

Global Steering Wheel Cover Market Growth 2026-2032

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Abstracts

The global Steering Wheel Cover market size is predicted to grow from US\$ 718 million in 2025 to US\$ 996 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

A Steering Wheel Cover is an automotive interior accessory that fits directly over the rim of a vehicle's steering wheel. Its main functions include protecting the original factory surface of the steering wheel from wear, improving grip comfort and anti-slip properties, and enhancing the vehicle's interior decorative effect. According to relevant technical specifications of the Chinese automotive parts and accessories industry standard, this type of product uses leather, artificial leather, or synthetic leather as its primary raw materials, and is divided into ordinary type and functional type based on product structure, and into passenger vehicle use and commercial vehicle use based on user object. The essence of a Steering Wheel Cover is a consumer product for the automotive aftermarket that combines functionality and decoration, with its performance requirements covering multiple physical and chemical indicators such as abrasion resistance, sweat resistance, color fastness to rubbing, and formaldehyde content. As the direct tactile interface connecting the driver's hands with the vehicle's control system, the quality of a Steering Wheel Cover not only affects driving comfort but also relates to driving safety and the preservation of the vehicle's interior value. The product is fixed onto the steering wheel through an elastic inner ring or straps, suitable for use in different seasons, with materials covering various types including leather, PU, PVC, cotton, and nylon. Some professional grade products also feature fire resistance, anti-static properties, and water and oil resistance. With the continuous growth of vehicle ownership and the upgrading of consumer demand for personalized customization, the Steering Wheel Cover has become an important decorative and protective category in the automotive aftermarket.

Market Development Opportunities and Key Drivers

The prosperity of the global automotive aftermarket has opened up vast space for Steering Wheel Cover products, with consumer pursuit of vehicle personalization and interior aesthetics becoming the core driving force of market growth. Rising disposable income has transformed cars from mere transportation tools into lifestyle carriers that showcase personal taste, with the steering wheel, as the interior component most frequently touched by drivers, seeing increasingly prominent demand for appearance and feel upgrades. The application of new materials such as microfiber, eco-friendly PU, and plant-based leather enhances wear resistance and anti-slip properties while meeting consumer expectations for sustainable products. The booming development of e-commerce channels has lowered procurement barriers, while the visual communication effect of social media accelerates market penetration of high-quality products. The activity of auto finance and used car transactions encourages car owners to enhance vehicle resale value through interior upgrades.

Market Challenges and Risks

Uneven product compatibility constitutes the primary constraining factor for industry development, as steering wheel sizes vary across different vehicle models, and universal products may pose slipping risks due to size mismatches, thereby affecting driving safety. Some low-priced products substitute inferior materials, with poor-quality materials potentially releasing harmful substances under high temperatures, posing threats to in-vehicle air quality and consumer health. A unified cross-border mutual recognition mechanism for standards has not yet been formed globally, increasing compliance costs for export-oriented manufacturers. Raw material price fluctuations exert continuous pressure on the profit margins of small and medium-sized enterprises. Some high-end vehicle models come with factory steering wheels integrated with electronic functions such as heating and grip sensing, and adding a Steering Wheel Cover may affect the normal use of these functions, constraining market penetration in the high-end segment.

Downstream Demand Trends

Demand in the passenger vehicle aftermarket is evolving from basic protection toward aesthetic expression and tactile feel upgrades, with material quality and color personalization becoming core considerations for consumer purchases. Season-specific products demonstrate strong market elasticity, with summer cooling covers featuring

breathability and sweat absorption, and winter plush products known for warmth and comfort. The cyclical replacement demand brought by seasonal changes provides stable market traffic. The standardized development of ride-hailing and shared mobility industries encourages operating companies to increase procurement investment in interior wear parts, with the durability and easy-cleanability of Steering Wheel Covers receiving significant attention from operators. In the commercial vehicle sector, truck and bus drivers, who spend long hours driving, have higher requirements for grip comfort, with ergonomic anti-fatigue products gradually gaining recognition from professional driver groups. Online customization services are emerging as new growth points, meeting demands for deep personalization through custom sizing and patterns based on specific vehicle models.

Regional Trends

The Asia-Pacific region, leveraging its massive vehicle ownership and continuously growing passenger vehicle sales, has become the growth center of the global Steering Wheel Cover market, with consumption upgrading in the Chinese market and the growth of young car owners overlapping to enable local brands to dominate the low-to-mid price range through deep channel penetration and agile supply chain advantages. The North American market benefits from a mature car culture and a high proportion of DIY consumption habits, with consumers showing high acceptance of self-installation, and large chain auto parts stores and e-commerce platforms constituting the main sales channels. The European market shows significantly higher concern for eco-friendly materials and product safety than other regions, with natural material products compliant with stringent chemical control regulations being more favored.

