upstream suppliers provide conductive materials, resistive wires, sensors, and electronic control units. Module manufacturers integrate these parts into seat assemblies, which are then supplied to Tier-1 seat system makers and automotive OEMs. Downstream, vehicle manufacturers embed the modules in mass production lines for passenger cars and commercial vehicles.

A single production line typically delivers 1.2–1.5 million modules annually, depending on automation level and integration with seat assembly processes.

Gross margins usually range between 15–20%.

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

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

Global key Seat Heating Module players cover Gentherm, Lear, Forvia, Toyota Boshoku, Hyundai Transys, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

## Report Scope

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Seat Heating Module 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 Seat Heating Module.

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

## Market Segmentation

### Segmentation by Type:

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Carbon Fiber Heating Module

PTC Heating Module

Others

## Segmentation by Application:

Passenger Cars

Commercial Vehicles

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

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- 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
- Lear
- Forvia
- Toyota Boshoku
- Hyundai Transys

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AEW

Adient

Tangtring Seating Technology

Guangzhou Xinzheng Auto Parts

ACTIVLINE GMBH & CO. KG

Seat Comfort Systems

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Seat Heating Module market?

What factors are driving Seat Heating Module market growth, globally and by region?

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

How do Seat Heating Module market opportunities vary by end market size?

How does Seat Heating Module break out by Type, by Application?

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# 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 Seat Heating Module Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for Seat Heating Module by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for Seat Heating Module by Country/Region, 2021, 2025 & 2032
2.2 Seat Heating Module Segment by Type
  2.2.1 Carbon Fiber Heating Module
  2.2.2 PTC Heating Module
  2.2.3 Others
  2.2.4 Seat Heating Module Sales by Type
    2.2.4.1 Global Seat Heating Module Sales Market Share by Type (2021-2026)
    2.2.4.2 Global Seat Heating Module Revenue and Market Share by Type (2021-2026)
    2.2.4.3 Global Seat Heating Module Sale Price by Type (2021-2026)
2.3 Seat Heating Module Segment by Application
  2.3.1 Passenger Cars
  2.3.2 Commercial Vehicles
  2.3.3 Seat Heating Module Sales by Application
    2.3.3.1 Global Seat Heating Module Sale Market Share by Application (2021-2026)
    2.3.3.2 Global Seat Heating Module Revenue and Market Share by Application (2021-2026)
    2.3.3.3 Global Seat Heating Module Sale Price by Application (2021-2026)

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## 3 GLOBAL BY COMPANY

3.1 Global Seat Heating Module Breakdown Data by Company
  3.1.1 Global Seat Heating Module Annual Sales by Company (2021-2026)
  3.1.2 Global Seat Heating Module Sales Market Share by Company (2021-2026)
3.2 Global Seat Heating Module Annual Revenue by Company (2021-2026)
  3.2.1 Global Seat Heating Module Revenue by Company (2021-2026)
  3.2.2 Global Seat Heating Module Revenue Market Share by Company (2021-2026)
3.3 Global Seat Heating Module Sale Price by Company
3.4 Key Manufacturers Seat Heating Module Producing Area Distribution, Sales Area, Product Type
  3.4.1 Key Manufacturers Seat Heating Module Product Location Distribution
  3.4.2 Players Seat Heating Module 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 SEAT HEATING MODULE BY GEOGRAPHIC REGION

4.1 World Historic Seat Heating Module Market Size by Geographic Region (2021-2026)
  4.1.1 Global Seat Heating Module Annual Sales by Geographic Region (2021-2026)
  4.1.2 Global Seat Heating Module Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic Seat Heating Module Market Size by Country/Region (2021-2026)
  4.2.1 Global Seat Heating Module Annual Sales by Country/Region (2021-2026)
  4.2.2 Global Seat Heating Module Annual Revenue by Country/Region (2021-2026)
4.3 Americas Seat Heating Module Sales Growth
4.4 APAC Seat Heating Module Sales Growth
4.5 Europe Seat Heating Module Sales Growth
4.6 Middle East & Africa Seat Heating Module Sales Growth

