

# Automotive Seat Heater Market Report: Trends, Forecast and Competitive Analysis

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## Abstracts

The future of the global automotive seat heater market looks promising with opportunities in the luxury car, SUV & crossover, mid-size car, small car, and light commercial vehicle markets. The global automotive seat heater market is expected to decline in 2020 due to global economic recession lead COVID -19. However, market will witness recovery in the year 2021 and it is expected to reach an estimated \$1.4 billion by 2025 with a CAGR 7% to 9% from 2020 to 2025. The major drivers for this market are growth in luxury vehicles and increasing demand for a higher level of comfort and safety features.

Emerging trends, which have a direct impact on the dynamics of the industry, include the introduction of quick comfort seat heaters, and the development of graphene-based seat warming technology. Gentherm, Kongsberg Automotive, Continental, Champion Seat Systems.; Rostra Precision Controls, Panasonic Corporation, Seat Comfort Systems, IG Bauerhin, and Check Corporation are the major automotive seat heater manufacturers.

A total of 115 figures/charts and 92 tables are provided in this 174-page report to help in your business decisions. Sample figures with some insights are shown below. . To learn the scope of, benefits, companies researched and other details of automotive seat heater market report download the report brochure.

The study includes trends and forecasts for the global automotive seat heater market by vehicle type, product type, sales channel, and region as follows:

By Vehicle Type [\$M and Thousand Units shipment analysis for 2014 – 2025]

Luxury Cars

SUVs and Crossovers

Mid-Size Cars

Small Cars

LCVs

Others

By Product Type [[\$M shipment analysis for 2014 – 2025]

Carbon Fiber Meshed Weave Heating Pads

Metal Heating Pads

By Sales Channel [\$M shipment analysis for 2014 – 2025]

OEM

Aftermarket

By Region [\$M and Thousand Units shipment analysis for 2014 – 2025]

North America

The USA

Canada

Mexico

Europe

Germany

France

Russia

The United Kingdom

Italy

Asia Pacific

China

Japan

The Rest of the World

Brazil

Turkey

Some of the automotive seat heater companies profiled in this report include Gentherm, Kongsberg Automotive, Continental, Champion Seat Systems, Rostra Precision Controls, Panasonic Corporation, Seat Comfort Systems, IG Bauherhin, and Check Corporation.

In this market, there are two types of heating pads are used for seat heaters: carbon fiber meshed weave heating pads and metal heating pads. On the basis of its comprehensive research, Lucintel forecasts that carbon fiber meshed weave heating pads will remain the largest market as this type of seat heater ensures good strength and requires very low voltage to produce heat.

Within this market, seat heaters for luxury cars will remain the largest market over the forecast period. Seat heater for mid-size car segment is expected to witness the highest growth over the forecast period as OEMs are planning to provide seat heater as a standard feature in their vehicle models.

North America will remain the largest region over the forecast period due to increasing demand of high end luxury cars and extreme cold weather in this region. Europe region is expected to witness the highest growth over the forecast period due to increasing vehicle production and growing demand for luxury features in vehicles.

## Features of Automotive Seat Heater Market

**Market size estimates:** Automotive seat heater market size estimation in terms of value (\$M) and volume (Thousand Units) shipment.

**Trend and forecast analysis:** Market trend (2014-2019) and forecast (2020-2025) by vehicle type, product type, and sales channel.

**Segmentation analysis:** Automotive seat heater market size by various segments, such as vehicle type, product type, and sales channel in terms of value shipment.

**Regional analysis:** Automotive seat heater market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth opportunities:** Analysis on growth opportunities in different segments and regions for the automotive seat heater market.

**Strategic analysis:** M&A, new product development, and competitive landscape for automotive seat heater market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the automotive seat heater market by product type (carbon fiber meshed weave heating pads, and metal heating pads), by vehicle type (small cars, mid-size cars, luxury cars, SUVs and crossovers, LCVs and others), and by region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which region will grow at a faster pace and why?

- Q.4 What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?
- Q.5 What are the business risks and competitive threats in this market?
- Q.6 What are the emerging trends in this market and the reasons behind them?
- Q.7 What are some of the changing demands of customers in the market?
- Q.8 What are the new developments in the market? Which companies are leading these developments?
- Q.9 Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?
- Q.10 What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?
- Q.11 What M&A activity has occurred in the last 5 years?

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