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

This Insight Report provides a comprehensive analysis of the global Steering Wheel Cover 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 Steering Wheel Cover portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an

accelerating global Steering Wheel Cover market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Steering Wheel Cover 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 Steering Wheel Cover.

This report presents a comprehensive overview, market shares, and growth opportunities of Steering Wheel Cover market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Leather Steering Wheel Cover

Cotton Steering Wheel Cover

Nylon Steering Wheel Cover

Silicone Steering Wheel Cover

PU Steering Wheel Cover

PVC Steering Wheel Cover

Segmentation by Installation Method:

Wrap Around Steering Wheel Cover

Elastic Band Steering Wheel Cover

Sew On Steering Wheel Cover

Segmentation by Design Style:

Traditional Style Steering Wheel Cover

Sports Style Steering Wheel Cover

Luxury Style Steering Wheel Cover

Segmentation by Function:

Anti Slip Steering Wheel Cover

Antistatic Steering Wheel Cover

Waterproof Steering Wheel Cover

Flame Retardant Steering Wheel Cover

Segmentation by Application:

Automotive Steering Wheel

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.

Bell Automotive

Wheelskins

Plasticolor

Coverking

Grip Royal

Momo

FH Group

Custom Accessories

Petex

Lampa

Bonform

Superior Automotive

STE

Shiniest Industries

Jiaxuan Auto Accessories

Tianhong Accessories

Lifeng Auto Accessories

Key Questions Addressed in this Report

What is the 10-year outlook for the global Steering Wheel Cover market?

What factors are driving Steering Wheel Cover market growth, globally and by region?

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

How do Steering Wheel Cover market opportunities vary by end market size?
How does Steering Wheel Cover break out by Type, by Application?

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 Steering Wheel Cover Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Steering Wheel Cover by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Steering Wheel Cover by Country/Region, 2021, 2025 & 2032
- 2.2 Steering Wheel Cover Segment by Type
 - 2.2.1 Leather Steering Wheel Cover
 - 2.2.2 Cotton Steering Wheel Cover
 - 2.2.3 Nylon Steering Wheel Cover
 - 2.2.4 Silicone Steering Wheel Cover
 - 2.2.5 PU Steering Wheel Cover
 - 2.2.6 PVC Steering Wheel Cover
 - 2.2.7 Steering Wheel Cover Sales by Type
 - 2.2.7.1 Global Steering Wheel Cover Sales Market Share by Type (2021-2026)
 - 2.2.7.2 Global Steering Wheel Cover Revenue and Market Share by Type (2021-2026)
 - 2.2.7.3 Global Steering Wheel Cover Sale Price by Type (2021-2026)
- 2.3 Steering Wheel Cover Segment by Installation Method
 - 2.3.1 Wrap Around Steering Wheel Cover
 - 2.3.2 Elastic Band Steering Wheel Cover
 - 2.3.3 Sew On Steering Wheel Cover
 - 2.3.4 Steering Wheel Cover Sales by Installation Method
 - 2.3.4.1 Global Steering Wheel Cover Sales Market Share by Installation Method

(2021-2026)

2.3.4.2 Global Steering Wheel Cover Revenue and Market Share by Installation Method (2021-2026)

2.3.4.3 Global Steering Wheel Cover Sale Price by Installation Method (2021-2026)

2.4 Steering Wheel Cover Segment by Design Style

2.4.1 Traditional Style Steering Wheel Cover

2.4.2 Sports Style Steering Wheel Cover

2.4.3 Luxury Style Steering Wheel Cover

2.4.4 Steering Wheel Cover Sales by Design Style

2.4.4.1 Global Steering Wheel Cover Sales Market Share by Design Style (2021-2026)

2.4.4.2 Global Steering Wheel Cover Revenue and Market Share by Design Style (2021-2026)

2.4.4.3 Global Steering Wheel Cover Sale Price by Design Style (2021-2026)

2.5 Steering Wheel Cover Segment by Function

2.5.1 Anti Slip Steering Wheel Cover

2.5.2 Antistatic Steering Wheel Cover

2.5.3 Waterproof Steering Wheel Cover

2.5.4 Flame Retardant Steering Wheel Cover

2.5.5 Steering Wheel Cover Sales by Function

2.5.5.1 Global Steering Wheel Cover Sales Market Share by Function (2021-2026)

2.5.5.2 Global Steering Wheel Cover Revenue and Market Share by Function (2021-2026)

2.5.5.3 Global Steering Wheel Cover Sale Price by Function (2021-2026)

2.6 Steering Wheel Cover Segment by Application

2.6.1 Automotive Steering Wheel

2.6.2 Steering Wheel Cover Sales by Application

2.6.2.1 Global Steering Wheel Cover Sale Market Share by Application (2021-2026)

2.6.2.2 Global Steering Wheel Cover Revenue and Market Share by Application (2021-2026)

2.6.2.3 Global Steering Wheel Cover Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Steering Wheel Cover Breakdown Data by Company