## 5 AMERICAS

5.1 Americas Seat Heating Module Sales by Country
  5.1.1 Americas Seat Heating Module Sales by Country (2021-2026)

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5.1.2 Americas Seat Heating Module Revenue by Country (2021-2026)
5.2 Americas Seat Heating Module Sales by Type (2021-2026)
5.3 Americas Seat Heating Module Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

**6 APAC**

6.1 APAC Seat Heating Module Sales by Region
6.1.1 APAC Seat Heating Module Sales by Region (2021-2026)
6.1.2 APAC Seat Heating Module Revenue by Region (2021-2026)
6.2 APAC Seat Heating Module Sales by Type (2021-2026)
6.3 APAC Seat Heating Module 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 Seat Heating Module by Country
7.1.1 Europe Seat Heating Module Sales by Country (2021-2026)
7.1.2 Europe Seat Heating Module Revenue by Country (2021-2026)
7.2 Europe Seat Heating Module Sales by Type (2021-2026)
7.3 Europe Seat Heating Module 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 Seat Heating Module by Country

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8.1.1 Middle East & Africa Seat Heating Module Sales by Country (2021-2026)
8.1.2 Middle East & Africa Seat Heating Module Revenue by Country (2021-2026)
8.2 Middle East & Africa Seat Heating Module Sales by Type (2021-2026)
8.3 Middle East & Africa Seat Heating Module 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 Seat Heating Module
10.3 Manufacturing Process Analysis of Seat Heating Module
10.4 Industry Chain Structure of Seat Heating Module

**11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel
11.1.1 Direct Channels
11.1.2 Indirect Channels
11.2 Seat Heating Module Distributors
11.3 Seat Heating Module Customer

**12 WORLD FORECAST REVIEW FOR SEAT HEATING MODULE BY GEOGRAPHIC REGION**

12.1 Global Seat Heating Module Market Size Forecast by Region
12.1.1 Global Seat Heating Module Forecast by Region (2027-2032)
12.1.2 Global Seat Heating Module Annual Revenue Forecast by Region (2027-2032)
12.2 Americas Forecast by Country (2027-2032)
12.3 APAC Forecast by Region (2027-2032)

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12.4 Europe Forecast by Country (2027-2032)
12.5 Middle East & Africa Forecast by Country (2027-2032)
12.6 Global Seat Heating Module Forecast by Type (2027-2032)
12.7 Global Seat Heating Module Forecast by Application (2027-2032)

## 13 KEY PLAYERS ANALYSIS

13.1 Gentherm
13.1.1 Gentherm Company Information
13.1.2 Gentherm Seat Heating Module Product Portfolios and Specifications
13.1.3 Gentherm Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.1.4 Gentherm Main Business Overview
13.1.5 Gentherm Latest Developments
13.2 Lear
13.2.1 Lear Company Information
13.2.2 Lear Seat Heating Module Product Portfolios and Specifications
13.2.3 Lear Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.2.4 Lear Main Business Overview
13.2.5 Lear Latest Developments
13.3 Forvia
13.3.1 Forvia Company Information
13.3.2 Forvia Seat Heating Module Product Portfolios and Specifications
13.3.3 Forvia Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Forvia Main Business Overview
13.3.5 Forvia Latest Developments
13.4 Toyota Boshoku
13.4.1 Toyota Boshoku Company Information
13.4.2 Toyota Boshoku Seat Heating Module Product Portfolios and Specifications
13.4.3 Toyota Boshoku Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 Toyota Boshoku Main Business Overview
13.4.5 Toyota Boshoku Latest Developments
13.5 Hyundai Transys
13.5.1 Hyundai Transys Company Information
13.5.2 Hyundai Transys Seat Heating Module Product Portfolios and Specifications
13.5.3 Hyundai Transys Seat Heating Module Sales, Revenue, Price and Gross

