

# Automotive Seat Heater Market: Trends, Opportunities and Competitive Analysis

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## Abstracts

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### Automotive Seat Heater Market Trends and Forecast

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 2027 with a CAGR 3.6% from 2021 to 2027. 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 in the Automotive Seat Heater Market

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.

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.

### Automotive Seat Heater Market by Segments

Lucintel forecasts that luxury car will remain the largest segment, and it is also expected to witness the highest growth over the forecast period. The study includes trends and forecasts for the global automotive seat heater market by vehicle type, product type, sales channel, and region as follows:

Automotive Seat Heater Market by Vehicle Type [Value (\$ Million) and Volume (Million Units) from 2016 to 2027]:

Luxury Cars

SUVs and Crossovers

Mid-Size Cars

Small Cars

LCVs

Others

Automotive Seat Heater Market by Product Type [\$M shipment analysis for 2016 – 2027]:

Carbon Fiber Meshed Weave Heating Pads

Metal Heating Pads

Automotive Seat Heater Market by Sales Channel [\$M shipment analysis for 2016 – 2027]:

OEM

Aftermarket

Automotive Seat Heater Market by Region [Value (\$ Million) and Volume (Million Units)]

from 2016 to 2027]:

North America

o The USA

o Canada

o Mexico

Europe

o Germany

o France

o Russia

o The United Kingdom

o Italy

Asia Pacific

o China

o Japan

The Rest of the World

o Brazil

o Turkey

List of Automotive Seat Heater Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies automotive seat heater companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the automotive seat heater companies profiled in this report includes.

Gentherm

Kongsberg Automotive

Continental

Champion Seat Systems

Rostra Precision Controls

Panasonic Corporation

IG Bauerhin

Check Corporation

### Automotive Seat Heater Market Insights

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.

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 the Global Automotive Seat Heater Market

**Market Size Estimates:** Global automotive seat heater market size estimation in terms of value (\$M) and volume (thousand units) shipment.

**Trend and Forecast Analysis:** Market trends (2016-2021) and forecast (2022-2027) by various segments.

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

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

**Growth Opportunities:** Analysis of growth opportunities in different segments by a type and regions for the global automotive seat heater market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the global automotive seat heater market.

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

## FAQ

**Q1. What is the automotive seat heater market size?**

**Answer:** The global automotive seat heater market is expected to reach an estimated \$1.4 billion by 2027.

**Q2. What is the growth forecast for automotive seat heater market?**

**Answer:** The automotive seat heater market is expected to grow at a CAGR of 3.6% from 2021 to 2027.

**Q3. What are the major drivers influencing the growth of the automotive seat heater market?**

Answer: The major drivers for this market are luxury vehicles and increasing demand for a higher level of comfort and safety features.

Q4. What are the major vehicle type or end use industries for automotive seat heater?

Answer: Luxury car segment is the major segment by vehicle type for automotive seat heater.

Q5. What are the emerging trends in automotive seat heater market?

Answer: Emerging trends, which have a direct impact on the dynamics of the industry, the introduction of quick comfort seat heaters, and the development of graphene-based seat warming technology.

Q6. Who are the key automotive seat heater companies?

Answer: Some of the key automotive seat heater companies are as follows:

Gentherm

Kongsberg Automotive

Continental

Champion Seat Systems

Rostra Precision Controls

Panasonic Corporation

IG Bauerhin

Check Corporation

Q7. Which automotive seat heater vehicle type segment will be the largest in future?

Answer: Lucintel forecasts that luxury cars will remain the largest market over the

forecast period, whereas the 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.

Q8: In automotive seat heater market, which region is expected to be the largest in next 5 years?

Answer: 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.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1 What are some of the most promising growth opportunities for the global 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 drivers and 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 and which companies are leading these developments?

Q.9 Who are the major players in this market? What strategic initiatives are being taken 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 product substitution?

Q.11 What M&A activity has occurred in the last five years?



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