3.1.1 Global Steering Wheel Cover Annual Sales by Company (2021-2026)

3.1.2 Global Steering Wheel Cover Sales Market Share by Company (2021-2026)

3.2 Global Steering Wheel Cover Annual Revenue by Company (2021-2026)

3.2.1 Global Steering Wheel Cover Revenue by Company (2021-2026)

- 3.2.2 Global Steering Wheel Cover Revenue Market Share by Company (2021-2026)
- 3.3 Global Steering Wheel Cover Sale Price by Company
- 3.4 Key Manufacturers Steering Wheel Cover Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Steering Wheel Cover Product Location Distribution
 - 3.4.2 Players Steering Wheel Cover 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 STEERING WHEEL COVER BY GEOGRAPHIC REGION

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

5 AMERICAS

- 5.1 Americas Steering Wheel Cover Sales by Country
 - 5.1.1 Americas Steering Wheel Cover Sales by Country (2021-2026)
 - 5.1.2 Americas Steering Wheel Cover Revenue by Country (2021-2026)
- 5.2 Americas Steering Wheel Cover Sales by Type (2021-2026)
- 5.3 Americas Steering Wheel Cover Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

6.1 APAC Steering Wheel Cover Sales by Region

6.1.1 APAC Steering Wheel Cover Sales by Region (2021-2026)

6.1.2 APAC Steering Wheel Cover Revenue by Region (2021-2026)

6.2 APAC Steering Wheel Cover Sales by Type (2021-2026)

6.3 APAC Steering Wheel Cover 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 Steering Wheel Cover by Country

7.1.1 Europe Steering Wheel Cover Sales by Country (2021-2026)

7.1.2 Europe Steering Wheel Cover Revenue by Country (2021-2026)

7.2 Europe Steering Wheel Cover Sales by Type (2021-2026)

7.3 Europe Steering Wheel Cover 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 Steering Wheel Cover by Country

8.1.1 Middle East & Africa Steering Wheel Cover Sales by Country (2021-2026)

8.1.2 Middle East & Africa Steering Wheel Cover Revenue by Country (2021-2026)

8.2 Middle East & Africa Steering Wheel Cover Sales by Type (2021-2026)

8.3 Middle East & Africa Steering Wheel Cover 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 Steering Wheel Cover

10.3 Manufacturing Process Analysis of Steering Wheel Cover

10.4 Industry Chain Structure of Steering Wheel Cover

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Steering Wheel Cover Distributors

11.3 Steering Wheel Cover Customer

12 WORLD FORECAST REVIEW FOR STEERING WHEEL COVER BY GEOGRAPHIC REGION

12.1 Global Steering Wheel Cover Market Size Forecast by Region

12.1.1 Global Steering Wheel Cover Forecast by Region (2027-2032)

12.1.2 Global Steering Wheel Cover Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Steering Wheel Cover Forecast by Type (2027-2032)

12.7 Global Steering Wheel Cover Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Bell Automotive

13.1.1 Bell Automotive Company Information

13.1.2 Bell Automotive Steering Wheel Cover Product Portfolios and Specifications

13.1.3 Bell Automotive Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Bell Automotive Main Business Overview

13.1.5 Bell Automotive Latest Developments

13.2 Wheelskins

13.2.1 Wheelskins Company Information

13.2.2 Wheelskins Steering Wheel Cover Product Portfolios and Specifications

13.2.3 Wheelskins Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Wheelskins Main Business Overview

13.2.5 Wheelskins Latest Developments

13.3 Plasticolor

13.3.1 Plasticolor Company Information

13.3.2 Plasticolor Steering Wheel Cover Product Portfolios and Specifications

13.3.3 Plasticolor Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Plasticolor Main Business Overview

13.3.5 Plasticolor Latest Developments

13.4 Coverking

13.4.1 Coverking Company Information

13.4.2 Coverking Steering Wheel Cover Product Portfolios and Specifications

13.4.3 Coverking Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Coverking Main Business Overview

13.4.5 Coverking Latest Developments

13.5 Grip Royal

13.5.1 Grip Royal Company Information

13.5.2 Grip Royal Steering Wheel Cover Product Portfolios and Specifications

13.5.3 Grip Royal Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Grip Royal Main Business Overview

13.5.5 Grip Royal Latest Developments

13.6 Momo

13.6.1 Momo Company Information

13.6.2 Momo Steering Wheel Cover Product Portfolios and Specifications

13.6.3 Momo Steering Wheel Cover Sales, Revenue, Price and Gross Margin

(2021-2026)