+357 96 030922
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Margin (2021-2026)
13.5.4 Hyundai Transys Main Business Overview
13.5.5 Hyundai Transys Latest Developments
13.6 AEW
13.6.1 AEW Company Information
13.6.2 AEW Seat Heating Module Product Portfolios and Specifications
13.6.3 AEW Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 AEW Main Business Overview
13.6.5 AEW Latest Developments
13.7 Adient
13.7.1 Adient Company Information
13.7.2 Adient Seat Heating Module Product Portfolios and Specifications
13.7.3 Adient Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 Adient Main Business Overview
13.7.5 Adient Latest Developments
13.8 Tangtring Seating Technology
13.8.1 Tangtring Seating Technology Company Information
13.8.2 Tangtring Seating Technology Seat Heating Module Product Portfolios and Specifications
13.8.3 Tangtring Seating Technology Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 Tangtring Seating Technology Main Business Overview
13.8.5 Tangtring Seating Technology Latest Developments
13.9 Guangzhou Xinzheng Auto Parts
13.9.1 Guangzhou Xinzheng Auto Parts Company Information
13.9.2 Guangzhou Xinzheng Auto Parts Seat Heating Module Product Portfolios and Specifications
13.9.3 Guangzhou Xinzheng Auto Parts Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Guangzhou Xinzheng Auto Parts Main Business Overview
13.9.5 Guangzhou Xinzheng Auto Parts Latest Developments
13.10 ACTIVLINE GMBH & CO. KG
13.10.1 ACTIVLINE GMBH & CO. KG Company Information
13.10.2 ACTIVLINE GMBH & CO. KG Seat Heating Module Product Portfolios and Specifications
13.10.3 ACTIVLINE GMBH & CO. KG Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.10.4 ACTIVLINE GMBH & CO. KG Main Business Overview
13.10.5 ACTIVLINE GMBH & CO. KG Latest Developments
13.11 Seat Comfort Systems
13.11.1 Seat Comfort Systems Company Information
13.11.2 Seat Comfort Systems Seat Heating Module Product Portfolios and Specifications
13.11.3 Seat Comfort Systems Seat Heating Module Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 Seat Comfort Systems Main Business Overview
13.11.5 Seat Comfort Systems Latest Developments

**14 RESEARCH FINDINGS AND CONCLUSION**

+357 96 030922
info@marketpublishers.com

# List Of Tables

## LIST OF TABLES

Table 1. Seat Heating Module Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. Seat Heating Module Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Carbon Fiber Heating Module
Table 4. Major Players of PTC Heating Module
Table 5. Major Players of Others
Table 6. Global Seat Heating Module Sales by Type (2021-2026) & (K Units)
Table 7. Global Seat Heating Module Sales Market Share by Type (2021-2026)
Table 8. Global Seat Heating Module Revenue by Type (2021-2026) & ($ million)
Table 9. Global Seat Heating Module Revenue Market Share by Type (2021-2026)
Table 10. Global Seat Heating Module Sale Price by Type (2021-2026) & (US$/Unit)
Table 11. Global Seat Heating Module Sale by Application (2021-2026) & (K Units)
Table 12. Global Seat Heating Module Sale Market Share by Application (2021-2026)
Table 13. Global Seat Heating Module Revenue by Application (2021-2026) & ($ million)
Table 14. Global Seat Heating Module Revenue Market Share by Application (2021-2026)
Table 15. Global Seat Heating Module Sale Price by Application (2021-2026) & (US$/Unit)
Table 16. Global Seat Heating Module Sales by Company (2021-2026) & (K Units)
Table 17. Global Seat Heating Module Sales Market Share by Company (2021-2026)
Table 18. Global Seat Heating Module Revenue by Company (2021-2026) & ($ millions)
Table 19. Global Seat Heating Module Revenue Market Share by Company (2021-2026)
Table 20. Global Seat Heating Module Sale Price by Company (2021-2026) & (US$/Unit)
Table 21. Key Manufacturers Seat Heating Module Producing Area Distribution and Sales Area
Table 22. Players Seat Heating Module Products Offered
Table 23. Seat Heating Module Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 24. New Products and Potential Entrants
Table 25. Market M&A Activity & Strategy
Table 26. Global Seat Heating Module Sales by Geographic Region (2021-2026) & (K