13.6.4 Momo Main Business Overview

13.6.5 Momo Latest Developments

13.7 FH Group

13.7.1 FH Group Company Information

13.7.2 FH Group Steering Wheel Cover Product Portfolios and Specifications

13.7.3 FH Group Steering Wheel Cover Sales, Revenue, Price and Gross Margin

(2021-2026)

13.7.4 FH Group Main Business Overview

13.7.5 FH Group Latest Developments

13.8 Custom Accessories

13.8.1 Custom Accessories Company Information

13.8.2 Custom Accessories Steering Wheel Cover Product Portfolios and Specifications

13.8.3 Custom Accessories Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Custom Accessories Main Business Overview

13.8.5 Custom Accessories Latest Developments

13.9 Petex

13.9.1 Petex Company Information

13.9.2 Petex Steering Wheel Cover Product Portfolios and Specifications

13.9.3 Petex Steering Wheel Cover Sales, Revenue, Price and Gross Margin

(2021-2026)

13.9.4 Petex Main Business Overview

13.9.5 Petex Latest Developments

13.10 Lampa

13.10.1 Lampa Company Information

13.10.2 Lampa Steering Wheel Cover Product Portfolios and Specifications

13.10.3 Lampa Steering Wheel Cover Sales, Revenue, Price and Gross Margin

(2021-2026)

13.10.4 Lampa Main Business Overview

13.10.5 Lampa Latest Developments

13.11 Bonform

13.11.1 Bonform Company Information

13.11.2 Bonform Steering Wheel Cover Product Portfolios and Specifications

13.11.3 Bonform Steering Wheel Cover Sales, Revenue, Price and Gross Margin

(2021-2026)

13.11.4 Bonform Main Business Overview

13.11.5 Bonform Latest Developments

13.12 Superior Automotive

13.12.1 Superior Automotive Company Information

13.12.2 Superior Automotive Steering Wheel Cover Product Portfolios and Specifications

13.12.3 Superior Automotive Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Superior Automotive Main Business Overview

13.12.5 Superior Automotive Latest Developments

13.13 STE

13.13.1 STE Company Information

13.13.2 STE Steering Wheel Cover Product Portfolios and Specifications

13.13.3 STE Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 STE Main Business Overview

13.13.5 STE Latest Developments

13.14 Shiniest Industries

13.14.1 Shiniest Industries Company Information

13.14.2 Shiniest Industries Steering Wheel Cover Product Portfolios and Specifications

13.14.3 Shiniest Industries Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Shiniest Industries Main Business Overview

13.14.5 Shiniest Industries Latest Developments

13.15 Jiaxuan Auto Accessories

13.15.1 Jiaxuan Auto Accessories Company Information

13.15.2 Jiaxuan Auto Accessories Steering Wheel Cover Product Portfolios and Specifications

13.15.3 Jiaxuan Auto Accessories Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.15.4 Jiaxuan Auto Accessories Main Business Overview

13.15.5 Jiaxuan Auto Accessories Latest Developments

13.16 Tianhong Accessories

13.16.1 Tianhong Accessories Company Information

13.16.2 Tianhong Accessories Steering Wheel Cover Product Portfolios and Specifications

13.16.3 Tianhong Accessories Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.16.4 Tianhong Accessories Main Business Overview

13.16.5 Tianhong Accessories Latest Developments

13.17 Lifeng Auto Accessories

13.17.1 Lifeng Auto Accessories Company Information

13.17.2 Lifeng Auto Accessories Steering Wheel Cover Product Portfolios and Specifications

13.17.3 Lifeng Auto Accessories Steering Wheel Cover Sales, Revenue, Price and Gross Margin (2021-2026)

13.17.4 Lifeng Auto Accessories Main Business Overview

13.17.5 Lifeng Auto Accessories Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Steering Wheel Cover Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Steering Wheel Cover Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Leather Steering Wheel Cover

Table 4. Major Players of Cotton Steering Wheel Cover

Table 5. Major Players of Nylon Steering Wheel Cover

Table 6. Major Players of Silicone Steering Wheel Cover

Table 7. Major Players of PU Steering Wheel Cover

Table 8. Major Players of PVC Steering Wheel Cover

Table 9. Global Steering Wheel Cover Sales by Type (2021-2026) & (Units)

Table 10. Global Steering Wheel Cover Sales Market Share by Type (2021-2026)

Table 11. Global Steering Wheel Cover Revenue by Type (2021-2026) & (\$ million)