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info@marketpublishers.com

Units)
Table 27. Global Seat Heating Module Sales Market Share Geographic Region (2021-2026)
Table 28. Global Seat Heating Module Revenue by Geographic Region (2021-2026) & ($ millions)
Table 29. Global Seat Heating Module Revenue Market Share by Geographic Region (2021-2026)
Table 30. Global Seat Heating Module Sales by Country/Region (2021-2026) & (K Units)
Table 31. Global Seat Heating Module Sales Market Share by Country/Region (2021-2026)
Table 32. Global Seat Heating Module Revenue by Country/Region (2021-2026) & ($ millions)
Table 33. Global Seat Heating Module Revenue Market Share by Country/Region (2021-2026)
Table 34. Americas Seat Heating Module Sales by Country (2021-2026) & (K Units)
Table 35. Americas Seat Heating Module Sales Market Share by Country (2021-2026)
Table 36. Americas Seat Heating Module Revenue by Country (2021-2026) & ($ millions)
Table 37. Americas Seat Heating Module Sales by Type (2021-2026) & (K Units)
Table 38. Americas Seat Heating Module Sales by Application (2021-2026) & (K Units)
Table 39. APAC Seat Heating Module Sales by Region (2021-2026) & (K Units)
Table 40. APAC Seat Heating Module Sales Market Share by Region (2021-2026)
Table 41. APAC Seat Heating Module Revenue by Region (2021-2026) & ($ millions)
Table 42. APAC Seat Heating Module Sales by Type (2021-2026) & (K Units)
Table 43. APAC Seat Heating Module Sales by Application (2021-2026) & (K Units)
Table 44. Europe Seat Heating Module Sales by Country (2021-2026) & (K Units)
Table 45. Europe Seat Heating Module Revenue by Country (2021-2026) & ($ millions)
Table 46. Europe Seat Heating Module Sales by Type (2021-2026) & (K Units)
Table 47. Europe Seat Heating Module Sales by Application (2021-2026) & (K Units)
Table 48. Middle East & Africa Seat Heating Module Sales by Country (2021-2026) & (K Units)
Table 49. Middle East & Africa Seat Heating Module Revenue Market Share by Country (2021-2026)
Table 50. Middle East & Africa Seat Heating Module Sales by Type (2021-2026) & (K Units)
Table 51. Middle East & Africa Seat Heating Module Sales by Application (2021-2026) & (K Units)
Table 52. Key Market Drivers & Growth Opportunities of Seat Heating Module

+357 96 030922
info@marketpublishers.com

Table 53. Key Market Challenges & Risks of Seat Heating Module
Table 54. Key Industry Trends of Seat Heating Module
Table 55. Seat Heating Module Raw Material
Table 56. Key Suppliers of Raw Materials
Table 57. Seat Heating Module Distributors List
Table 58. Seat Heating Module Customer List
Table 59. Global Seat Heating Module Sales Forecast by Region (2027-2032) & (K Units)
Table 60. Global Seat Heating Module Revenue Forecast by Region (2027-2032) & ($ millions)
Table 61. Americas Seat Heating Module Sales Forecast by Country (2027-2032) & (K Units)
Table 62. Americas Seat Heating Module Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 63. APAC Seat Heating Module Sales Forecast by Region (2027-2032) & (K Units)
Table 64. APAC Seat Heating Module Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 65. Europe Seat Heating Module Sales Forecast by Country (2027-2032) & (K Units)
Table 66. Europe Seat Heating Module Revenue Forecast by Country (2027-2032) & ($ millions)
Table 67. Middle East & Africa Seat Heating Module Sales Forecast by Country (2027-2032) & (K Units)
Table 68. Middle East & Africa Seat Heating Module Revenue Forecast by Country (2027-2032) & ($ millions)
Table 69. Global Seat Heating Module Sales Forecast by Type (2027-2032) & (K Units)
Table 70. Global Seat Heating Module Revenue Forecast by Type (2027-2032) & ($ millions)
Table 71. Global Seat Heating Module Sales Forecast by Application (2027-2032) & (K Units)
Table 72. Global Seat Heating Module Revenue Forecast by Application (2027-2032) & ($ millions)
Table 73. Gentherm Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 74. Gentherm Seat Heating Module Product Portfolios and Specifications
Table 75. Gentherm Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 76. Gentherm Main Business

+357 96 030922
info@marketpublishers.com

Table 77. Gentherm Latest Developments
Table 78. Lear Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 79. Lear Seat Heating Module Product Portfolios and Specifications
Table 80. Lear Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 81. Lear Main Business
Table 82. Lear Latest Developments
Table 83. Forvia Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 84. Forvia Seat Heating Module Product Portfolios and Specifications
Table 85. Forvia Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 86. Forvia Main Business
Table 87. Forvia Latest Developments
Table 88. Toyota Boshoku Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 89. Toyota Boshoku Seat Heating Module Product Portfolios and Specifications
Table 90. Toyota Boshoku Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 91. Toyota Boshoku Main Business
Table 92. Toyota Boshoku Latest Developments
Table 93. Hyundai Transys Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 94. Hyundai Transys Seat Heating Module Product Portfolios and Specifications
Table 95. Hyundai Transys Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 96. Hyundai Transys Main Business
Table 97. Hyundai Transys Latest Developments
Table 98. AEW Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 99. AEW Seat Heating Module Product Portfolios and Specifications
Table 100. AEW Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 101. AEW Main Business
Table 102. AEW Latest Developments
Table 103. Adient Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 104. Adient Seat Heating Module Product Portfolios and Specifications

+357 96 030922
info@marketpublishers.com

Table 105. Adient Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 106. Adient Main Business
Table 107. Adient Latest Developments
Table 108. Tangtring Seating Technology Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 109. Tangtring Seating Technology Seat Heating Module Product Portfolios and Specifications
Table 110. Tangtring Seating Technology Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 111. Tangtring Seating Technology Main Business
Table 112. Tangtring Seating Technology Latest Developments
Table 113. Guangzhou Xinzheng Auto Parts Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 114. Guangzhou Xinzheng Auto Parts Seat Heating Module Product Portfolios and Specifications
Table 115. Guangzhou Xinzheng Auto Parts Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 116. Guangzhou Xinzheng Auto Parts Main Business
Table 117. Guangzhou Xinzheng Auto Parts Latest Developments
Table 118. ACTIVLINE GMBH & CO. KG Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 119. ACTIVLINE GMBH & CO. KG Seat Heating Module Product Portfolios and Specifications
Table 120. ACTIVLINE GMBH & CO. KG Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 121. ACTIVLINE GMBH & CO. KG Main Business
Table 122. ACTIVLINE GMBH & CO. KG Latest Developments
Table 123. Seat Comfort Systems Basic Information, Seat Heating Module Manufacturing Base, Sales Area and Its Competitors
Table 124. Seat Comfort Systems Seat Heating Module Product Portfolios and Specifications
Table 125. Seat Comfort Systems Seat Heating Module Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 126. Seat Comfort Systems Main Business
Table 127. Seat Comfort Systems Latest Developments

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# List Of Figures

## LIST OF FIGURES

Figure 1. Picture of Seat Heating Module
Figure 2. Seat Heating Module Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Seat Heating Module Sales Growth Rate 2021-2032 (K Units)
Figure 7. Global Seat Heating Module Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. Seat Heating Module Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. Seat Heating Module Sales Market Share by Country/Region (2025)
Figure 10. Seat Heating Module Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of Carbon Fiber Heating Module
Figure 12. Product Picture of PTC Heating Module
Figure 13. Product Picture of Others
Figure 14. Global Seat Heating Module Sales Market Share by Type in 2026
Figure 15. Global Seat Heating Module Revenue Market Share by Type (2021-2026)
Figure 16. Seat Heating Module Consumed in Passenger Cars
Figure 17. Global Seat Heating Module Market: Passenger Cars (2021-2026) & (K Units)
Figure 18. Seat Heating Module Consumed in Commercial Vehicles
Figure 19. Global Seat Heating Module Market: Commercial Vehicles (2021-2026) & (K Units)
Figure 20. Global Seat Heating Module Sale Market Share by Application (2025)
Figure 21. Global Seat Heating Module Revenue Market Share by Application in 2026
Figure 22. Seat Heating Module Sales by Company in 2026 (K Units)
Figure 23. Global Seat Heating Module Sales Market Share by Company in 2026
Figure 24. Seat Heating Module Revenue by Company in 2026 ($ millions)
Figure 25. Global Seat Heating Module Revenue Market Share by Company in 2026
Figure 26. Global Seat Heating Module Sales Market Share by Geographic Region (2021-2026)
Figure 27. Global Seat Heating Module Revenue Market Share by Geographic Region in 2026
Figure 28. Americas Seat Heating Module Sales 2021-2026 (K Units)
Figure 29. Americas Seat Heating Module Revenue 2021-2026 ($ millions)