Table 12. Global Steering Wheel Cover Revenue Market Share by Type (2021-2026)

Table 13. Global Steering Wheel Cover Sale Price by Type (2021-2026) & (US\$/Unit)

Table 14. Major Players of Wrap Around Steering Wheel Cover

Table 15. Major Players of Elastic Band Steering Wheel Cover

Table 16. Major Players of Sew On Steering Wheel Cover

Table 17. Global Steering Wheel Cover Sales by Installation Method (2021-2026) & (Units)

Table 18. Global Steering Wheel Cover Sales Market Share by Installation Method (2021-2026)

Table 19. Global Steering Wheel Cover Revenue by Installation Method (2021-2026) & (\$ million)

Table 20. Global Steering Wheel Cover Revenue Market Share by Installation Method (2021-2026)

Table 21. Global Steering Wheel Cover Sale Price by Installation Method (2021-2026) & (US\$/Unit)

Table 22. Major Players of Traditional Style Steering Wheel Cover

Table 23. Major Players of Sports Style Steering Wheel Cover

Table 24. Major Players of Luxury Style Steering Wheel Cover

Table 25. Global Steering Wheel Cover Sales by Design Style (2021-2026) & (Units)

Table 26. Global Steering Wheel Cover Sales Market Share by Design Style (2021-2026)

Table 27. Global Steering Wheel Cover Revenue by Design Style (2021-2026) & (\$

million)

Table 28. Global Steering Wheel Cover Revenue Market Share by Design Style (2021-2026)

Table 29. Global Steering Wheel Cover Sale Price by Design Style (2021-2026) & (US\$/Unit)

Table 30. Major Players of Anti Slip Steering Wheel Cover

Table 31. Major Players of Antistatic Steering Wheel Cover

Table 32. Major Players of Waterproof Steering Wheel Cover

Table 33. Major Players of Flame Retardant Steering Wheel Cover

Table 34. Global Steering Wheel Cover Sales by Function (2021-2026) & (Units)

Table 35. Global Steering Wheel Cover Sales Market Share by Function (2021-2026)

Table 36. Global Steering Wheel Cover Revenue by Function (2021-2026) & (\$ million)

Table 37. Global Steering Wheel Cover Revenue Market Share by Function (2021-2026)

Table 38. Global Steering Wheel Cover Sale Price by Function (2021-2026) & (US\$/Unit)

Table 39. Global Steering Wheel Cover Sale by Application (2021-2026) & (Units)

Table 40. Global Steering Wheel Cover Sale Market Share by Application (2021-2026)

Table 41. Global Steering Wheel Cover Revenue by Application (2021-2026) & (\$ million)

Table 42. Global Steering Wheel Cover Revenue Market Share by Application (2021-2026)

Table 43. Global Steering Wheel Cover Sale Price by Application (2021-2026) & (US\$/Unit)

Table 44. Global Steering Wheel Cover Sales by Company (2021-2026) & (Units)

Table 45. Global Steering Wheel Cover Sales Market Share by Company (2021-2026)

Table 46. Global Steering Wheel Cover Revenue by Company (2021-2026) & (\$ millions)

Table 47. Global Steering Wheel Cover Revenue Market Share by Company (2021-2026)

Table 48. Global Steering Wheel Cover Sale Price by Company (2021-2026) & (US\$/Unit)

Table 49. Key Manufacturers Steering Wheel Cover Producing Area Distribution and Sales Area

Table 50. Players Steering Wheel Cover Products Offered

Table 51. Steering Wheel Cover Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 52. New Products and Potential Entrants

Table 53. Market M&A Activity & Strategy

Table 54. Global Steering Wheel Cover Sales by Geographic Region (2021-2026) & (Units)

Table 55. Global Steering Wheel Cover Sales Market Share Geographic Region (2021-2026)

Table 56. Global Steering Wheel Cover Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 57. Global Steering Wheel Cover Revenue Market Share by Geographic Region (2021-2026)

Table 58. Global Steering Wheel Cover Sales by Country/Region (2021-2026) & (Units)

Table 59. Global Steering Wheel Cover Sales Market Share by Country/Region (2021-2026)

Table 60. Global Steering Wheel Cover Revenue by Country/Region (2021-2026) & (\$ millions)

Table 61. Global Steering Wheel Cover Revenue Market Share by Country/Region (2021-2026)

Table 62. Americas Steering Wheel Cover Sales by Country (2021-2026) & (Units)

Table 63. Americas Steering Wheel Cover Sales Market Share by Country (2021-2026)

Table 64. Americas Steering Wheel Cover Revenue by Country (2021-2026) & (\$ millions)

Table 65. Americas Steering Wheel Cover Sales by Type (2021-2026) & (Units)

Table 66. Americas Steering Wheel Cover Sales by Application (2021-2026) & (Units)

Table 67. APAC Steering Wheel Cover Sales by Region (2021-2026) & (Units)

Table 68. APAC Steering Wheel Cover Sales Market Share by Region (2021-2026)

Table 69. APAC Steering Wheel Cover Revenue by Region (2021-2026) & (\$ millions)

Table 70. APAC Steering Wheel Cover Sales by Type (2021-2026) & (Units)

Table 71. APAC Steering Wheel Cover Sales by Application (2021-2026) & (Units)

Table 72. Europe Steering Wheel Cover Sales by Country (2021-2026) & (Units)

Table 73. Europe Steering Wheel Cover Revenue by Country (2021-2026) & (\$ millions)

Table 74. Europe Steering Wheel Cover Sales by Type (2021-2026) & (Units)

Table 75. Europe Steering Wheel Cover Sales by Application (2021-2026) & (Units)

Table 76. Middle East & Africa Steering Wheel Cover Sales by Country (2021-2026) & (Units)

Table 77. Middle East & Africa Steering Wheel Cover Revenue Market Share by Country (2021-2026)

Table 78. Middle East & Africa Steering Wheel Cover Sales by Type (2021-2026) & (Units)

Table 79. Middle East & Africa Steering Wheel Cover Sales by Application (2021-2026) & (Units)

Table 80. Key Market Drivers & Growth Opportunities of Steering Wheel Cover

Table 81. Key Market Challenges & Risks of Steering Wheel Cover
Table 82. Key Industry Trends of Steering Wheel Cover
Table 83. Steering Wheel Cover Raw Material
Table 84. Key Suppliers of Raw Materials
Table 85. Steering Wheel Cover Distributors List
Table 86. Steering Wheel Cover Customer List
Table 87. Global Steering Wheel Cover Sales Forecast by Region (2027-2032) & (Units)
Table 88. Global Steering Wheel Cover Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 89. Americas Steering Wheel Cover Sales Forecast by Country (2027-2032) & (Units)
Table 90. Americas Steering Wheel Cover Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 91. APAC Steering Wheel Cover Sales Forecast by Region (2027-2032) & (Units)
Table 92. APAC Steering Wheel Cover Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
Table 93. Europe Steering Wheel Cover Sales Forecast by Country (2027-2032) & (Units)
Table 94. Europe Steering Wheel Cover Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 95. Middle East & Africa Steering Wheel Cover Sales Forecast by Country (2027-2032) & (Units)
Table 96. Middle East & Africa Steering Wheel Cover Revenue Forecast by Country (2027-2032) & (\$ millions)
Table 97. Global Steering Wheel Cover Sales Forecast by Type (2027-2032) & (Units)
Table 98. Global Steering Wheel Cover Revenue Forecast by Type (2027-2032) & (\$ millions)
Table 99. Global Steering Wheel Cover Sales Forecast by Application (2027-2032) & (Units)
Table 100. Global Steering Wheel Cover Revenue Forecast by Application (2027-2032) & (\$ millions)
Table 101. Bell Automotive Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors
Table 102. Bell Automotive Steering Wheel Cover Product Portfolios and Specifications
Table 103. Bell Automotive Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 104. Bell Automotive Main Business
Table 105. Bell Automotive Latest Developments

Table 106. Wheelskins Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 107. Wheelskins Steering Wheel Cover Product Portfolios and Specifications

Table 108. Wheelskins Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 109. Wheelskins Main Business

Table 110. Wheelskins Latest Developments

Table 111. Plasticolor Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 112. Plasticolor Steering Wheel Cover Product Portfolios and Specifications

Table 113. Plasticolor Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 114. Plasticolor Main Business

Table 115. Plasticolor Latest Developments

Table 116. Coverking Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 117. Coverking Steering Wheel Cover Product Portfolios and Specifications

Table 118. Coverking Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 119. Coverking Main Business

Table 120. Coverking Latest Developments

Table 121. Grip Royal Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 122. Grip Royal Steering Wheel Cover Product Portfolios and Specifications

Table 123. Grip Royal Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 124. Grip Royal Main Business

Table 125. Grip Royal Latest Developments

Table 126. Momo Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 127. Momo Steering Wheel Cover Product Portfolios and Specifications

Table 128. Momo Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 129. Momo Main Business

Table 130. Momo Latest Developments

Table 131. FH Group Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 132. FH Group Steering Wheel Cover Product Portfolios and Specifications

Table 133. FH Group Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price

(US\$/Unit) and Gross Margin (2021-2026)