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Figure 30. APAC Seat Heating Module Sales 2021-2026 (K Units)
Figure 31. APAC Seat Heating Module Revenue 2021-2026 ($ millions)
Figure 32. Europe Seat Heating Module Sales 2021-2026 (K Units)
Figure 33. Europe Seat Heating Module Revenue 2021-2026 ($ millions)
Figure 34. Middle East & Africa Seat Heating Module Sales 2021-2026 (K Units)
Figure 35. Middle East & Africa Seat Heating Module Revenue 2021-2026 ($ millions)
Figure 36. Americas Seat Heating Module Sales Market Share by Country in 2026
Figure 37. Americas Seat Heating Module Revenue Market Share by Country (2021-2026)
Figure 38. Americas Seat Heating Module Sales Market Share by Type (2021-2026)
Figure 39. Americas Seat Heating Module Sales Market Share by Application (2021-2026)
Figure 40. United States Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 41. Canada Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 42. Mexico Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 43. Brazil Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 44. APAC Seat Heating Module Sales Market Share by Region in 2026
Figure 45. APAC Seat Heating Module Revenue Market Share by Region (2021-2026)
Figure 46. APAC Seat Heating Module Sales Market Share by Type (2021-2026)
Figure 47. APAC Seat Heating Module Sales Market Share by Application (2021-2026)
Figure 48. China Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 49. Japan Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 50. South Korea Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 51. Southeast Asia Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 52. India Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 53. Australia Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 54. China Taiwan Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 55. Europe Seat Heating Module Sales Market Share by Country in 2026
Figure 56. Europe Seat Heating Module Revenue Market Share by Country (2021-2026)
Figure 57. Europe Seat Heating Module Sales Market Share by Type (2021-2026)
Figure 58. Europe Seat Heating Module Sales Market Share by Application (2021-2026)
Figure 59. Germany Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 60. France Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 61. UK Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 62. Italy Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 63. Russia Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 64. Middle East & Africa Seat Heating Module Sales Market Share by Country

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(2021-2026)
Figure 65. Middle East & Africa Seat Heating Module Sales Market Share by Type (2021-2026)
Figure 66. Middle East & Africa Seat Heating Module Sales Market Share by Application (2021-2026)
Figure 67. Egypt Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 68. South Africa Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 69. Israel Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 70. Turkey Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 71. GCC Countries Seat Heating Module Revenue Growth 2021-2026 ($ millions)
Figure 72. Manufacturing Cost Structure Analysis of Seat Heating Module in 2026
Figure 73. Manufacturing Process Analysis of Seat Heating Module
Figure 74. Industry Chain Structure of Seat Heating Module
Figure 75. Channels of Distribution
Figure 76. Global Seat Heating Module Sales Market Forecast by Region (2027-2032)
Figure 77. Global Seat Heating Module Revenue Market Share Forecast by Region (2027-2032)
Figure 78. Global Seat Heating Module Sales Market Share Forecast by Type (2027-2032)
Figure 79. Global Seat Heating Module Revenue Market Share Forecast by Type (2027-2032)
Figure 80. Global Seat Heating Module Sales Market Share Forecast by Application (2027-2032)
Figure 81. Global Seat Heating Module Revenue Market Share Forecast by Application (2027-2032)

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