Table 134. FH Group Main Business

Table 135. FH Group Latest Developments

Table 136. Custom Accessories Basic Information, Steering Wheel Cover

Manufacturing Base, Sales Area and Its Competitors

Table 137. Custom Accessories Steering Wheel Cover Product Portfolios and Specifications

Table 138. Custom Accessories Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 139. Custom Accessories Main Business

Table 140. Custom Accessories Latest Developments

Table 141. Petex Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 142. Petex Steering Wheel Cover Product Portfolios and Specifications

Table 143. Petex Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 144. Petex Main Business

Table 145. Petex Latest Developments

Table 146. Lampa Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 147. Lampa Steering Wheel Cover Product Portfolios and Specifications

Table 148. Lampa Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 149. Lampa Main Business

Table 150. Lampa Latest Developments

Table 151. Bonform Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 152. Bonform Steering Wheel Cover Product Portfolios and Specifications

Table 153. Bonform Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 154. Bonform Main Business

Table 155. Bonform Latest Developments

Table 156. Superior Automotive Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors

Table 157. Superior Automotive Steering Wheel Cover Product Portfolios and Specifications

Table 158. Superior Automotive Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 159. Superior Automotive Main Business

Table 160. Superior Automotive Latest Developments
Table 161. STE Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors
Table 162. STE Steering Wheel Cover Product Portfolios and Specifications
Table 163. STE Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 164. STE Main Business
Table 165. STE Latest Developments
Table 166. Shiniest Industries Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors
Table 167. Shiniest Industries Steering Wheel Cover Product Portfolios and Specifications
Table 168. Shiniest Industries Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 169. Shiniest Industries Main Business
Table 170. Shiniest Industries Latest Developments
Table 171. Jiaxuan Auto Accessories Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors
Table 172. Jiaxuan Auto Accessories Steering Wheel Cover Product Portfolios and Specifications
Table 173. Jiaxuan Auto Accessories Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 174. Jiaxuan Auto Accessories Main Business
Table 175. Jiaxuan Auto Accessories Latest Developments
Table 176. Tianhong Accessories Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors
Table 177. Tianhong Accessories Steering Wheel Cover Product Portfolios and Specifications
Table 178. Tianhong Accessories Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 179. Tianhong Accessories Main Business
Table 180. Tianhong Accessories Latest Developments
Table 181. Lifeng Auto Accessories Basic Information, Steering Wheel Cover Manufacturing Base, Sales Area and Its Competitors
Table 182. Lifeng Auto Accessories Steering Wheel Cover Product Portfolios and Specifications
Table 183. Lifeng Auto Accessories Steering Wheel Cover Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
Table 184. Lifeng Auto Accessories Main Business

Table 185. Lifeng Auto Accessories Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Steering Wheel Cover
- Figure 2. Steering Wheel Cover Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Steering Wheel Cover Sales Growth Rate 2021-2032 (Units)
- Figure 7. Global Steering Wheel Cover Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Steering Wheel Cover Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Steering Wheel Cover Sales Market Share by Country/Region (2025)
- Figure 10. Steering Wheel Cover Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Leather Steering Wheel Cover
- Figure 12. Product Picture of Cotton Steering Wheel Cover
- Figure 13. Product Picture of Nylon Steering Wheel Cover
- Figure 14. Product Picture of Silicone Steering Wheel Cover
- Figure 15. Product Picture of PU Steering Wheel Cover
- Figure 16. Product Picture of PVC Steering Wheel Cover
- Figure 17. Global Steering Wheel Cover Sales Market Share by Type in 2026
- Figure 18. Global Steering Wheel Cover Revenue Market Share by Type (2021-2026)
- Figure 19. Product Picture of Wrap Around Steering Wheel Cover
- Figure 20. Product Picture of Elastic Band Steering Wheel Cover
- Figure 21. Product Picture of Sew On Steering Wheel Cover
- Figure 22. Global Steering Wheel Cover Sales Market Share by Installation Method in 2026
- Figure 23. Global Steering Wheel Cover Revenue Market Share by Installation Method (2021-2026)
- Figure 24. Product Picture of Traditional Style Steering Wheel Cover
- Figure 25. Product Picture of Sports Style Steering Wheel Cover
- Figure 26. Product Picture of Luxury Style Steering Wheel Cover
- Figure 27. Global Steering Wheel Cover Sales Market Share by Design Style in 2026
- Figure 28. Global Steering Wheel Cover Revenue Market Share by Design Style (2021-2026)
- Figure 29. Product Picture of Anti Slip Steering Wheel Cover
- Figure 30. Product Picture of Antistatic Steering Wheel Cover

Figure 31. Product Picture of Waterproof Steering Wheel Cover

Figure 32. Product Picture of Flame Retardant Steering Wheel Cover

Figure 33. Global Steering Wheel Cover Sales Market Share by Function in 2026

Figure 34. Global Steering Wheel Cover Revenue Market Share by Function
(2021-2026)

Figure 35. Steering Wheel Cover Consumed in Automotive Steering Wheel

Figure 36. Global Steering Wheel Cover Market: Automotive Steering Wheel
(2021-2026) & (Units)

Figure 37. Global Steering Wheel Cover Sale Market Share by Application (2025)

Figure 38. Global Steering Wheel Cover Revenue Market Share by Application in 2025

Figure 39. Steering Wheel Cover Sales by Company in 2025 (Units)

Figure 40. Global Steering Wheel Cover Sales Market Share by Company in 2025

Figure 41. Steering Wheel Cover Revenue by Company in 2025 (\$ millions)

Figure 42. Global Steering Wheel Cover Revenue Market Share by Company in 2025

Figure 43. Global Steering Wheel Cover Sales Market Share by Geographic Region
(2021-2026)

Figure 44. Global Steering Wheel Cover Revenue Market Share by Geographic Region
in 2025

Figure 45. Americas Steering Wheel Cover Sales 2021-2026 (Units)

Figure 46. Americas Steering Wheel Cover Revenue 2021-2026 (\$ millions)

Figure 47. APAC Steering Wheel Cover Sales 2021-2026 (Units)

Figure 48. APAC Steering Wheel Cover Revenue 2021-2026 (\$ millions)

Figure 49. Europe Steering Wheel Cover Sales 2021-2026 (Units)

Figure 50. Europe Steering Wheel Cover Revenue 2021-2026 (\$ millions)

Figure 51. Middle East & Africa Steering Wheel Cover Sales 2021-2026 (Units)

Figure 52. Middle East & Africa Steering Wheel Cover Revenue 2021-2026 (\$ millions)

Figure 53. Americas Steering Wheel Cover Sales Market Share by Country in 2025

Figure 54. Americas Steering Wheel Cover Revenue Market Share by Country
(2021-2026)

Figure 55. Americas Steering Wheel Cover Sales Market Share by Type (2021-2026)

Figure 56. Americas Steering Wheel Cover Sales Market Share by Application
(2021-2026)

Figure 57. United States Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 58. Canada Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 59. Mexico Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 60. Brazil Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 61. APAC Steering Wheel Cover Sales Market Share by Region in 2025

Figure 62. APAC Steering Wheel Cover Revenue Market Share by Region (2021-2026)

Figure 63. APAC Steering Wheel Cover Sales Market Share by Type (2021-2026)

Figure 64. APAC Steering Wheel Cover Sales Market Share by Application (2021-2026)

Figure 65. China Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 66. Japan Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 67. South Korea Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 68. Southeast Asia Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 69. India Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 70. Australia Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 71. China Taiwan Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 72. Europe Steering Wheel Cover Sales Market Share by Country in 2025

Figure 73. Europe Steering Wheel Cover Revenue Market Share by Country (2021-2026)

Figure 74. Europe Steering Wheel Cover Sales Market Share by Type (2021-2026)

Figure 75. Europe Steering Wheel Cover Sales Market Share by Application (2021-2026)

Figure 76. Germany Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 77. France Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 78. UK Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 79. Italy Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 80. Russia Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 81. Middle East & Africa Steering Wheel Cover Sales Market Share by Country (2021-2026)

Figure 82. Middle East & Africa Steering Wheel Cover Sales Market Share by Type (2021-2026)

Figure 83. Middle East & Africa Steering Wheel Cover Sales Market Share by Application (2021-2026)

Figure 84. Egypt Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 85. South Africa Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 86. Israel Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 87. Turkey Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 88. GCC Countries Steering Wheel Cover Revenue Growth 2021-2026 (\$ millions)

Figure 89. Manufacturing Cost Structure Analysis of Steering Wheel Cover in 2026

Figure 90. Manufacturing Process Analysis of Steering Wheel Cover

Figure 91. Industry Chain Structure of Steering Wheel Cover

Figure 92. Channels of Distribution

Figure 93. Global Steering Wheel Cover Sales Market Forecast by Region (2027-2032)

Figure 94. Global Steering Wheel Cover Revenue Market Share Forecast by Region (2027-2032)

Figure 95. Global Steering Wheel Cover Sales Market Share Forecast by Type
(2027-2032)

Figure 96. Global Steering Wheel Cover Revenue Market Share Forecast by Type
(2027-2032)

Figure 97. Global Steering Wheel Cover Sales Market Share Forecast by Application
(2027-2032)

Figure 98. Global Steering Wheel Cover Revenue Market Share Forecast by Application
(2027-2032)

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